



Proposed Residential
Development,

Land West of Thaxted
Road, Saffron Walden

Framework Travel Plan prepared
on behalf of Kier Ventures Ltd

February 2023

MILESTONE
TRANSPORT PLANNING

Proposed Residential Development, Land West of Thaxted Road, Saffron Walden

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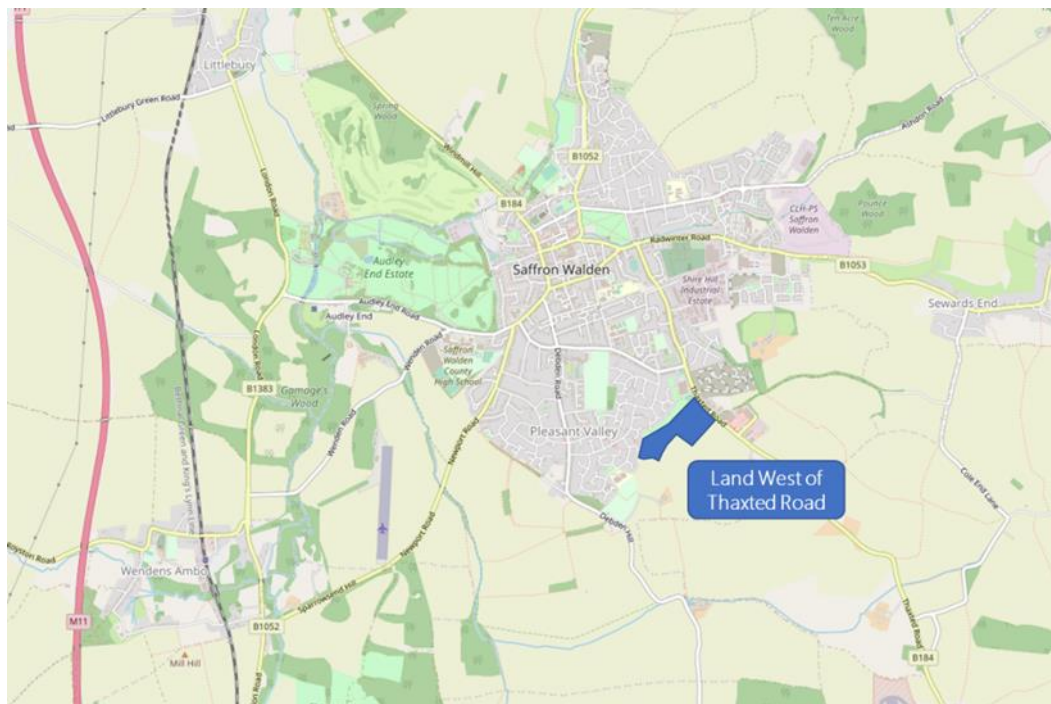
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1. Introduction & Scope of Travel Plan

Introduction

- 1.1 This Framework Travel Plan ("TP") has been prepared on behalf of Kier Ventures Ltd in support of the outline planning application for the development of land to the west of Thaxted Road, Saffron Walden ("the Site") for up to 170 residential dwelling units, associated landscaping and open space with access from the B184 Thaxted Road.
- 1.2 The outline planning application seeks only the principle of the proposed residential land use and the means of access to be determined. Matters such as appearance, landscaping, layout and scale are reserved for future determination however, to inform, the planning application, illustrative material in respect of these is provided for context.
- 1.3 The Site falls within the administrative boundary of Uttlesford District Council (UDC) as Planning Authority and Essex County Council (ECC) as Highway Authority.
- 1.4 The Site is 8.35ha of land, currently in agricultural use but outside of the green belt and is located to the South of Saffron Walden town centre. The Site is bounded by existing, established residential development to the north and west, a mature hedgerow / ditch boundary to further agricultural fields to the south, the B184 Thaxted Road and Knight Park retail park to the east. The contextual location of the Site in relation to the local area is shown in Figure 1.

Figure 1 Site Location



- 1.5 A key part of the vision for the emerging development proposals is to deliver a new neighbourhood that embraces the principles of healthy living, sustainability with high quality and well-designed public realm.
- 1.6 The Site is to be a place that connects with the rest of Saffron Walden with pleasant multi-user active travel routes as well as delivering convenient links to the countryside on its doorstep coupled with good public transport links. The layout of the new neighbourhood is designed such that it is more convenient and navigable for people to choose to walk and cycle rather than using the private car.
- 1.7 Figure 2 details the Illustrative Masterplan for the emerging Site.

Figure 2 Masterplan



- 1.8 The anticipated date for 1st completions on the Site, subject to planning approvals, is the 1st quarter of Year 2024 and thereafter, based on an annual delivery rate of c. 60-80 dwellings per annum will lead to the completion of the final dwellings by the 1st quarter of 2026
- 1.9 The purpose of this Framework TP is to set out a long-term strategy for the management of trips generated by the Site, based on hierarchical principles where emphasis is placed upon the order of priority outlined below:
- opportunities to reduce travel demand and the need to travel
 - meeting the needs of vulnerable road users, i.e., pedestrians and cyclists
 - facilitating access by passenger transport

- accommodating the requirements of two-wheeler users, i.e., mopeds and motorbikes
 - facilitating the safe and efficient movement of emergency vehicles, essential deliveries and refuse collections
 - accommodating the requirement that, for some, access by motor vehicle, will still be required and in such instances seeking to minimise, where possible, single occupancy car trips.
- 1.10 The performance of the TP will be judged against defined targets and will be regularly monitored and reviewed.
- 1.11 Effective measures will be identified through the preparation of this TP to achieve an overall goal of reducing the impact of traffic generated by the development and to improve accessibility. As a consequence, residents of the development will have:
- Better access to essential services and jobs
 - Improved travel options
 - Opportunities for a healthier lifestyle
- 1.12 The outline planning application is also accompanied by a full Transport Assessment (TA) dated November 2022. Following responses from key consultees, including Essex County Council (ECC), post the submission of the Planning Application, an Addendum Transport Assessment dated February 2023 has been prepared to respond to comments received.
- 1.13 This updated Framework Travel Plan has therefore also been produced to align with the Addendum Transport Assessment.

Policy Background

- 1.14 The National Planning Policy Framework (NPPF) 2021 sets out the Government's planning policies for England and how these are expected to be applied. Section 9 of the NPPF provides policy on promoting sustainable transport, including the following:

"Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

a) the potential impacts of development on transport networks can be addressed.

b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated.

c) opportunities to promote walking, cycling and public transport use are identified and pursued.

d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and

e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places."

(NPPF Paragraph 104)

"The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes."

(NPPF Paragraph 105)

1.15 Specific guidance on the consideration of development proposals in paragraphs 110 to 113. These state that:

"In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location.

b) safe and suitable access to the site can be achieved for all users; and

c) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree."

(NPPF Paragraph 110)

"Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe."

(NPPF Paragraph 112)

"Within this context, applications for development should:

a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport.

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards.

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations."

(NPPF Paragraph 112)

"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."

(NPPF Paragraph 113)

1.16 The National Planning Practice Guidance (NPPG) (2019) sets out current guidance for different aspects to development. For the purposes of this document, the guidance within the NPPG 'Travel Plans, Transport Assessments and Statements' document is considered. The NPPG sets out the following with regards to Travel Plans:

"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as way of unfairly penalising drivers."

1.17 It is noted within the NPPG that Travel Plans can positively contribute towards:

- *"encouraging sustainable travel.*
- *lessening traffic generation and its detrimental impacts.*
- *reducing carbon emissions and climate impacts.*
- *creating accessible, connected, inclusive communities.*
- *improving health outcomes and quality of life.*
- *improving road safety; and*
- *reducing the need for new development to increase existing road capacity or provide new roads."*

1.18 Policy DM9 of the ECC Supplementary Guidance – Development Management Policies (2011) requires that development should minimise the number of trips by the private vehicle through the provision of alternative transport modes and/or associated infrastructure. Policy DM9 states that alternatives to private car use are considered as a first principle in assessing travel impacts on the transportation network and mitigation will be required through the application of comprehensive travel planning options, where impact is identified.

