

COUNTRYSIDE PROPERTIES PLC

LAND SOUTH OF HENHAM ROAD, ELSENHAM

FRAMEWORK RESIDENTIAL TRAVEL PLAN

**REPORT REF.
2008170-07**

July 2022

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Document Control Sheet

REV	ISSUE PURPOSE	AUTHOR	CHECKED	APPROVED	DATE
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Distribution



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1. Introduction

- 1.1. Ardent Consulting Engineers (ACE) has been appointed by Countryside Properties PLC to prepare a Framework Residential Travel Plan in respect of a planning application for land South of Henham Road, Elsenham, which is proposed to be redeveloped for residential use.
- 1.2. This Travel Plan (TP) has been prepared to accompany an outline planning application submission to the Planning Inspectorate for England (PINS). The site lies within the local authority area of Uttlesford District Council (UDC). Essex County Council (ECC) is the local highway authority responsible for roads in the surrounding area. This report has been written in line with ECC Travel Plan Guidance.
- 1.3. This TP has been produced to support the proposals to construct a residential development comprising of 130 units. The latest masterplan for the proposal is show at **Appendix A** for reference.
- 1.4. A **Transport Assessment** (TA) has been prepared by ACE (**Report Reference 2008170-04**) to accompany the planning application. The TA assesses and identifies the change in traffic conditions associated with the proposals, including the predicted number of person trips by all modes of transport. It identifies appropriate transport infrastructure to support the development. Accordingly, where relevant, this TP refers to the findings of the TA.
- 1.5. This TP has been prepared in accordance with the latest government advice and current best practices, with the aim of promoting the use of sustainable and active modes of travel for journeys to / from the site. It is primarily aimed at residents of the proposed development but may also have a positive effect on the travel choices of visitors.

Scope of Report

- 1.6. This TP has been produced to set out a range of measures and incentives to facilitate and encourage all users of the site to utilise sustainable modes of travel wherever possible. It also identifies associated procedures for implementation and monitoring, along with suitable targets to ensure the overriding objectives of reducing single-occupancy car travel and increasing uptake of sustainable modes are achieved.

1.7. A TP provides a long-term strategy for encouraging site users to minimise their need to travel as well as to promote the use of modes of transport other than the private motor vehicle. The aims of the strategy are: -

- To promote travel opportunities by environmentally friendly modes; and
- To introduce a package of physical and management measures that will facilitate travel by other modes.

1.8. As this document has been prepared prior to the occupation of the proposed development, the details relating to travel patterns and mode share targets are considered to be indicative until such time that actual travel patterns can be determined via on site surveys and questionnaires. It is therefore the intention that the TP will be a 'living' document as further details on travel patterns, targets, measures and management will be provided as the development is progressed.

Purpose of a Travel Plan

1.9. A TP is defined by the Department for Transport (DfT) and by the department for Communities and Local Government (DCLG) as: *a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objective through positive action and is articulated in a document that is regularly reviewed.*

1.10. The benefits from a TP can be loosely categorised under three main headings:

- Health Benefits;
- Environmental Benefits; and
- Financial Benefits.

Health Benefits

1.11. A reduction in the potential number of polluting vehicles on the roads surrounding the site will contribute to better air quality throughout the area. There are also well documented health benefits associated with active travel, such as walking and cycling, which are increasingly being recognised as ways to reduce sedentary lifestyles and improve mental health and general wellbeing.

1.12. Regular moderate physical activity (including walking and cycling) can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems.

Environmental Benefits

1.13. Climate change is a global issue and has reached the public consciousness through high profile events such as the COP26 conference where governments from across the world came together to pledge their part in reducing harmful carbon and related emissions. The UK Government has committed to reduce its greenhouse gas emissions to net zero by 2050. As part of this commitment they have set a target to cut emissions by 78% by 2035 compared to 1990 levels.

1.14. At a local level reducing car usage and shifting to active travel modes is one way that individuals can collectively work towards reducing carbon emission.

1.15. An increase in car trips can also contribute to negative local environmental issues such as severance. By encouraging sites to reduce car dependency, the local highway networks will benefit from a reduction in vehicular movements and local communities will benefit from less traffic.

Financial Benefits

1.16. There are financial benefits to be gained from increasing active travel rates and reducing harmful emissions produced by vehicles, both for individuals and for wider society.

1.17. Individuals (specifically site users) can benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel.

1.18. An effective TP can help encourage site users to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

Policy and Guidance

1.19. TPs have become an important tool for the delivery of national, regional and local transport policy and commonly play an integral aspect within the planning process, fulfilling a role in encouraging more sustainable development.

1.20. This TP has been developed in accordance with the following documents where possible:

- The National Planning Policy Framework [NPPF] (MHCLG, July 2021);
- National Planning Practice Guidance [NPPG] – Travel Plans, Transport Assessments and Statements (MHCLG, March 2014); and
- The Essex County Council Guidance Note for a Residential Travel Plan.

Structure

1.21. Following this introduction, the remainder of this report is structured as follows: -

- **Section 2.0** describes existing conditions in terms of the site's accessibility on foot, by cycle and public transport;
- **Section 3.0** provides a description of the proposed development scheme, including the proposed trip generation/attraction;
- **Section 4.0** provided details of objectives and targets;
- **Section 5.0** outlines the proposed package of measures and initiatives to encourage use of alternative modes of travel to the private car; and
- **Section 6.0** outlines the proposed TP monitoring and review process.

2. Existing Situation

2.1. This section reviews the existing transport facilities in the vicinity of the site for all modes of travel, including walking, cycling, bus, rail and private car.

Site Location

2.2. The site is located on the eastern edge of the settlement of Elsenham in the Uttlesford District Council area of Essex. The neighbouring town of Stansted Mountfitchet is 3.5km away from the site to the west and further afield, Bishop's Stortford and Saffron Walden are 8km and 15km away, respectively.

