Bloor Homes Ltd and Gillian Smith, John Robert Carmichael Smith, Robert Giles Russell Smith and Andrew James Smith

LAND TO EAST OF STATION ROAD, ELSENHAM

Framework Travel Plan

70084697-WSP-XX-XX-RPT-0002-P02
OCTOBER 2022

PUBLIC

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TYPE OF DOCUMENT (VERSION) PUBLIC

PROJECT NO. 70084697

OUR REF. NO. 70084697-WSP-XX-XX-RPT-0002-P02

DATE: OCTOBER 2022

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QUALITY CONTROL

Issue/revision	First issue	Revision 1	Revision 2	Revision 3
Remarks	P01	P02		
Date	September 2022	October 2022		
Prepared by	G. Gasinu	G. Gasinu		
Signature				
Checked by	E Shortridge	E Shortridge		
Signature				
Authorised by	G Corrance	G Corrance		
Signature				
Project number	700846977008469 7	700846977008469 7		
Report Number	70084697-WSP-XX-XX-RPT-0002-P02			
File reference	\\uk.wspgroup.com\central data\Projects\70084xxx\70084697 - Elsenham Stage 2\03 WIP\Transport\Framework Travel Plan			

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1 INTRODUCTION

1.1 OVERVIEW

1.1.1. WSP has been commissioned by Bloor Homes Ltd to prepare a Framework Travel Plan (FTP) to accompany an outline planning application with all matters reserved except the primary access for up to 200 dwellings on the Land to the East of Station Road Elsenham, Essex.

1.1.2. This report has been prepared in accordance with current DfT Travel Plan Guidance. It will therefore be used as a basis from which to agree terms of any planning agreement, including conditions or planning obligations relating to the proposed measures identified within this document.

1.1.3. This FTP should be read alongside the Transport Assessment (TA) that has been prepared separately for the development and submitted with the outline planning application. The FTP sets out initiatives and measures to be implemented to achieve objectives relating to reducing private residential car use and promotion of sustainable modes of travel.

1.1.4. At this stage the dwelling mix, parking provision and site layout is unknown. These matters will be determined during the preparation of subsequent reserved matters application(s).

1.1.5. This FTP will be updated to a Full Residential Travel Plan (RTP) and agreed with Essex County Council (ECC) prior to first occupation of the site.

1.1.6. It should be noted that this FTP covers the Proposed Development only. It does not cover the consented phase 1 development to the south of the site (ref UTT/17/3573/OP). It is however anticipated that the Full RTP, when prepared, will cover both the Phase 1 (consented development) and Phase 2 (the Proposed Development) sites.

1.2 SITE LOCATION

1.2.1. The site is located on the north-eastern edge of Elsenham. The site is in agricultural use as arable land. The proposed development would be located on part of the existing field, but does not extend to the western, northern or eastern field boundaries. The site is 22

1.2.2. 11.12 Ha in size and is broadly rectangular in shape. The site is relatively flat, although the eastern part of the site at a slightly higher level than the western part of the site.

1.2.3. To the west of the site is the railway line, with Elsenham Station and station car park located to the north west of the site. There are commercial buildings located to the north of the station car park. To the north and east of the site are agricultural fields. There is a public right of way adjacent to the northern field boundary.

1.2.4. The land to the south of the site currently comprises a construction site and Bloor Homes are currently building out the consented 350 dwelling phase 1 development (Refs. Outline Permission UTT/17/3573/OP and APP/C1570/W/19/3243744 and Reserved Matters UTT/21/3269/DFO).

1.2.5. A site location and local context plan is provided in **Appendix A**.

1.3 DEVELOPMENT PROPOSALS

1.3.1. The proposed development is for up to 200 residential dwellings along with landscaping, public open space and associated infrastructure works.

1.3.2. The primary site access will be from Henham Road which will be an all-movement priority controlled simple T-junction. A spine road runs in a southeast direction from the site to connect to B1051 Henham Road at a priority junction.

1.3.3. A pedestrian/cycle connection will be provided to Elsenham Station/Old Mead Road. This will provide a direct and attractive connection between the proposed development and the rail station. This connection will maximise the attractiveness of the rail services available from the station to future residents.

1.3.4. In addition to the above, a pedestrian route will be provided to the north of Site that connects with an existing Public Right of Way (PRoW) circa 130m to the north that follows an east/west alignment. A pedestrian route will also be provided to the southeast of the site that connects with the Phase 1 development, close to the location of the proposed primary school and early years facility.

1.3.5. The development construction phase is predicted to take place between 2023 and 2026. Housing delivery is anticipated to range from around 80 dwellings per annum. It is anticipated that development will commence in the south and work from south to north.

1.4 TRAVEL PLAN OVERVIEW

1.4.1. The purpose of this Framework Residential TP is to guide the delivery and management of various measures and initiatives to encourage more sustainable travel by residents of the proposed development. Its primary aims are to promote travel choices whilst minimising car travel.

1.4.2. The aims of the RTP will be fully explained to new residents before and when they move to the proposed development, so that more sustainable travel patterns are established from the beginning of occupation of the development.

1.4.3. The key target of this RTP is to achieve a 10% reduction in the single occupancy car driver mode share for the fully occupied development from the baseline level.

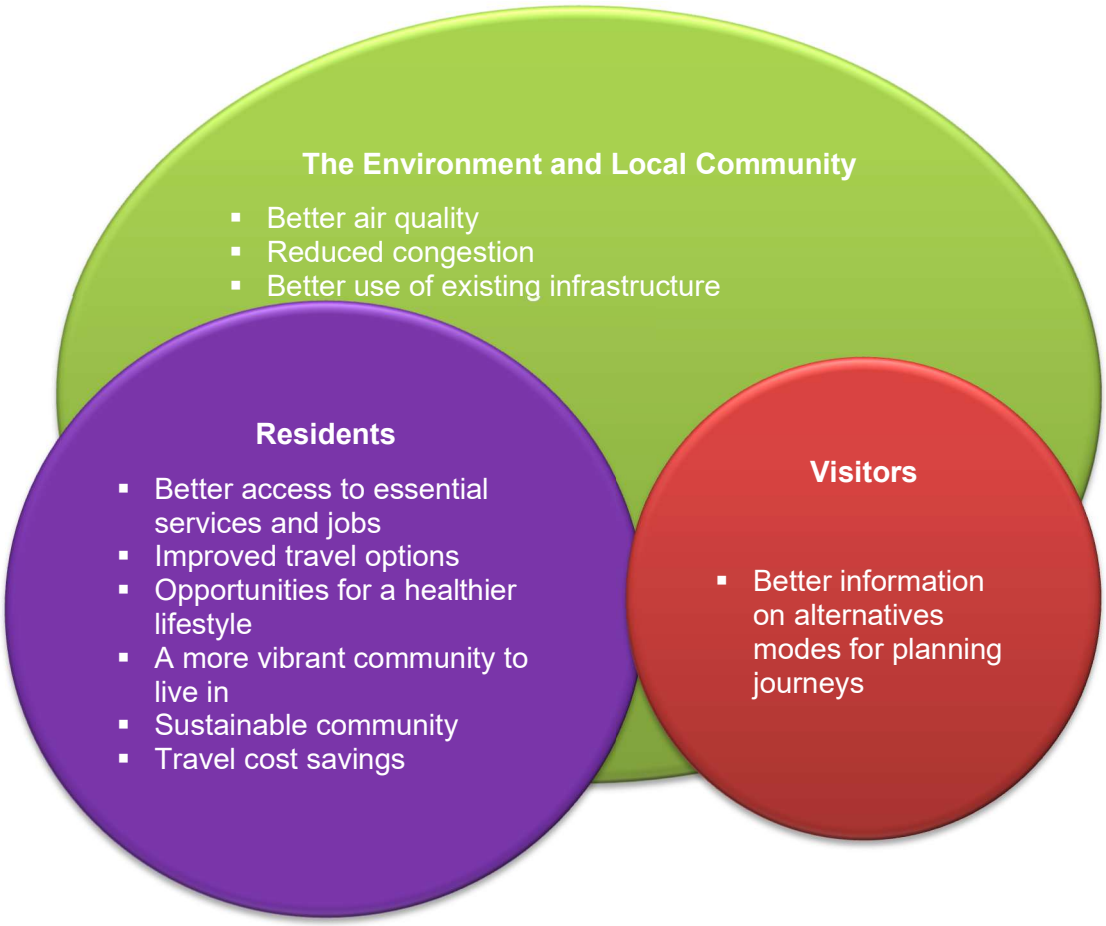
1.4.4. The implementation of this RTP will be managed by a Residential Travel Plan Coordinator (RTPC) appointed by the developer 3 months prior to first occupation.