1.19 Policy DM10 requires the provision of a Residential Travel Information Pack for all new residential dwellings.

1.20 Policy 2 of the Essex Transport Strategy (LTP3, 2011) states that *"Transport and land-use planning will be used together to secure new development at the most appropriate and sustainable locations by:*

-
- *“working closely with district planning authorities to enable a better balance of new homes, jobs and services;*
 - *locating new developments in areas which are accessible to key services by sustainable forms of transport;*
 - *ensuring new developments provide for sustainable transport and effective travel planning;*
 - *requiring new developments to provide appropriate transport infrastructure in line with the Council's current development management policies; and*
 - *making the most effective use of all available funding sources by co-ordinating the delivery of ECC and development funded works.”*
- 1.21 The use of lower carbon travel by promoting the use of more sustainable forms of travel and ensuring new developments minimise the number and length of trips made by private vehicles is supported under Policy 7 of LTP3. This is underpinned by Policy 8 of LTP 3 which requires effective travel planning to be provided with any emerging development.
- 1.22 From a Transport and Access perspective, the key objectives of the Uttlesford Local Plan (2005) are to:
- *Locate high trip generating activity in areas well served by public transport;*
 - *Increase the proportion of journeys made by rail and bus, on foot and by cycle;*
 - *Reduce the number and length of motor vehicle trips by the location of development.*
 - *Minimise the adverse effects of traffic on residential and shopping areas by traffic management measures.*
- 1.23 This is captured in Policy GEN1 (Access) which states that development will only be permitted if it meets all of the following criteria:
- *“a) Access to the main road network must be capable of carrying the traffic generated by the development safely.*
 - *b) The traffic generated by the development must be capable of being accommodated on the surrounding transport network.*
 - *c) The design of the site must not compromise road safety and must take account of the needs of cyclists, pedestrians, public transport users, horse riders and people whose mobility is impaired.*
 - *d) It must be designed to meet the needs of people with disabilities if it is development to which the general public expect to have access.*
 - *e) The development encourages movement by means other than driving a car.”*
- 1.24 The Saffron Walden Neighbourhood Plan (SWNP) was adopted in October 2022. From a series of public consultation the vision of the SWNP, from a movement and access perspective, is that Saffron Walden *“...will be a settlement of the highest environmental sustainability due to provision for pedestrians and cyclists, continued reduction in carbon emissions...Movement within the town will be safe and easy and journeys by car will be minimised.”*

- 1.25 In respect of Travel Planning, Policy SW13 of the SWNP states that where developments will or are likely to generate significant amounts of movement, the Travel Plan must include provision, where appropriate, for the funding and delivery of necessary, sustainable travel initiatives and must have measurable objectives.

Policy Summary & Way Forward

- 1.26 The Site will deliver a Framework Travel Plan (FTP) that details specific measures designed to meet these specific policy objectives. Such measures will be underpinned by taking advantage of the sustainable location of the development in terms of its proximity to facilities and existing infrastructure, as well as physical improvements to enhance the infrastructure for pedestrians, cyclists and public transport users.
- 1.27 The Framework TP will be an organic document that will grow and develop over time. Measurable targets and over-riding objectives will be continuously monitored and reviewed over the lifetime of the Plan. An integral part of the strategy is to ensure that the future community understands what a TP is, how it contributes to their life and how they will benefit from it.
- 1.28 Post determination of the planning application, it is expected that the FTP will evolve and will remain the responsibility of the housebuilders until such time that a management company or the community are in a position to take over responsibility.

2. Aims & Objectives

Aims

- 2.1 The overarching aim of this FTP is to reduce the need to travel and to affect a reduction in the reliance upon car borne travel for essential and non-essential journeys to and from the Site. This will reduce the impact of such travel on the local environment as a whole by:
- Minimising travel by private car where practically possible, to achieve fewer trips from the development than would otherwise have been the case.
 - Encouraging safe and viable alternatives to the private car that minimise the environmental impact on the surrounding community as well as those living at the development through the promotion of attractive, safe, viable and efficient modes.
 - Achieving a reduction in overall private vehicle mileage resulting in an associated reduction in congestion on surrounding roads and effect of development-related traffic on emissions, noise, visual intrusion and road traffic accidents.
 - Ensuring people are aware of their travel options as well as creating a safe and accessible location for people to live and visit.
 - Having a positive long-term impact on the environment and personal health.

Objectives

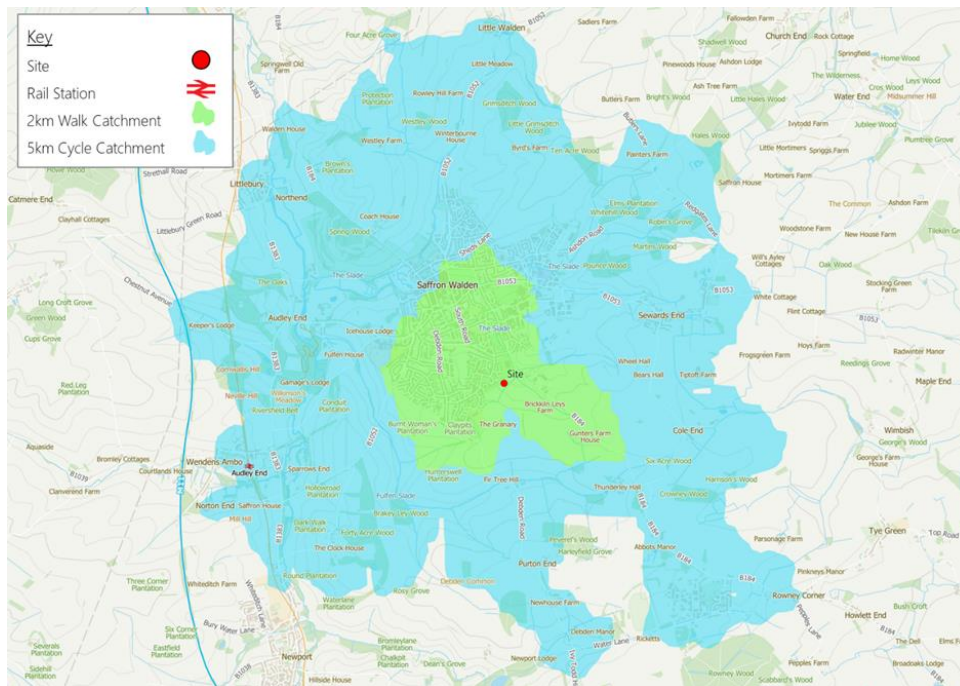
- 2.2 The aims of the FTP are underpinned by objectives that are in accordance with local and national policies. The key objectives are:
- Achieve fewer single occupancy vehicle trips to and from the development than would otherwise have been the case.
 - Provide high quality infrastructure that encourages greater use of sustainable travel modes such as walking, cycling and public transport.
 - To encourage car sharing thereby reducing the number of single occupancy trips.
 - To promote the health benefits of walking and cycling with a broad ranging choice of formal and recreational facilities.
 - To provide a safe cycle and pedestrian friendly environment within the proposed development linked to the existing and enhanced off-site cycle and pedestrian infrastructure.
 - To maximise accessibility to public transport from the development for all journey purposes.
 - To implement rigorous marketing of the TP and its measures through a range of media.
 - To continually manage and implement sustainable travel practices throughout the lifetime of the TP.
 - To continue to raise awareness of environmental issues, especially those which impact on personal health and involve transport matters amongst residents.

3. Site Accessibility Audit

Active Travel Infrastructure - Existing

- 3.1 The majority of Saffron Walden, including the town centre is accessible by active travel modes (walking and cycling) and Audley End railway station is within a reasonable cycling distance of the Site, as illustrated in Figure 3.