2.3. The site is bordered by Henham Road to the north and Hall Road to the west, Daisy May's Farm to the south and open space to the east. The site location is shown in the context of Elsenham below in **Figure 2.1** and an indicative site boundary shown in red (please refer to the formal planning drawings for the confirmed boundary extents) is shown at **Figure 2.2**.

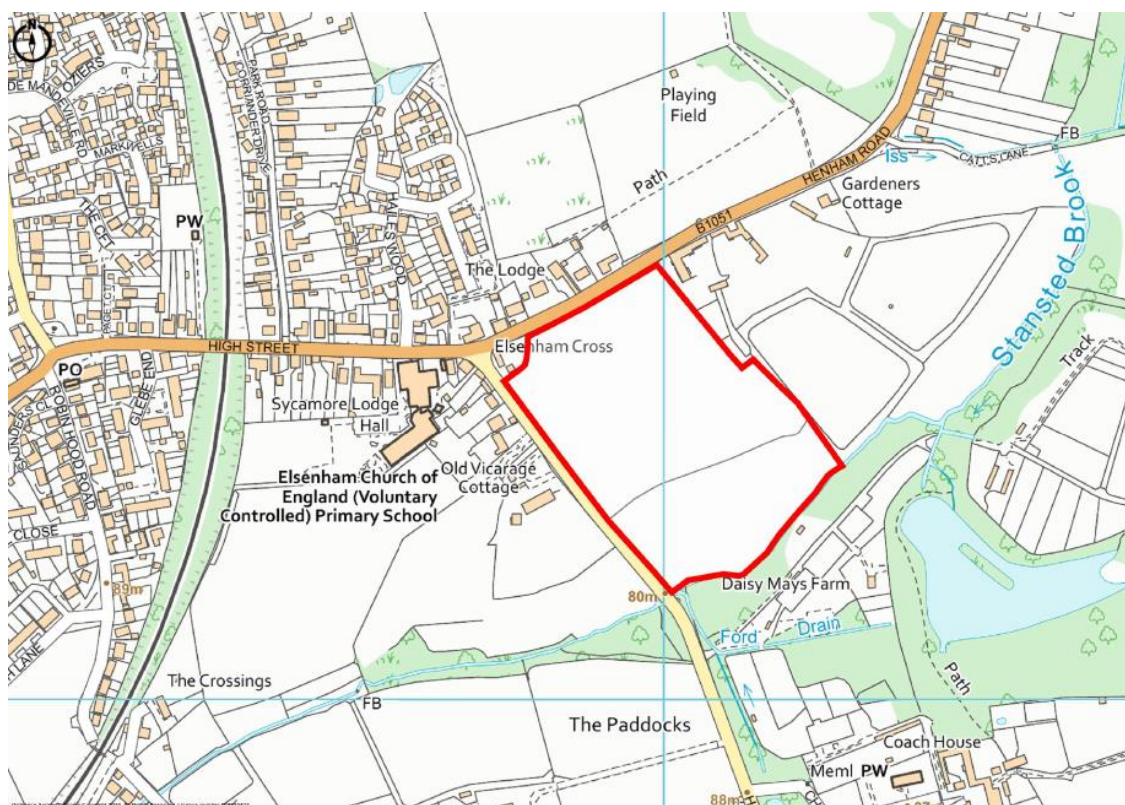


Figure 2.1: Site Location



Figure 2.2: Indicative Site Boundary

Local Highway Network

Henham Road / High Street

- 2.4. Henham Road is a single carriageway road adjacent to the northern frontage of the site. It forms part of the B1051 which runs between the villages of Thaxted to the east and Stansted Mountfitchet to the west. At this point of the network, the B1051 is a Priority Route 2 (PR2) in ECC's road classification.
- 2.5. Henham Road measures approximately 6.5m along the site frontage and is retained through to the point at which it becomes known as Stansted Road. There are no parking restrictions within the vicinity of the site. Henham Road is subject to a 30mph speed limit along the site frontage, with the speed limit changing to 40mph east of the site boundary.
- 2.6. There is an obligation for the developer associated with planning application ref. UTT/17/3575/OP to extend the 30mph speed limit further eastwards to encompass the proposed site access to that scheme. This will extend the 30mph speed limit extents much further east beyond the boundary of the application site being considered here.

2.7. There is a footway present along the site frontage as well as the opposite side of the carriageway measuring between circa 1.5m and 2m. Street lighting is present along the course of this road as well as some dropped kerbs to facilitate pedestrians crossing over several local junctions. The general road condition and characteristics are shown in **Image 2.1**.



Image 2.1: Henham Road (Source: Google Maps)

2.8. Henham Road to the west of the site becomes High Street. The road continues to have a footway on either side of the carriageway and street lighting placed at regular intervals. Access to commercial, educational and residential units is provided off this road. Around the Elsenham Church of England (CofE) Primary School there are single yellow line parking restrictions to prevent on-street parking between 0830-0930.

2.9. A zebra crossing is located on High Street adjacent to the frontage of the Elsenham CofE Primary School allowing safe crossing facilities in this area.

Hall Road

2.10. Hall Road runs adjacent to the western boundary of the site and connects Elsenham with Molehill Green. This road runs in a south-eastern alignment forming a route connecting Elsenham with the A120 and provides access to Stansted Airport. See image of Hall Road within the vicinity of the site as shown in **Image 2.2**.

2.11. Hall Road is approximately 5.5m in width and is subject to a 30mph speed limit within the confines of the village, beyond which a derestricted national speed limit is present. A footway on the western side of the road measuring circa 1.3 m is present between the junction of Henham Road and a point just north of Stansted Brook before the footway crosses to the eastern side of Hall Road as it heads south.



Image 2.2: Hall Road (Source: Google Maps)

Station Road

2.12. To the west of the site, High Street meets at a junction consisting of a double mini roundabout arrangement, with the northern arm leading onto Station Road.

