



Vistry Homes Ltd

LAND AT BUNTINGFORD WEST

Retail Framework Travel Plan





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Illustrative Master Plan

1 INTRODUCTION

1.1 BACKGROUND

1.1.1. WSP have been commissioned on behalf of Vistry Homes Ltd to produce a Retail Framework Travel Plan (FTP) for an Outline mixed-use development located in Buntingford, Hertfordshire. The purpose of this FTP is to outline how the development will achieve a sustainable mode share with identifiable travel targets for the commercial element.

1.1.2. The development includes a mix of residential, retail and commercial space, creating the potential for trip internalisation. The official scheme description is as follows:

Outline planning application (with all matters reserved except for access) for:

Development of 350 dwellings, with up to 4,400 sqm of commercial and services floorspace (Use Class E and B8), and up to 500 sqm of retail floorspace (Use Classes E) and other associated works including drainage, access into the site from the A10 and Luynes Rise (but not access within the site), allotments, public open space and landscaping.

1.1.3. This FTP has been prepared for the retail element of the development and has been produced in line with Hertfordshire County Council's (HCC) Travel Plan Guidance (March 2020) as recommended in Chapter 18 of the East Hertfordshire District Council (EHDC) Local Plan.

1.1.4. Ideally, a single Framework Travel Plan will be required to support this application as it is in outline and the end users of the commercial and retail elements are unknown. However, following HCC's comments on the previous application 3/22/1551/FUL:

The travel plan in its current form is not acceptable. The plan should be separated into individual plans concerning the residential, commercial, and retail elements of the proposed development. Whilst there may be merit in combining the plans to achieve 'economies of scale' with regards to promotional events, elements overarching plan must be clearly defined as each land use requires measures specific to each.

1.1.5. Three separate Travel Plans by land have been prepared to support this application.

1.1.6. This Retail FTP should be read alongside the Residential Framework Travel Plan, Commercial Framework Travel Plan and the accompanying Transport Assessment which has been prepared separately to assess the potential impacts of future growth and the proposed development on the local transport infrastructure.

1.2 DOCUMENT PURPOSE

1.2.1. This RFTP has been prepared to demonstrate the developer's commitment to sustainable travel initiatives. It provides information on how the proposed development will be managed to discourage reliance on private vehicles and rather, promoting sustainable modes of travel.

1.2.2. An FTP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to construction of the development. It includes a list of potential measures that could be implemented to affect modal choice, and a management strategy for producing a full Travel Plan in the future.

1.2.3. This RFTP is an evolving document, and will be updated by the Travel Plan Co-ordinator (TPC) following regular monitoring and engagement with the local highway authority over the lifetime of the TP.

1.3 TRAVEL PLAN DEVELOPMENT TIMESCALES

1.3.1. The RFTP is to be implemented from the first occupation with ‘Welcome Packs’ distributed via the sales office. The first travel survey is proposed to be conducted upon 50% (70 dwellings) of the development being occupied and at year 3 and 5 thereafter.

1.3.2. The appointed TPC will be responsible for ensuring that the RFTP is implemented properly and that effective monitoring of the measures and targets set out herein is undertaken to determine the success of the plan.

1.4 SUMMARY OF RELEVANT INFORMATION

1.4.1. By way of summary, this Framework Travel Plan has been prepared subject to the following principal parameters:

Table 1-1 – Principal Parameters

Development Name	Land at Buntingford West Development
Status of Travel Plan	Framework
Development Address	Buntingford SG9 9SQ
Author of Travel Plan	WSP, Unit 9, The Chase. John Tate Road, Foxholes Business Park, Hertford, SG13 7NN.
Future Travel Plan Coordinator and Secondary Contact	To be appointed prior to beneficial occupation. The sales staff will be trained up by the TPC to offer onsite advice. In later stages, when site fully occupied, the TPC would be onsite for monitoring and any specific measures that require it; approximately 3 days every 6 months is estimated.
Delivery Mechanism	Planning application
Funding Mechanism	Financial Budgets set annually by Operator
Formal Commitment Period	5 years (from beneficial occupation)

1.5 SITE LOCATION

1.5.1. The site is located to the west of Buntingford, Hertfordshire, and is bounded to the north and east by existing development and to the south and west by the A10. At present, the site is in agricultural use, and is currently accessed via a field access from the A10 and from an access through the Watermill Industrial Estate. A plan highlighting the location of the site is available in **Figure 1-1**.

Figure 1-1 – Site Location Plan



1.6 TRAVEL PLANNING

- 1.6.1. This RFTP represents an initial long-term travel management strategy, detailing specific measures, designed to encourage future occupants of the proposed development site to travel by more sustainable and active transport options. In order to reduce the reliance on private car trips, and promote travel choices, the hierarchy of sustainable travel (**Figure 1-2**) should be used to identify the most sustainable method of transport for journeys undertaken.

Figure 1-2 – Sustainable Travel Hierarchy



- 1.6.2. The RFTP will outline a future full travel plan closer to the development’s construction, with more specified details such as a travel plan coordinator (TPC) being selected for the development. The full travel plan will be in place prior to occupation, with the commitments being fully explained to new occupants before and when they move to the development so that more sustainable travel patterns are established from the beginning of occupation. This RFTP is a “working” document which will need updating periodically to take account of the latest best practice, whilst reflecting the changing characteristics of the site in relation to occupants turnover and changing travel patterns, along with future changes to travel opportunities and initiatives.

1.7 REPORT STRUCTURE

1.7.1. The structure and content of the remainder of this RFTP is outlined in **Table 1-2**.

Table 1-2 – Report Structure

Chapter	Heading	Content
2	Framework Travel Plans	Provides a background to FTPs describing their aims, objectives and benefits. Is also summarises local and national policy guidance
3	Existing Transport Conditions	Describes the existing conditions on transport networks surrounding the development site, utilising information provided within the TA
4	Development Proposals	Describes the quantum of development proposed for the mixed-use development located in Buntingford, Hertfordshire
5	Aims, Objectives & Targets	Outlines the aims and objectives of this RFTP along with a set of targets that will be used to measure the success of the RFTP
6	Travel Plan Measures	Identifies a range of measures and initiatives to be implemented to assist in meeting the targets set out for this RFTP
7	Management, Monitoring & Review	Looks at the management of this RFTP and the process of monitoring and reviewing the implementation and success of the RFTP
8	Summary	Summarises this RFTP

2 DEVELOPMENT PROPOSALS

2.1 INTRODUCTION

2.1.1. This chapter describes the existing land use of the site before outlining the development proposals in terms of the site layout, access arrangements and parking provision.

2.2 EXISTING LAND USE

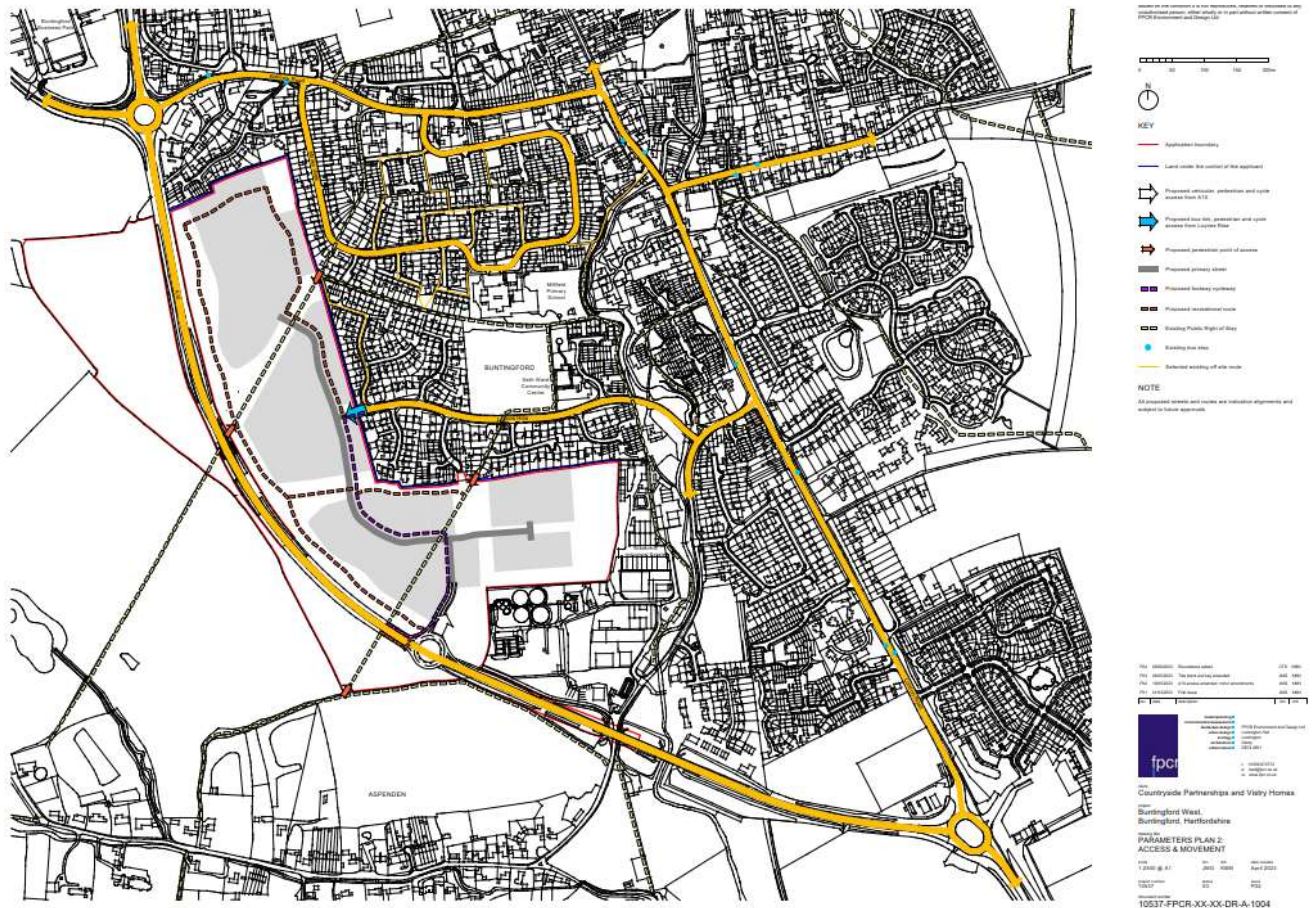
2.2.1. The proposed development site lies within the administrative boundary of East Herts District Council (EHDC) with HCC operating as the Local Highway Authority (LHA) charged with maintaining the roads and footways (subject to use) and safeguarding Highway Rights.