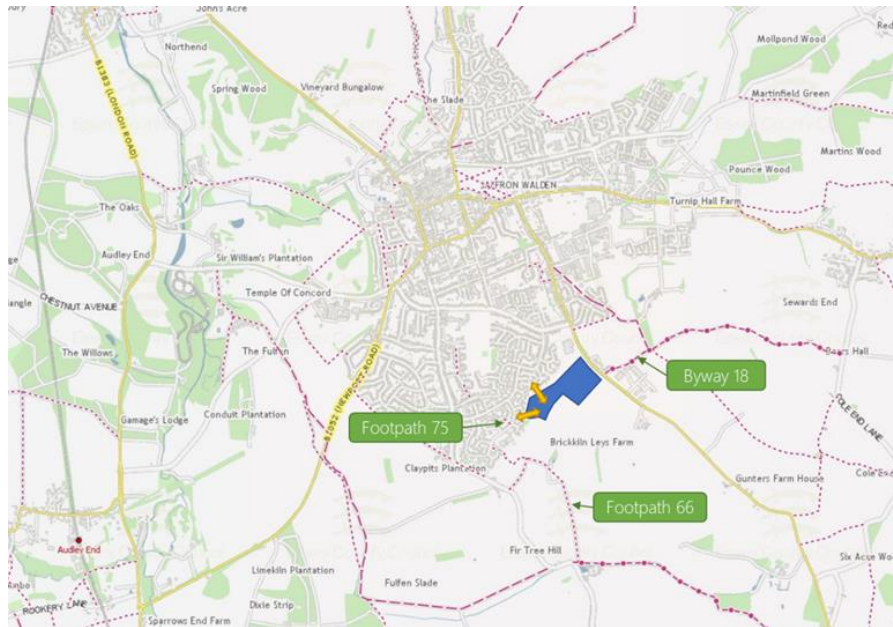
Figure 3 Walk & Cycle Catchment



- 3.2 The Site benefits from its proximity to a number of off-carriageway paths that directly connect to the neighbouring area including publicly maintainable paths to the north and west. In addition, there are a number of public rights of way (PROW) in the immediate vicinity of the Site that are illustrated in Figure 4 and include:
- PROW 18 (Byway) Thaxted Road – Bears Hall
 - PROW 66 (Footpath) Clay Pit Piece – Debden Road
 - PROW 75 (Footpath) Ross Close – Long Horse Croft
- 3.3 There is no footway provision currently along the boundary of the Site to the B184 Thaxted Road however on the opposite side of the carriageway there is a shared footway / cycleway. There are footways on both sides of the B184 Thaxted Road north of its junction with Peaslands Road up towards Radwinter Road and the town centre.
- 3.4 The majority of other residential streets in the local neighbourhood and northwards towards the town centre have footways on both sides of the carriageway.

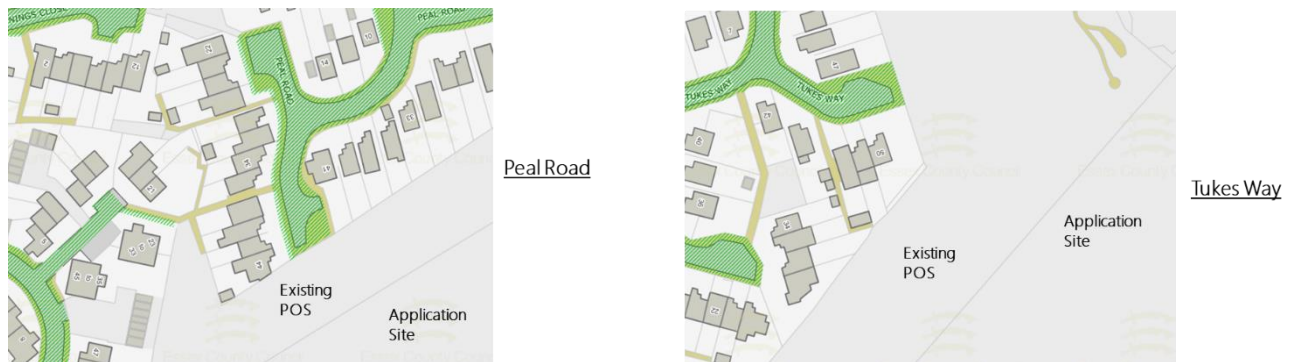
3.5 In general, crossing facilities are uncontrolled however controlled crossings are provided in locations where there is significant demand and in areas where there is an interaction with higher traffic demand.

Figure 4 PROW Network & Path Connections



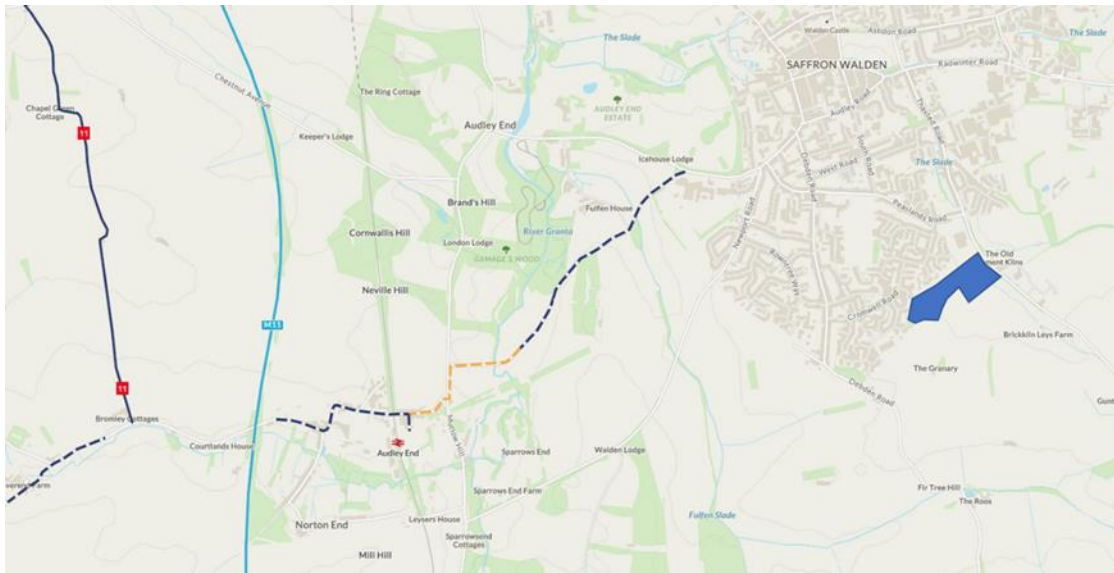
3.6 To the north of the site is an area of public open space that is owned and maintained by UBC and is regularly used by residents of the adjoining residential estate to the north for recreational purposes. Figure 5 shows that, presently, there are connections between the public open space and the existing adopted highway maintainable at the public expense at Tukes Way and Peal Road.

Figure 5 Connections to Public Open Space & Neighbouring Residential Estate



3.7 Dedicated cycle facilities are limited within the immediate area surrounding the Site. In general, traffic speeds on local roads are low enough to accommodate safe cycle movement alongside general traffic within the carriageway. Wenden Road to the west is a signed / recommended on-carriageway cycle route that extends towards Audley End railway station and onwards to connect to the National Cycle Route 11, as shown in Figure 6.

Figure 6 Local Cycle Connections



- 3.8 Table 3.1 provides a summary of the distances to key local amenities surrounding the Site along with associated walk and cycle times.
- 3.9 Para 4.4.1 of Manual for Streets (MfS) (2007) defines a walkable neighbourhood as a range of facilities within a 10-minute walk distance which, at a typical walking speed of 1.4 metres per second, is a walk distance of circa 840 metres.
- 3.10 From Table 3.1, it is evident that there are a number of day to day facilities within the walkable neighbourhood of the Site including a local primary school, shops and community centre to the north, the Knight Park retail park and recycling centre to the south-east as well as the skatepark and leisure centre to the north-east.
- 3.11 The Institute of Highways and Transportation (IHT) 'Providing for Journeys on Foot' document (2000) references 1.0km as an acceptable walking distance for all journeys with a maximum of 2.0km for commuting and education purposes. From Table 3.1 it is evident that there are a wide range of schools for all age ranges and the town centre that fall within this threshold walk distance from the Site.
- 3.12 In respect of cycling, the Local Transport Note LTN 1/20 'Cycle Infrastructure Design' (2020) considers a journey distance of five miles (or 8.0 kilometres) as an achievable distance to cycle for most people. Evidently, from Table 3.1 all of the local education, employment, retail, civic health and recreation facilities fall within this journey distance by cycle. Audley End railway station is also well within this journey distance threshold.

