



Draft Travel Plan

**Proposed Residential Development
Robin Hood Road, Elsenham Essex**

SEPTEMBER 2023

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Definitions

Draft Residential Travel Plan shall mean this document contains a mixture of measures to encourage sustainable travel to the site alongside potential disincentives to driving alone.

Residential Travel Plan shall mean a working plan to be implemented for local development schemes with normally 80 (eighty) or more residential dwellings to include all measures to ensure sustainable means of travel are available to new residents of such developments in accordance with the requirements of the National Planning Policy Framework and amended and supplemented from time to time under the provisions of the **Section 106 Agreement** and **Biennial Residential Travel Plan Reviews**.

Residential Travel Plan Co-Ordinator (TPC) shall mean a member of staff appointed by the developer with appropriate skills and budgetary provision and resources to fulfil the role as described in the job description.

Sustainable Travel Planning Team shall mean the Essex County Council's Sustainable Travel Planning Team whose role includes but is not limited to providing recommendations and advice concerning all matters associated with the **Residential Travel Plan** plus monitoring, as well as production (if required) and supply of the **Residential Travel Information Pack**.

Residential Travel Information Pack shall mean a specific district or borough tailor-made booklet aimed at promoting the benefits of sustainable transport in support of the objective to secure a modal shift from the private car and increase the use of sustainable modes of travel, and shall contain the following:

- ❖ Guidance and promotional material on the use of sustainable modes of travel
- ❖ Details on walking, cycling, trains, buses, park & ride, taxis, car sharing, car clubs, electric vehicles, school transport, and personalised journey planning services
- ❖ Reference to travel websites, resources and support services for each mode of travel, information provided by county, district and/or borough councils
- ❖ Details of local travel campaigns and networking/support groups

Travel Vouchers shall mean tickets/passes/vouchers or other means of accessing transport or other journey planning information as agreed with Essex County Council including the following as a minimum: six scratch card bus tickets per household OR season ticket voucher and/or incentives for rail travel with the local rail operator for each eligible member of the household AND access to an online tool to generate personalised travel plans using a home and destination postcode to provide details of different travel modes/options travel routes/maps and timetable information.

Traffic Counts shall mean the collection of travel data from all entry and exit points to the development including pedestrian and cycle routes leading to a service or amenity.

Travel Surveys shall mean a questionnaire approved by Essex County Council, undertaken to identify the main modes of travel used by residents and visitors for journeys to and from the site.

Essex County Council Travel Plan Monitoring Protocol shall mean the biennial undertaking of **traffic counts**. In addition to **traffic counts**, written or face-to-face travel surveys may also be required. Data collected from all surveys must be submitted to Essex County Council in the form of a written report for review.

Action Plan shall mean the identification of all sustainable travel opportunities and activities that should be taken to help achieve the plan's objectives.

Section 106 Agreement (S106) is a legal agreement between local authorities and developers; linked to planning permissions or obligations.

Biennial Residential Travel Plan Review means a two-yearly report including the results and analysis of the traffic counts/travel surveys indicating how the **Residential Travel Plan** is performing.

1 Travel Plan Aim and Objectives

Travel Plan Aim

The primary aim of this **Residential Travel Plan** is to: '**Minimise single occupancy car trips associated with the development site, by promoting and encouraging the use of more sustainable alternatives**'.

Travel Plan Objectives

The primary objective of this residential development's **Residential Travel Plan** is to minimise the number of trips undertaken by single occupancy cars.

The travel plan should therefore provide a framework in which to deliver sustainable transport objectives which seek to, *inter alia*:

- ❖ reduce the overall need to travel;
- ❖ increase travel awareness among residents and promote sustainable travel behaviour, thus supporting a reduction of traffic congestion and pollution;
- ❖ promote the health, social and environmental benefits of sustainable travel;
- ❖ reduce the number of vehicle trips to and from the site, particularly SOCs, particularly during the peak hours;
- ❖ reduce congestion where possible;
- ❖ provide the appropriate level of car parking on site;
- ❖ improve the safety and security of people who visit the site;
- ❖ promote, wherever possible, increased use of cycling, walking and public transport, particularly for short journeys with the resultant benefits of a healthy lifestyle;
- ❖ promote wherever possible integration between the different transport modes;
- ❖ promote positive changes to attitudes in relation to the use of alternative transport modes;
- ❖ provide clear information to residents and visitors in relation to the use of alternative transport modes;
- ❖ improve accessibility for non-car users and the disabled wherever possible; and
- ❖ support the development of a transport system which enhances the environment and supports a sustainable economy.

2 Introduction

Reason for Travel Plan

As part of the planning permission for the Robin Hood Road development a number of planning conditions and obligations are likely to be imposed which may relate to the implementation and delivery of a Residential Travel Plan.