2.13. Direct residential and commercial accesses are provided from both sides of the carriageway, with properties benefiting from both on-street and off-street parking provision. Access to Elsenham Station is provided at the northern end of Station Road, and it also provides a route towards Saffron Walden and various villages to the north via the level crossing at the train station.

2.14. Footways are present on both sides of the road measuring between circa 1.5m to 2m with street lighting available along the length of Station Road.

Robin Hood Road

2.15. Robin Hood Road forms the southern arm of the double mini roundabout junction. It is a single carriageway road running in a north-south alignment through Elsenham and is subject to a 30mph speed limit. Robin Hood Road is a “no through road” which provides access to Elsenham Post Office and residential units. Footways are present along both sides of the road at the northern end of the street and street lighting is placed at regular intervals along the road length. Pedestrian access is also available between Robin Hood Road and Tye Green Road.

Stansted Road

2.16. To the west of the site, Stansted Road and High Road are both the western and eastern arms of the double mini roundabout. Stansted Road is subject to a 30mph speed limit and leads to Stansted Mountfitchet in the southwest and provides direct access to settlements and commercial development. High Street and Stansted Road form part of the B1051 road classification.

Lower Street

2.17. Stansted Mountfitchet is the nearest major settlement to Elsenham to the west.

2.18. From Elsenham the B1051 leads to Lower Street which provides access into Stansted Mountfitchet. This road is single carriageway and is subject to a 30mph speed limit.

2.19. Lower Street is one of the principal shopping streets in Stansted Mountfitchet with wide footways and numerous shops and facilities. On-street parking occurs in defined parking bays along parts of Lower Street.

Church Road

2.20. Lower Street meets Church Road, Chapel Hill (B1051) and Mountfitchet Castle Street as part of a four-arm roundabout junction. This is located within the heart of the settlement with commercial development and facilities such as the train station accessed from it.

Public Transport

2.21. The nearest bus stop to the site is marked with a flagpole and timetable within the village located circa 90m west of the northern boundary of the site on Henham Road. The other closest stop on the southern side of the carriageway is unmarked. These bus stops are served by routes 7, 7A and 441 all connecting to key destinations in the area. A plan showing the bus stop locations is shown at **Appendix A**.

2.22. As listed within **Table 2.1**, the site is served by bus routes which provide services to the surrounding area. Stansted Airport is identified as a key employer for the local area. Bus route 7A provides a direct route to the airport with a journey time of circa 15 minutes. Stansted Mountfitchet is also an area that provides plentiful opportunities for employment which can be reached within 25 minutes utilising bus route 7A.

2.23. Services 7 and 7A have no specific consistent pattern of frequency ranging from an hour and a half between services to over 2 hours. The summarised table has indicated a rough frequency of every 2 hours as a result.

Number	Route	Service Frequency		
		Weekday	Saturday	Sunday
7	Stansted Airport – Takeley – Henham – Elsenham – Bishops Stortford	Every 2 hours	Every 2 hours	-
7A	Stansted Airport – Takeley – Henham – Elsenham – Bishops Stortford	Every 2 hours	Every 2 hours	-
441	Takeley – Stansted Moutfitchet – Ugley – Newport -Saffron Walden	1 service (school)	-	-

Table 2.1: Bus Timetable summary

2.24. Route 441 is a school service that operates Monday to Friday providing one service per day.

2.25. The nearest station is Elsenham Railway Station, located approximately 1.1km to the north-west of the site. The station is located on the West Anglia Main Line providing services to Liverpool Street and Cambridge North.

2.26. Off peak service frequency to these destinations are as follows:

- 1 train per hour (tph) to London Liverpool Street; and
- 1 tph to Cambridge North.

2.27. Up to 2 tph in each direction are available during the peak hours.

2.28. Elsenham Station provides up to 12 sheltered cycle storage spaces monitored with CCTV. Car parking is also provided at this station.

2.29. Additional rail services can be reached in Stansted Mountfitchet and at Stansted Airport.

Walking / Cycling

2.30. A review of the Public Rights of Way (PRoW) in the vicinity of the site shows that there is an existing public footpath (FP13) crossing from Henham Road in a northeast to southwest alignment diagonally through the site. It connects Henham Road and Hall Road, with a further onward route via the land to the west of Hall Road development and beyond to Tye Green Road. Further leisure route options and connections are available.

2.31. In addition to this a PRoW is located to the east of the site. This footpath runs in a north west to south east alignment connecting Henham Road with Brick End. The location of these footpaths are shown by the yellow line within **Figure 2.3**.

2.32. A PRoW can also be seen to the south of the site cutting through Daisy Mays Farm and a golf course. This route provides a connection between Hall Road and Elsenham Road.