1.4.5. For ease of explanation the funder will be “The Developer”, who will implement the measures set out within this RTP.

1.5 BENEFITS OF A RESIDENTIAL TRAVEL PLAN

A number of benefits can arise from the introduction of a successful RTP. Examples of some of these benefits are illustrated in **Figure 1-1** below.

Figure 1-1 Benefits of a Residential Travel Plan



1.6 STRUCTURE

1.6.1. The remainder of this report is structured as follows:

- Section 2 identifies the aims and objectives of this RTP;
- Section 3 summarises the sustainable travel opportunities available from the site;
- Section 4 sets out the measures proposed as a part of this RTP;
- Section 5 sets out how the RTP will be monitored and identifies targets for the RTP.
- Section 6 provides information on the management of the RTP; and
- Section 7 identifies an action plan and provides information on how the RTP Plan will be funded.

2 RESIDENTIAL TRAVEL PLAN AIMS AND OBJECTIVES

2.1 RESIDENTIAL TRAVEL PLAN AIM

2.1.1. The RTP overarching aim is

"To reduce the demand for travel as a single occupancy car driver by residents and visitors of the proposed development and to promote the use of non-car alternatives"

2.1.2. The aim of this RTP will be achieved by introducing a package of measures that focus on promoting travel to and from the site by non-car modes of transport.

2.2 RESIDENTIAL TRAVEL PLAN OBJECTIVES

2.2.1. This overarching aim will be achieved by delivering against the following objectives:

- Promoting sustainable travel options;
- Encourage active travel and promote the health benefits of walking and cycling;
- Promote financial benefits of sustainable methods of travel;
- Promote the social and economic benefits of car sharing;
- Minimise the impact of the development on the local highway network; and
- Minimise the need for travel by private car, especially as a single occupant car driver.

2.2.2. The measures which enable achievement are discussed in **Section 4**.

3 SUSTAINABLE TRAVEL OPPORTUNITIES

3.1 INTRODUCTION

3.1.1. This section of the RTP sets out the sustainable travel opportunities available from the site.

3.2 WALKING ACCESSIBILITY

Overview

3.2.1. A 30-minute walking catchment plan for the site is provided in **Appendix B**. The walking catchment is based on a typical walking speed of 3 mph (about 4.8kph), so the catchment extends to a distance of 1.25 miles (or about 2.4km), which is considered a reasonable walking distance on a day-to-day basis.

3.2.2. The walking catchment plan shows that the entirety of Elsenham is within a 25 minute walk from the the site. The local facilities provided in the village including the doctors surgery, post office, local convenience shop and primary school are all within the walking catchment. Existing bus stops and the train station are also within the site's walking catchment.

PEDESTRIAN INFRASTRUCTURE

Henham Road

3.2.3. Henham Road in the vicinity of the primary site access junction has a footway on the southern side of the carriageway only. The footway is typically 1.4 metres in width and is generally in good condition. Henham Road routes northeast from the proposed primary access junction, and the footway continues on the southern side only for a distance of approximately 300 metres where it then terminates.

3.2.4. Travelling west from the proposed primary access junction, the footway on the southern side of Henham Road continues to Hall Road where Henham Road continues west as the High Street. At the triangular junction of Hall Road/Henham Road/High Street no dropped kerbs or tactile paving is provided. Therefore there is scope for pedestrian crossing improvements at this junction to assist pedestrians routing towards the centre of Elsenham.

3.2.5. On the northern side of Henham Road there is an existing footway from the Hall Road/Henham Road/High Street junction which routes east towards the proposed primary access junction but terminates at the western boundary of the cricket pitch. Therefore there is an existing gap in the footway provision along the northern carriageway of Henham Road between the western edge of the cricket pitch and the proposed primary access junction which will be addressed by the proposed development.

Hall Road

3.2.6. Hall Road has a footway along the western side of the carriageway only. The footway is generally in good condition and lit by existing street lighting. To the south of Elsenham, the footway on the western side of the carriageway terminates and continues as a footway on the eastern side only to Church Lane.

High Street

3.2.7. Footways are provided on both sides of the High Street from Henham Road to the junction of High Street/Robin Hood Road/Station Road/Stansted Road. The footways on both sides of the High Street

are generally in good condition, lit and overlooked by frontage residential development. Outside the primary school main entrance pedestrian guard railing is provided along with a zebra crossing to the west of Hailes Wood. On approach to the primary school there are children crossing warning signage to alert approaching drivers.

3.2.8. The majority of local pedestrian movements generated from the proposed development are likely to route along the High Street towards the primary school and local shops. It is noted that good pedestrian facilities are currently provided, including a recently installed raised table entry treatment crossing across Hailes Wood as part of the residential development accessed from the road.

Station Road

3.2.9. The double mini-roundabout junction of the High Street/Robin Hood Road/Station Road/Stansted Road provides pedestrian access into southern, western and northern Elsenham respectively. The junction has an uncontrolled pedestrian crossing on the High Street arm, with dropped kerbs, tactile paving and a pedestrian refuge.

3.2.10. Station Road routes through the centre of Elsenham and has footways on both sides of the carriageway. The footways are in good condition, lit be existing street lighting and overlooked by frontage residential development.

3.2.11. The footways provide good pedestrian connectivity into the main existing residential areas accessed from Station Road, as well as the surgery, recreation ground and employment areas to the north of the village. The existing footways also provide pedestrian access to the rail station.

3.2.12. The proposed walk/cycle link from the development to the station will provide an attractive alternative route to the existing footways along Station Road.

Local Area

3.2.13. Within Elsenham, there is a good network of pedestrian footways linking the residential estates with the key local facilities. The existing network of footways is typically in good condition with street lighting and in most cases overlooked by frontage residential development. Site visit observations indicate that existing footways are well used by local residents.

3.2.14. From Elsenham, a continuous footway is provided along the entire length of Stansted Road from Elsenham to Stansted Mountfitchet. Other routes from the village, including Hall Road and Henham Road do not provide continuous footways, however it is likely that there is very limited pedestrian demand to destinations outside of Elsenham along these routes.

Infrastructure being delivered as a part of the Consented Phase 1 Development

3.2.15. In response to the existing infrastructure shortfalls identified above, the consented Phase 1 development will deliver the following pedestrian infrastructure improvements.

- A new 2.0-metre-wide footway along the northern side of Henham Road from the site access junction, to tie in with the existing footway that terminates at the western edge of the adjacent cricket pitch. This new pedestrian facility will provide a direct pedestrian route for future residents to access the local facilities and services provided in Elsenham village as well as benefiting users of the cricket pitch.
- Improvements to the existing pedestrian footways and crossings on Henham Road.
- Provision of new bus stops on Henham Road, in close proximity to the primary access junction.

3.2.16. A pedestrian/cycle connection will also be provided to Elsenham Station / Old Mead Road. This will provide a direct connection between the proposed development and the rail station. This connection will enhance the attractiveness of the rail services available from the station to future residents.

3.2.17. In addition to the above, the developer will seek to extend the existing Elsenham 30mph speed limit to a position beyond the east of the primary access junction (to improve amenity for pedestrians and cyclists) and provide a village gateway feature. Both of these proposals require the consent of the local highway authority.