2.2.2. The site is currently a vacant greenfield site, located to the west of Buntingford, Hertfordshire, and is bounded to the north and east by existing development and to the south and west by the A10.

2.3 PROPOSED DEVELOPMENT

2.3.1. The illustrative masterplan is shown below. This can be viewed in greater detail in **Appendix A**.

Figure 2-1 – Indicative Masterplan

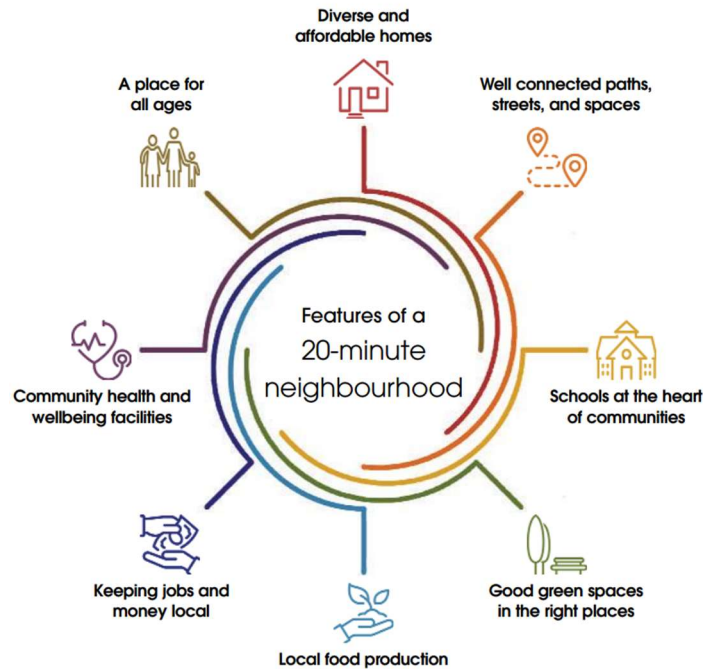


2.3.2. The following land uses are proposed:

- 350 residential dwellings (Use Class C3);
 - Up to 4,400 sqm of commercial and services floorspace likely to comprise (Use Class E and B8); and,
 - Up to 500 sqm of retail floorspace (Use Class E).
- 2.3.3. The vision of the proposed development and its supporting Transport Strategy are designed to enable and encourage maximum trip internalisation and take-up of sustainable low carbon travel modes.
- 2.3.4. In July 2020 the Government published “Gear Change” which lays out their vision for making cycling the natural first choice for many journeys, especially short journeys in towns/cities.
- 2.3.5. The accompanying design standards for cycling that are required to implement the vision are laid out in another document known as LTN 1/20, thus “Cycle Infrastructure Design Local Transport Note 1/20”.
- 2.3.6. This is the design guidance that local authorities must follow when making any changes to the highway, including new highway construction and new or improved cycle facilities.
- 2.3.7. The key design principle set out within the LTN 1/20 is that cycling is or will become mass transit and must be treated as such. Routes must therefore be designed for larger numbers of cyclist, for users of all abilities and disabilities.
- 2.3.8. Key focus of consideration as discussed with HCC is to ensure a sustainable transport strategy for the site. To include suitable walking and cycling links within and without the development to connect to the wider area as well as encouraging public transport use by engaging Herts Lynx to alleviate the limited public transport accessibility (only the northern and southern part of the development are within 400m of public transport stop) of the site.
- 2.3.9. The development proposals include the following in support of the sustainable transport initiative of the site:
- Improving existing footways through the development;
 - Providing a 3.0m shared walking/cycling route connecting Luynes Rise to the PROW Buntingford 26 via the A10 to Aspenden 2, which connect to the Bridleway Aspenden 11;
 - Providing a mobility hub to include Wayfinding points, electric vehicle rapid charging point and lockable cycle storage;
 - Public transport pick up point (HertsLynx);
 - Internal footways along carriageways;
 - A mix use development including a local centre and employment land uses, which could include a convenience store, café, a doctors’ surgery, home working hub, gym and small business units.
 - Reduced parking based on operational (parking accumulation), commercial advice, the sustainable nature of the development and considerations in relation to EHDC parking standards.
- 2.3.10. The location of the site affords it a rare opportunity to encourage sustainable travel to the non-residential elements of the development and also for residents to travel to locations within acceptable walking and cycling distances.
- 2.3.11. With the proposed non-vehicular connection to the site from the immediate vicinity, vehicular trips which could be attracted to the development could now be shifted to active travel or micro mobility alternatives, thereby providing a positive impact on the existing network.

20 MINUTE NEIGHBOURHOOD PRINCIPLE

2.3.12. In order to promote sustainable travel patterns for the site, the approach of a 20-minute neighbourhood is taken and incorporated in the development design where feasible. The 20 minute neighbourhood aims to promote a local living approach, with all services and necessities being with a 20 minute walking / cycling journey of the proposed development. The Town and Country Planning Association (TCPA) outlines the key features of a 20-minute neighbourhood as the following:



2.3.13. The development aims to fulfil each feature by producing a local approach, giving residents easy access to a range of services within close proximity and without the need for private vehicles.

Table 2-1 – Features of a 20-Minute Neighbourhood (TCPA key Features)

Feature	Development
Diverse and Affordable Homes	A wide range of housing along with affordable provision (up to 40%) will be available to residents, and to fit the needs of the different users.
Well Connected paths, Streets and Spaces	As part of the proposal, existing footways through the development will be maintained and upgraded. 2.0m wide footways ways will be provided on both sides of the carriageway and a 3.0m wide shared walking and cycling facility will be provided to connect Luyne Rise via the mobility hub to PROW Buntingford 26 via the A10 to Aspenden 2, which connect to the Bridleway Aspenden 11. This route will provide an east west connection through the site and will provide a direct link to the active travel route on London Road / Station Road. PROW Buntingford 26 via the A10 footbridge will be upgraded to enhance the northern connection of the site. As illustrated within Figure 3-1 , the site is well connected internally and connects very well with the existing infrastructure within the area.
Schools at the Heart of Communities	As shown in the GIS plot at Figure 3-1 there are four schools are within at least a 20-minute walk from the site, with two primary schools, a middle school and an upper school. This allows of educational services for students aged 4-18 within close proximity to the development. The schools are easy to

	commute to by foot / bicycle, with the proposed active travel improvements throughout Buntingford also helping to improve access.
Good green spaces in the right places	Areas of green space are proposed for the development, allowing for easy access for the residents of the site. Other green spaces are provided within Buntingford, allowing more opportunity for residents to enjoy outdoor space.
Local Food Production	An allotment is provided within the curtilage of the site to encourage local food production
Keeping Jobs and money local	Dedicated employment areas and a local centre are proposed as part of the development. This allows for local employment to the site, allowing residents to access employment locally. The inclusion employment opportunities on site as well as easy access to existing employment within the area allows for local cash circulation, where money is earned and spent in the area.
Community health and Wellbeing facilities	The inclusion of a GP surgery on site allows for local healthcare access for local residents, without the need for vehicular or public transport access. Existing medical centres also existing within Buntingford as well as several chemists In addition to provided medical services, new active travel improvements and provided green spaces, creates opportunity for healthy active lifestyles.
A place for all ages	The development is planned to ensure local access to all potential services that different residents may require including healthcare, education, retail, employment and leisure. All services are offered within local walking and cycling access.

2.3.14. In addition to the ideas outlined by the TCPA, Sustrans also notes several features required within a 20-minute neighbourhood. Sustrans outlines that a range of services including retail, employment healthcare should ideally be included within a 20-minute roundtrip walking distance from a development. As previously stated, a wide range of services are available locally to the site with several planned on the site location itself.

2.3.15. Local transportation services can also be easily accessed from the site, bus routes 18 and 386 are accessible within 400m of the northern part of the site on Baldock Road. Bus stops on Station Road are within approximately 700m walk (8 minutes) via Luynes Rise. The proposal to proposal to route HertsLynx through the site via Luynes Rise will further improve the public transport accessibility of the site and the immediate vicinity (as a pickup point will be provided within the development).

LIVEABLE NEIGHBOURHOODS

2.3.16. Transport for London (TfL) initiated the Liveable Neighbourhood programme, to help promote healthy and sustainable developments throughout London. The aims of a liveable neighbourhood as outlined in TfL's guidance are:

- Increasing the number of trips made by walking, cycling and public transport, and improving local connections by these modes
- Reducing car dominance, and increasing the active use of streets and public spaces
- Creating safer neighbourhood environments, including reducing road danger and improving personal security
- Improving the efficiency and safety of freight movement
- Improving air quality and green infrastructure to create more attractive neighbourhoods for people
- Improving the quality and resilience of the public realm
- Ensuring neighbourhoods have good connections to public transport

- Delivering outcomes across a wider area rather than individual streets or junctions, creating vibrant streets that help local businesses to thrive and provide places for the community to come together and interact

2.3.17. The criteria of a liveable neighbourhood are applicable to the development through the range of improvements and infrastructure which is offered to the residents. The reduction in car parking and promotion of walking and cycling to help reduce the overall amount of car usage is supported with both the provision of local services and implementation of accessible walking and cycling paths. This makes the use of active travel attractive to local residents within the development, reducing the need for a private car as well as reducing potential accidents resulting from fast moving vehicles.

2.3.18. The inclusion of attractive green spaces and active travel links also help to create areas of clean air quality throughout the development, contributing to improved quality of life for local residents. Areas for leisure and exercise will be available for people of all ages within the development.

2.3.19. The inclusion of the mobility hub as well as the enhancement of existing pathways through the development will allow for easy access to surrounding towns and villages through sustainable means. Access to nearby rail stations is also possible by existing bus services or by the Herts Lynx DRT system, which will integrate into the proposed mobility hub.

PUBLIC TRANSPORT

2.3.20. The HertsLynx service (further details in Section 4.5) is designed to improve connections between rural areas and town centres, as well as expand access to employment, education, healthcare and shopping.

2.3.21. Travel is permitted between Key Hub Towns but not available for journeys between multiple designated locations in one Key Hub Town.

2.3.22. As the service serves Buntingford, future occupants of the development can access the service from the Buntingford Hub. The proposed development is seeking to establish a pick-up point within the development.

2.3.23. Further to this, the option of existing traditional bus services on London Road diverting into the development from the A10 has also been discussed.