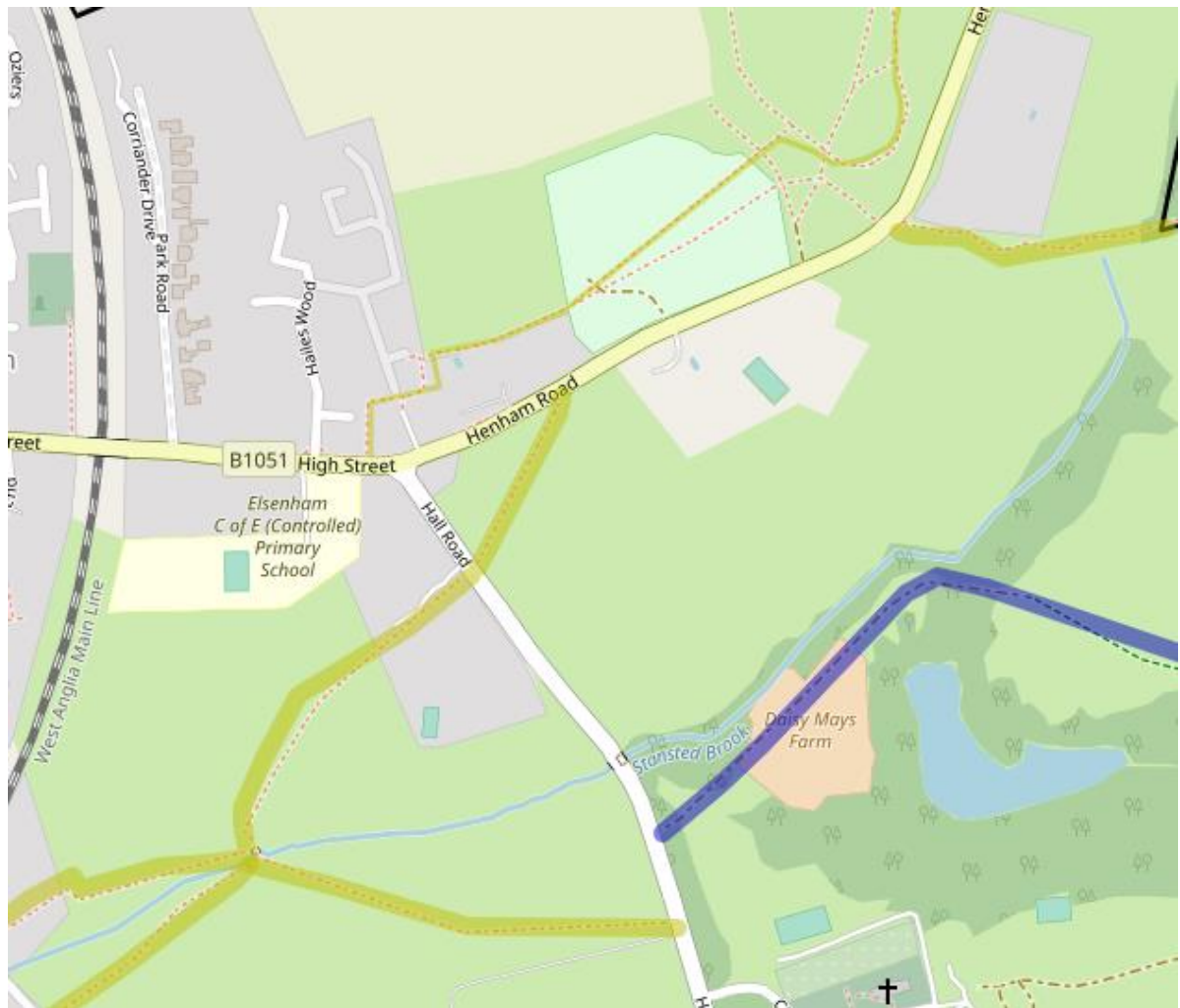


Figure 2.3: Existing PROW's (Source: Open Street Map)

- 2.33. There are currently footways along Henham Road and Hall Road that provide access to the site.
- 2.34. With regard to cycling, there are no existing routes within the village of Elsenham. However, the site sits approximately 1.1km south-west of regional cycle route 50. This route runs from Ulting to Rickling Green at which it joins National Cycle Route 11 (NCR11). The location of Route 50 is highlighted in purple within **Figure 2.4**.
- 2.35. Local Transport Note 1/20 'Cycle Infrastructure Design' (DfT, July 2020) states that "...Two out of every three personal trips are less than five miles in length." [Paragraph 2.2.2, page 16]. The site is well placed to reach key local destinations within 5 miles (8km) which is considered a realistic cycling distance.
- 2.36. Locations such as Elsenham train station, Stansted Mountfitchet and Stansted Airport are all within an 8km radius cycling distance.

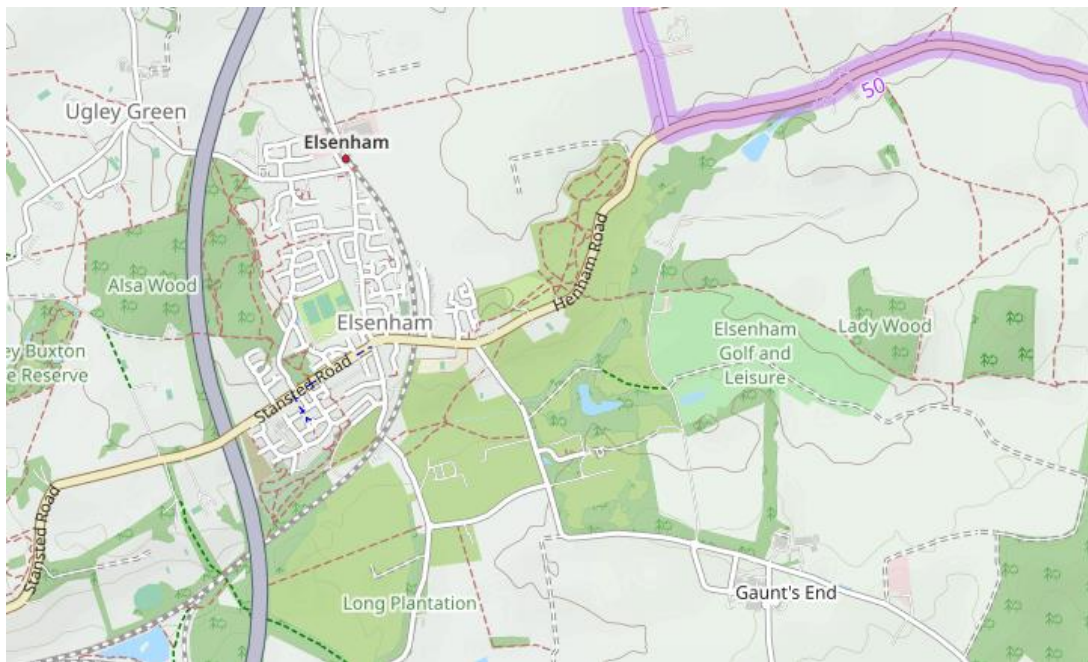


Figure 2.4: Existing PROW's (Source: Open Street Map)

Local Amenities and Facilities

2.37. The Chartered Institution of Highways and Transportation (CIHT) document *'Providing for Journeys on Foot'* recommends suggested acceptable walking distances of between 400m ("Desirable") for general journeys and 2km ("Preferred Maximum") for commuting and journeys to school purposes.