PUBLIC FOOTPATHS

3.2.18. There are two public footpaths within the immediate locality of the site, public footpath 21 to the south and public footpath 15 to the north.

3.2.19. Public footpath 21 routes to the north of Henham Road and is accessed from the High Street to the west of the Hall Road junction. The footpath routes across the cricket pitch and primary access into the consented Phase 1 development, before continuing east to Pennington Hall.

3.2.20. Public footpath 15 runs in an east-west direction to the north of the site, connecting Mill Road to the east with Old Mead Road to the west, approximately 150m to the north of Elsenham railway station.

3.2.21. The existing public footpath network in the vicinity of the site is shown on **Figure 3-1**.

Figure 3-1 – Public Footpath 21 – North of Henham Road

Source: ECC: Interactive PROW map

CYCLING ACCESSIBILITY

Overview

3.2.22. The proposed development site will be accessible by bicycle. This is indicated by the cycling catchment plan provided in **Appendix C**, which shows cycling journey times from the site at 5 minute intervals up to 30 minutes at a cruising cycling speed of 12 mph (about 19 kph). The Department for Transport's Local Transport Note 2/08 'Cycle Infrastructure Design' advises that, for commuter journeys, cycling distances up to 5 miles are not uncommon, which at an average cycling speed of 12mph is therefore equivalent to a 25 minute cycling journey time.

3.2.23. The cycling catchment shows that the entirety of Elsenham is accessible from the site by bicycle within 5 minutes. Henham can be reached within 10 minutes, Stansted Mountfitchet within 15 minutes and the edge of Bishop's Stortford and Newport within 25 minutes. Stansted Airport, which is likely to be a key employer for some of the future residents of the proposed development, is within a 20 minute cycle ride of the site.

Henham Road

3.2.24. The proposed primary access junction connects with Henham Road via the consented development to the south of the Site. No cycle specific infrastructure is currently provided on Henham Road. Henham Road in the vicinity of the primary access junction currently has a 40 mph speed limit. Henham Road at this location is 6.8 metres wide, has no on-street car parking demand and is relatively lightly trafficked (approximately 300-450 vehicles two-way in the peak hours). Drivers therefore have sufficient space to safely overtake existing cyclists on Henham Road.

3.2.25. It is recognised that many cyclists feel more comfortable on roads with no cycle-specific infrastructure if traffic speeds are low. Lower speeds can reduce the likelihood of an accident along with the severity.

3.2.26. The consented scheme to the south of the site will deliver an improvement scheme along Henham Road. This includes the relocation of the existing 30mph speed limit on Henham Road to the east of the site's primary access. This scheme would encourage lower traffic speeds in proximity to the site access and create a safer local environment for cyclists.

Hall Road

3.2.27. No cycle specific infrastructure is currently provided on Hall Road. South of Elsenham, Hall Road is derestricted and rural in nature. Hall Road is relatively lightly trafficked (around 250 vehicles two-way in the peak hours) and the single carriageway road is of sufficient width for vehicles to be able to safely overtake cyclists. Hall Road is likely to be an attractive cycle route towards Stansted Airport for regular commuter cyclists.

High Street

3.2.28. The High Street provides the main route into Elsenham. The High Street has a 30mph speed limit and has a relatively straight alignment with limited on-street parking. Drivers therefore have good forward visibility to be able to safely overtake cyclists who can use the route to directly access the primary school, local shops and routes to the north, south and west respectively.

Station Road

3.2.29. No cycle specific infrastructure is currently provided on Station Road. Station Road has a 30 mph speed limit and varies in from 5.5-7.5 metres in width. Station Road is relatively lightly trafficked (less

than 200 vehicles two-way in the peak hours). The existing carriageway width therefore provides sufficient space for drivers to safely pass cyclists.

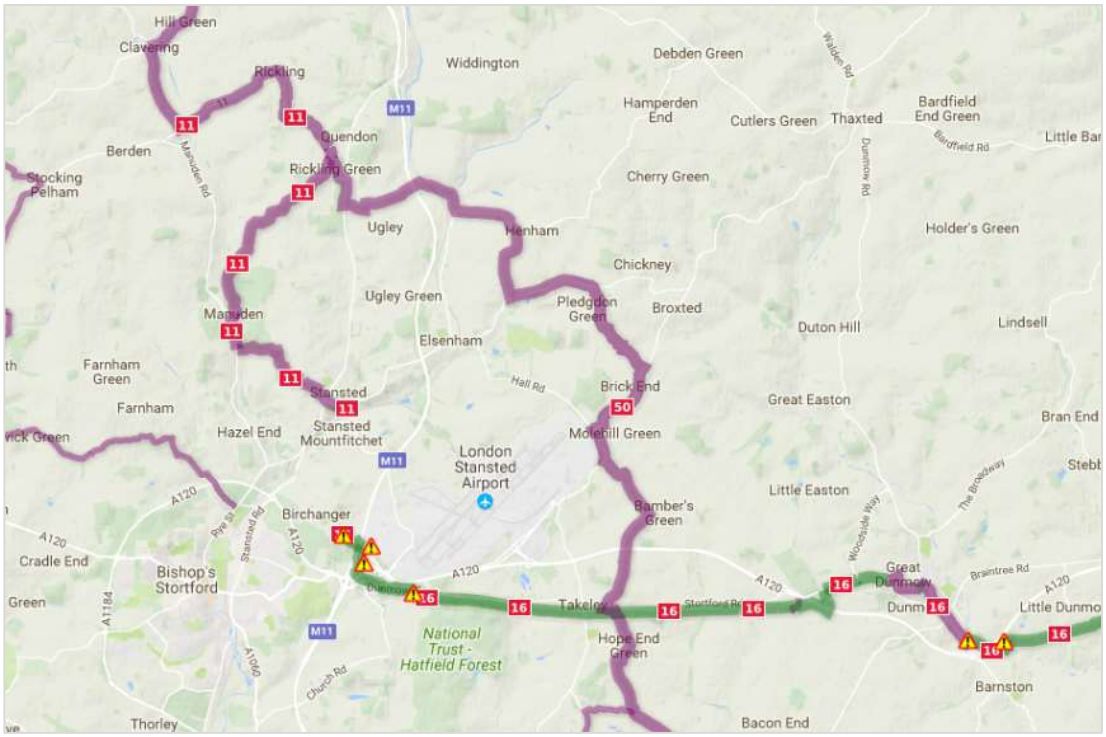
3.2.30. The proposed development will provide a new direct walk/cycle link to Elsenham rail station. This proposed walk/cycle connection will be attractive to future residents as it will provide a more direct route to the rail station compared to the equivalent on-road alternative via Station Road.

Local Area

3.2.31. From Elsenham, cycle access can be gained to the surrounding villages using the existing road network. It is recognised that the existing routes from Elsenham are typically derestricted, single carriageway roads (Hall Road, B1051 Henham Road and B1051 Stansted Road) and are therefore most likely to be used by confident commuter cyclists in weekday peak periods and utility/leisure cyclists at weekends and during off-peak periods.

3.2.32. Within the local area there are a number of Sustrans National Cycle Network (NCN) Routes that are predominately used by leisure cyclists. A plan showing the local NCN routes is provided in **Figure 3-2**.