Table 3.1 Proximity of Local Amenities

| Land Use | Destination | Postcode | Distance (kms) | Walk Time (mins) | Cycle Time (mins) |
|------------|--|----------|----------------|------------------|-------------------|
| Education | St Thomas More Catholic Primary | CB11 3DW | 0.8 | 10 | 3 |
| | R A Butler Infant / Junior | CB11 3DG | 1.1 | 12 | 4 |
| | Saffron Walden Nursery | CB11 3AQ | 1.4 | 17 | 6 |
| | Saffron Walden County High | CB11 4UH | 1.8 | 23 | 7 |
| | Dame Bradbury's | CB10 2AL | 1.9 | 26 | 7 |
| | Katherine Semar Infant / Junior | CB11 4DU | 2.1 | - | 11 |
| | Joyce Frankland Academy | CB11 3TR | 5.3 | - | 18 |
| Employment | Shire Hill | CB11 3AU | 1.2 | 15 | 5 |
| | Saffron Walden Town Centre | CB10 1HR | 1.6 | 19 | 7 |
| | Ashdon Road Commercial Centre | CB10 2NQ | 2.6 | - | 10 |
| | Audley End Business Centre | CB11 4JL | 4.2 | - | 15 |
| Retail | Knight Park (Aldi, Costa, Pets at Home, B&M, Pure Gym, Premier Inn, Howdens) | CB10 2SG | 0.4 | 6 | 2 |
| | Cromwell Road Local Shops | CB11 4BE | 0.4 | 6 | 2 |
| | Tesco Express, Pleasant Valley | CB11 4AW | 0.8 | 10 | 3 |
| | Waitrose, Saffron Walden Town Centre | CB10 1EH | 1.5 | 18 | 6 |
| | Tesco, Radwinter Road | CB10 2JP | 1.5 | 18 | 6 |
| | Saffron Walden Post Office | CB10 1AR | 1.7 | 21 | 7 |
| Civic | Golden Acre Community Centre | CB11 4BL | 0.6 | 8 | 2 |
| | Saffron Walden Household Recycling Centre | CB10 2UP | 0.6 | 8 | 2 |
| | Uttlesford District Council Offices | CB11 4ER | 1.5 | 19 | 6 |
| Health | The Walden Dental Clinic | CB11 4ED | 1.3 | 16 | 5 |
| | New Road Dental Practice | CB10 1LR | 1.4 | 17 | 5 |
| | Boots Pharmacy | CB10 1HR | 1.6 | 19 | 7 |
| | The Gold Street Surgery | CB10 1EJ | 1.7 | 20 | 7 |
| | Crocus Medical Practice / Saffron Walden Community Hospital | CB11 3HY | 2.2 | - | 7 |

Table 3.1 Proximity of Local Amenities (Cont.)

| Land Use | Destination | Postcode | Distance (kms) | Walk Time (mins) | Cycle Time (mins) |
|------------|---|----------|----------------|------------------|-------------------|
| Recreation | One Minet Skatepark | CB11 3ED | 0.1 | 1 | 1 |
| | Lord Butler Fitness & Leisure Centre | CB11 3EG | 0.2 | 2 | 1 |
| | Saffron Walden Community FC | CB11 3JS | 1.3 | 16 | 5 |
| | Saffron Walden Common | CB10 1FH | 1.5 | 17 | 5 |
| | Saffron Walden Tourist Information Centre | CB10 1HR | 1.5 | 19 | 7 |
| | Saffron Walden Library | CB10 1ES | 1.6 | 19 | 7 |
| | St Mary's Church | CB10 1JP | 1.9 | 23 | 8 |
| | Saffron Walden Museum | CB10 1JL | 2.2 | - | 8 |
| | Audley End Park | CB11 4JB | 2.3 | 28 | 8 |

Active Travel Infrastructure - Proposed

3.13 The Development is supported by a comprehensive Movement & Access Strategy that seeks to deliver a good quality environment for all modes of travel to / from the Site that is:

- Attractive.
- Well-connected and permeable to encourage walking and cycling to local destinations.
- Able to encourage activity thereby improving personal security and safety.

3.14 Within the Site, streets are defined as corridors that not only provide a permeable, legible circulation pattern but also have important functions beyond just the movement of traffic, i.e. multi-functional spaces with a much higher 'place' function that are integrated within their surroundings and where pedestrians and cyclists are, in general, afforded greater priority than vehicular traffic.

3.15 The freedom of movement for active travel modes to access a broad range of local facilities and services is a priority of the Movement & Access Strategy. Specifically, with regard to the provision of new and improved infrastructure, the Movement & Access Strategy comprises the following:

- The creation of a high quality environment within the Site that provides direct connections to origins and destinations within the developable area and beyond that are permeable, coherent, safe and reflect the desire lines of movement.
- The provision of key landmarks as well as easy to understand wayfinding both within and on key routes to / from external destinations to provide legibility.
- The protection and enhancement of the Public Right of Way network both within and in the immediate vicinity, integrated into the network of new infrastructure within the Site.

- 3.16 Based on this framework, the aim is to:
- Provide a continuous network.
 - Maximise convenience by ensuring that all routes are direct and reflect desire lines of movement.
 - Ensure that usable, comfortable places are created and that crossing places are level.
 - Make routes clear and easy to follow with good sightlines and signage.
 - Create spaces that are safe, active and accessible to all.
- 3.17 The Movement & Access Strategy will deliver a 'walkable neighbourhood' with interconnected street patterns and where the daily needs of people within the area, such as work, play, education and shopping are within walking distance to minimise any reliance on the use of the car.
- 3.18 Crime and the fear of crime can deter people from making trips by foot and cycle. In this regard pedestrian and cycle activity will be overlooked and generally concentrated on active frontages avoiding, where possible, routes to the rear of building plots and other blind spots.
- 3.19 The principal, formal access corridors for pedestrians and cyclists will be constructed to full highway standards with sealed surfaces and concrete edging. These corridors will be lit and accompanied by a legible signage strategy. Crossing points are intended to be uncontrolled and will tie in with desire lines of movement with refuge islands provided where appropriate.
- 3.20 To accommodate all active travel mode user requirements, the Movement & Access Strategy incorporates a range of pathway types within the proposed development that are summarised below:
- **Multi-User Orbital Greenway**
 - 4.0m width
 - 1.0m managed grass margin on both sides
 - resin or polymer bound rubber crumb-grit compound surface (Trailflex or similar)
 - **Shared Footway / Cycleway**
 - 3.5m width
 - 0.5m managed grass margin on both sides
 - Asphalt sealed surface
 - **Footway**
 - 2.0m min. width
 - 0.5m managed grass margin to adjoining dwellings preferred
 - Asphalt sealed surface
 - **Recreational Path**
 - 2.0m min. width (variable)
 - 0.5m managed grass margin to adjoining dwellings preferred
 - Un-sealed surface

3.21 Figure 7 shows the distribution of these pathway types throughout the illustrative masterplan.

Figure 7 Active Travel Hierarchy



3.22 The multi-user Orbital Greenway will provide direct, convenient routes to the new green spaces (including Children’s Play) and the semi-natural greenspaces in and around the Site. Strong landscape features, including the retention of existing hedgerows where possible, will define the multi-user Orbital Greenway.

3.23 The multi-user Orbital Greenway will, at its eastern end, connect into the existing Public Rights of Way network via PROW18 (Byway) that extends along Tiptofts Lane. The multi-user Orbital Greenway will connect into the existing public open space and residential estate to the north of the Site and will also be constructed to the south-western boundary to enable UDC to further extend the route towards Debden Road in the future as part of its Local Plan review.

3.24 In general, the maximum desirable longitudinal gradient on the footway / cycleway network, including the multi-user Orbital Greenway, within the Site will be 5.0% (1:20). Where natural steep changes in level are unavoidable, short sections may be constructed at 8.0% (1:12). Where these exist, flat platforms of at least 5.0m in length will be provided along its length.

3.25 Drainage will either be integrated into the wider highway solution or, where facilities are off-carriageway, such as multi-user Orbital Greenway and recreational paths, then drainage may be dealt with by a combination of French drains, rain gardens, natural ditches and swales.