2.3.24. Contributions are planned towards these services via S106 to serve the site.

ACTIVE TRAVEL

2.3.25. The site is well placed to promote active modes of travel. The use of Luynes Rise for sustainable transport only will support best practise guidance surrounding the use of active travel modes by reducing intensification and potential safety issues at Luynes Rise/Aspenden Road junction and Aspenden Road/Station Road junction.

2.3.26. Luynes Rise offers the quickest and shortest opportunity for active travel modes to several key services within the Buntingford town centre, including Healthcare services, Shopping Facilities and primary / secondary schools.

2.3.27. The walking catchment in **Figure 4-1** highlights the available services which can be accessed by walking.

2.3.28. As shown in **Figure 4-1**, the non-residential uses proposed within the development will be with 0-10 minutes' walk of the majority of residents within the immediate vicinity of the site. There are alternative

facilities to that proposed within the local area that neighbouring residents could access, however the proposed development will provide closer alternatives away from the High Street traffic, thereby resulting in a net beneficial impact on the existing local highway network as these trips are likely to be shifted to sustainable travel options to the site.

- 2.3.29. The location of the site makes it possible to use the sole vehicular connection via the A10 as a hard measure to encourage mode shifts towards sustainable travel. Vehicles can still access the site howbeit with a longer journey time, making the active travel option preferable.

CONCLUSION

- 2.3.30. As demonstrated above, the proposed scheme has been designed with sustainability as a core element. The development proposal is considered to be in line with current policy headlines on sustainability and active travel.

3 TRAVEL PLANS

3.1 INTRODUCTION

3.1.1. This chapter provides a background to Travel Plans, describing their aims, objectives and benefits. It also summarises local and national policy guidance on TPs.

3.2 WHAT IS A TRAVEL PLAN?

3.2.1. A Travel Plan is a long-term strategy for encouraging sustainable travel patterns for different land uses for a particular development, with a focus on reducing traditional private car travel behaviours for active travel and public transportation usage. The Department for Transport (DfT) have outlined a definition of a Travel Plan as:

“a package of measures designed to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. They are an important tool to help deliver accessible, sustainable communities and offer clear benefits to all the parties involved – public, private and the community. They involve meeting the access needs of residents in a new way and require partnerships between developers, local communities and new residents.”

3.2.2. HCC recognises six specific types of Travel Plan:

- Draft Travel Plan
- Full Travel Plan
- Travel Plan Statement
- Framework Travel Plan
- Area Wide Travel Plan

3.2.3. HCC’s Travel Plan Guidance recommends the use of Framework Travel Plan (RFTP) for mixed-use or phased developments with multiple occupants. The guidance sets out that the RFTP should clearly outline overall objectives, targets and indicators for the entire site but to be administered centrally and summarise the involvement required of site occupiers as part of the plan.

3.2.4. In this RFTP measures to support the following occupiers have been considered

Table 3-1 – Types of Travel Targeted

Occupier	Target
Workplace	Primarily address the transport impact generated by employees commuting to and from the site and during their work.

3.2.5. The DfT’s *Travel Plan Pyramid* (**Figure 3-1**) demonstrates how successful Travel Plans are built on the firm foundations of a good location and site design.

Figure 3-1 – Travel Plan Pyramid



3.3 OBJECTIVES

3.3.1. The main objectives of a Travel Plan are:

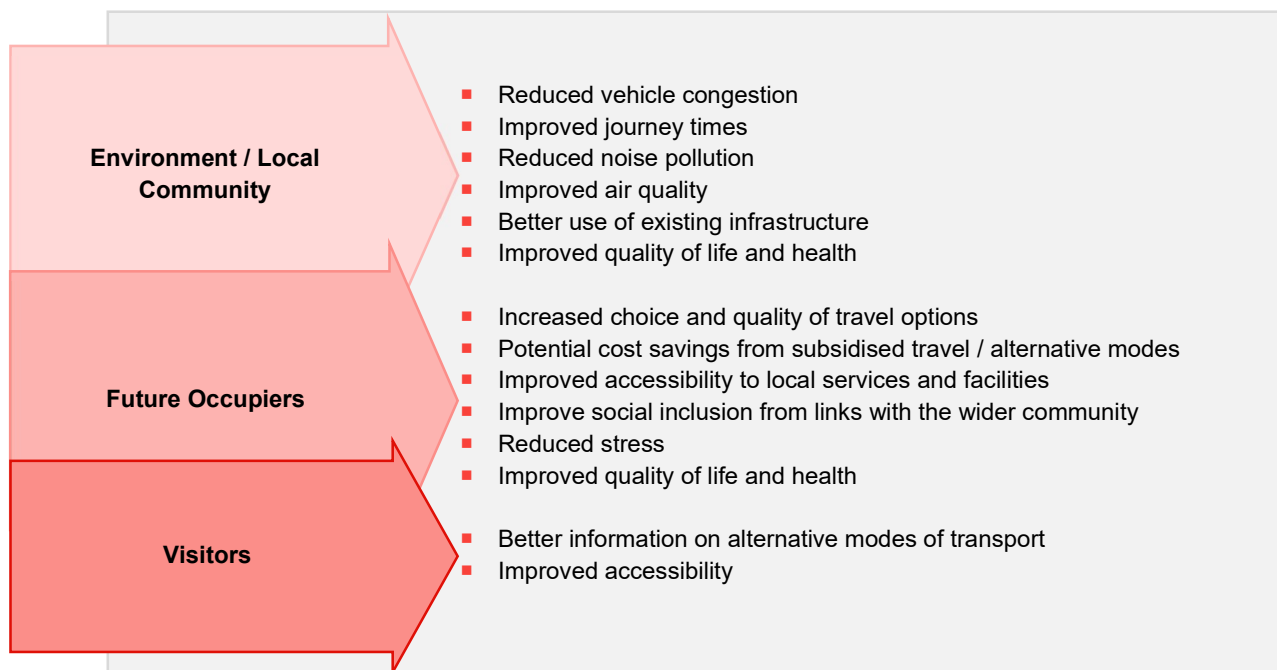
- To reduce the car traffic generated by a development to a lower level of car trips than would be predicted for the site without the implementation of the RFTP.
- To promote healthy lifestyles and sustainable, vibrant communities.
- To encourage permeable developments which promote walking and cycling trips on routes that are safe, logical, convenient and attractive.
- To encourage work places to promote sustainable travel behaviours for employees and customers.
- To address specific issues identified in the development’s TA.

3.3.2. The specific aims, objectives and targets of this RFTP are set out in **Section 5** of this report.

3.4 BENEFITS

3.4.1. A TP can offer substantial gains towards sustainable transport objectives of central and local government, as well as providing a number of benefits to the future occupants of the proposed development and the local community. **Figure 3-2** outlines examples of the potential benefits of a RFTP.

Figure 3-2 – Benefits of a TP



3.5 GUIDANCE & POLICY

3.5.1. The description and benefits of TPs outlined within this chapter have been derived from the following key guidance policy documents. This RFTP has subsequently been prepared in accordance with these guidance documents.

NATIONAL PLANNING POLICY FRAMEWORK (NPPF MARCH 2021)

3.5.2. Adopted in March 2012 and updated in July 2021, the National Planning Policy Framework (NPPF), seeks to reduce the complexity and improve the accessibility of the planning system, whilst protecting the environment and encouraging growth in a sustainable manner.

3.5.3. The NPPF paragraph 10 mentions that “...so that sustainable development is pursued in a positive way, at the heart of the Framework is a presumption in favour of sustainable development.” As demonstrated by the TA and other accompanying documents, the proposed development is situated in a sustainable location with connections to local facilities and public transport and thus reducing the dependency on a private car.

3.5.4. Specifically, from a highways and transportation perspective, Chapter 9 (paragraphs 102 to 111) of the NPPF is entitled *Promoting Sustainable Transport*.

3.5.5. In paragraph 104, the NPPF states that “*Planning Policies should:*

- *support an appropriate mix of uses across an area, and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities, and;*
- *provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans);”*

- 3.5.6. Paragraph 108 outlines the requirements for a development that should be considered during the assessment of the proposals stating that *“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.”*
- 3.5.7. Paragraph 111 requires that *“...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.”*
- 3.5.8. Importantly, NPPF states in paragraph 109 that *“...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.”*
- 3.5.9. The NPPF describes a Travel Plan as *“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.”*

NATIONAL PLANNING POLICY GUIDANCE (NPPG MARCH 2021)

- 3.5.10. The guidance states:
- “In determining whether a Travel Plan will be needed for a proposed development the local planning authorities should take into account the following considerations:*
- *The Travel Plan policies (if any) of the Local Plan;*
 - *The scale of the proposed development and its potential for additional trip generation (smaller applications with limited impacts may not need a Travel Plan);*
 - *Existing intensity of transport use and the availability of public transport;*
 - *Proximity to nearby environmental designations or sensitive areas;*
 - *Impact on other priorities/ strategies (such as promoting walking and cycling);*
 - *The cumulative impacts of multiple developments within a particular area;*
 - *Whether there are particular types of impacts around which to focus the Travel Plan (e.g. minimising traffic generated at peak times); and*
 - *Relevant national policies, including the decision to abolish maximum parking standards for both residential and non-residential development.”*

GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS (2009)

- 3.5.11. The DfT guidelines assist all stakeholders, in both the public and private sectors, to secure an effective policy framework for determining when a Travel Plan is required, how it should be prepared and what it should contain. They also set out how Travel Plans should be evaluated, secured, implemented and then also monitored and managed in the longer term.
- 3.5.12. The main themes are that Travel Plans are important for new developments to:

- Support increased choice of travel modes;
- Promote and achieve access by sustainable modes;
- Respond to the growing concern about the environment, congestion, pollution and poverty of access; and
- Promote a partnership between the authority and the developer in creating and shaping 'place'.

HCC LOCAL TRANSPORT PLAN (LTP4, MAY 2018)

3.5.13. This document sets out a new transport vision for Hertfordshire. The plan accelerates the transition from a previous transport strategy that was largely car based to a more balanced approach which caters for all forms of transport and seeks to encourage a switch from the private car to sustainable transport (e.g. walking, cycling and passenger transport) wherever possible.