Figure 3-2 – Local Sustrans Routes



Source: Sustrans website

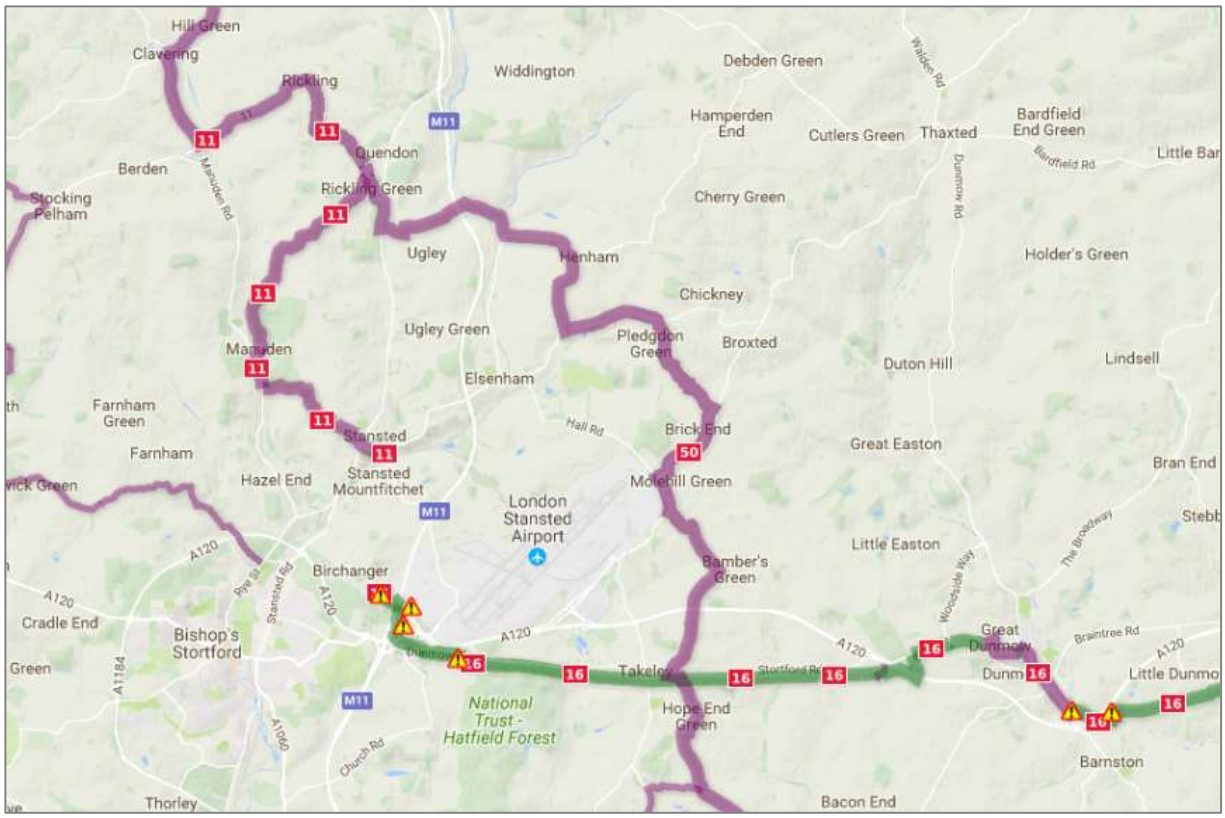
3.2.33. **Figure 3-2** shows that NCN routes 11, 16 and 50 are in close proximity to Elsenham. NCN 11 routes from Stansted Mountfitchet, northwards towards Cambridge and can be accessed from Old Mead Road to the north of Elsenham. NCN 16 provides a predominately traffic-free cycle route between Bishop's Stortford and Braintree. NCN 50 links with NCN 11 to the north and NCN to the south of Elsenham and routes southeast towards Chelmsford. NCN 11 can be accessed locally from Henham Road or Hall Road.

Infrastructure being delivered as a part of the consented Phase 1 development

3.2.34. As part of the Phase 1 development, a pedestrian/cycle connection will be provided to Elsenham Station/Old Mead Road. This will provide a direct connection between the proposed development and the rail station. This connection will enhance the attractiveness of the rail services available from the station to future residents.

3.2.35. A potential pedestrian and cycle access will also be considered to connect with the residential development located to the east of Hailes Wood to improve the permeability of the site.

Figure 3-3 Local Sustrans Routes



Source: Sustrans website

3.2.36. **Figure 3-3** shows that NCN routes 11, 16 and 50 are within in close proximity to Elsenham. NCN 11 routes from Stansted Mountfitchet, northwards towards Cambridge and can be accessed from Old Mead Road to the north of Elsenham. NCN 16 provides a predominately traffic-free cycle route between Bishop's Stortford and Braintree. NCN 50 links with NCN 11 to the north and NCN to the south of Elsenham and routes southeast towards Chelmsford. NCN 11 can be accessed locally from Henham Road or Hall Road.

PUBLIC TRANSPORT ACCESSIBILITY

Bus Services

3.2.37. The Site will have two main access points, the main access onto Henham Road via the consented Phase 1 development to the south and a pedestrian and cycle access onto Old Mead Road, immediately to the north of Elsenham Railway Station.

3.2.38. The closest existing bus stops to the proposed main access onto Henham Road are located at the junction of Henham Road/Hall Road/High Street. These existing bus stops are approximately 1,200m from the centre of the site (a 15 minute walk), which is beyond the recommended 400m as such, as part of the consented Phase 1 development, there are proposals to deliver two new bus stops on Henham Road, in close proximity to the primary access junction. This scheme will improve the accessibility of existing bus services at the site and surrounding area.

3.2.39. The closest bus stops to the proposed pedestrian and cycle access on Old Mead Road are located on Station Road to the south of New Road. These bus stops are approximately 550m (a 5 to 10 minute walk) from the centre of the proposed development. The bus stops on Station Road and Henham Road are served by two bus services:

- 7/7A – Stansted Airport – Takeley – Henham – Elsenham – Bishop's Stortford (operated by Acme Transport Services); and
- 441 – Takeley – Stansted Mountfitchet – Ugley – Newport – Saffron Walden (operated by Stephensons of Essex).

Table 3-1 - Existing Elsenham Bus Services

BUS STOP	BUS	DAY	ROUTE	FIRST BUS	LAST BUS	FREQUENCY
Henham Road (Opposite the Crown)	7/7A	Mon-Sat	Stansted Airport – Bishop's Stortford	07:18	18:31	6 buses per day
			Bishop's Stortford – Stansted Airport	06:46	20:16	8 buses per day
	441	Mon-Fri	Takeley – Saffron Walden	07:31		1 bus per day
			Saffron Walden – Takeley	16:06		1 bus per day
Station Road	7/7A	Mon-Sat	Stansted Airport – Bishop's Stortford	07:31	18:44	6 buses per day
			Bishop's Stortford – Stansted Airport	06:33	20:03	8 buses per day
	441	Mon-Fri	Takeley – Saffron Walden	07:49		1 bus per day
			Saffron Walden – Takeley	15: 58		1 bus per day

Source: https://bustimes.org/ 01/09/22

3.2.40. **Table 3-2** summarises the bus services at the Henham Road and Station Road bus stops. Full timetable information and route maps are provided in **Appendix D**. Bus route 7/7A and 441 serve both The Crown stop on Henham Road and Station Road bus stops, buses route clockwise and anticlockwise via Hall Road, Henham Road, Mill Road, Henham, Old Mead Road and Station Road. Residents in Elsenham using the existing bus routes will most likely use the Station Road stops when travelling west towards Bishop's Stortford and the Henham Road stop when travelling south towards Stansted Airport to avoid travelling through Henham village.

3.2.41. Bus route 7/7A is a regular bus service that typically operates at an hourly frequency between Bishop's Stortford, Stansted Mountfitchet, Elsenham, Henham and Stansted Airport. The existing route therefore provides the opportunity for existing and future residents to access a wide range of local employment, leisure and retail facilities by bus including Stansted Airport and Bishop's Stortford.

3.2.42. The 441 is a school bus service and therefore only operates on school days. The bus route provides one morning service towards Saffron Walden in the morning and a return service in the afternoon. This existing route provides bus access the secondary schools in Newport and Saffron Walden.

3.2.43. **Table 3-1** shows that the first bus departs Elsenham at 07:18 hours towards Stansted Mountfitchet and Bishop's Stortford with a return bus available until 20:16 hours. The existing bus service therefore provides a viable travel option for commuters working typical office hours (0900-1700 hours) as well for non-work-related journeys.