- 3.26 Cycle parking is a key deliverable within the Movement and Access Strategy and will accord with the Essex Parking Standards – Design & Good Practice (2009), recognising the need to prioritise this mode of travel over and above the use of the private car. In so doing, it is not just the quantity of cycle parking provided for each land use but also the quality of such provision in respect of location, convenience and security.
- 3.27 For all dwellings within the Site, a minimum of one secure covered cycle parking space per dwelling will be provided. For houses where a garage meets the required minimum internal dimensions there will be no separate cycle parking provision. For flats, cycle parking will be grouped in one lockable storage area within the building.
- 3.28 The Site will also provide a Cycle Hire Hub located centrally within the development that provides 6 x electric vehicles available for the whole community for short-term hire. In addition, visitor cycle spaces will be provided, located in accessible, convenient locations throughout the site layout and provided at a ratio of 1 space per 8 dwellings.
- 3.29 The Developer will make commuted sum payments covering the maintenance of the Cycle Hire Hub for a 3-year period.
- 3.30 Beyond the boundary of the Site, the focus is to provide direct, cohesive, attractive connections by active travel modes to local amenities and Saffron Walden town centre. A comprehensive package of off-site works is proposed, that includes:
- B184 Thaxted Road shared footway / cycleway improvements comprising the construction of a shared footway / cycleway on the western side of the carriageway between the existing northbound bus stop opp. Knight Retail Park and Peaslands Road (a distance of 525m).
 - The provision of Toucan Crossings (pedestrian and cycle) at the proposed Site Access (a traffic signal controlled junction with a fourth arm added to the B184 Thaxted Road / Cardamon Road junction).
 - The construction of a multi-user (pedestrian, cycle & equestrian) Pegasus Crossing located 160m south-east of the proposed site access / 25m north west of Tiptofts Lane to connect PROW18 to the Green Mile via the Orbital Greenway.
 - Funding for the delivery of active travel connections across the public open space to the north of the Site for connections to the local bus stops at Winstanley Road (Tukes Way) and safe routes towards the local shops on Cromwell Road, local schools and Saffron Walden town centre via South Road.
 - Funding for active travel improvements along the Peaslands Road / Mount Pleasant Road corridor along with additional wayfinding on the wider Saffron Walden pedestrian and cycle network.
- 3.31 The B184 Thaxted Road shared footway / cycleway will comprise the construction of a 3.5m wide sealed asphalt surfaced shared footway / cycleway with improved lighting and drainage and will be delivered wholly within the publicly maintainable highway verge. Combined with the Pegasus Crossing at Tiptofts Lane, the new shared footway / cycleway will:
- Complement the existing shared footway / cycleway on the eastern side of Thaxted Road between the Knight Retail Park and Peaslands Road.
 - Connect into controlled crossing facilities at the Peaslands Road junction that will be implemented with the consented upgrade works;

- Deliver improved connectivity to the Public Rights of Way network and the future multi-user Orbital Greenway (to be delivered through the Local Plan review);
 - Deliver controlled crossing facilities, not only for pedestrians, but also cyclists (the latter does not exist at present) at the Thaxted Road / Site Access / Cardamon Road junction;
 - Improve connectivity between the retail, leisure and residential development on both sides of the Thaxted Road corridor.
- 3.32 The works to the Peaslands Road / Mount Pleasant Road corridor will complement the B184 Thaxted Road shared footway / cycleway as well as the consented works to the B184 Thaxted Road / Peaslands Road junction (conversion of the mini-roundabout to traffic signal control incorporating improved pedestrian and cycle crossing facilities), and could comprise:
- Increased provision of dropped kerbs and tactile paving along the Peaslands Road / Mount Pleasant Road corridor.
 - Improved carriageway surfacing along the Peaslands Road / Mount Pleasant Road corridor.
 - Provision of an improved connection to the 'Green Mile' adjacent to the Lord Butler Fitness & Leisure Centre.
 - Additional cycle signage towards the Town Centre throughout the study area.
- 3.33 Further consideration could also be given to:
- Removing the mini-roundabout between Peaslands Road and Hop Fields and provide a give-way priority junction, thereby reducing the number of potential conflicts for cyclists.
 - Reduction in carriageway lanes to enable a shared footway / cycleway along the northern side of Peaslands Road.
 - Provision of side entry treatment at various give-way priority junctions throughout the study area.
 - Provision of advanced stop lines at the Mount Pleasant Road / Debden Road signalised junction.
- 3.34 In addition, the Site has the potential to deliver formal lit, surfaced shared footway / cycleway links through to the publicly maintainable highway on Peal Road and Tukes Way, across the public open space to the north of the red line boundary. These active travel improvement works can be physically delivered with the consent of UDC, as landowner, or by way of financial contribution to cover the full cost of constructing the links to be carried out by the Council.
- 3.35 These formal lit, surfaced shared footway / cycleway links across the public open space will provide direct access to the local bus stops at Winstanley Road (Tukes Way) and safe routes towards the local shops on Cromwell Road and local schools. It will also provide future residents of the site a more attractive route north towards the town centre on lighter trafficked corridors such as South Road.
- ## Public Transport Infrastructure - Existing
- 3.36 The nearest bus stops to the Site are as located at Winstanley Road (Tukes Way) to the north of the site within a 200m walk distance (3 minute walk time). The Winstanley Road (Tukes Way) bus stops are served by the Saffron Walden Town Centre service (Route 34) operated by Stephenson's of Essex and the Stanstead Airport to Saffron Walden service (Route 316) operated by Central Connect.

- 3.37 Route 34 operates on Tuesdays and Thursdays only with five return journeys per day. Route 316 operates between Monday and Saturday and provides an hourly service in both directions throughout the day and evening. Journey times from the Winstanley Road (Tukes Way) bus stops to key destinations are as follows:
- Saffron Walden (High Street) - 7 mins.
 - Saffron Walden (Tesco) - 16 mins.
 - Debden - 7 mins.
 - Thaxted - 18 mins.
 - Stanstead Airport (Coach Station) - 39 mins.
- 3.38 In addition to the above, bus routes 59 & 590 provide weekday peak period commuter services between Saffron Walden and Audley End railway station alongside route 301 which provides an hourly service throughout the day, Monday to Saturday between Saffron Walden and Bishops Stortford via Audley End railway station. Route 321 provides three return journeys per day, Monday to Saturday, between Audley End railway station and Haverhill via Saffron Walden.
- 3.39 All of these additional services are routed via Audley Road and London Road to the north-west of the Site. The nearest stops to the Site are at the Council Offices, a walk distance of 1.5kms (19 minute walk time).
- 3.40 ECC also operate a demand-responsive bus service, known as Essex DaRT, around the rural villages surrounding Saffron Walden. The DaRT 1 Service serves the villages to the west of Saffron Walden down towards Bishops Stortford. The DaRT 2 Service serves villages to the south-east of Saffron Walden towards Braintree.
- 3.41 Essex DaRT operates between 06:00 and 20:00hrs, Mondays to Saturdays, and is a flexible service that is pre-bookable enabling the bus to divert on and off its route to collect and drop off passengers within their operating area. When not operating a timetabled bus route or group booking, the DaRT bus is available for individual runs where no alternative transport is available.
- 3.42 Audley End railway station is located 4.4kms to the west of the Site, a cycle journey time of 16 minutes. Audley End railway station is managed by Greater Anglia and located on the West Anglia Main Line. The ticket office at the station is manned during daytime hours throughout the week. The station has 86 cycle storage spaces and 664 car parking spaces. Audley End is served predominately by trains operated by Greater Anglia although a few CrossCountry services still remain. Off peak frequencies are:
- Greater Anglia
 - 2 tph to London Liverpool Street (1 stopping, 1 semi-fast)
 - 2 tph to Cambridge North (1 stopping, 1 semi-fast)
 - 1 tph to Stansted Airport
 - 1 tph to Norwich via Cambridge
- tph = trains per hour*

- **CrossCountry**
 - 3tpd to Cambridge (fast) then Birmingham New Street
 - 3tpd to Stansted Airport

tpd = trains per day

Public Transport Infrastructure – Proposed

- 3.43 In respect of public transport, a fundamental deliverable of the Movement & Access Strategy is to maximise potential public transport patronage from the Site by providing competitive journey times to key destinations to present a realistic alternative to private car use and minimising impact on existing public transport users elsewhere on the networks. In this regard the Site will deliver funding to facilitate improvements to the Saffron Walden town centre bus service as well as enhanced passenger transport connections to Audley End railway station.