2.38. *Manual for Streets* (MfS) identifies walkable neighbourhoods as being those typically characterised by having a range of facilities within an 800m (10-minute) walk distance, however not an upper limit, with walking offering the greatest potential to replace short car trips, particularly those under 2km. **Table 2.2** provides a list of the amenities and facilities located within these walking distances from the site and a plan included at **Appendix A** shows the locations of them.

Amenity	Distance (m)
Elsenham C of E Primary School	50
Tesco Express	460
Henham Elsenham & Ugley Church	140
Elsenham Post Office	480
Elsenham Surgery	640
Elsenham Playground	520
Elsenham Memorial Hall	520

Table 2.2: Local Amenities and Facilities

2.39. There are footways adjacent to the site which allow access to the amenities and facilities listed. In addition to this the proposals are to enhance the pedestrian connectivity in the area, allowing walking to be a viable option for short-distance journeys to destinations such as those set out above.

2.40. In addition to the existing facilities, the land east of Elsenham development (ref UTT/17/3575/OP) proposes to provide a 1FE primary school on-site.

Summary

2.41. Overall, the wider pedestrian environment to public transport links / amenities in the surrounding area is good. The existence of these routes and facilities therefore actively encourages walking as the main mode of travel for residents and as part of an integrated journey with public transport.

3. The Proposed Development

- 3.1. The proposals are for a 130-unit residential development on land south of Henham Road in Elsenham. The proposal is outline in nature, but an indicative mix of 78 no. private and 52 no. affordable housing has been considered within this assessment document for the purposes of detailed traffic impact analysis.
- 3.2. The exact breakdown of unit types, sizes and ownership type will be provided through the Reserved Matters (RM) application for the site, subject to outline planning being granted.
- 3.3. The application is outline, with all matters reserved except for access. A masterplan for the site is included at **Appendix A**.

Access

- 3.4. The proposed access is via a simple priority junction onto Henham Road.
- 3.5. The junction has been designed in accordance with Essex Design Guide for a Type E Access Road with 6m kerb radii, 5.5m wide carriageway and footways of 2m on both sides of the junction connecting to the existing infrastructure on Henham Road. This road hierarchy is suitable to serve up to 200 units within a cul-de-sac arrangement.
- 3.6. The indicative masterplan shows the Access Road design continuing north/south through the development leading shared surfaces and private drives within the site. The internal design of the scheme is subject to the RM application process but it is expected that the principles of the EDG shall be followed, with shared surfaces being 6m wide.
- 3.7. A proposed concept design has been produced for the nearby Hall Road/Henham Road/High Street junction to improve pedestrian facilities. Currently, the layout includes a triangular island with priority junctions either side (a "bennett junction arrangement" – see Google Street Image below of existing layout).



- 3.8. The design shown in **the Transport Assessment** could be implemented in order to enhance the environment for pedestrians in the area.
- 3.9. The changes include removing the kerbed island (and relocating or removing the directional signage) and forming a standard priority junction with tactile paving and dropped kerbs. Pedestrian environment is widened on both sides of Hall Road, with pedestrians able to cross in a single manoeuvre.
- 3.10. With the realignment of the Hall Road junction the junction visibility is also improved to the east to achieve 43m as opposed to the existing 23m. As can be seen on **ACE Drawing 2008170-032 within the Transport Assessment**, HGV turning can still be accommodated in all directions as is currently available for the existing layout.
- 3.11. A separate pedestrian/cycle access is proposed on Hall Road on the western edge of the site in the location of the existing stile for the public right of way (see **ACE Drawing 2008170-032 within the Transport Assessment**) The alignment of the public right of way through the site is to be retained in-situ.

Parking

- 3.12. Parking will be in accordance with Uttlesford's local parking guidance. The standards are based on minimum parking requirements in line with Essex County Council's parking guidance but with additional car parking for 4+ bedroom dwellings.
- 3.13. The parking provision and design of the parking areas will be confirmed through the RM application process.
- 3.14. **Table 3.1** sets out the guidance as follows:

	Car Parking Standards	Cycle Parking Standards
1 bed	1 space per dwelling	1 secure covered space per dwelling
2+ bed	2 spaces per dwelling	1 secure covered space per dwelling
4+ bed	3 spaces per dwelling	-
Visitors	0.25 spaces per dwelling (unallocated)	If no garage or secure area is provided within curtilage of dwelling then 1 covered and secure space per dwelling in a communal area for residents plus 1 space per 8 dwellings for visitors

Table 3.1: ECC Parking Standards

Servicing and Deliveries

3.15. Servicing and refuse collection will generally be undertaken internally utilising the turning heads provided within the internal road layout.

Predicted Travel Patterns

3.16. As part of the TA that has been prepared in support of the application, the peak hour and daily trip generation of the proposals was estimated using data from the TRICS database.

3.17. **Table 3.2** shows the predicted trip generation for residents at the site based on trip rates obtained from TRICS.

