



Proposed Residential
Development,

Land North of Thaxted
Road, Saffron Walden

Framework Travel Plan prepared
on behalf of Kier Ventures
Limited

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MILESTONE
TRANSPORT PLANNING

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

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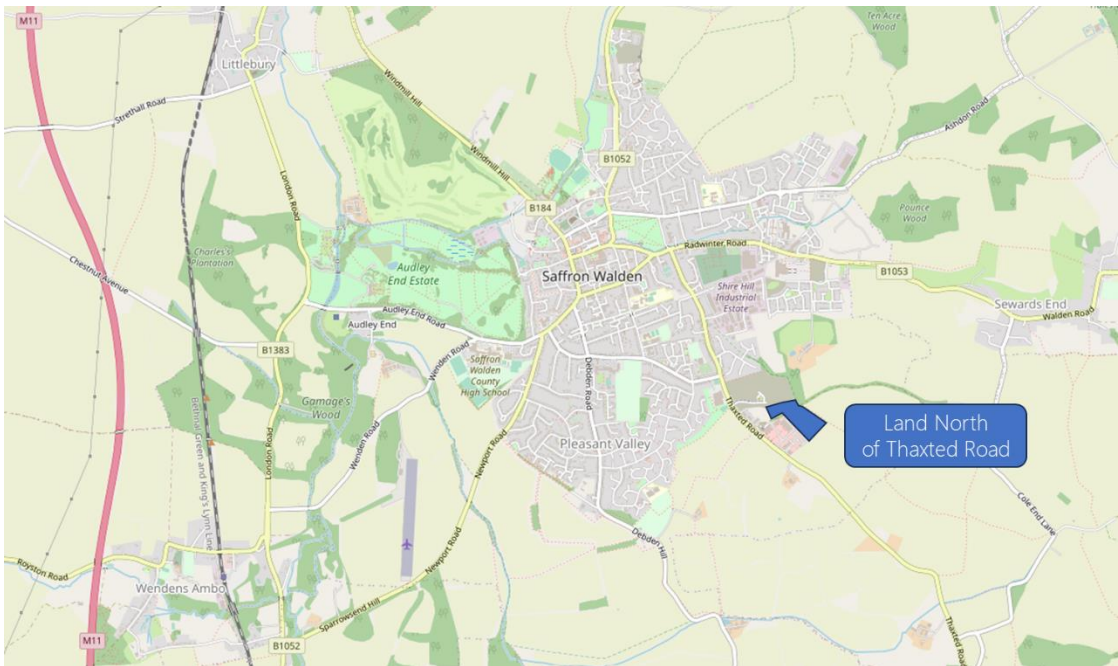
1. Introduction

- 1.1 This Framework Travel Plan ("FTP") has been prepared on behalf of Kier Ventures Ltd in support of the outline planning application submitted to the Secretary of State for determination under Section 62A of the Town & Country Planning Act (1990) on land to the north of Thaxted Road, Saffron Walden (the "Site"). The application description is as follows:

"Outline planning application for development of the site for up to 55 dwellings, associated landscaping and open space, with access from Knight Park."

- 1.2 The 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) who are the Local Planning Authority. The Site is bounded by established residential and commercial development to the north and west. Specifically, the recently consented residential developments of Land East of Thaxted Road (UDC Ref. UTT/20/00078/REF) and Land to the rear of old Cement Works, Thaxted Road (UTT/20/0864/FUL) form the northern and north-western boundaries of the Site and are currently under construction.
- 1.4 Knight Park forms the south-western boundary of the Site. Land to the south and east of the Site is agricultural fields that form part of the Audley End Estate. 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.
- 1.7 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. Figure 2 details the Illustrative Masterplan for the emerging Site.

Figure 2 Illustrative Masterplan



- 1.8 The purpose of this FTP 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.

- 1.9 The performance of the FTP will be judged against defined targets and will be regularly monitored and reviewed. Effective measures will be identified through the preparation of this FTP to achieve an overall goal of reducing the impact of traffic generated by the development and to improve accessibility. Consequently, residents of the development will have:

- Better access to essential services and jobs
- Improved travel options
- Opportunities for a healthier lifestyle

- 1.10 The outline planning application is also accompanied by a full Transport Statement (TS) dated November 2023. Both the TS and FTP are informed by pre-application discussions with Essex County Council (ECC).

Policy Background

- 1.11 The National Planning Practice Guidance (NPPG) (2019) 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."