The Section 106 Agreement will set out a number of obligations in relation to the delivery of a Residential Travel Plan which includes the commitment to appoint a Residential Travel Plan Coordinator and distribution of a Residential Travel Information Pack.

This Residential Travel Plan aims to positively influence the travel patterns and behaviours of future residents through the encouragement of greater use of public transport and other sustainable modes of travel to reduce reliance on the use of private cars.

3 Travel Plan Management

Residential Travel Plan Co-ordinator

The Residential Travel Plan Co-Ordinator shall mean a permanent member of staff appointed by the developer with the appropriate skills, budgetary provision and resources to fulfil the role. The Residential Travel Plan Co-Ordinator must be employed until at least one year after final occupation of the development, to allow for surveys/traffic counts to be undertaken when the site is at full capacity.

The Residential Travel Plan Co-Ordinator duties will include:

- ❖ Support, oversee and implement the requirements of the Residential Travel Plan upon first occupation of the development and through the life of the plan.
- ❖ Provide travel advice and guidance to residents in the early stages of occupation and throughout the development process.
- ❖ Liaise with the Sustainable Travel Planning Team on the production and management of the Residential Travel Information Pack.
- ❖ Distribute the Residential Travel Information Pack to all households upon first occupation, along with any travel tickets or vouchers (if applicable).
- ❖ Assess the potential journeys that residents may make and identify what modes of transport are available from the site, promoting sustainable options.
- ❖ Continuously monitor the impact that residents' journeys may have on the surrounding areas and existing transport infrastructure.
- ❖ Undertake personal journey planning for residents where appropriate.
- ❖ Ensure the travel information made available is always current and up to date.
- ❖ Design and implement effective marketing and awareness-raising campaigns to promote the initiatives and sustainable transport infrastructure within the Residential Travel Plan.
- ❖ Ensure cycle storage facilities are functional upon first occupation and maintained throughout the life of the Travel Plan.
- ❖ Organise biennial traffic counts and travel surveys, analyse these and submit the results to the Sustainable Travel Planning Team, together with an assessment of the success of the Residential Travel Plan in reducing the number of trips by private car and details of any additional measures necessary to achieve the targets set within the Residential Travel Plan.
- ❖ Provide promptly upon written request such information as the County Council reasonably requires in relation to the Residential Travel Plan.
- ❖ Investigate new ideas, modes of transport and future plans, for example, electric car charging points and promote or implement as appropriate.
- ❖ Update Residential Travel Plan at least every two years, based on results of the traffic counts and travel surveys, to incorporate additional measures as agreed with the Sustainable Travel Planning Team.

The contact details for the Residential Travel Plan Co-Ordinator will be submitted to the Essex County Council Sustainable Travel Planning Team upon appointment to the role and prior to first occupation of the site.

4 Travel Plan Targets

A travel plan is a strategy to minimise the number of single occupancy car (SOC) trips visiting a development and encourage the use of alternative modes of transport wherever possible. Reducing the number of SOCs helps reduce congestion and mitigates the impact of travel on the environment. A key objective is therefore to achieve a modal shift from the car to more sustainable forms of transport wherever possible.

A travel plan should therefore provide a framework in which to deliver sustainable transport objectives which seek to, *inter alia*:

- ❖ reduce the overall need to travel;
- ❖ reduce the number of vehicle trips to and from the site, particularly SOCs;
- ❖ reduce congestion where possible;
- ❖ provide the appropriate level of car parking on site;
- ❖ improve the safety and security of people who visit the site;
- ❖ promote, wherever possible, increased use of cycling, walking and public transport, particularly for short journeys with the resultant benefits of a healthy lifestyle;
- ❖ promote wherever possible integration between the different transport modes;
- ❖ promote positive changes to attitudes in relation to the use of alternative transport modes;
- ❖ provide clear information to residents and visitors in relation to the use of alternative transport modes;
- ❖ improve accessibility for non-car users and the disabled wherever possible;
- ❖ support the development of a transport system which enhances the environment and supports a sustainable economy; and
- ❖ provision of electric car charging points.

Best practice in the preparation of travel plans requires that clear targets need to be set but only in relation to local circumstances. Whilst they should be challenging, they also need to be realistic and will depend in a large part on existing patterns of travel behaviour in the area, the local topography of the area, existing transport infrastructure and the existing provision of public transport in the area.

It is also important to realise that any targets set should be 'SMART', i.e. **s**pecific, **m**easurable, **a**chievable, **r**ealistic and **t**ime related. These can be categorised as:

1. '**Aim Targets**', for example to increase percentage using non-car modes by a specified date.
2. '**Action Targets**', such as the appointment of a Travel Plan Co-ordinator.

It is important to realise that the best opportunity to secure travel behaviour change to more sustainable modes of travel need to be in place from the first occupancy of any houses built.