Mode	AM Peak (0800-0900)			PM Peak (1700-1800)			Daily (0700-1900)		
	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot
Cyclists	0	2	2	1	1	2	6	8	14
Pedestrians	6	21	27	7	5	12	81	84	165
Bus Passengers	0	3	3	2	1	3	18	19	37
Rail passengers	0	1	1	1	0	1	5	5	10
Drivers	14	47	61	42	20	62	291	300	591

Table 3.2: Proposed Residential Trip Generation by All Modes

Baseline Data

- 3.18. Establishing baseline travel patterns is necessary to enable the progress of the TP to be measured. However, this can only be established once the development is built-out and occupied. Therefore, for a TP prepared in advance of occupation, such as in this case, it should initially be assessed against the anticipated trip generation / attraction by travel mode set out within the corresponding TA (as reproduced above). These estimates therefore help to inform the initial TP targets set out in **Section 4.0** of this document.
- 3.19. Travel surveys will be undertaken at 75% occupancy of the site or within 6 months of initial occupation, whichever comes first.
- 3.20. Once travel surveys are completed, the respective TP's for the residential development will be reviewed and updated to ensure that suitable and targeted measures are implemented.
- 3.21. Further monitoring surveys will subsequently be undertaken on the first, third and fifth years following initial occupation. **Section 6.0** provides further details in respect of ongoing TP monitoring.

4. Objectives and Targets

4.1. This section sets out the objectives for the TP, as well as targets for the short and medium term. It also includes information regarding indicators through which progress towards meeting the targets of this plan will be measured. Further information on monitoring and review of the TP can be found in **Section 6.0**.

4.2. Objectives are the high-level aims of the TP, giving it direction and providing a focus. Targets are the measurable goals by which progress can be assessed. At this stage indicative targets, informed by the predicted travel trends, have been set to cover the first five years of the TP period. Indicators are the elements which will be measured in order to assess progress toward meeting the final and interim targets.

Objectives

4.3. The primary objectives of the TP are set out below and shall:

- Minimise the need to travel;
- Provide a commitment to develop the site with suitable facilities which will encourage its users to travel to and from the site in a sustainable manner;
- Ensure that dependency on single occupancy car-borne trips at the development is low;
- Encourage and facilitate car sharing;
- Market the sites accessibility to key amenities via public transport and active travel modes; and
- Implement effective travel targets which are SMART (Specific, Measurable, Achievable, Realistic and Timely).

Targets

4.4. In order to achieve measurable outputs from the TP process, it is important to establish targets from the outset, against which progress can be measured.

4.5. As the development is yet to be occupied, the targets set out in this TP are provisional and will be confirmed as part of a detailed TP post-submission. However, it is important that the TP actively seeks to ensure that travel behaviour towards more

sustainable modes is established early on, with initiatives in place from the day of opening.

Primary Multi-Modal Targets (Outcome Targets)

4.6. Baseline person trips have been derived from the TRICS database as detailed within the TA. In light of the above, the aims of this TP are to maintain the low level of single occupancy trips over a minimum period of five years. This target is provisional and will be revisited following receipt of surveys undertaken as part of the detailed TP.

4.7. The above target meets the “SMART” criteria as follows:

- **Specific:** A target to reduce the level of vehicle trips identified to be met within five years of occupation.
- **Measurable:** The number of site users using each mode of transport will be measured and monitored using the travel surveys outlined later in this section. This will include details on weekday travel times / patterns to allow the number of peak hour journeys to be determined, including by single occupancy car driver.
- **Achievable:** It is considered that given the site’s location, in that it is near to public transport and the good potential for site users to walk and cycle to / from the site, these targets are considered achievable.
- **Realistic:** It is considered that a target to maintain a low level of vehicular trips is feasible given the measures and initiatives contained within this TP.
- **Time-bound:** The targets are to be met within five years of initial occupation of development.

Secondary “Action” Targets

4.8. The following secondary targets could also be adopted as part of the ongoing monitoring of the TP. Any such targets will be established following the initial surveys undertaken as part of the detailed TP, in order to establish baseline figures.

4.9. These could be as follows:

- Increase in active travel modes (i.e. walking or cycling) being the primary mode of travel; and
- Increase number of users using the bus.

Summary

4.10. As mentioned above, the baseline level of trips for the residential development will be updated following the completion of the initial travel survey, which will be undertaken within 6 months of occupation or 75% occupancy (whichever comes first).

4.11. Additional targets may be determined by the Travel Plan Co-ordinator (TPC) when comparing the existing level of trips against the predicted level of baseline trips. Similarly, if actual demand for vehicle trips is lower from the outset than the predicted baseline shown in this TP, the targets will be adjusted accordingly with a view to ensuring that single occupancy car travel does not exceed the initial survey results.

4.12. Any changes to targets must be agreed with the reviewing TP officer at ECC.

4.13. It is important that the TP evolves with the site to adapt measures and initiatives in accordance with alterations to surrounding network, service adjustments and travel trends to ensure targets are met.

4.14. Targets will be reviewed in year one, three and five after full occupation following the monitoring survey and in consultation with the council and any other relevant stakeholders. The TP will be renegotiated with the local authority if the target levels of vehicle trips do not look to be achievable at the three-year milestone.

5. Measures and Initiatives

- 5.1. The measures proposed in this TP are primarily intended to encourage residents to use non-car modes of transport for trips to and from the development. This TP has therefore identified measures to encourage such active modes of travel and achieve the targets set out in this report.
- 5.2. The measures combine “hard measures” such as site design and infrastructure, with “soft measures” including marketing, promotion and awareness among residents. However, some of these may be subject to change, and additional measures may also be provided that will be of benefit to the scheme later.
- 5.3. A TP should set out the long-term management strategy for existing or proposed developments and seek to integrate proposals for increasing sustainable travel by the future occupier(s) of the site.
- 5.4. **Table 5.1** outlines the recommended measures, with each measure explained in further later on. The list is not finalised, and additional measures may be identified in due course once residents’ local travel patterns have been confirmed.