- 1.12 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."*

- 1.13 The National Planning Policy Framework (NPPF) 2023 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)

1.14 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 – as 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)

- 1.15 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. Policy DM10 requires the provision of a Residential Travel Information Pack for all new residential dwellings.
- 1.16 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."*
- 1.17 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.
- 1.18 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.

1.19 This is captured in Policy GEN1 (Access) which states that development will only be permitted if it meets all 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."*

1.20 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."*

1.21 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

1.22 The Site will deliver an 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.

1.23 The FTP 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 an FTP is, how it contributes to their life and how they will benefit from it.

1.24 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 able 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 by:
- Minimising travel by private car where 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.
 - 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 off-site active travel 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

Proximity of Local Amenities

3.1 Table 3.1 provides a summary of the distances to key local amenities surrounding the Site along with associated walk and cycle times.

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	1.4	17	5
	R A Butler Infant / Junior	CB11 3DG	1.6	20	6
	Saffron Walden Nursery	CB11 3AQ	1.6	20	6
	Katherine Semar Infant / Junior	CB11 4DU	1.8	23	8
	Saffron Walden County High	CB11 4UH	2.4	-	10
Employment	Shire Hill	CB11 3AU	1.3	16	5
	Saffron Walden Town Centre	CB10 1HR	2.3	-	7
	Ashdon Road Commercial Centre	CB10 2NQ	3.0	-	12
Retail	Knight Park (Aldi, Costa, Pets at Home, B&M, Pure Gym, Premier Inn, Howdens)	CB10 2SG	0.1	2	1
	Waitrose, Saffron Walden Town Centre	CB10 1EH	2.3	-	7
	Saffron Walden Post Office	CB10 1AR	2.3	-	9
	Tesco, Radwinter Road	CB10 2JP	2.5	-	8
Civic	Household Recycling Centre	CB10 2UP	0.1	2	1
	Golden Acre Community Centre	CB11 4BL	1.8	23	8
	Uttlesford District Council Offices	CB11 4ER	2.1	-	8
Health	New Road Dental Practice	CB10 1LR	2.0	23	6
	Crocus Medical Practice / Saffron Walden Community Hospital	CB11 3HY	2.4	-	8
Recreation	One Minet Skatepark	CB11 3ED	0.9	11	3
	Lord Butler Fitness & Leisure Centre	CB11 3EG	0.9	11	3
	Saffron Walden Common	CB10 1FH	1.7	21	6

- 3.2 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. 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.
- 3.3 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 local primary schools, the Knight Park retail park and recycling centre as well as the skatepark and leisure centre.
- 3.4 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. From Table 3.1 all 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.

Active Travel Infrastructure (Existing)

- 3.5 The Site is bounded on two sides by the existing PROW network, as shown in Figure 3, which comprises:

- PROW 18 (Byway) Thaxted Road – Bears Hall (along Tiptofts Lane)
- PROW 36 (Footpath) PROW 18 – Cole End

Figure 3 Existing PROW Network



- 3.6 At the confluence of PROW 18 and PROW 36, and additional off-carriageway recreational route extends north-westwards to Shire Hill, PROW 19 (Bridleway).
- 3.7 In addition to the established PROW network, there is an existing formal lit, surfaced shared footway / cycleway that extends along the eastern side of Thaxted Road between the Knight Park and Peaslands Road for access towards Saffron Walden town centre. Formal, signal controlled crossing facilities are provided at the junction of the B184 Thaxted Road and Cardamon Road. Beyond Peaslands Road there are footways on both sides of the B184 Thaxted Road up towards Radwinter Road and the town centre.
- 3.8 There are consented works to the B184 Thaxted Road / Peaslands Road junction that comprise the conversion of the mini roundabout to traffic signal control incorporating improved pedestrian and cycle crossing facilities.
- 3.9 Most other residential streets in the local neighbourhood and northwards towards the town centre have footways on both sides of the carriageway. 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.
- 3.10 In conjunction with the recently consented Land West of Thaxted Road (S62A/2022/0014), a comprehensive package of active travel improvements works is committed that will benefit the emerging development on the Site, which includes:
- The delivery of Phase 1 of the Multi-User Greenway from Thaxted Road to the Green Mile.
 - A multi-user (pedestrian, cycle & equestrian) Pegasus Crossing at Tiptofts Lane to connect PROW 18 (Byway) to the Green Mile via the Orbital Greenway.
 - A shared footway / cycleway on the western side of the B184 Thaxted Road that extends to Peaslands Road.
 - Toucan Crossings at the B184 Thaxted Road / Cardamon Road junction.
 - 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.