Bus Stop Infrastructure

- 3.44 New bus stops infrastructure will be delivered on the B184 Thaxted Road, located to the north of the proposed site access junction and outside / opposite the Lord Butler Fitness & Leisure Centre for north and southbound services respectively.
- 3.45 The bus stop infrastructure works will be delivered as part of the Site Access highway works and both new stops will include a shelter, flag, timetable frame, raised / dropped kerbs, clearway markings and Real Time Passenger Information. The northbound bus stop also incorporates a bypass for the shared footway / cycleway to the rear of the stop. The Developer will make commuted sum payments covering the maintenance of the Real Time Passenger Information installations for a 15-year period.
- 3.46 Local bus stop improvements will be made on Winstanley Road (Tukes Way) that comprises raised / dropped kerbs and bus stop clearway markings to supplement the existing bus stop flag and timetable frame.
- 3.47 In addition, local bus stop improvements will be made on Ross Close (The Glebe). Based on the current one-way service pattern along Ross Close there is only a bus stop in a north-easterly direction. Under the future service patterns within the Saffron Walden Town Centre area it is likely that there will be a two-way bus service along Ross Close that will require a new bus stop to be provided in the south-westerly direction.
- 3.48 Accordingly, the local bus stop improvements on Ross Close (The Glebe) will comprise raised / dropped kerbs and bus stop clearway markings as well as a new Essex Standard pole, flag and timetable frame at both the existing and proposed new facilities.

Bus Service Enhancement

- 3.49 In addition, the Developer is obligated by legal agreement to delivering a proportionate financial contribution for the delivery of a bus service directly serving the Site, Saffron Walden town centre and Audley End rail station that will deliver weekday, Saturday and Sunday daytime and evening services.

- 3.50 The financial obligation secured by legal agreement will be pooled with other contribution secured from consented developments in the Saffron Walden area to cover the costs of running the future enhanced bus services within Saffron Walden.

4. Travel Plan Coordination, Monitoring & Budget

Site-Wide Structure

- 4.1 Given the scale of development on the Site, it is important that an appropriate structure is in place to facilitate the implementation of the Travel Plan programme and inform the work of the Site Wide Travel Plan Coordinator (TPC) to commit to the support and encouragement of sustainable travel choices.
- 4.2 The nominated TPC will be responsible for the delivery of measures as outlined to all residents. A TP Steering Group will be established by the TPC that will include key representatives from the community with representatives from the Council and other key stakeholders invited to attend regular meetings, the timetable for which to be determined by the TPC and Steering Group, but possibly linked to, by example, Parish Council meetings.

Travel Plan Coordinator

- 4.3 To ensure the effectiveness of implementing the TP and to secure its on-going success a Site Wide Travel Plan Coordinator (TPC) will be appointed by the developers prior to initial occupation of the proposed development.
- 4.4 The TPC is responsible for the implementation, communication, monitoring and management of the defined aims and objectives. The responsibilities of the TPC are to:
- Oversee the development and implementation of the TP.
 - Raise awareness of the TP through the implementing and promoting effective marketing campaigns through a range of media including a Site-Wide community website and regular newsletters/ leaflet drops etc.
 - Organise surveys and other data collection required to develop/ review the TP.
 - Act as the point of liaison with external organisations inc. Parish Councils, Uttlesford District Council (UDC) and Essex County Council (ECC).
 - Coordinate the monitoring programme including the setting of targets and review dates.
 - Providing additional communication support, referencing and detailing.
 - Control the budget for the development of the TP to ensure its efficient and effective use.

Travel Plan Coordinator – Handover Strategy

- 4.5 The role of the TPC is not static and will develop throughout the lifetime of the Travel Plan. Through the evolving and fluid nature of the TP, its publicity and promotion, it is anticipated that in due course an incumbent, enthusiastic member (or members) of the community with the time, resources and a keen interest in sustainability and transport will step forward to take over the TPC role.
- 4.6 Importantly the developers will retain the appointed Site-Wide TPC until such time that they are satisfied that the TP and its associated principles and initiatives are well established before any handover / transfer of the role to community members. The TPC will be employed by the Developer for a period of five years or until one year post the final occupation of the development, whichever is longer.

- 4.7 Any handover / transfer of the TPC role will be communicated to all key stakeholders / external organisations as part of the TP review.

Communication

- 4.8 The success of the TP will rely on the involvement and integration of the community. The TPC will need to ensure that the principles and initiatives within the TP are fully understood and will act as the first point of contact for any related issues or queries. Continual monitoring of the TP will need to be a progressive and staged process.
- 4.9 The TPC will also ensure that members of the community are given the opportunity to feedback on the success or otherwise of schemes implemented within the TP. This will be important in ensuring that the community feels involved and can take ownership of the TP and its processes. Issues arising from any communications will be recorded by the TPC to be provided as part of a Travel Plan Review Report, the results of which can be shared with the Council and other interested parties, as appropriate.
- 4.10 Promotional material, both in paper and digital formats, will be used to highlight the TP initiatives. Promotional material will include advice on the appropriate channels for raising specific transport-related matters, encouraging the community to contact the TPC for liaison with the appropriate authorities. All members of the community will also be made aware of any changes to TP initiatives through the various media outlets.
- 4.11 Primarily the TP will be web-based which allows monitoring, updates and any further initiatives/ actions to be posted. Recipients will be able to sign up for email updates, whereby if any travel information is updated or modifications are made to the TP, the information can be quickly relayed to all.
- 4.12 A web forum will also be introduced on the TP website to provide the community with a further information resource to ask questions about particular functions of the TP, or if they have any queries or initiatives which they feel could add to the TP process.
- 4.13 The web-based initiatives encourage the community to become involved with the TP, understanding the importance and helping shape the evolving document. Ultimately these combined measures will allow the TP to become an effective and fully functioning document that evolves into the fabric of the community.
- 4.14 Often it is difficult to engage with the community concerning the TP at first occupation, due to the many 'issues' that need to be dealt with at that time. In order to maximise the effectiveness of the TP measures, promote the development of the website and ensure the community is aware of the range of support measures in place, a quarterly road show will be held.
- 4.15 The road show will be an opportunity for the community to collect travel information, raise issues or concerns and sign up to travel email updates. Further supplementary offers, such as free 'Dr Bike' (cycle maintenance) sessions may be held at the same time.
- 4.16 Furthermore, it is important to recognise the impact that sales teams / front line staff have in encouraging and supporting sustainable travel choices.

- 4.17 Therein the TPC will undertake a programme of staff briefings with sales teams to ensure that they are aware of the TP programme, the range of options and initiatives available to residents and, more generally, to ensure that they have a good appreciation of the public transport and walking / cycling options in the surrounding area.