3.5.14. In terms of policies, the following are considered most pertinent to this site.

Policy 1: Transport User Hierarchy

To support the creation of built environments that encourage greater and safer use of sustainable transport modes, the county council will in the design of any scheme and development of any transport strategy consider in the following order:

- *Opportunities to reduce travel demand and the need to travel*
- *Vulnerable road user needs (such as pedestrians and cyclists)*
- *Passenger transport user needs*
- *Powered two-wheeler (mopeds and motorbikes) user needs*
- *Other motor vehicle user needs*

Policy 5: Development Management

The county council will to work with development promoters and the district and borough councils to:

- *a) Ensure the location and design of proposals reflect the LTP Transport User Hierarchy and encourage movement by sustainable transport modes and reduced travel demand.*
- *e) Require a travel plan for developments according to the requirements of 'Hertfordshire's Travel Plan Guidance'.*

HERTFORDSHIRE COUNTY COUNCIL TRAVEL PLAN GUIDANCE, MARCH 2020

3.5.15. Hertfordshire county council outline their own local guidance for establishing Travel plans, in which the application for a framework travel plan is established. The objectives of a travel plan are to:

- Improve accessibility by non-car modes
- Reduce the need to travel
- Minimise single occupancy car travel
- Support commercial viability of public transport
- Reduce congestion
- Improve the local environment (Including air quality and climate change)
- Reduce the cost of travel
- Improve health and wellbeing
- Improve road safety

4 EXISTING TRANSPORT CONDITIONS

4.1 INTRODUCTION

4.1.1. This chapter provides an overview of local transport conditions, as set out in the accompanying TA. It sets out the travel characteristics of the existing resident population along with the current accessibility to the proposed development site by all modes of travel.

4.2 LOCAL STATISTICS

4.2.1. The site is located in the East Hertfordshire District within Hertfordshire County, specifically in the 2011 medium super output area (MSOA) of East Hertfordshire 001. Due to the size of this MSOA in relation to Buntingford, lower super output areas (East Hertfordshire 001B, 001C and 001D).

POPULATION / HOUSEHOLD

4.2.2. Buntingford has a population of approximately 3,620 people living in 2,129 households, resulting in a population/household ratio of 1.70. This is notably less than the East Hertfordshire ratio, which has a population of 137,687 people living in 56,577 homes, while leads to a household ratio of 2.43.

CAR OWNERSHIP

4.2.3. Car ownership within the Output Area has been benchmarked against East Hertfordshire and England and Wales, this is set out within **Table 4-1** below. This shows that the level of car ownership in Buntingford is higher than both East Herts and England & Wales.

Table 4-1 – Car Ownership Levels – Selected Benchmarking

	East Herts 1B, 1C & 1D	East Hertfordshire	England & Wales
Households	2,129	56,577	23,366,044
No. of Cars	3,514	84,258	27,294,656
Cars per HH	1.65	1.49	1.17

Source: Census Data 2011

4.3 TRAVEL PATTERNS

4.3.1. 2011 Census journey to work data for East Hertfordshire 001D and 001B has been collected and a weighted average has been generated to predict the multimodal trip generation for the development. **Table 4-2** provides the mode share.

Table 4-2 – Census 2011 Mode Shares

Mode Split	E01023466 : East Hertfordshire 001D	E01023464 : East Hertfordshire 001B	Weighted Average
WfH	6.24%	6.90%	6.62%
Walk	15.61%	8.65%	11.64%
Cycle	0.81%	0.79%	0.80%
Bus	1.16%	0.79%	0.95%
Train / UG	3.47%	4.89%	4.28%

Motorcycle	0.46%	0.87%	0.70%
Passenger	5.09%	3.84%	4.38%
Driver	66.47%	72.84%	70.10%
Other	0.69%	0.44%	0.55%
Total	100.00%	100.00%	100.00%

Source: Census Data 2011

4.4 ACTIVE MODE ACCESSIBILITY

WALKING & CYCLING ACCESSIBILITY TO LOCAL FACILITIES

- 4.4.1. Pedestrian facilities within Buntingford are good, with wide footways, particularly along the High Street and through the town centre. There are dedicated pedestrian crossing facilities in Buntingford, in the form of zebra crossings in the town centre.
- 4.4.2. Luynes Rise provides the main point of access to the town centre. It has approximately 1.5m wide footways on both sides of the carriageway.
- 4.4.3. The town centre can also be accessed from the site via PROW Buntingford 026 which runs diagonally through the site and connects with Luynes Rise via Kings Close. The connection between the site and Luynes Rise is facilitated by an approximately 1.5m wide footpath. The connection through the site will be upgraded and provided with a safe crossing at the A10 (site access) to connect with Aspenden.
- 4.4.4. In line with planning policy, sites should be accessible by a variety of transport modes, allowing a reduction in reliance on the private car. Day-to-day facilities and services in the vicinity of the application site include:
- Two first schools (ages 4-9), a middle School (ages 9-14) and an upper school with sixth form (ages 14-18);
 - Supermarket facilities, including a mid-sized Cooperative supermarket, a Sainsbury's Local and a Nisa Local / One Stop (which also contains the local Post Office);
 - Employment opportunities at the Buntingford Business Park and Watermill Industrial Estate as well as town centre shops and services;
 - A number of health facilities (doctor, dentist); and
 - Local town centre shops.

WALKING ACCESSIBILITY

- 4.4.5. The Institution of Highways and Transportation (IHT) 'Guidelines for Providing Journeys on Foot' (2000) suggests 'acceptable' and 'desirable' walking distances. **Table 4-3** contains the suggested acceptable walking distances for pedestrians without mobility impairment for some common trip purposes.

Table 4-3 – Suggested Acceptable Walking Distances (metres)

	Town Centres	Commuting/ Schools	Elsewhere
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Source: Institution of Highways and Transportation (IHT) 'Guidelines for Providing Journeys on Foot' (2000)

4.4.6. **Table 4-4** summarises the main facilities located within a 25-minute walk of the centre of the application site.

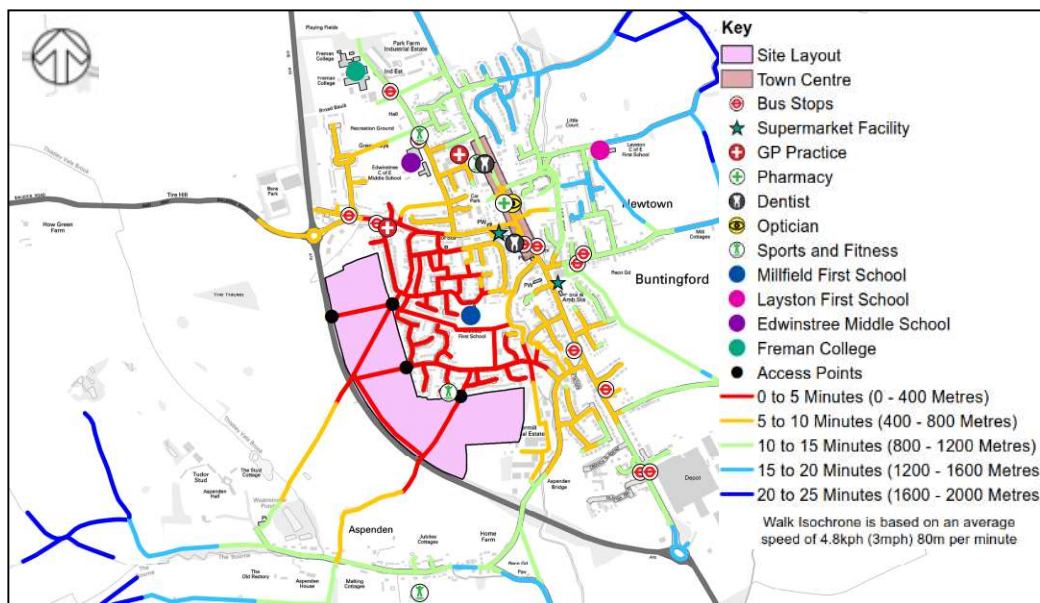
Table 4-4 – Facilities located within a 20-minute walk of the application site

Facility	Approx. Distance (m)	Approx. Walking Time (mins)
Bus Stops	400-750	5-10
Town centre, supermarket	700-1000	10-15
Primary School (Millfield School)	250	5-10
Primary School (Layston School)	1200	15-20
Middle School (Edwinstree)	800	10-15
Upper School (Freman College)	1200	15-20

4.4.7. This analysis indicates that there are a number of key day-to-day facilities that are within walking distance of the site including access to bus stops and the local school.

4.4.8. GIS mapping has been used to establish walk distances to local facilities. The resulting plan is provided in **Figure 4-1**.

Figure 4-1 – Walking Catchment



4.4.9. As shown in **Figure 4-2** overleaf, there are two existing Public Rights of Way (PROW) traversing the site, footpath 29 and footbath 26. These provide connections onto the existing footways via:

- Monks Walk (allowing direct access to Millfield First School); and
- Knights Close (Accessing Luyne Rise and the Seth Ward Community Centre).

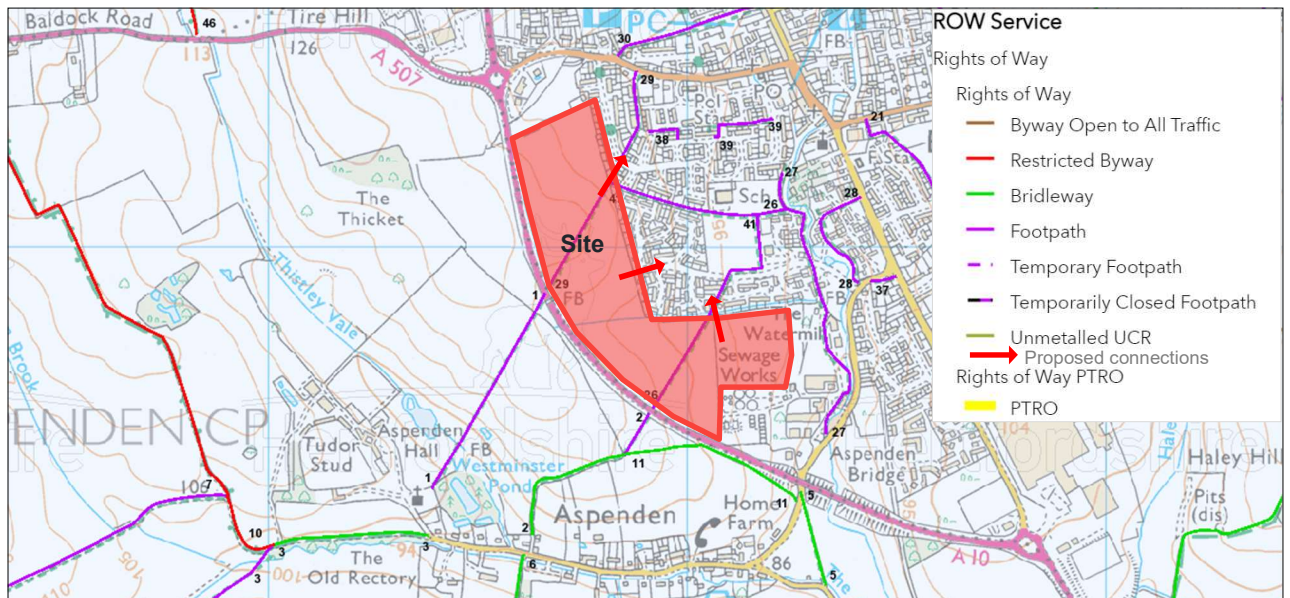
4.4.10. In addition to the two existing connections, there are proposals for two additional connections to enhance the permeability of the site as discussed in Chapter 4. These connections will be via Luyne Rise and Peasmead.