Rail Services

3.2.44. Elsenham rail station is served by the West Anglia Main Line and is located at the junction of Old Mead Road/New Road to the north of Elsenham. The station will be accessible from the site via the proposed Old Mead Road pedestrian and cycle access. Old Mead Road bisects the station, with an at grade level crossing provided between the northbound and southbound platforms. The northbound platform is located on the north side of the level crossing and the southbound platform on the south side of the level crossing. A pedestrian bridge is provided over the rail line, accessed from the southbound platform.

3.2.45. The station facilities currently include a fully enclosed waiting area provided on Platform 1 (northbound) and a covered seating area on Platform 2 (southbound). There is also a manned station ticket office on one side with ticket machines provided on both platforms. Timetable information is available at both platforms as well as live departure time displays. Cycle parking is provided at both platforms but is not currently well used. This is likely to be due to the fact the whole of Elsenham is within easy walking distance of the station.

3.2.46. A privately operated pay and display car park is provided to the north of the railway line on Old Mead Road. There is space for approximately 80 cars, however the spaces are unmarked and disabled parking is poorly signed. Parking on roads around the station is controlled with single and double yellow lines and time limited parking restrictions apply during peak hours.

3.2.47. Elsenham Rail Station is directly served by the Cambridge to London Liverpool Street line. A summary of the existing rail services is provided in **Table 3-2**. Full rail timetable information is attached in **Appendix G**.

Table 3-2 Existing Elsenham Rail Services

Day	Route	First Train	Last Train	Frequency
Mon-Fri	Cambridge to London Liverpool Street	05:46	23:55	Peak 2 trains per hour, Off-Peak 1 train per hour
	London Liverpool Street to Cambridge	06:07	00:52	
Sat	Cambridge to London Liverpool Street	05:49	23:53	1 train per hour
	London Liverpool Street to Cambridge	06:22	00:52	
Sun	Cambridge to London Liverpool Street	08:18	23:18	
	London Liverpool Street to Cambridge	08:52	23:52	
Mon-Fri	Ely to London Liverpool Street	08:19	08:49	Two Trains in the AM Peak
	London Liverpool Street to Ely	16:52	16:52	One train

Source: Abellio Greater Anglia

3.2.48. There are currently two trains per hour north and southbound between Cambridge and London Liverpool Street stopping at Elsenham Station in the peak hours and one train per hour during off-peak periods. The existing train services provide excellent local and regional accessibility south to Bishop's Stortford, Harlow, Broxbourne and into London (Tottenham Hale and Liverpool Street). The existing train services also provide excellent accessibility north to Great Chesterford, Whittlesford Parkway and Cambridge. The journey time from Elsenham to London Liverpool Street is approximately 1 hour and from Elsenham to Cambridge is approximately 30 minutes. In addition there are two southbound trains in the weekday morning peak and one northbound train in the weekday afternoon that continues from Cambridge to Ely.

3.2.49. The Cambridge North station (which opened in May 2017) is also serviced by the existing Cambridge to Liverpool Street route. This station will provide direct access from Elsenham to the employment centres in the Cambridge Northern Fringe. The journey time from Elsenham to Cambridge North is 35 minutes.

3.2.50. The Cambridge-Liverpool Street service provides a range of interchange opportunities, facilitating access to a wide range of destinations across southern and central England.

3.2.51. Public Transport catchment analysis of the proposed development site has been undertaken using TRACC. A 60 minute journey time catchment has been produced for weekday development trips departing from the site between 0700-0900 hours and arriving at the site between 1600-1800 hours. The analysis presented in **Appendix F** shows the destinations that can be reached within 60 minutes public transport (bus and train) travel time from the proposed development in the weekday morning and the origins to the proposed development site in the weekday evening periods.

3.2.52. The catchment analysis shows that Bishop's Stortford, Stansted Mountfitchet, Newport, Great Chesterford, Cambridge, Stansted Airport, Broxbourne and Cheshunt are within 60 minutes travel time by public transport. The proximity of the proposed development site to Elsenham rail station is therefore a key sustainability benefit and provides future residents who could work in a number of local and regional employment centres with the opportunity to commute via public transport as a viable alternative to the car.

ACCESS TO LOCAL FACILITIES AND SERVICES

3.2.53. **Table 3-3** summarises the main existing local facilities and services within walking and cycling distance of the proposed development.

Table 3-3 Local Services and Facilities

Destination	Name	Distance KM	Approx. Walking Time	Approx. Cycle Time	Bus/Train Access
Leisure	Recreation Ground	1.7	21 mins	5 mins	N/A
	Stanstead Cricket Ground	4.1	N/A	15 min	N/A
	The Crown Public House	0.9	11 mins	2 min	N/A
Shopping	Tesco Express	1.3	16 mins	3 mins	N/A
	Elsenham Post Office	1.3	16 mins	4 mins	N/A
	Standsted Mountfitchet	4.5	N/A	14 mins	Yes
	Bishops Stortford	9.1	N/A	29 mins	Yes
Education	The Ugly Duckling Pre-School (Ugley Green)	3.3	N/A	10 mins	No
	Saplings Nursery (Henham)	5	N/A	15 mins	No
	Rainbow Pre-School (Stansted Mountfitchet)	4.2	N/A	13 mins	Yes
	Elsenham C of E Primary School	1	12 mins	2 min	N/A
	Henham and Ugley Primary School and Nursery	2.5	N/A	7 mins	Yes
	Forest Hall School	5.1	N/A	16 mins	Yes
Health	Elsenham Surgery	1.5	19 mins	4 mins	N/A
	Princes Alexandra Hospital	28	N/A	N/A	Yes

3.2.54. Within the village of Elsenham there are a number of local facilities that can meet many of the day-to-day needs of local residents, including local top-up shopping and leisure amenities, without the need to use a car. These facilities, as well as those in neighbouring Stansted Mountfitchet are shown on the location plan provided in **Appendix E**.

SCHOOLS

3.2.55. Elsenham Church of England Primary School is located on the High Street, approximately 1 km to the west of the proposed primary site access. This is within 10-12 min walking distance for parents and primary school aged children. Other nearby primary schools are in Henham to the northeast or Stansted Mountfitchet to the southwest. Although outside of walking distance to the development, both are accessible via existing bus services. In the case of Stansted Mountfitchet, children could also travel to school by train.

3.2.56. A new early years nursery and a one form entry primary school will also be delivered as a part of the consented phase 1 development to the south of the site.

3.2.57. The nearest secondary school to the site is Forest Hall School, located in the south of Stansted Mountfitchet. This school is within cycling distance of the development and can be accessed via public transport. There are multiple secondary schools in Bishop's Stortford which can also be accessed via public transport.

3.2.58. Children travelling to secondary schools in Newport or Saffron Walden directions can do so using the bus service 441 which is operational during weekdays.

HEALTHCARE

3.2.59. The closest GP practice to the proposed development is on Station Road in Elsenham. This is within walking and cycling distances of the site. There is also a GP practice in Stansted Mountfitchet in close proximity to the train station thus making it easily accessible by public transport.

3.2.60. The closest major hospital is the Princess Alexandra Hospital in Harlow. This is near Harlow Town train station which is accessible by train from Elsenham. From Harlow Train Station, Princess Alexandra Hospital can be access on foot (20-minute walk), by taxi or interchanging with local bus services. The closest dentist practices to the proposed development are within Bishop's Stortford and the closest pharmacy is within Stansted Mountfitchet. Both are accessible by public transport.

RETAIL

3.2.61. There is a local convenience shop (Tesco Express) and a post office on the corner of the High Street/Station Road/Robin Hood Road/Stansted Road double mini-roundabout junction in Elsenham. A wider range of convenience shops, garages, cafes are available in Stansted Mountfitchet. The closest major shopping destination is Bishop's Stortford which can be easily accessed by bus and train.