Measure	Brief Description
Travel Plan Coordinator	The TPC will be appointed as a permanent member of staff to implement and manage the TP over the first five years of its lifespan.
Travel Information Packs	A Travel Information Pack will be provided to each residential unit that promotes the existence of sustainable travel modes.
Promoting Walking and Cycling	The TPC will ensure suitable pedestrian / cycle route links are provided and negotiate discounts for site users on purchase of bikes and equipment with local cycle outlets. Free cycle training that ECC provides will be promoted, as well as any local walking and cycling clubs or local initiatives. Electric bike trials through Halfords or any other providers will also be promoted. In addition, the proposals include the potential for local pedestrian infrastructure improvements at the nearby Hall Road/Henham Road/High Street junction and contributions towards new cycle stands at the local convenience store in Elsenham.

Promoting Public Transport Services	The TPC will liaise with local providers seeking to provide site users with a voucher that promotes sustainable travel. In addition, bus contributions towards the local service and a replacement bus stop sign for the local stop on Henham Road will be discussed with ECC.
Provision of Travel Information	The TPC will arrange sustainable travel events at the site, as well as the provision of promotional material that supports sustainable transport that will be provided to site users.
Car Share	Residents will be encouraged to sign up to lift sharing websites.

Table 5.1: Summary of Travel Plan Measures

Appointment of Travel Plan Co-ordinator

- 5.5. To ensure the delivery and management of travel plans, a TPC is nominated to promote and implement the various initiatives.
- 5.6. ECC will be notified of the name and contact details of the TPC prior to first occupation of the residential units.
- 5.7. The TPC will be the first point of contact for site users on any matters regarding travel to and from the site and will also raise issues on their behalf with ECC and local public transport operators.
- 5.8. Responsibilities of the TPC include:
- Overseeing the development and implementation of the Plan;
 - Designing effective marketing and awareness campaigns to promote sustainable travel (for example Travel Information Packs);
 - Co-ordinating the data collection / travel surveys of site users travel behaviour; and
 - Managing the ongoing monitoring, and production of required reports following the travel surveys.
- 5.9. The TPC will be appointed ahead of occupation of the development to give sufficient time to organise Travel Information Packs (see below) and other measures. The amount of time the appointed TPC will spend on the management and implementation of the TP is difficult to determine at this stage. It is likely that more

time will be required in the early stages around occupation and when residents are first moving in.

5.10. Sufficient resource will be made available to the TPCs to ensure that the obligations and requirements of the TP are met.

Travel Information Packs

5.11. A Travel Information Pack (TIP) will be provided to all site users upon first occupation to promote the existence of, and use of, alternative modes of transport to the private car.

5.12. The packs will take the form of a Welcome Brochure, bespoke to the site and would contain information on local walk, cycle and public transport routes and provide service timetables. As well as highlighting the benefits of using active travel modes and car sharing, and include information on local groups and initiatives.

5.13. The TIP will contain details of: -

- The TPC details;
- Guidance and promotional material on the use of sustainable modes of travel;
- Details on walking, cycling, buses, trains, taxis, car sharing, electric vehicles, electric vehicle charging, and personalised journey planning services;
- Details of local cycle shops and any initiatives such as electric bike trials available
- Reference to travel websites, resources and support services for each mode of travel provided by Essex County Council and Uttlesford District Council (if available);
- Details of local travel campaigns and networking / support groups;
- Potential bus tickets (scratch cards) for local operator services; and
- Details of an online tool to generate personalised TPs using a home and destination postcode to provide details of different travel modes / options, travel routes / maps and timetable information.

Partnerships

5.14. The TPC will utilise partnerships to help with the implementation of the TP and its development. Examples include:

- Residents Associations that may form within the development;
- Steering Groups, with potential members including the TPC, representatives from the site management team and Resident Association, and local groups as appropriate;
- Property Management Companies; and
- Local Groups as appropriate, such as walking, cycling and Public Transport Operators.

Measures to Promote Walking & Cycling

5.15. Site users will be provided with a local area cycle map, included as part of the TIP. Information on the health, environmental and financial benefits of walking and cycling can also be distributed as part of the TIP.

5.16. Secure cycle parking spaces will be provided at the site in accordance with the adopted standards. In addition, contributions are offered towards the provision of cycle parking in the form of Sheffield stands at the local convenience store to encourage cycling for short trips and for the benefit of residents outside of the development site.

5.17. Each household could be offered a discount at a local cycle shop to encourage residents to take up cycling, with this incentive subject to negotiations with local retailers.

5.18. The TPC will support national initiatives to promote cycling, such as Bike to Work Week and Cycle to Work Day (as detailed below). The TPC will be responsible for raising awareness and encouraging site users to participate.

5.19. The TPC will provide details of local cycle shops for maintenance. Information on initiatives such as electric bike trials available through Halfords (closest store is 10 miles away at Harlow) or other participating local stores will be promoted to residents.

5.20. ECC provide a series of schemes and services to promote cycling, including cycle lessons to those who live, work or study in the county. These sessions are with trained cycle instructors, as an individual one to one session.

5.21. The TPC will endeavour to work with the local primary school to encourage children living within the development to walk and cycle to school. This would involve liaising with the relevant School Travel Plan Coordinator to identify and communicate safe routes to school as well as the creation of walk to school clubs.

Measures to Promote Public Transport

5.22. The TIP will contain information on public transport routes and provide service timetables, in addition the residents will be issued free bus tickets for a period of time.

5.23. It may be possible to negotiate further incentives / discounts for bus travel. It is anticipated that ECC would assist in such negotiations.

5.24. As part of the proposals, contributions are offered towards the existing bus service through Elsenham – these would be discussed and agreed with ECC in line with contributions sought through other consented schemes in the area. In addition, a new bus flag will be installed at the existing local stop on Elsenham Road to mark its existence.

5.25. It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important, particularly for journeys of more than 5 miles (8 kilometres).