4.4.11. Currently, the public footpaths (29 and 26) through the site allow for connection from Aspenden and Buntingford. These two footpaths cross the A10, with footpath 29 provided with a raised foot bridge,

whilst footpath 26 has no crossing at all. In addition, there is a public footpath located to the east of the site, running through the Watermill Industrial Estate and linking to Luynes Rise which can be easily accessed from the site.

- 4.4.12. The site is circa 400m-800m (6-10mins) walk via PROW 29 to Bus Stops on Baldock Road and via Luynes Rise is 850m-1km (10-12mins) walk from bus stops on Station/ London Road.
- 4.4.13. The proposals for the site will not only maintain but include improvements to these footpaths to supply the development with more adequate active travel options for the local area. As part of the proposed access arrangement via the A10, a crossing point will be created to facilitate safe crossing of the A10 via footpath 26. This will provide further connections to Aspenden and connections to Buntingford town centre beyond the development, encouraging access and fostering further permeability to ensure the local economic vitality of the town and connecting to HCC Active Travel Fund proposal on London Road.
- 4.4.14. The proposed and existing connections are shown in **Figure 4-2**.

Figure 4-2 – Connections to Existing Active Travel infrastructure



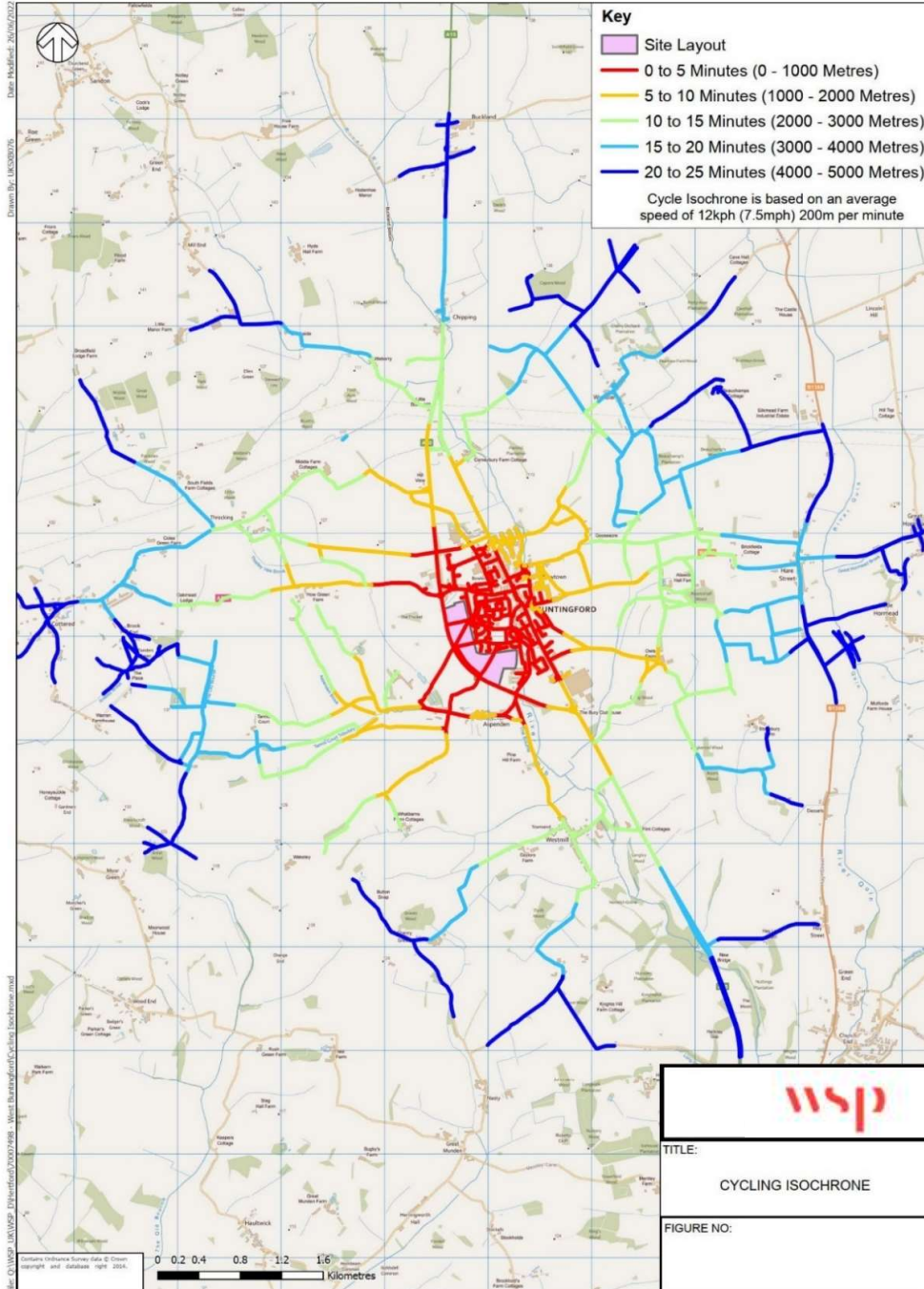
Source: HCC Rights of way - definitive map

CYCLING ACCESSIBILITY

- 4.4.15. There are no national or dedicated cycle routes in Buntingford, however there are a number of on and off-road cycleways, bridleways and Byways Open to All Traffic (BOATs) within Buntingford and the surrounding countryside, providing connections to local villages and leisure routes. It is also noted that local traffic levels and topography are not sufficiently onerous as to prevent the use of cycling as a viable mode of travel within Buntingford and the surrounding areas. A cycle shop is available in the town.
- 4.4.16. Cycle parking is available at the Cooperative supermarket in the town centre, in Bowling Green Lane Pay and Display Car Park (located just off of the high street), and in the town centre, outside the Black Bull Pub.

4.4.17. A cycling isochrone has been produced, see **Figure 4-3** below, that demonstrates cyclists can access the local facilities and employment opportunities in the centre of Buntingford within a 10-minute cycle time.

Figure 4-3 – Cycling Catchment



ACTIVE TRAVEL INFRASTRUCTURE

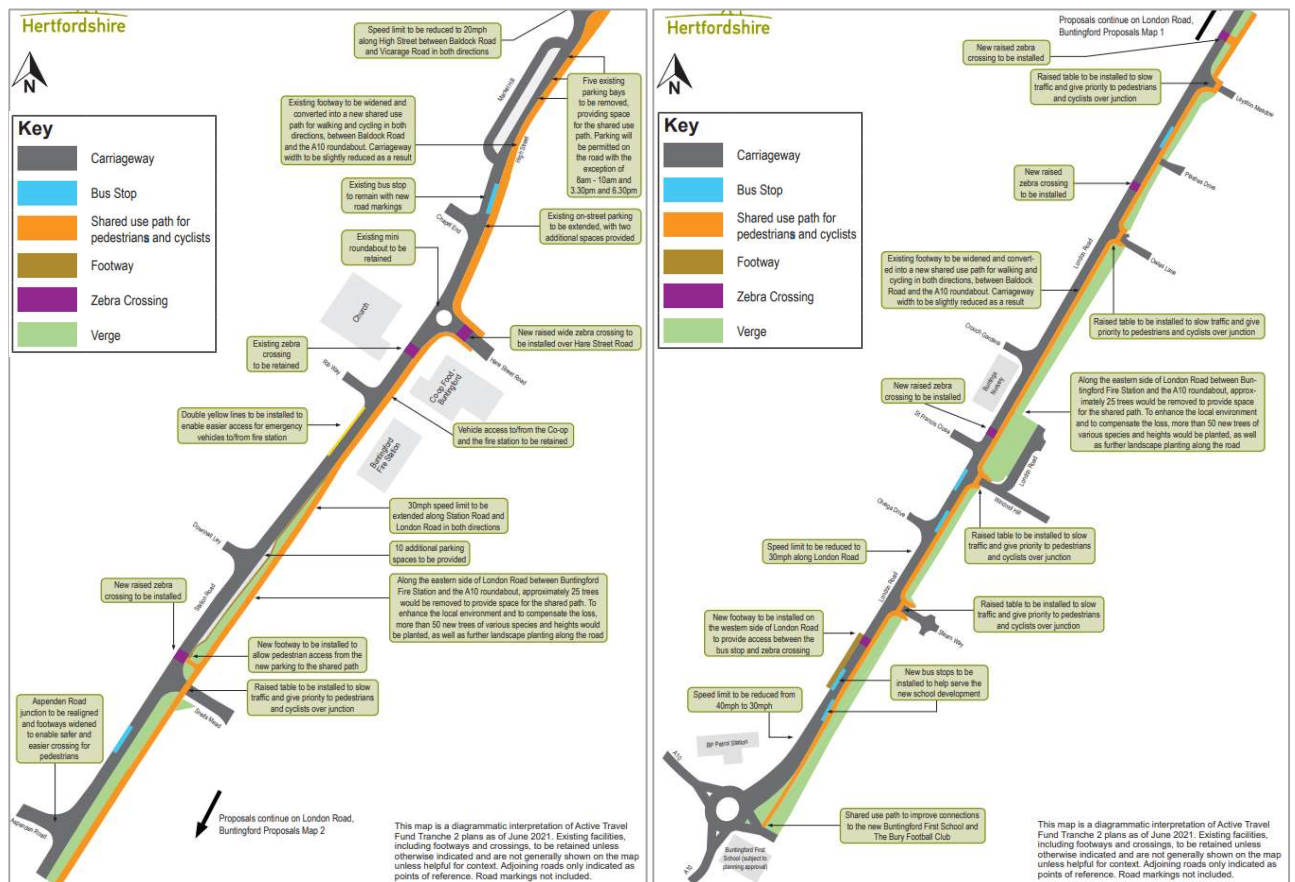
4.4.18. Active travel improvements are proposed along London Road as part of the HCC Active Travel Fund. The planned works are proposed on London Road, Station Road, extending to High Street. The proposed development will connect to this infrastructure through the active travel/bus only access proposed via Luynes Rise.