4 RESIDENTIAL TRAVEL PLAN MANAGEMENT

4.1 INTRODUCTION

4.1.1. The RTP will be an evolving document. Implementation of the RTP must be seen as “effortless” by residents and visitors to the site and a structure must be in place prior to occupation. This section summarises who will hold overall responsibility for the RTP and who will hold day-to-day responsibility.

4.2 OVERALL RESPONSIBILITY

THE RESIDENTIAL DEVELOPER

4.2.1. The ultimate responsibility for the implementation of the RTP will lie with Bloor Homes Ltd and Gillian Smith, John Robert Carmichael Smith, Robert Giles Russell Smith and Andrew James Smith. They will be responsible for appointing a RTPC to achieve the required objectives of this RTP based on the principles set out in this document.

4.3 DAY TO DAY RESPONSIBILITY

4.4 RESIDENTIAL TRAVEL PLAN COORDINATOR

4.4.1. Day to day responsibility will lie with the Residential Travel Plan Coordinator (RTPC). This is a key role in the development and implementation of a RTP. It is the RTPC’s responsibility to promote and encourage travel by sustainable modes through the active uptake of RTP initiatives.

4.4.2. The residential developer will appoint an RTPC three months prior to the first occupation of the development and will be the first point of contact for residents for all matters relating to travel to and from the site during the lifetime of the Travel Plan.

4.4.3. The RTPC will be responsible for the implementation, administration and monitoring of the RTP. The contact details of the RTPC will be submitted to ECC and UDC and likewise, the RTPC will be advised of the relevant contact personnel at ECC and UDC so that regular dialogue can be established.

4.4.4. The RTPC role will include:

- Being the main point of contact for the Travel Plan;
- Developing site-wide bespoke transport information and promotional marketing and awareness raising material;
- Management of the Travel Plan, including delivery of measures and initiatives through an effective marketing and communication strategy;
- Offering advice and information on travel and transport-related subjects to residents;
- Updating the Travel Plan travel information on a regular basis to reflect any changes in walking, cycling and public transport networks;
- Implement the Travel Plan monitoring and reporting programme to track the Travel Plan progress; and
- Review and update the Travel Plan following completion of the travel monitoring surveys.

4.4.5. The RTPC will report to ECC and UDC on the progress of introducing measures through the Travel Plan and on progress against targets. This will establish a formal review procedure of the Travel Plan.

4.4.6. It is envisaged that this role would be undertaken on a part time basis by a transport planning consultant. Details of the RTPC will be provided to ECC and Uttlesford District Council (UDC) prior to first occupation.

4.4.7. The RTPC will report to the Residential Developer on the progress of the measures introduced through the RTP and on progress against targets. This will both establish a formal internal review procedure of the RTP and allow for management approval in the decision making process on funding and implementation of any further RTP measures.

4.4.8. At the end of the RTP monitoring period the RTPC will explore options on how it will be taken forward by residents on a voluntary basis.

5 RESIDENTIAL TRAVEL PLAN MEASURES

5.1 INTRODUCTION

5.1.1. This section of the RTP outlines a variety of measures that will be implemented in order to achieve the Travel Plan's aim and objectives. However, because travel planning is an ever-evolving process, some of the measures and initiatives in this section may become unsuitable in future when the site is being occupied, while others not considered at this stage may come forward as being appropriate. The RTP for the site will therefore be a 'living' document, subject to regular monitoring and review (Section 5).

5.2 PHYSICAL 'HARD' MEASURES

5.2.1. Physical 'hard' measures and good site design are important in encouraging sustainable travel and in particular walking and cycling. Connectivity with Elsenham has played a central role in the planning and design of the development so that it is accessible by active modes of travel.

5.2.2. The proposed development will be designed to be highly permeable on foot and by bicycle including:

- A network of internal walking and cycling routes through the development
- Provision of new pedestrian/ cycle connection to Elsenham Station / Old Mead Road (via the consented Phase 1 development);
- All-modes connections onto Henham Road (via the consented Phase 1 development).
- Provision of a pedestrian connection to the Phase 1 consented development close to the location of the proposed primary school and early years facility.
- Provision of secure residential cycle parking in according with Uttlesford District Council's (UDC) adopted cycle parking standards.

5.2.3. To further maximise the attractiveness of the existing Elsenham bus service, new bus stops will be provided on Henham Road (close to the primary access junction) as a part of the consented Phase 1 scheme.

5.2.4. To maximise the attractiveness of Elsenham Railway Station to future residents, a direct walk and cycle connection will be provided from the proposed development (via the consented phase 1 development). This will provide a high quality, segregated connection between Old Mead Road, Elsenham Railway Station and the proposed development.

5.2.5. In addition to the site location itself, these 'hard' measures form the basis on which sustainable travel habits will be encouraged for travel within the development and to local destinations within Elsenham and the surrounding area.

5.3 SOFT MEASURES

5.3.1. This section describes the proposed 'soft' measures for the RTP, which will complement the location and physical design of the development to encourage further the use of sustainable travel modes and meet the objectives of the RTP.

5.3.2. A combination of 'hard' and 'soft' measures will contribute towards help achieve a reduction in the single occupancy car driver mode share of the development and ultimately offer future residents and visitors a greater choice of sustainable travel options to and from the site.

PROMOTION AND MARKETING

5.3.3. In order to promote sustainable transport choices that will be available to potential residents moving to and then living at the development, sales staff will be fully competent in explaining the measures that will be put in place as part of the Travel Plan. This will enable staff to promote the RTP and the accessibility of the development from the outset, so that there is early buy-in from potential residents. The RTPC will be responsible for briefing on-site sales staff of the sustainable transport opportunities available to residents.

5.3.4. Sales and marketing literature aimed at prospective buyers of homes will also highlight the sustainable nature of the development in terms of its location and connectivity to the surrounding local area via bus, rail, cycling and walking. The health benefits associated with walking and cycling will also be promoted.

TRAVEL INFORMATION PACKS

5.3.5. Upon occupation of their dwelling, residents will receive a 'Sustainable Travel Information Welcome Pack'. Through the information provided in the Welcome Pack, residents of the development will be in a better position to make informed choices about how they choose to travel to and from the development. The pack will be updated on a regular basis by the RTPC, and will include:

- An overview of the objectives and structure of the RTP, why the Travel Plan is in place and what advice is available with regard to sustainable transport options;
- Details of incentives being offered to residents to encourage sustainable travel;
- Contact details of the RTPC, should residents have any transport or travel problems they wish to discuss;
- Up to date public bus and rail timetable information;
- Details on how to access and register with EssexCarShare.com;
- Pedestrian and cycle route maps from the development to and from the surrounding area, identifying the nearest local facilities (such as schools, doctors and dentist surgeries, the post office etc.), bus stops and railway station; and
- Details of local taxi companies;

5.3.6. The Sustainable Travel Information Welcome Packs will be distributed to residents upon occupation by the on-site sales staff. On-site sales staff will be briefed on the content of the welcome packs by the RTPC.

MEASURES TO PROMOTE WALKING AND CYCLING

5.3.7. This RTP recognises the importance of promoting walking and cycling as an active mode of travel for local journeys. So that walking and cycling is made an attractive option as possible a range of soft measures will be implemented, to complement the physical measures described above.

5.3.8. Information on walking and cycling will be provided to each household within the Sustainable Travel Information Welcome Pack. This will include:

- A bespoke map of local walking and cycle routes;
- Health benefits associated with walking and cycling;
- Information on local cycle retailers; and
- Links to other cycling organisations and charities (e.g. SUSTRANS and Cycling UK).

MEASURES TO PROMOTE PUBLIC TRANSPORT USE

5.3.9. The RTPC will secure, through discussions with local bus operators, four weeks free bus travel for residents of the development. An application form to apply for this offer will be contained within the Sustainable Travel Information Welcome Pack. The RTPC will be responsible to managing the administration and distribution of bus taster tickets to residents. The offer will be limited one four week bus taster ticket per residential unit.