Active Travel Infrastructure - Proposed

- 3.11 The Development is supported by a comprehensive Movement & Access Strategy that seeks to deliver a 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.
- 3.12 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.

- 3.13 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 that 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.
- 3.14 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.
- 3.15 The Movement & Access Strategy will deliver a 'walkable neighbourhood' with interconnected street patterns incorporating footway provision 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.
- 3.16 All formal footways within the Site will be constructed to full highway standards with sealed asphalt surfaces and concrete edging. On some secondary and tertiary routes where there is no identified pedestrian desire line on one side of the street over a section, then footways may be omitted. Formal footway provision will be lit. All pathways will be accompanied by a legible signage strategy. Crossing points are intended to be uncontrolled and will tie in with desire lines of movement.
- 3.17 Crime and the fear of crime can deter people from making trips by foot and cycle. In this regard, active travel corridors and user activity will be overlooked and concentrated on active frontages avoiding, where possible, routes to the rear of building plots and other blind spots.
- 3.18 The opportunity exists for the Site to deliver protection to and enhancement of the PROW network in the immediate vicinity, integrated into a network of new formal active travel infrastructure within the Site itself.
- 3.19 In this regard, it is anticipated that PROW 18 (Byway) will form part of the Council's emerging Local Plan strategy to deliver a Multi-User Orbital Greenway around Saffron Walden. The vision for the Multi-User Orbital Greenway is to accommodate recreational pedestrian, cycle, and equestrian users.
- 3.20 The opportunity exists as part of the emerging planning application strategy to deliver Phase 2 of the Multi-User Orbital Greenway through the upgrade of PROW 18 (Byway) to the specification secured through the consent on Land West of Thaxted Road (S62A/2022/0014).

- 3.21 It will be important that the Multi-User Orbital Greenway provides direct, convenient routes to any 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 also define the Multi-User Orbital Greenway.
- 3.22 The extent of the Phase 2 Multi-User Orbital Greenway infrastructure works will be a matter for agreement with both the Strategic Access Officer and the Highways Development Management teams at Essex County Council and will need to be related / scaled to the level of development to be delivered. It is not proposed to alter the alignment of the PROW.
- 3.23 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.
- 3.24 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.
- 3.25 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.
- 3.26 The Developer will make commuted sum payments covering the maintenance of the Cycle Hire Hub for a 3-year period.

Public Transport Infrastructure (Existing)

- 3.27 The nearest bus stops to the Site are as located on the B184 Thaxted Road outside Knight Park Retail Park. Both eastbound and westbound bus stops are within 400m walk distance (5-minute walk time) of the entire Site.
- 3.28 The Knight Park bus stops are served by the Stephenson's of Essex Route 313 / 314 that connects Saffron Walden with Great Dunmow via Thaxted. This service operates on an hourly frequency in both directions during daytime hours, Monday to Saturday. Journey time to Saffron Walden town centre is 5 mins (Thaxted is 21 mins and Great Dunmow is 43 mins).
- 3.29 A demand-responsive bus service, known as Essex DaRT, also provides a timetabled service, F29, with three return journeys per day between Saffron Walden and Linton that stops at Knight Park.
- 3.30 Audley End railway station is located 4.9kms to the west of the Site, a cycle journey time of 18 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.

3.31 Audley End is predominately served by trains operated by Greater Anglia. 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**

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

tpd = trains per day

Public Transport Infrastructure (Proposed)

3.32 A fundamental deliverable of the Site is to maximise potential public transport patronage by providing competitive journey times to key destinations that present a realistic alternative to private car use. In this regard the Site will deliver safe, direct access routes from the development to local bus stops. If required, the Site can also contribute toward the enhancement of infrastructure at local bus stops, potentially in terms of seating and Real-Time Passenger Information (RTPI).

3.33 In addition, the Site can contribute appropriate and proportionate funding for the delivery of weekday, Saturday and Sunday daytime and evening bus services directly serving the Site, Saffron Walden town centre and Audley End rail station. This funding will be pooled with other contributions 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 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 Travel Plan 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 The TPC will be appointed by the developers prior to initial occupation of the proposed development. 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 through effective marketing campaigns using 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 Travel Plan.
 - 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 Travel Plan budget to ensure its efficient and effective use.

Travel Plan Coordinator – Handover Strategy

- 4.4 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 Travel Plan, 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.
- 4.5 Importantly the developers will retain the appointed Site-Wide TPC until such time that they are satisfied that the Travel Plan 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, wherever is longer.
- 4.6 Any handover / transfer of the TPC role will be communicated to all key stakeholders / external organisations as part of the review process.