4.4.19. The Improvements include:

- New Shared use path to the standards outlined in LTN 1/20.
- Traffic Calming Measures including parking restrictions and speed limit restrictions
- Several Junction Improvements with New crossings (Aspenden Rd Junction and Hare Road Rbt)
- New Bus Stop Facilities.

4.4.20. An Illustration of the improvements planned is shown in Figure 4-4.

Figure 4-4 – Planned London Road Improvements



Source: HCC – Buntingford Proposals- 2022

4.5 PUBLIC TRANSPORT ACCESSIBILITY

4.5.1. The main forms of public transportation within surrounding area of the site include Bus, DRT and Train.

Bus

4.5.2. The nearest bus stops are located on Baldock Road to the north of the site, and Station Road to the east of the application site.

4.5.3. There are a number of local bus routes which provide north-south and east-west connections. A summary of the regular bus services is shown in **Table 4-5** below.

Table 4-5 – Local Bus Services (As of January 2023)

Bus Stop	Bus Number	Route	Frequency		
			Mon - Fri	Saturday	Sunday
Buntingford, opp Greenways	18	Royston - Buntingford	5 per day	4 per day	No Service
		Buntingford - Royston	6 per day	4 per day	No Service
Buntingford, opp Greenways	331	Buntingford – Hertford	Hourly	Hourly	No Service
		Hertford – Buntingford	Hourly	Hourly	No Service
Buntingford, opp Greenways	386	Buntingford – Bishops Stortford	4 per day	5 per day	No Service
		Bishops Stortford - Buntingford	4 per day	5 per day	No Service
Buntingford, opp Greenways	386	Buntingford – Stevenage	4 per day	4 per day	No Service
		Stevenage - Buntingford	4 per day	4 per day	No Service

Source: arrivabus.co.uk, centralconnect.info, richmonds-coaches.co.uk

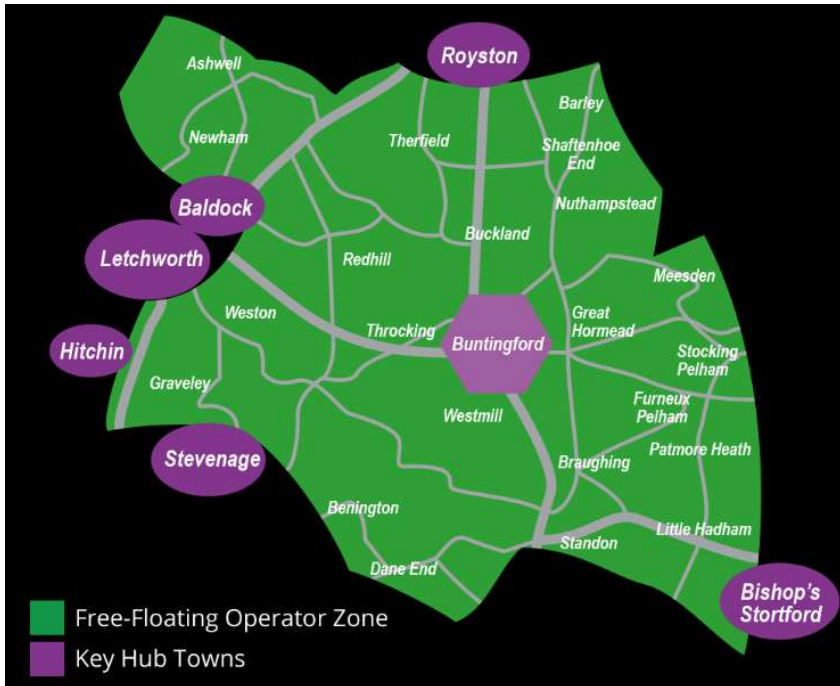
4.5.4. Two further bus stops are located on Hare Street Road, northeast of the site. A number of infrequent shopper services towards Cambridge and Bishops Stortford stop here. Real time bus information is provided at town centre stops.

HERTSLYNX DRT

4.5.5. Demand Responsive Transportation (DRT) is a generally modern form of public transportation being trialled throughout the world to help promote a sustainable and commercially viable public transportation option.

4.5.6. The launch of HertsLynx DRT creates a new on-demand bus service serving villages in North and East Herts. Passengers are able to travel from Free-Floating Operator Zones to designated locations in the Key Hub Towns; Stevenage, Bishop’s Stortford, Royston, Baldock, Hitchin, Letchworth and Buntingford which is the central hub as shown in **Figure 4-5**.

Figure 4-5 – HertsLynx Operating Zones and Key Hub Towns



- 4.5.7. The HertsLynx - on-demand transport launched in September 2021 has already outperformed its first year target and proven to be very popular.
- 4.5.8. HertsLynx allows travel anywhere in its Free-Floating Operating Zone (shown in green on the map overleaf). There are no fixed routes on the service, instead passengers are able to be picked up and dropped off at a vast number of stops within the zone.
- 4.5.9. Passengers are also able to travel from the Free-Floating Operator Zone to designated locations in the Key Hub Towns; Stevenage, Bishop's Stortford, Royston, Baldock, Hitchin, Letchworth and Buntingford which is the central hub.
- 4.5.10. The service operates from 0700 – 1900 Monday to Saturday and 1000 – 1600 on Sundays and bank holidays. Journeys can be booked in real-time or booked in advance for future journeys.

Rail

- 4.5.11. The closest railway station to the application site is located 13km away in Royston. Royston train Railway is equipped with 525 vehicle spaces (9 of which are accessible) and 178 wheel rack cycle parking spaces, which are sheltered and monitored via CCTV. These facilities encourage mix-mode travel for onward journeys. Stations are also available in Baldock, Hitchin, Letchworth and Stevenage to the west and Bishops Stortford to the east. Destinations from all nearby stations include London Kings Cross and Cambridge apart from Bishop's Stortford which allows for southbound connections to Liverpool Street and northbound connections to Cambridge.
- 4.5.12. A summary of all nearby rail lines / services in the area is available in **Table 4-6**.

Table 4-6 – Nearby Rail Services

Station	Direction	First Service	Last Service	Frequency
Royston	Northbound	05:59	00:59	Up to 3 / hour
	Southbound	05:09	00:09	Up to 6 / hour
Baldock	Northbound	05:51	00:49	Up to 3 / hour
	Southbound	05:17	00:17	Up to 6 / hour
Hitchin	Northbound	05:42	01:21	Up to 3 / hour
	Southbound	04:11	00:28	Up to 8 / hour
Letchworth Garden City	Northbound	05:48	00:46	Up to 3 / hour
	Southbound	04:56	00:21	Up to 6 / hour
Stevenage	Northbound	05:34	01:13	Up to 3 / hour
	Southbound	04:17	00:34	Up to 8 / hour
Bishops Stortford	Northbound	05:59	00:14	Up to 2 / hour
	Southbound (Liverpool Street)	05:16	00:39	Up to 4 / hour

Source: greatnorthernrail.com, thameslinkrailway.com

4.6 HIGHWAY NETWORK

- 4.6.1. The A10 bypasses Buntingford to the West, where it is a single carriageway principal road with a derestricted speed limit. The A10 connects Buntingford to Royston and Cambridge to the north and Hertford, Ware, Broxbourne and eventually London to the south. There are currently three junctions to the A10 from Buntingford, namely:
- A10/ Ermine Street priority junction, to the north of Buntingford;
 - A10/ A507/ B1038 roundabout, to the west of Buntingford; and
 - A10/ London Road roundabout to the south of Buntingford.
- 4.6.2. The A507 is a two-way principal road located to the west of Buntingford, which provides a link towards the towns of Baldock, Hitchin, Letchworth and Stevenage.
- 4.6.3. The market town layout of Buntingford is dominated by two main roads, one running from north to south (connecting to the A10 at either end) and one running from east to west (connecting the A10 to the villages to the east of Buntingford).
- 4.6.4. The north-south road through Buntingford broadly follows the route of Ermine Street (a former Roman Road) and was the route of the A10 until the Buntingford Bypass was constructed. The southern end of the north-south route through Buntingford is London Road, which is subject to a 40mph speed limit between the A10 and Downhall Ley (off Station Road). To the north of Aspenden Road, London Road becomes Station Road, and then High Street as it enters Buntingford town centre. The northern end of this road is still known as Ermine Street.
- 4.6.5. The B1038 runs from east to west through Buntingford, passing through the town centre, and is subject to a 30mph speed limit.
- 4.6.6. To the east of the application site, Luyne Rise is currently a cul-de-sac serving a residential development. The street layout of Luyne Rise includes a road stub that was constructed by Vistry

Homes Ltd in the early 1990s so that the road could be extended into the application site at some point in the future.

4.7 SUMMARY

- 4.7.1. In relation to Level 1 of the DfT's Travel Plan Pyramid, the location of the development site provides a solid foundation for this RFTP. The lack of direct rail service in the Buntingford may be a barrier to sustainable travel, however the available bus services and adequate walking infrastructure allows for local services to be accessed, along with good connections to nearby towns for further bus, rail and employment connections.
- 4.7.2. The use of DRT through HertsLynx also offers a brand new opportunity for public transport in the area, with a more flexible and affordable option to access new areas.
- 4.7.3. The traditional highway system also offers adequate road access to many nearby areas for both DRT and traditional car usage. However, the permeable nature of the site and surrounding area affords the site a shorter journey time via active travel to attractions nearby, making it possible to promote and maintain the active travel initiative of the scheme.

5 AIMS, OBJECTIVES & TARGETS

5.1 INTRODUCTION

5.1.1. This chapter outlines the aims and objectives of this RFTP along with a set of targets that will be used to measure the success of the RFTP.

5.2 AIMS & OBJECTIVES

5.2.1. The overarching aim of this RFTP is as follows, which is supported by a number of objectives, as set out in **Table 5-1**.

***Aim:** To create a sustainable, community-driven environment that promotes a range of lifestyle and travel choices and reduces reliance on the private car.*

Table 5-1 – Objectives of this RFTP

#	Objective
1	Reduce the impact and frequency of single-occupancy car travel on the local community and highway network
2	Encourage greater use of sustainable transport (active travel and public transport) in preference to the use of the private car
3	Increase accessibility of the site to a wide range of people
4	Reduce vehicle carbon emissions
5	Promote lifestyles for occupants which include healthy and sustainable living
6	Promote Workplaces to adopt sustainable travel and delivery measures
7	Maintain direction and progress in Travel Planning through continued management and review

5.2.2. The objectives of this RFTP will work towards achieving the overarching aim by providing a package of measures that focus on promoting access to the site by sustainable modes of transport as an alternative to private vehicle journeys. It is intended that this will develop the mindset of future occupants to consider sustainable travel alternatives for everyday trips.