Monitoring

- 4.18 A programme of monitoring and review will be implemented to generate information by which the success of the TP can be evaluated. Monitoring and review are the responsibility of the TPC for reporting purposes. Information gathered through the monitoring process will be recorded for input to the review process. The type of monitoring measures outlined below incorporates both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence.
- 4.19 The TRICS (SAM) Methodology for traffic counts will be adopted by the TPC to monitor performance against the primary target (namely reduction in SOV's) and the trip generational characteristics of the Site. SAM monitoring will be undertaken on a bi-annual basis for the first 5 years, i.e. Year 1, Year 3 and Year 5.
- 4.20 Travel questionnaires will also be regularly issued to both residents and other occupiers, structured to provide a robust level of information from which comparative assessments of travel demand can be made, but also to encourage recipients to detail any ideas or comments they may have on the success or otherwise of the TP. A baseline travel questionnaire survey will be conducted upon occupation of the 50th dwelling to be statistically relevant and will be repeated annually for the duration of the development build programme.
- 4.21 In addition, and as part of the monitoring process the TPC will seek to:
- Record comments from the community and establish the perceived level of demand for services.
 - Monitor the effective use of the movement infrastructure within the community.
 - Monitor the level of usage of the Cycle Hire Hub and visitor cycle parking areas to establish demand and any requirement to increase provision.
 - Monitor usage of the Car Club operation, if and when it is established, ensuring that the operator provides data on the uptake of the scheme periodically.
 - Establish the level of demand for local public transport services and uptake of the free travel pass vouchers.
- 4.22 On an annual basis the TPC will report to UDC / ECC on the actions undertaken during the previous 12 months, results of the monitoring undertaken and will also submit an action plan for key measures to be undertaken over the following 12-month period.
- 4.23 A Travel Plan Monitoring Fee of £1,596 per annum (index linked) will be secured by legal agreement for monitoring and support from the Essex Travel Plan Team. The Travel Plan Monitoring Fee will be paid from first occupation for 5 years or until 1 year after final occupation, whichever is longer

Administration

- 4.24 Administration of the TP involves the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties are specific to the TPC, in the interests of confidentiality, and will include the regular updating of the TP document as well as the monitoring and updates, where required to the TP website. Specifically, the TPC will maintain:
- Details of travel patterns derived from the regular Travel questionnaires that are to be retained for input to the review process.
 - Feedback from the monitoring procedures maintained for input to the review process.
 - Copies of historic review reports retained for reference purposes and for analysis of the longer term effectiveness of the TP.
 - A correspondence file to keep all communications made in respect of the on-going management of the TP.
 - A record of travel related incidents, meetings, comments and general observations of the TPC to be retained for input to any review process.

Review

- 4.25 It is evident that the TP is a strategy that will evolve over time. The key objective of the Plan is to 'educate' the community and to facilitate travel by sustainable modes. This will not change however it may be possible over time to define or re-define specific targets. The TP will therefore be the subject of an annual review process in order to measure its success or otherwise and to identify the potential for improvements to the physical and management travel initiatives being offered.
- 4.26 A vital element of the review process is the re-issuing of the Travel Questionnaire. Although the travel database will be regularly updated, the re-issue of the Travel Questionnaire to the community will offer the opportunity to gather new information about wider attitudes to travel. Analysis of the Travel Questionnaire will also yield up to date information for comparison with data derived at the introduction of the TP.
- 4.27 The re-issuing of the Travel Questionnaire will be supported by further publicity through mediums such as the website, web forum and/ or regular newsletters, posters and flyers. The TPC will then compile a snapshot Review Report incorporating the following:
- The results of follow up surveys.
 - Analysis of the results from data collection exercises in terms of performance against targets/milestones set.
 - Details of any changes within the development over the time period that could affect travel patterns.
 - Direct feedback from the community.
- 4.28 The findings of the monitoring programme will be reported annually to UDC / ECC along with an action plan of measures for the following year. Effective TP's are those that adapt to change; a living process not a document written and forgotten about.

- 4.29 Therein it will be critical that the TPC works in partnership with other key stakeholders, including the Council, to ensure that the programme is achieving the targets set out.

Budget

- 4.30 It is critical that a TP is supported financially to ensure it achieves its aims and objectives. With this in mind, the TPC will be assigned a budget to cover a range of measures and supporting functions including:
- TPC support, including surveying, updated reports, coordination and monitoring.
 - The design, build and hosting of the Community Web resource and email group
 - Travel Information Pack - design, print and updates during the TP period.
- 4.31 By setting a total budget, for the period of the development-build-out programme, as opposed to costs against individual measures, there is the capacity for flexibility in the TP and the TPC will work with UDC / ECC to ensure measures are targeted and offer value for money.
- 4.32 As outlined in the Section 6 of the TP, should modal split targets not be met, the developers will increase this budget by 20% to cover the cost of any additional marketing and communications measures.
- 4.33 It is also the case that this budget does not include for the substantial investment proposed to significantly enhance active travel mode infrastructure and public transport provision / infrastructure, as detailed in Section 3 of the TP.

5. Sustainable Travel Initiatives

5.1 The objectives of the TP, as highlighted in Section 2, are supported by a series of physical and management measures that:

- Minimise the need for travel.
- Encourage greater use of active travel modes and public transport services.
- Minimise the number of trips to and from the proposed development by single occupancy car.
- Are suitable for review and monitoring and adaptive to future changes in travel habits/ patterns.

Sales & Marketing

5.2 The TPC will work closely with the Sales and Marketing team to ensure that they are aware of the role of the TP. In this way, prospective purchasers will be provided with information about the benefits of the TP and the Site's accessibility by sustainable modes of transport prior to taking up residence within the Site. This measure will encourage the use of sustainable modes of transport from initial occupation.

Reducing the Need to Travel

5.3 The Site will deliver super-fast broadband connectivity to all dwellings. Through sustainable design and location, the Site-wide community will be able to access a broad range of local facilities and services by active travel modes. This will be a key focus of the material included within the Travel Information Pack. In addition, the development will also deliver traffic-free Children's Play areas.

Community Website

5.4 A community website will be established that is accessible to all and will contain information regarding public bus services, routes and prices. In addition, further information will be provided regarding suitable formal and recreational active travel routes within the local area that includes links to key local services and amenities and leisure route / opportunities.

5.5 The website will also contain information on how to sign-up to the community Car Club network, including booking details. It will also provide hyperlinks with details of relevant contact addresses, telephone numbers and on-line websites administered by UDC / ECC and transport providers, local taxi companies as well as details of local business offering home delivery services.

5.6 The website will be continually monitored to ensure that all information provided is up to date. It is proposed that alerts to any changes in the information contained within the website will also be publicised on the community Facebook/Twitter page as well as, if recipients wish, by email.

Travel Information Pack

5.7 An introductory Travel Information Pack (TiP) will be provided to all occupants upon completion of the purchase of a property. The TiP will contain up-to-date details of community-led and public bus services including the location of / practical routes to access bus stops, timetable information, rail connections etc.

- 5.8 In addition, the TiP will contain comprehensive details of safe walk and cycle routes to key destinations, both internal and external to the Site, as well as details of bicycle purchase offers. The TiP will also provide promotional material highlighting the health benefits of walking and cycling and the wide range of leisure opportunities available in the immediate vicinity of the Site.
- 5.9 The TiP will also provide details of the Cycle Hire Hib and Car Club as well as essential contact addresses, telephone numbers and on-line websites administered by UDC / ECC and transport providers, local taxi companies as well as details of local business offering home delivery services. The information contained within the TiP will be monitored and reviewed by the TPC to ensure that it is kept current.

Travel Vouchers

- 5.10 Travel Vouchers will be included within the TiP, equivalent to £100 per dwelling to include:
- A minimum of 6 x scratch card tickets to be redeemed against bus travel;
 - A minimum of 10 hours of driving time using the electric car club vehicle;
 - A minimum of 10 hours cycling time using the electric cycles.

Notice Boards

- 5.11 Notice boards will be placed in prominent locations throughout the Site, highly visible to residents and visitors. The notice boards will be updated by the TPC who will use them to promote sustainable transport events and to provide notifications of any new or changes to local services and infrastructure as well as promotional events.

Sustainable Travel Email Group

- 5.12 In order to develop a mechanism to communicate with residents on an ongoing basis an email group will be set up to which all new residents will be encouraged to sign up to, via the introductory TiP and other media, for regular updates. The TPC will then use this outlet to promote specific initiatives, events and offers as well as to promote timetable changes and other travel news.

Car Club

- 5.13 The Car Club will offer a convenient way to use a car without the expense of ownership. This will be a community-led partnership scheme with a local dealership to zero-emission vehicles for short-time hire through an accessible app-based booking system.
- 5.14 The Site will deliver one electric car club vehicle for which two on-street dedicated parking spaces will be provided. These spaces will be distributed evenly within the Site and be provided with the associated signage, carriageway markings and vehicle charging facilities.
- 5.15 Information on how to sign up to the Car Club and methodology for booking will also be included in the TiPs and details will also be posted on community notice boards.

Car Share

- 5.16 All occupants will be made aware of Essex Car Share (part of the Liftshare network). This website provides a car sharing service that enables members to make contact with each other for the purpose of sharing their vehicles for a range of journey purposes thereby reducing the number of single occupancy car journeys. This is particularly effective in reducing commuter trips by single occupancy vehicle. Details of the car share website will be provided in the TiP and on the community website.