Communication

- 4.7 The success of the Travel Plan will rely on the involvement and integration of the community. The TPC will need to ensure that the principles and initiatives are fully understood and will act as the first point of contact for any related issues or queries. Continual monitoring of the Travel Plan will need to be a progressive and staged process.
- 4.8 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 Travel Plan. This will be important in ensuring that the community feels involved and can take ownership of the Travel Plan 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.
- 4.9 Promotional material, both in paper and digital formats, will be used to highlight the Travel Plan 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 Travel Plan through the various media outlets.
- 4.10 Primarily the Travel Plan will be web-based which allows monitoring, updates, and any further initiatives / actions to be posted. This may include supplementary offers, such as free 'Dr Bike' (cycle maintenance) sessions. Recipients will be able to sign up for email updates, whereby if any travel information is updated or modifications are made, the information can be quickly relayed to all. A web forum will also be introduced on the Travel Plan website to provide the community with a further information resource.
- 4.11 The web-based initiatives encourage the community to become involved with the Travel Plan, understanding the importance and helping shape the evolving document. These combined measures will allow the Travel Plan to become an effective and fully functioning resource that evolves into the fabric of the community.
- 4.12 Often it is difficult to engage with the community concerning the Travel Plan at first occupation, due to the many 'issues' that need to be dealt with at that time. In this regard, it is important to recognise the impact that sales teams / front line staff have in encouraging and supporting sustainable travel choices. The TPC will undertake a programme of staff briefings with sales teams to ensure that they are aware of the Travel Plan 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

- 4.13 A programme of monitoring and review will be implemented to generate information by which the success of the Travel Plan 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.

- 4.14 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.
- 4.15 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 Travel Plan. 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.
- 4.16 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, 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.
- 4.17 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. 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

- 4.18 Administration of the Travel Plan 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 document as well as the monitoring and updates, where required to the 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 Travel Plan.
 - A correspondence file to keep all communications made in respect of the on-going management of the Travel Plan.

- A record of travel related incidents, meetings, comments, and general observations of the TPC to be retained for input to any review process.

Review

- 4.19 It is evident that the Travel Plan is a strategy that will evolve over time. The key objective 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. An annual review process will be conducted to measure its success or otherwise and to identify the potential for improvements to the physical and management travel initiatives being offered.
- 4.20 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 Travel Plan. 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 set.
 - Details of any changes within the development over time that could affect travel patterns.
 - Direct feedback from the community.
- 4.21 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 Travel Plans are those that adapt to change; a living process not a document written and forgotten about. 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

- 4.22 It is critical that a Travel Plan is supported financially to ensure it achieves its aims and objectives. 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.
- 4.23 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. As outlined in the Section 6, 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.

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 Travel Plan. In this way, prospective purchasers will be provided with information about the benefits of the Travel Plan 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.

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 Hub 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 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.

Personalised Travel Planning

- 5.13 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.

Cycling Initiatives

- 5.14 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.
- 5.15 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, collaborating 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

- 5.16 The Developer will provide a Cycle Hire Hub, 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

- 5.17 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 modern 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.

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

- 5.19 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.

Car Club

- 5.20 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. 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.

- 5.21 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.

Car Share

- 5.22 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 contact 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.

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 Travel Plan to be checked in the context of specific targets.
- 6.2 To achieve the aims and objectives of the Travel Plan 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 1st 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 1st 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 1st occupation & phased within development programme
Delivery of enhanced local bus services	Developers in conjunction with HCC PT team & operators	Financial contribution to be secured prior to 1st 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 1st occupation & phased within development
Establishment of Car Club	Developers / TPC / Local Dealership	From 1st occupation & phased within development
Delivery of Cycle Hire Hub & visitor cycle parking	Developers	From 1st occupation & phased within development
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 50th dwelling
Undertake annual monitoring of TP with updated travel surveys (and submit annual snapshot update report to the Council)	TPC	4th quarter of each calendar year
Conduct thorough review of TP measures & initiatives – update targets to suit	TPC	Submitted to UDC / ECC on 1st, 3rd, and 5th anniversaries (snapshot reviews in 2nd & 4th 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 Travel Plan is 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 FTP 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.
- 6.5 The SMART targets in Table 6.2 will form the basis of the snapshot review to gauge 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.

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%

Remedial Measures

6.6 If 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 Travel Plan.
- Step 2:
 - The identification and implementation of additional Travel Plan measures to those already identified (if targets are not being met towards the completion of the development).
- Step 3:
 - An increase to the Travel Plan budget by 20% to fund additional marketing and communication to promote the existing opportunities to travel sustainably.