5.3 TARGETS

5.3.1. Setting Smart, Measurable, Achievable, Realistic and Timebound (SMART) targets is essential to provide a purpose and focus for the FTP. At this stage of the FTP – pre-occupation – a target has been adopted which will be reviewed by the appointed Travel Plan Co-ordinator (TPC). The target of this FTP is:

To achieve a 50% mode share of car driver trips from the site, within three years of completion of the development.

5.3.2. The existing journey to work mode share for East Hertfordshire 001 MSOA (in which the development site is located) was 70% at the time of the 2011 Census. At this stage in development – pre-occupation – it is assumed that this would also represent the baseline car driver mode share across the development without any travel planning. A target of a 50% car driver mode share would represent an 30% reduction from the existing 70% car driver mode share:

$$1 - \left(\frac{0.5}{0.70}\right) = 0.30$$

5.3.3. This targeted car driver mode share reduction is intended to form a reasonable and consistent benchmark for monitoring this FTP and will be reviewed following the completion of the first site-wide travel survey, undertaken as a part of the monitoring process which is described in more detail in **Chapter 7**. The 30% shift in mode share will be towards encouraging more sustainable forms of transport including public transport (20%), walking (4%) and cycling (from 6%).

5.3.4. Revised car driver mode share targets may then need to be agreed with Hertfordshire County Council (HCC) and North Herts Council using the survey results and the identification of a true base modal split for the development. **Figure 5-1** demonstrates how the target of a car driver mode share reduction of 30% is considered SMART.

Figure 5-1 – SMART target

S	Specific
It applies to car drivers of the development	
M	Measurable
Post-occupation travel surveys will establish baseline mode shares in order to monitor progress	
A	Achievable
The existing car driver mode share for residents of the East Hertfordshire MSOA is 77%	
R	Realistic
The site provides excellent opportunities for sustainable travel	
T	Timebound
Achieving the car driver mode share reduction is related to the completion of the development	

5.3.5. Measures to achieve the car driver mode share reduction target are described in **Chapter 6**, whilst **Chapter 7** outlines how the RFTP will be managed and reviewed in terms of roles and responsibilities, implementation, funding and long-term sustainability.

6 TRAVEL PLAN MEASURES

6.1 INTRODUCTION

- 6.1.1. This chapter outlines a variety of measures that will be considered for implementation in order to achieve the overarching aim, objectives and targets of this RFTP. To encourage sustainable travel amongst employees, the measures implemented must be considered attractive and convenient. Whilst every effort has been made to include measures suitable for the location and operation of the development, achieving Level 1 of the DfT's *Travel Plan Pyramid* (**Figure 3-1**), the initiatives provided are by no means exhaustive. TPs are expected to evolve in response to new travel and transport issues that may arise, and as such, future changes may require a review of current measures.
- 6.1.2. The TP measures and initiatives described in the following sections form Level 4 of the DfT's *Travel Plan Pyramid* (**Figure 3-1**).

6.2 HARD MEASURES

- 6.2.1. Some of the potential TP measures are incorporated into the site design as a part of the built environment, and as such, align with Level 2 of the DfT's *Travel Plan Pyramid*. These "hard" measures will be provided prior to occupation and should influence travel patterns of future employees from the outset, thus reducing dependence upon private vehicles. The "hard" measures being implemented as a part of the design are outlined below:

TRIP INTERNALIZATION IN MULTI-USE DEVELOPMENTS

- 6.2.2. Internal trip capture refers to how the number of trips to and from the development will be reduced by the proximity of the complementary land uses within the development (e.g., residential to retail). These internal trips which should otherwise have been on the local road network will occur within the development and will not encumber the traffic flow on the public roadways connecting the development with the wider transportation network.

PEDESTRIAN / CYCLE LINKS

- 6.2.3. As discussed within the Sustainable Transport Strategy in **Chapter 4**, good quality pedestrian / cycle links will be provided to the footway / cycleway network. The site is within walking distance of sustainable travel infrastructure, including bus stops. Pathways within the site also allow for easy the development to become a permeable neighbourhood, with access onto Luynes Rise and via the existing PROW to Aspenden.
- 6.2.4. The proposed access strategy, thus sole vehicular access via the A10 and sustainable travel access via Luynes Rise will make local access to the town centre more attractive by sustainable modes due to proximity and permeability of the development and neighbourhood.

CYCLE PARKING

- 6.2.5. Cycle parking will be provided in accordance with East Herts and LTN 1/20 standards. The cycle parking will be provided in locations which are safe, covered and secure, and with no obstructions to access. A high provision of accessible, safe and secure cycle parking will encourage greater uptake of cycling by future employees.
- 6.2.6. Cycle parking will also be available for employees of the local centre and employment space.

CAR PARKING

- 6.2.7. The number of car parking spaces is to be determined but expected to be in line with the standards set by the Local Planning Authority. Minimising on-site car parking reduces the car driver trip generation for the proposed development.
- 6.2.8. The *East Herts SPD Vehicle Parking Provision at New Development (Updated 2015)* are subject to zonal provision such that new development in certain areas are likely to be more accessible to key services or facilities and opportunities for public transport than other areas. Therefore in certain instances a reduced level of parking provision may be appropriate.
- 6.2.9. The site is located in zone 4, thus 75% to 100% of the required spaces could be provided. As part of the sustainable initiative of the site, it is proposed that the lower limit be applied.

6.3 PROMOTION & MARKETING

- 6.3.1. To promote and market sustainable travel opportunities it is essential that employees are provided with travel information prior to occupation. In this regard, employees will be made aware of sustainable travel opportunities through the promotion and marketing measures identified below:

TRAVEL PLAN CO-ORDINATOR

- 6.3.2. A TPC will be appointed by Vistry Homes to take responsibility for the development and management of the RFTP and will be accountable for its delivery. The TPC's input will vary depending on the stage of development and will be kept under review.
- 6.3.3. The TPC will provide focussed travel planning advice to sales staff, which in turn will be conveyed to potential buyers, so that more sustainable travel patterns are established from the beginning of occupation of the development.
- 6.3.4. A new development maximises the potential benefits of such advice, and evidence suggests that people find it much easier to change their travel habits at the same time as making other lifestyle changes, such as moving house.

SUSTAINABLE TRAVEL INFORMATION PACKS

- 6.3.5. New occupiers of the development will receive a *Sustainable Travel Information Pack* (STIP) upon occupation of the development. Within 3 months of a new development is the most likely time for an individual to change their travel behaviour. Therefore, the information provided within the STIP will allow occupiers to make informed decisions about their travel choices and encourage immediate uptake of sustainable modes.
- 6.3.6. The STIP will include:
- An overview of the objectives and structure of the TP, why the scheme is in place, and what advice is available on sustainable transport options
 - The benefits a TP brings to individuals, the community and the environment
 - Contact details of the TPC, should they have any transport or travel problems or ideas
 - Bus and rail timetables relative to local services
 - Details of how to access and register on local car share and car club databases
 - Pedestrian and cycle route maps to key areas of attraction
 - Information regarding the purchasing of bicycles and cycle maintenance and accessories
 - Details of local taxi companies
 - Travel Plan website

- Employment Travel Advertising

6.4 WALKING AND CYCLING

6.4.1. Walking and cycling are important modes of travel which, if encouraged through accessible quality infrastructure, can contribute to both a mode shift in commuting journeys and to promoting better health and wellbeing. In order to promote active travel behaviours to and from the site, a number of incentives outside of the hard measures can be undertaken as listed below:

INFORMATION

6.4.2. The TPC will promote the health and well-being benefits of walking and cycling. For example, regular cycling helps people lose weight, reduce stress and improve fitness. Cycling websites such as Sustrans and Cycle Streets will be actively marketed, which have further information on these health benefits. The respective web addresses are:

- Sustrans: <https://www.sustrans.org.uk/>
- Cycle Street: <https://www.cyclestreets.net/>

6.4.3. Maps of local pedestrian and cycle infrastructure will be provided as part of the STIP to ensure new employees are aware of the extensive walking and cycling network in their locality.

WALKING / CYCLING EVENTS

6.4.4. Several events surrounding walking and cycle happen occasionally throughout the country. It should be up to the TPC to advertise and promote these events to all potential employees at the site. Potential events include:

- World Car free day;
- Walk to Work day;

CYCLE2WORK SCHEME

6.4.5. The cycle2work scheme offers an affordable option for individuals to purchase bicycles and cycling related equipment, opening the door to people who may be turned off to active travel on a financial basis.

6.4.6. Promotion of the cycle2work scheme as well as bicycle user groups can help promote cycling as a sustainable form of transportation.

CYCLE TRAINING

6.4.7. The TPC will seek to liaise with HCC Cycling Officers in order to provide cycle training opportunities for new employees of the development. They will also monitor the use of cycling parking facilities for employees and seek solutions to provide additional parking facilities if there is sufficient demand.

CYCLE HIRE COMPANIES

6.4.8. The TPC can liaise with local opportunities of cycle hire services that are offered surrounding the site, with advertisement, information, and potential discounts on available bicycles for hire. Other business surrounding cycling (Such as cycle shops and repair centres) will also be offered from the TPC.

6.5 PUBLIC TRANSPORT

- 6.5.1. The use of public transportation is a key form of sustainable travel which can help mitigate the use of private vehicle travel using traditional cars, with options including busses, DRT and rail. Measures can be used to help promote the understanding and use of both the benefits and options available to employees. Potential Measures are available below:

INFORMATION

- 6.5.2. As part of the STIP, bus and rail timetable information will be provided to employees and they will be encouraged to consider the possibility of these modes as part of their journeys. Key destinations which are reachable by bus and rail will be highlighted. Additional route planning and timetable information will be provided on the website and kept up to date by the TPC.
- 6.5.3. As previously discussed, the proposed mobility hub will include a HertsLynx DRT pickup point. Specialised information surrounding the use of HertsLynx should be an important part of the STIP, as the service offered may be confusing to new users.

CONTRIBUTION

- 6.5.4. The developer will contribute to the funding of HertsLynx over a 5 year period. To encourage employee patronage occupiers of the retail element will be required to offer employees season taster tickets as incentives to encourage the use of HertsLynx.
- 6.5.5. There are further proposals to fund the diversion of a local bus service through the site to help deliver on the sustainable transport initiative of the development.