5.3.10. Local bus and rail services will be promoted within the Sustainable Travel Information Welcome Pack. The pack will contain up to date timetable information for local bus and rail services, details on the weekly and monthly ticketing options available, and the approximate journey time to key destinations such as Stansted Airport and Bishop's Stortford.

5.3.11. In addition to the above the developer will also provide a contribution to ECC via a S106 planning obligation to the improvement of local bus services in Elsenham. The RTPC will be responsible for informing residents of any new / improved bus services.

MEASURES TO PROMOTE EFFICIENT CAR USE

Car Sharing

5.3.12. Car sharing aims to eliminate single-occupancy vehicle trips and therefore reduce the number of vehicles on the road network. The benefits of car sharing include: less congestion, reduced vehicle emissions, reduced costs of travelling and reduced parking problems. The most commonly shared journeys between residents would be for commuting purposes or taking children to school.

5.3.13. Essex County Council in partnership with Liftshare operates the Essex Car Sharing scheme (via www.EssexCarSharing.com). This scheme offers a free car share matching service for people who live, work and travel in and around Essex. Users of the site can offer a lift or accept a lift from other users. In addition, this many organisations and businesses have their own dedicated groups, including Stansted Airport, making it much easier for commuters to find a match.

5.3.14. Information on car sharing will be provided within the Sustainable Travel Information Welcome Packs distributed to residents upon occupation.

Car Clubs

5.3.15. Car clubs can remove the need for car ownership / multiple car ownership for many households. This in turn can help discourage the use of a car for journeys, including commuting and business trips that could be made by more sustainable modes.

5.3.16. The developer will engage in discussions with car club operators to explore the feasibility of providing a dedicated car club within the site. Any car club vehicle would be made available to all residents living in Elsenham and the surrounding area and would not be exclusive to residents of the Proposed Development.

5.3.17. To help incentivise use of the car club vehicle the RPTC will explore opportunities to provide residents with free or discounted membership and / or driving credit.

PERSONALISED TRAVEL PLANNING

5.3.18. The Travel Packs will promote Personal Travel Planning. All residents will be able to contact the RTPC to seek assistance on personalised travel information that will enable future residents to think about the way they currently travel and how they can travel more sustainably.

5.4 SUMMARY

5.4.1. This section has set out a range of measures which will be implemented for the proposed development in seeking to achieve the aim and objectives of this RTP as set out in Section 2. A summary of these measures is set out in Table 5-1 below.

Table 5-1 Travel Measures

Travel Plan Objective	Travel Plan Measure	Target Area
Information Provision	Training of sales and marketing staff	To all sales staff
	On-going promotion and marketing	Across whole development site
	Sustainable Travel Information Welcome Packs	To all dwellings
Promotion of Walking and Cycling	Promotion of walking and cycling route in the Sustainable Travel Information Pack	Increase walking mode share Increase cycling mode share
	Provision of on-site cycle parking	
	Provision of pedestrian connection	
	New pedestrian and cycle connection between development and Elsenham Railway Station	
	Potential pedestrian and cycle connection between development and the PROW to the north of the site	
Sustainable Travel Services	Car club services (provide dedicated space and engage with a car club provider)	Increase sustainable travel options
Promotion of Public Transport	Four weeks free bus travel (1 taster ticket per dwelling)	Increase bus mode share Increase rail mode share Reduce car mode share
	Promotion of public transport services in Sustainable Travel Information Welcome Pack	
	Connections to the new bus stops on Henham Road, close to the primary access junction	
	New pedestrian and cycle connection between development and Elsenham Railway Station	
Promote Efficient Use of the Car	Promotion of EssexCarSharing.com in Sustainable Travel Information Welcome Pack	Increase car passenger mode share Reduce single occupant car driver mode share
	Promotion of the benefits of car sharing in Sustainable Travel Information Welcome Pack	Increase car passenger mode share Reduce single occupant car driver mode share
	Delivery of on-site car club vehicle	Reduce need for car ownership / multiple car ownership

6 MONITORING AND TARGETS

6.1 INTRODUCTION

6.1.1. Monitoring the RTP is important in understanding the changing nature of the residents travel behaviour and the effectiveness of the RTP measures. Existing measures should be reviewed and alternative methods introduced where necessary to achieve the RTP targets.

6.1.2. This section sets out the process by which the RTP will be monitored and reviewed, as well as the provisional targets for the RTP.

6.2 MONITORING

6.2.1. In order to determine the effectiveness of the RTP and any future revisions of it are effective, monitoring will take place at regular intervals over the lifetime of the RTP. One element of this monitoring will be the car mode share (i.e., traffic generation of the development). This will be identified through a questionnaire-based survey, which will be completed by residents in order to determine the main travel mode for a number of usual journey purposes to and from the site.

6.2.2. The survey will be administered by post. The aim will be to obtain a 30% response rate. Should this threshold not be reached, then a follow up door-to-door survey would be undertaken in order to obtain a higher response rate.

6.2.3. In order to obtain the highest possible response rates, participation incentives such as the giveaway of vouchers for a chosen retailer would be introduced for each completed questionnaire. This incentive could be repeated for future annual monitoring surveys.

6.2.4. It is anticipated that an initial baseline travel survey would take place at 50% occupation of the development, by which time resident travel patterns should have become apparent. The initial surveys will provide a baseline against which future monitoring can be measured and against which progress towards meeting the RTP targets can be assessed.

6.2.5. It is proposed that further travel surveys be undertaken annually for a period of 5 years, at the anniversary of the initial baseline survey.

6.2.6. An annual monitoring statement will be prepared by the RTPC reporting on the results of the annual monitoring survey and progress towards meeting the targets of the RTP. This will be submitted to ECC and UDC within three months of the date of the monitoring surveys.

6.2.7. Progress toward meeting the RTP's targets will be communicated to residents via a cover letter attached to the following years annual travel survey.

6.3 EXISTING MODE SHARE

6.3.1. Journey to work data from the 2011 Census for Elsenham and Ulttlesford has been analysed in order to understand how people would typically travel to and from the local area as shown in **Table 5-1**.

Table 6-1 2011 Census Journey to Work Mode Share (Main Mode) Elsenham and Uttlesford

Mode	Elsenham	Uttlesford
Underground	0%	1%
Train	13%	9%
Bus	1%	1%
Taxi	0%	0%
Motorcycle/Scooter	1%	1%
Car/Van driver	76%	73%
Car/Van Passenger	5%	4%
Bicycle	1%	1%
Walk	2%	10%
Other	1%	0%
Total	**100%**	**100%**

Source: 2011 Census

6.3.2. **Table 6-2** shows that car/van driver is the main mode of travel to work for existing Elsenham residents. This is not unexpected given the relatively low number of jobs within Elsenham that can be easily accessed on foot and by bicycle. The second most popular mode of travel is train (13%), demonstrating that the existing rail station provides a viable public transport commuter option for a considerable proportion of existing local residents. Active modes currently form a relatively low proportion of existing resident commuter trips.

6.3.3. Compared to Uttlesford, existing Elsenham residents achieve higher levels of train use, higher levels of car sharing and car/van use compared to the district average. Fewer residents in Elsenham walk to work compared to the average for Uttlesford. The comparative data highlights the benefits of having a local rail station available to support sustainable commuter travel.

6.3.4. The 2011 Census analysis provides an overview of existing Elsenham residents travel to work patterns. It should be recognised that non-work trips typically achieve more sustainable patterns of travel. Table 6-2 shows the mode split for the average number of trips by journey purpose in 2015 (DfT National travel Survey 2016).