Outcomes should also be identified, for example, identify the parking levels associated with the residential development, the opportunities for exploring car sharing and the provision of a 'welcome pack' that includes travel information for new residents.

Outcomes can cover the proportion of journeys undertaken by car for journeys to work and the overall modal share of residents on the new development.

Providing the appropriate levels of off-street parking will avoid any on-street parking on the surrounding roads.

It is important that the travel plan shall take account of the specific aspects of this development and include, where appropriate, relevant targets.

The travel plan will therefore need to set out:

- ❖ A strategy for achieving the agreed targets.
- ❖ An agreed methodology for monitoring progress towards achieving the targets which could involve annual meetings with the authorities to review progress in the previous 12 months and setting interim targets for the following year.

These are likely to include identifying modal changes for walking, cycling and use of public transport.

Modal Split Targets

Information has been analysed from the latest 2021 census data to establish the modal split a development of this type would have in Elsenham.

Modal Splits

Mode of Travel	2021 Census
	Elsenham
Work mainly from home	36%
Train	5%
Bus	0%
Taxi	0%
Motorcycle	0%
Drive	53%
Passenger	3%
Bicycle	1%
Walk	2%
Other	0%

Source: ONS Table Q5701EW. Journey to Work Statistics 2021. People Currently in Employment

These mode share figures would need to be verified by a bespoke survey of the development following completion and hence the proposed targets should be taken as a guide until further assessment has been undertaken and a full travel plan prepared and agreed. The possible travel plan targets for the final monitoring report for this development are suggested in the table over.

Proposed Development 5 Year Target Modal Splits

Mode of Travel	Base Year	5 Year
Work mainly from home	36%	40%
Walk	2%	5%
Bicycle	1%	3%
Passenger Transport	5%	8%
Drive	53%	38%
Passenger	3%	5%
Motorcycle	0%	1%

The setting of very ambitious targets is designed to help reduce the level of reliance on single occupancy car journeys, but care must be taken to ensure the targets are realistic, challenging and achievable. It is considered that based on the local infrastructure, the measures in the travel plan mean that these targets are appropriate; however, initial surveys will verify their accuracy.

5 Sustainable Travel Options

This chapter sets out those sustainable travel opportunities and measures to support the aims and objectives of the Residential Travel Plan. A range of measures has been considered in the context of the specific development.

Residential Travel Information Pack

A Residential Travel Information Pack will be issued to each household upon first occupation.

The pack is aimed at promoting the benefits of sustainable transport in support of the objective to secure a modal shift from the private car and increase the use of sustainable modes of travel wherever possible.

Walking and Cycling

The following measures that promote travel choice being included within this Residential Travel Plan are:

Pedestrian/Cycling Infrastructure

- ❖ Careful consideration of the overall design to safely accommodate pedestrians and cyclists.
- ❖ Ensuring pedestrian routes will be of high quality throughout the site, and link with existing pedestrian infrastructure.
- ❖ Ensuring cycling routes are direct, well lit, open and pleasant, well maintained and display clear signposting and link to wider networks.
- ❖ Advertising the health benefits of walking and cycling through promotional material.
- ❖ Encouraging people to cycle to and from the site by ensuring cycle parking facilities for residents and visitors are freely available.
- ❖ Distribution of walking and cycling maps/leaflets.
- ❖ Details of nearby cycle outlets.

Public Transport

The following measures that promote travel choice will be included within the Residential Travel Plan:

- ❖ Provision of timetable and route map information.
- ❖ Provision of taster bus/rail tickets.
- ❖ Continuous review and update of bus/train timetable and service information, as appropriate.
- ❖ Bus and train timetable information accessible via the development notice board/website.

- ❖ Links to information services, e.g. National Rail Enquiries.
- ❖ Details of service providers, for example First/Arriva.
- ❖ Bus/train user groups.

Car Sharing

The Residential Travel Plan will promote Car Sharing, and signpost residents to [REDACTED] - Essex County Council's branded car share scheme which enables people to join free and search for potential car share matches. It's quick and simple.

Once someone has joined, they will be matched up with potential sharers as a driver or passenger.

6 Marketing Promotion and Information

To promote sustainable travel a Travel Information Board will be installed at a prominent location, most likely at the site entrance.

The information board will be updated on a regular basis with timetable information, travel incentives, events and promotions. In addition, this information will be displayed online via the house builder's website.

Consideration will be made to running regular promotional activities/campaigns throughout the year to promote sustainable modes. For example, Walk to Work Week (May), National Bike Week (June) and Liftshare Week (October) will be key events to promote to the new residents.

7 Action Plan

A key part of the action plan is to identify all sustainable travel opportunities and activities that can be taken to help achieve the plan's objectives.

To start with the developer will ensure that all the houses will be provided with secure cycle storage facilities.