6.6 SMARTER TRAVEL CHOICES

- 6.6.1. Not only changing the mode of travel can support sustainability, changing travel patterns / habits can also help reduce the issue of car dependency. The aims of smarter travel choices can both aim for reduced / alternative car use patterns as well as reducing overall needs for travel.

CAR SHARING

- 6.6.2. To promote the most efficient use of cars that do travel to and from the site, occupants of the development will be encouraged to car share wherever possible. This will help to reduce the overall number of car journeys being made in the first instance, whilst encouraging a pattern of more efficient car use amongst occupants. HCC currently operate a "Herts Liftshare" car share database website that would be open to residents and employees of the development and would provide an opportunity for them to register and find car sharing matches. The website address is:
- <https://liftshare.com/uk/community/hertfordshire>
- 6.6.3. The TPC will be responsible for reminding occupants that the Herts Liftshare website is available for commuting journeys, and encouraging car sharing for all other journey purposes. Instructions of how to sign up will be provided in the STIP and on the development's website.

Car Club

- 6.6.4. Car Clubs have the potential to be a complementary element of a site's transport strategy. Benefits that can arise from community car clubs include:
- Greater choice, less hassle and reduced financial costs to the individual

- Access to a car without having ownership
- Increased sense of community / communal responsibility and a sense of social inclusion within the participants

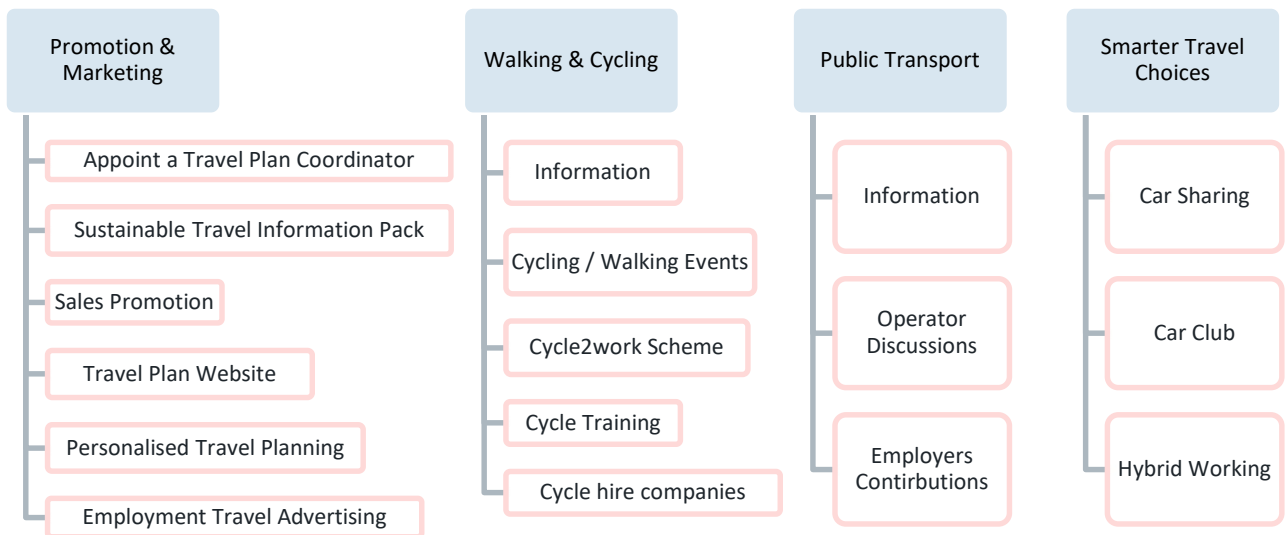
6.6.5. The TPC will undertake discussions with existing car club operators, prior to first occupation of the site, to determine the suitability for a dedicated car club within the development site. A car club would offer employees the ability to use a pool car, for a membership fee, without any of the cost and hassle of owning the vehicle. Such a service can help discourage secondary car ownership.

6.6.6. Currently Enterprise offers a car club service within several nearby Hertfordshire towns such as Hertford and Bishops Stortford.

6.7 SUMMARY

6.7.1. **Figure 6-1** provides a summary of the measures that will be implemented for the proposed development to capitalise on the sustainable travel opportunities detailed in **Chapter 6** and work towards the target set out in **Chapter 5**.

Figure 6-1 – Summary of measures for the RFTP



7 MANAGEMENT, MONITORING & REVIEW

7.1 INTRODUCTION

7.1.1. This chapter looks at the management of this TP and the process of monitoring and reviewing the implementation and success of the TP.

7.2 MANAGEMENT STRUCTURE & ROLES

APPOINTMENT OF A TRAVEL PLAN CO-ORDINATOR

7.2.1. In accordance with Level 3 of the DfT’s *Travel Plan Pyramid* (**Figure 2-1**) a TPC will be appointed by Vistry Homes to take responsibility for the development and management of the TP and will be accountable for its delivery. The TPC’s input will vary depending on the stage of development and will be kept under review. Upon appointment, full contact details of the TPC will be submitted to HCC. The TPC’s role will include:

- Day-to-day management of the TP;
- Being the main contact for the TP, and giving it a “human face”, explaining its purpose and the opportunities on offer. This may include offering personalised travel planning advice;
- Leading on the implementation and development of the TP, playing a central role in liaison with the TP’s steering group (which is described in more detail in the following section);
- Helping establish and promote the individual measures in the TP;
- Updating the TP as appropriate to reflect changing opportunities and initiatives for travel by means other than as a single occupant car driver;
- Co-ordinating the marketing and promotion of the TP to employees following the opening of the development, which will involve raising awareness of the travel opportunities for the site and the potential health and financial benefits from reducing car trips;
- Monitoring the TP implementation and progress towards the car driver mode share target, identifying measures which, although not considered at this stage, may come forward as being appropriate during the lifetime of the TP; and
- Preparation and provision of the sustainable travel information packs.

7.3 IMPLEMENTATION

7.3.1. The delivery of RFTP measures will be led primarily by the appointed TPC, with funding responsibility resting with Vistry Homes. **Table 7-1** summarises the implementation timeline, and responsibility for delivery of the RFTP measures.

Table 7-1 – Implementation of the RFTP

Measure	Responsibility	Trigger Point / Timescale	Measuring Success
Pedestrian / Cycle Links	Vistry Homes	Provision within construction phase	Links implemented
Car & Cycle Parking Provision	Vistry Homes	Provision within construction phase	Monitoring of usage
Appoint a TPC	Vistry Homes	At least three-months prior to occupation	Implementation of measures

Measure	Responsibility	Trigger Point / Timescale	Measuring Success
STIP	TPC	Prior to first occupation	Number of packs issued/number of visits to TP website
Sales Promotion / Webpage / PTP	TPC	At least two weeks before commercial sales commence	Number of employees aware of RFTP and website visitors
Walking & Cycling Information / Cycle Training	TPC	Upon first occupation	Annual monitoring of active mode share
Public Transport Information / Operator Discussions	TPC	Upon first occupation	Annual monitoring of public transport mode share
Car Sharing / Car Club	TPC	Upon first occupation	Annual monitoring of car sharers
Steering Group	TPC	Set up no longer than one-year after TPC appointment	Ability to attract employees to Steering Group meetings

7.4 FUNDING

- 7.4.1. Vistry Homes will fund the TPC's role and responsibilities for a period no later than three months before the first dwelling occupation and until at least five years after the full occupation of the development. This will include the preparation of the STIP. Vistry Homes will also fund the monitoring and annual reviews, which will be part of the duties of the TPC.
- 7.4.2. The TP would be secured via a Section 106 and support fee contribution of £1,200 P.A. from first occupation until 5 years post full occupation

7.5 MONITORING & REVIEW

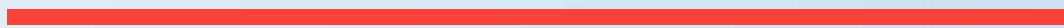
- 7.5.1. To determine the effectiveness of the TP, and so that future revisions to it are effective, monitoring and review of the targets, objectives and measures set out in this TP will take place at regular intervals (annually) by the Steering Group.
- 7.5.2. The primary element of monitoring will be a questionnaire-based survey, which will be completed by occupiers at regular intervals to determine travel patterns to and from the site. The survey will need to be agreed by HCC officers beforehand. Secondary monitoring elements will include recording membership and signup rates to the TP measures, including the walking and cycling groups, car share scheme, and requests for PTP. These additional sources of data will be useful to gauge indications of trends in travel mode choice and attitudes to travelling sustainably.

8 SUMMARY

- 8.1.1. This Framework Travel Plan (RFTP) has been prepared to accompany proposals for the proposed development at Buntingford, Hertfordshire.
- 8.1.2. The key aims of this RFTP are to reduce car trips and improve travel choices by non-car modes for employees. It has a target of reducing the car driver mode share to 63%.
- 8.1.3. The Department for Transport's (DfT) Travel Plan Pyramid (Figure 2-1) helps demonstrate how to achieve a successful TP, and the content of this TP applies to each level as follows:
- **Level 1 – Location**
 - The site provides opportunities for sustainable travel reflected in the proximity of the site to sustainable travel infrastructure, bus stops which provide opportunities for local travel and the proposal to route HertsLynx via the site. The site is also within walking and cycling distance of key attractions within the area.
 - **Level 2 – Built Environment**
 - The physical aspects of the development's layout along with off-site improvements will influence employees travel patterns from the outset, reducing dependence upon private cars. These "hard" engineering measures will be in place prior to occupation of the development.
 - **Level 3 – Co-ordinator**
 - A Travel Plan Co-ordinator (TPC) role will be funded by Vistry Homes and will co-ordinate the on-going development and management of the TP.
 - **Level 4 – Services and Facilities**
 - *Sustainable Travel Information Packs* (STIP) on travel by public transport, walking and cycling will be provided as part of the TP, to meet the aims and objectives. Advice on travel choices available will also be offered to the employees by the TPC.
 - **Level 5 – Promotional Strategy**
 - A marketing and communication strategy is important to the success of the TP. The development's marketing strategy will aim to raise awareness of the TP and disseminate travel information to employees. Monitoring and review will take place at regular intervals so that the TP, which is a working document, is updated periodically to take account of the latest best practice in the field, along with changes to non-car travel opportunities.
- 8.1.4. With the package of measures described in this RFTP, and the role played by the TPC in promoting non-car modes and communicating alternatives to employees, the target of reducing the development's car driver mode share to 63% is considered realistic and achievable.

Appendix A

INDICATIVE MASTERPLAN





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