Table 6-2 Mode Split: Average number of trips by purpose and main mode: England 2015

Mode	commuting	Business	Education	Shopping	Personal business	Leisure
Walk	11%	6%	38%	21%	20%	14%
Bicycle	4%	1%	1%	1%	1%	2%
Car/Van Driver	56%	70%	22%	46%	43%	38%
Car/van passenger	9%	6%	24%	21%	24%	34%
Motorcycle	1%	0%	0%	0%	0%	0%
Other private transport	0%	1%	2%	0%	1%	1%
Local bus	8%	5%	10%	9%	7%	5%
London Underground	3%	4%	0%	0%	1%	1%
Surface Rail	7%	6%	1%	1%	1%	2%
Other public transport	1%	1%	1%	1%	2%	2%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

6.3.5. **Table 6-2** demonstrates that non-commuter trips typically achieve higher levels of trips by non-car/van driver modes. Within Elsenham there is a range of local education, shopping and leisure facilities that can be accessed on foot and by bicycle. The mode shares presented in **Table 6-2** therefore provide a robust basis for the likely local resident travel mode splits for non-commuter trips.

6.3.6. Further evidence that primary education trips will result in a higher proportion of movements being undertaken on foot is provide by the Elsenham Church of England Primary School Travel Plan (STP). The STP included a hands-up survey of pupils which showed approximately 50% of pupils walk to school and 50% travel by car. This local evidence demonstrates that education trips within Elsenham achieve a higher proportion of travel by non-car modes.

6.3.7. It is therefore considered that local residents within Elsenham are likely to adopt relatively sustainable travel patterns to access local facilities and services, education facilities, shops and Elsenham Railway Station.

6.3.8. The RTP and associated measures outlined in **Section 5** will aim to encourage sustainable methods of travel and reduce the impact of the development on the local network.

6.3.9. The following section identifies targets for the RTP.

6.4 RESIDENTIAL TRAVEL PLAN TARGETS

6.4.1. To help guide the progress of the RTP a number of targets have been adopted that will be reviewed by the RTPC on an annual basis. These targets are divided amongst those relating to delivering outputs and those related to achieving outcomes.

- **Output Target** – These targets relate to the implementation of the RTP. They will help to ensure everything remains on course with the delivery of the different measures contained within this RTP; and
- **Outcome targets** – These relate to the effect of implementing the RTP measures, and will include for example, the proportion of all journeys made by private car, or the normal mode of transport used for different types of journeys.

6.5 OUTPUT TARGETS

6.5.1. The following baseline output targets have been adopted:

Table 6-3 Output Targets

Measure	Target Date / Trigger	Responsibility
Appoint a Residential Travel Plan Coordinator	3 months prior to first occupation	The residential developer
Prepare Sustainable Travel Information Welcome Packs	1 month prior to first occupation	Residential Travel Plan Coordinator
Distribute Sustainable Travel Information Welcome Packs via on-site sales staff to 100% of residents	Upon occupation	Residential Travel Plan Coordinator
Distribute Bus Taster Tickets to Residents	1 month after occupation	Residential Travel Plan Coordinator
Undertake Baseline / Annual Travel Survey	50% occupation	Residential Travel Plan Coordinator
Prepare a report summarising results of the survey and progress towards targets and submit to Essex County Council & Uttlesford District Council	Within 3 months of the baseline / annual travel survey	Residential Travel Plan Coordinator

6.6 OUTCOME TARGETS

6.6.1. The measures proposed by this RTP are intended to bring about a change in the way residents travel. Therefore, an interim SMART (Specific, Measurable, Achievable, Realistic and Time Bound) target has been derived to help measure quantifiable progress against the objectives of the RTP. One approach may be to promote a target of a 10% reduction in the number of people travelling from the site as single occupant car driver is proposed, to be agreed with ECC in due course. This reduction can be established against the results of the initial travel survey undertaken at 50% occupation of the site.

6.6.2. A five-year monitoring period is proposed as many of the measures outlined in this RTP will take a period of time to fully introduce and, importantly, to bring about an ongoing positive change in residents travel patterns. Progress against this target will be monitored on an annual basis to ensure an ongoing evaluation of progress is made.

6.6.3. Where progress against the target is falling below trajectory, additional resources and measures will be considered and implemented to ensure the target is reached. If the above target is reached in five years, then a more ambitious target will be considered.

6.6.4. **Table 6-4** below provides an overview of the proposed outcome of the RTP. This table is based on the 2011 Census method of travel to work for Elsenham ward. The development's initial survey will clearly set up the initial mode shares of the development and the targets would then be revised to reflect the outcome of the survey.

Table 6-4 Proposed Residential Travel Plan Outcomes

Mode	Elsenham 2011 Census Journey to Work Mode share	Proposed Development Mode Share for commuting journey purposes (Post TP)
Work at Home	13%	13%
Train	11%	15%

Bus	1%	3%
Taxi	0%	0%
Motorcycle/Scooter	1%	0%
Car/Van driver	66%	59%
Car/Van Passenger	4%	4%
Bicycle	1%	3%
Walk	2%	3%
Total	**100%**	**100%**

6.7 ONGOING MANAGEMENT AND REVIEW

6.7.1. The RTP will be reviewed annually by the appointed RTPC, with a wholesale review of the aim and objectives of the RTP taking place after the first year of occupation. This is to allow sufficient time for the measures to be implemented and take effect, while also providing an opportunity for measures to be evaluated fully and a fresh approach to the RTP to be adopted if required.

7 ACTION PLAN

7.1 INTRODUCTION

7.1.1. This section sets out an action plan for the RTP and how it will be funded.

7.2 ACTION PLAN

7.2.1. **Section 5** has outlined a number of measures to be delivered through the RTP. In all cases the delivery of measures will be led by the appointed RTPC, with funding responsibilities lying with Bloor Homes Ltd and Gillian Smith, John Robert Carmichael Smith, Robert Giles Russell Smith and Andrew James Smith. **Table 7-1** summarises an action plan for this RTP.

Table 7-1 Action Plan

Measure	Task	Trigger	Responsibility
Appoint a Residential Travel Plan Coordinator	Appoint a transport planning consultant to undertake this role	3 months prior to first occupation	Bloor Homes Ltd and Gillian Smith, John Robert Carmichael Smith, Robert Giles Russell Smith and Andrew James Smith
Promotion and Marketing	Breif sales staff on the sustainable travel opportunities available to residents	Prior to first completion	RTPC
Sustainable Travel Information Welcome Packs	Prepare and distribute Sustainable Travel Information Welcome Packs to onsite sales staff	Prior to first occupation	RTPC
Promotion of walking and cycling information	Include information on walking and cycling routes within Sustainable Travel Information Welcome Packs	Prior to first occupation	RTPC
Promotion of public transport information	Include information on local bus and rail services within the Sustainable Travel Information Welcome Packs	Prior to first occupation	RTPC
Promotion of efficent car use	Include information on car sharing within the Sustainable Travel Information Welcome Packs	Prior to first occupation	RTPC
	Explore feasibility of providing an on-site car club vehicle with car club operators	Prior to first occupation	RTPC / Bloor Homes Ltd and Gillian Smith, John Robert Carmichael Smith, Robert Giles Russell Smith and Andrew James Smith
Promote use of local bus services	Obtain bus taster tickets and distribute to residents	Prior to first occupation	RTPC
Undertake baseline travel survey	Undertake baseline travel survey by post and email	At 50% occupation	RTPC
Prepare Baseline monitoring report	Analyse results of baseline travel survey, establish mode share targets, prepare baseline monitoring report and issue to ECC & UDC	Within 3 months of baseline travel survey	RTPC

Undertake annual monitoring travel survey	Undertake annual travel survey by post and email	1 year after baseline travel survey (for a period of 5 years)	RTPC
Prepare annual monitoring	Analyse results of annua travel survey, establish mode share targets, prepare baseline monitoring report and issue to ECC & UDC	Within 3 months of annual travel survey	RTPC

7.3 RESIDENTIAL TRAVEL PLAN FUNDING

7.3.1. The Travel Plan Period will start at 50% occupation of the development and last for a period of 5 years. The RTPC will be funded by the residential developer and start prior to the first occupation and last over the full period of the RTP.

7.3.2. The developer will be responsible for funding all of the measures outlined in this RTP throughout the duration of the plan.