It will be fundamental to the success of the TP that sufficient resources are allocated to develop and implement the measures in the plan. In relation to the residential development the TPC role will be undertaken by a member of the sales and management team on the site and, as the new community expands, residents will be encouraged to set up a residents' group to maintain the TPC role once the sales team no longer has a presence on site.

The Institution of Highways and Transportation in their document 'Guidelines for Providing for Journeys on Foot' state that "walking accounts for over a quarter of all journeys and four fifths of journeys less than one mile". A previous published document, PPG 13 'A Guide to Better Practice' (2001), stated that people are prepared to walk up to 2 kms.

Travel to and from the development on foot will therefore be actively promoted. To further encourage walking to and from the site a number of specific measures will be implemented:

- ❖ raising awareness of the health benefits of walking through promotional material;
- ❖ display a map in the sales office showing safe walking routes, indicating distances and times to the most common destinations, including the nearest bus stops; and
- ❖ promotion of online services such as [REDACTED] and [REDACTED] which provide route planning services and also offer the potential to find people making similar journeys to avoid walking alone.

To encourage journeys to be undertaken by bicycle, especially as part of longer distance travel by train, the following measures will be implemented as part of the TP:

- ❖ information and advice on cycle routes to the site will be available to residents at the site;
- ❖ display a map in the sales office showing cycle routes in the area and indicating distances and times to local destinations; and
- ❖ promotion of online services such as [REDACTED] and [REDACTED] which provide route planning services and also offer the potential to find people making similar journeys to avoid cycling alone.

Liaison with the public transport team at Essex County Council will also be undertaken to investigate the potential to provide incentives, such as travel passes or other forms of

discounted travel, which could be used to encourage new residents to use public transport where feasible.

The TPC will promote car sharing by referring residents to the existing internet based services [REDACTED]. This will maximise the chances of finding suitable matches from within the residential development and also with people undertaking journeys from the surrounding residential areas to the existing employment opportunities in the area.

A number of measures can be introduced to ensure TP information is readily available to all residents, including:

- ❖ informing and consulting with residents;
- ❖ use of leaflets and notice boards to summarise sustainable travel opportunities and TP objectives;
- ❖ offering personal travel planning;
- ❖ promote wider sustainable travel events such as "Walk to School Week" and "Liftshare Week"; and
- ❖ provision of a TP pack, containing information on public transport services, local facilities and pedestrian/cycle routes.

In addition, as part of the regular monitoring of traffic generation from the development, apart from car movements, the number of non-car trips will be recorded, whether they are on foot, by bicycle or car sharing.

8 Travel Plan Monitoring and Review

Traffic Counts

The developer of this site will undertake biennial traffic counts for a minimum period of 5 years.

The initial traffic counts should be organised by the Residential Travel Plan Co-Ordinator at an agreed time with Essex County Council. This is likely to be following the completion of the construction of the last house on this modest development.

The traffic counts will be undertaken at the site access point, including any pedestrian and cycling routes.

Results of the surveys will be submitted to the Essex County Council Sustainable Travel Planning Team in the form of a report for review, in line with when surveys are undertaken.

In the very unlikely event that traffic counts are not conducted in line with the Essex County Council Travel Plan Monitoring Protocol, or in the timeframe agreed between the Residential Travel Plan Co-Ordinator and Essex County Council, it is understood that Essex County Council will seek to arrange traffic counts to be undertaken on behalf of the developer using a preferred supplier and will invoice the developer for the associated costs.

It is further understood that Essex County Council will then continue to facilitate the traffic counts for the remainder of the Residential Travel Plan period, unless the developer/Residential Travel Plan Co-Ordinator seek to re-establish responsibility for this duty.

If the trip data collected does not meet the predicted trip rates as set out in the original Transport Assessment/Residential Travel Plan, then the Residential Travel Plan Co-Ordinator will conduct either written or face-to-face travel surveys at a time agreed with Essex County Council.

This is intended to achieve a better understanding as to why a particular mode is being used and will also give the Residential Travel Plan Co-Ordinator an opportunity to conduct personalised travel planning.

Travel surveys will be organised and conducted on the 1st, 3rd and 5th anniversary of first occupation in order to identify traffic flows and mode share data.

The travel survey will be distributed to all residents travelling to and from the site asking them how they would prefer to travel, any travel or transport issues they have encountered, and their attitudes towards sustainable modes of travel.

Reporting

Travel Plan Reports will be submitted to the Essex County Council Sustainable Travel Planning Team for review.

The data provided will be used to identify the progress of the Residential Travel Plan against its targets and objectives.

If the traffic generation rates predicted are not being achieved, then revised measures will be agreed by the Sustainable Travel Planning Team and implemented by the Residential Travel Plan Co-Ordinator to reduce travel to the site by the private car. Any additional measures identified will be agreed by Essex County Council prior to implementation.