Cycling Initiatives

- 5.17 Promoting cycling as a mode of sustainable travel is key to encouraging a modal shift away from cars being the dominant form of transport. The Site has a range of cycling infrastructure deliverables that are set out in Section 3 of the TP.
- 5.18 Secure, covered cycle parking provision is also made available within individual residential properties in addition to public cycle parking facilities for visitors. The TPC will seek to partner with local bicycle outlets, such as Newdales in Market Walk, Saffron Walden, to explore:

- Opportunities / incentives for discounted purchase schemes for the community.
- The establishment of a cycling forum allowing cyclists of all abilities to share information and advice.
- Publishing details of local cycle events and leisure opportunities, working with key stakeholders.
- Organising 'Dr Bike' sessions - MOT-type checks covering basic maintenance (including tyres, brakes, gears and general bike set up).
- Delivery of cycle training sessions.

Cycle Hire Hub

- 5.19 A Cycle Hire Hub will be provided by the Developer, centrally located within the Site that will provide 6 x electric cycles made available to the whole community for short-term hire.

Public Transport Initiatives

- 5.20 To maximise the potential usage of public transport, the TPC will work closely with UDC / ECC and the public transport operators to provide the requisite infrastructure and services. In so doing the key to the success of public transport as a viable mode of travel will be to ensure that:
- Services are frequent and punctual to match the travel demands of the community for a range of journey purposes.
 - Boarding points are convenient to the areas of population that they serve.
 - Bus stop infrastructure and vehicles facilitate step free access.
 - Vehicles are modern, encompassing new technologies on comfort, noise, emissions as well as the provision of passenger waiting facilities designed to reduce crime and the fear of crime, incorporating appropriate safety features, lighting and comfort.

- That the marketability of services is maximised, possibly through the use of easily distinguishable vehicles branded to reflect the service being provided, as well as comprehensive and accurate information for passenger concerning services and facilities.

5.21 In addition, details of the connecting rail services operating from Audley End railway station will be included within the introductory TiP and within the range of media platforms, including links to relevant journey planning websites.

Personalised Travel Planning

5.22 The TPC will organise personalised travel planning sessions that, on request, will provide a tailored travel planning service for individuals, highlighting the most sustainable transport choices for long and short distance journeys.

6. Action Plan & Targets

- 6.1 The aims and objectives of a TP are to increase awareness of more sustainable travel options and to encourage their use, with the objective of reducing the need to travel as well as demand for private car-based travel. The monitoring and review programmes put in place will enable the progress of the TP to be checked in the context of specific targets.
- 6.2 In order to achieve the aims and objectives of the TP a clear framework of targets and milestones, including both short and long term objectives, will be set in the form of an Action Plan. The Action Plan will then be reviewed by the TPC prior to any review to check performance and identify the need for any corrective actions that may need to be put in place for the following period. An updated Action Plan will then be published as part of the Review Report. Details of the preliminary Action Plan are outlined within Table 6.1 below.

Table 6.1 Action Plan

| Action | Responsibility | Timescale |
|---|--|--|
| Appointment of TPC | Developers | At least 3 months prior to 1 st occupation and to remain in post for a min. 5 years or 1 year post the final occupation of the development |
| Implement TP process | TPC | Prior to 1 st occupation |
| Deliver sales team / front of office staff training | TPC | Upon opening of sales office |
| Establishment of TP Steering Group | TPC | Upon appointment of TPC – to include key members of Community and other key stakeholders – regular mtgs. to be held, potentially linked to, by example, Parish Council mtgs. |
| Produce & distribute promotional leaflets & posters to promote the commencement of the TP | TPC | Details to be made available for the commencement of the sales / marketing campaign |
| Produce TiPs, community website and set up sustainable travel email group | TPC | Prior to 1st occupation - updated where necessary |
| Travel Vouchers | Developers / TPC | To be included in TiPs |
| Provide infrastructure to reduce the need for travel & support sustainable travel options incl. broadband. | Developers | From 1 st occupation & phased within development programme |
| Delivery of the active travel infrastructure incl. Orbital Greenway, recreational footpaths, B184 Thaxted Rd improvements & off-site active travel infrastructure contributions | Developers | Prior to 1 st occupation |
| Delivery of enhanced local bus services | Developers in conjunction with HCC PT team & operators | Financial contribution to be secured To be worked up prior to 1 st occupation with enhanced service timed to align with delivery of this development and other committed developments in the local area |

Table 6.1 (cont.) Action Plan

| Action | Responsibility | Timescale |
|--|-------------------------------------|---|
| Installation of Electric Vehicle Charge Points incl. fast charge sockets in public areas | Developers | From 1 st occupation & phased within development |
| Establishment of Car Club | Developers / TPC / Local Dealership | From 1 st occupation & phased within development |
| Delivery of Cycle Hire Hub & visitor cycle parking | Developers | From 1 st occupation & phased within development |
| Send out invitations to occupants and organise formal launch of TP through initial road show events - consider ways in which this can be high profile to maximise interest | TPC | On occupation of 50 th dwelling |
| Host road show event | TPC | Periodically – linked to another event, e.g., Parish meeting |
| Implement Personalised Travel Planning service | TPC | From appointment of TPC & throughout lifetime of TP |
| Instruct initial travel surveys | TPC | On occupation of 50 th dwelling |
| Undertake annual monitoring of TP with updated travel surveys (and submit annual snapshot update report to the Council) | TPC | 4 th quarter of each calendar year |
| Conduct thorough review of TP measures & initiatives – update targets to suit | TPC | Submitted to UDC / ECC on 1 st , 3 rd and 5 th anniversaries (snapshot reviews in 2 nd & 4 th years) |
| Monitor usage of Cycle Hire Hub, Car Club and other sustainable transport infrastructure & assess requirement for additional provision | TPC | One month prior to annual monitoring of Travel Plan |

SMART Targets

- 6.3 The predominant indicator of the success of a TP is generally considered to be a change in the modal split of trips to and from the Site with a greater proportion of trips by non-car modes and a reduction in the number of single occupancy vehicles.
- 6.4 In the context of the aims and objectives outlined within Section 2 of the TP recognising the comprehensive investment proposed in the promotion of sustainable transport initiatives and the Action Plan in Table 6.1, the preliminary SMART targets of the Travel Plan within the first 5 years of its implementation are as detailed within Table 6.2.

Table 6.2 Preliminary Mode Share Targets

| Mode | Baseline Percentage Split | Target Year 1 | Target Year 3 | Target Year 5 |
|------------------------------|---------------------------|---------------|---------------|---------------|
| Walk | 21.1% | 21.5% | 22.0% | 22.5% |
| Cycle | 1.4% | 2.0% | 3.0% | 3.5% |
| Bus | 1.9% | 2.5% | 3.5% | 4.0% |
| Rail | 7.0% | 7.0% | 7.0% | 7.0% |
| Vehicle Driver | 62.8% | 61.0% | 58.5% | 56.5% |
| Vehicle Passenger | 4.4% | 4.5% | 4.5% | 5.0% |
| Other (incl. Taxi & m'cycle) | 1.4% | 1.5% | 1.5% | 1.5% |
| TOTALS | 100.0% | 100.0% | 100.0% | 100.0% |

6.5 The SMART targets in Table 6.2 will form the basis of the snapshot review of the TP will be conducted as a gauge of the success, or otherwise, of the measures implemented. The SMART targets will be the subject of a more thorough scrutiny every 5 years as part of the comprehensive review of the TP.

Remedial Measures

6.6 In the event that targets are not met the TPC will ensure that corrective measures are put in place in consultation with UDC / ECC that will comprise:

- Step 1:
 - A review meeting with UDC / ECC to determine what measures can be taken to further reduce travel-related impacts and achieve a greater take up / reinforcement of the measures and incentives included within the TP.
- Step 2:
 - The identification and implementation of additional TP measures to those already identified (if targets are not being met towards the completion of the development).
- Step 3:
 - An increase to the TP budget by 20% to fund additional marketing and communication to promote the existing opportunities to travel sustainably.