Travel Information

5.26. The primary issue with achieving successful TP initiatives is raising the awareness of sustainable travel modes, including highlighting the potential personal benefits that can accrue from those initiatives. Therefore, the key provisions and services making up the TP should be effectively marketed and promoted to users of the development.

5.27. To further promote the surrounding opportunities for travel by non-car modes, the TPCs will arrange for sustainable travel annual newsletters to be made available for all site users. These annual newsletters will include up to date sustainable travel information, and provide website addresses that may be useful for users, potentially

with digital barcodes that could be scanned using smartphones for a direct link to the website. Useful websites could include the following:

- [REDACTED] - an urban walking route planner for walkers around Essex;
- [REDACTED] - a website that encourages walking and allows users to find walks suited to them;
- [REDACTED] - cycling initiative website that allows users to find bike rides in line with their needs;
- [REDACTED] - a website that encourages sustainable modes of transport.

5.28. These websites (or similar) will be promoted and residents encouraged to sign up to any email newsletters such that they receive information updates and notifications regarding upcoming sustainable events.

5.29. Site users will be made aware of useful sustainable travel related smartphone apps that they can download (with digital QR barcodes provided if possible). Examples of such apps include 'MyBus' for the iPhone and 'CatchthatBus' for Android phones, both of which provide up to date bus information for any particular stop. Another useful app that could be include is 'CycleStreets' (iPhone and Android), which is a cycle route journey planner and is free to download.

Car Sharing

5.30. Car sharing for the site should be promoted as an alternative to single occupancy car trips, particularly for journeys with are too far for walking or cycling, and where public transport is not available. There are local car share communities for Uttlesford District and Stansted that will be promoted to residents alongside the wider Essex car share community open to all within the county.

5.31. The TIP will promote the following:

- The benefits of car sharing;
- Care sharing websites to match journeys; and
- Community coffee morning to promote car sharing amongst residents.

6. Monitoring and Review

- 6.1. This TP is to be subject to a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to those residing within the site in future years. This document sets out the proposals for monitoring and review of the full TP over the first five years of the occupation of the development.
- 6.2. This section sets out the specific monitoring proposals associated with the site and the means by which the TPC will assess progress towards the targets outlined earlier in this document. All monitoring will be carried out by or procured by the TPC and funded by the end developer.

Monitoring

- 6.3. The appointed TPC will be responsible for the on-going monitoring of their respective TP.
- 6.4. Travel surveys will be coordinated in order to gain an overview of the effectiveness of the various measures implemented. The initial surveys will provide details of the baseline mode share of site users. This will provide the information base for future monitoring.
- 6.5. Following on from the initial surveys, full multi-modal surveys will be undertaken in the first, third and fifth years after full occupation.
- 6.6. The TPC, or an accredited independent survey company, will be appointed to undertake the surveys. Information gathered through the monitoring process will be made available to the residents of the development and to ECC on request.
- 6.7. The Travel Surveys will be distributed / directed at all residents travelling to and from the site; asking how they would prefer to travel, any travel or transport issues they have encountered, and their attitude towards sustainable modes of travel.
- 6.8. If the recorded vehicle trip rates from the surveys are in excess of the predicted trip rates as set out in the TA / TP, then the TPC will be expected to conduct Written or Face-to-Face Travel Surveys at a time agreed with ECC.
- 6.9. The Written or Face-to-Face Surveys will aim to:
- Understand why target trip rates are not being achieved;

- Identify which modes of transport could be promoted in light of the survey findings; and
- Establish the alternative modes of travel to the site. What do people want to use but currently do not / cannot?

6.10. The monitoring programme will end if two consecutive surveys determine that the targets have been met, otherwise it will continue until the final 5 year completion date.

6.11. Immediately following completion of the monitoring described above, a monitoring report will be developed by the TPC which will summarise the results of the investigations. This will include a comparison between the target level of peak hour and daily vehicular trips, with the actual levels derived from the travel surveys.

Review

6.12. The TPC will take responsibility for the development and management of the TP and ensure its delivery. TP Reports will be submitted to ECC for review, which will provide data to identify the progress of the TP against its targets and objectives.

6.13. If the targets are not being met, additional measures will need to be developed to address this. In this regard, it is anticipated that the TP will be a flexible and adaptable document that is continually evolving.

6.14. Examples of the measures which could be considered are: -

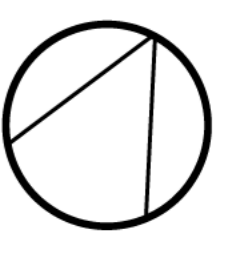
- Ensure TIP's are being issued and check that new households have the necessary public transport information, which is up to date;
- Re-issue cycling / walking maps to illustrate the area that can be assessed using these modes;
- Offer personalised travel planning to all new residents; and
- Undertake a site survey to specifically target mode change.

6.15. The TPC will choose the appropriate course of action for achieving the TP targets and arrange funding if required.

6.16. The TPC will prepare an Action Plan (AP) to set out the proposed delivery and implementation of the TP. The AP will summarise all measures / initiatives to be introduced including marketing activities and monitoring as well as those responsible for running these tasks (such as the TPC) and approximate timescales. The AP will be prepared within three months of full occupation.

6.17. It is intended that the AP will be enhanced and expanded by the TPC following consultation with ECC and will allow the targets set out in the TP to be monitored.

Appendix A



KEY

	SITE BOUNDARY		PROPOSED BUILDINGS
	LISTED BUILDINGS		LANDMARKS
	PUBLIC FOOTPATH		KEY VIEWS
	EXISTING TREES		PROPOSED TREES

DAP HENHAM ROAD
 ILLUSTRATIVE LAYOUT PLAN
 LAND SOUTH OF HENHAM ROAD
 ELSENHAM
 BISHOPS STORTFORD, CM22 6DN
 COUNTRYSIDE PARTNERSHIPS
 07.04.2022 1:50.0@A1 PROJECT 1669

303.03

Drawings