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Hutton Bank

Ripon

Framework Travel Plan

Final Report for:

Primetalent Ltd.

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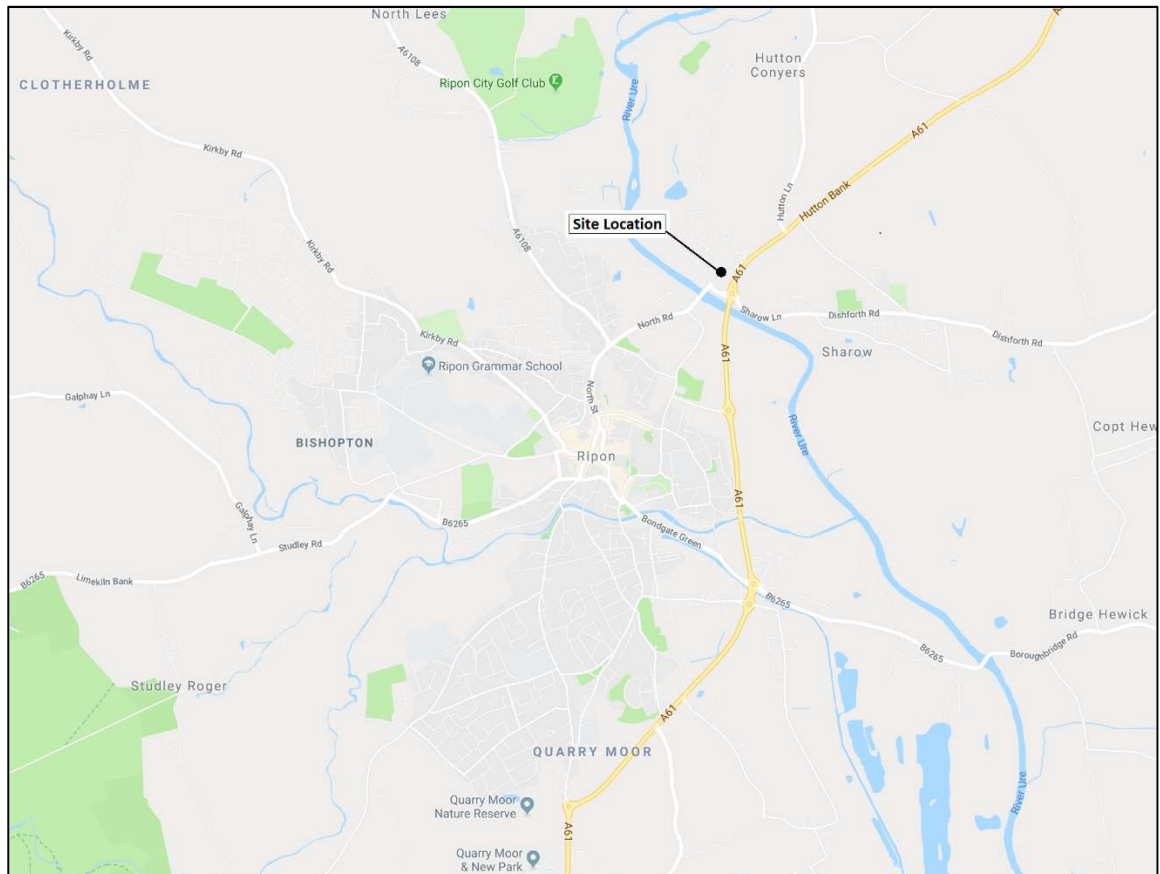
1.0 INTRODUCTION

1.1 Introduction

1.1.1 Cora IHT have been instructed by Primetalent Ltd. to prepare a Transport Assessment [TA] to support proposals for a residential development for up to 43 dwellings on land located off Hutton Bank, Ripon.

1.1.2 **Figure 1.1** illustrates the site location.

Figure 1.1: Site Location



1.2 Travel Plan Status

1.2.1 This travel plan has been provided as a framework residential travel plan. At this stage, the site is unoccupied and, as such, it has not been possible to identify the travel behaviour of future residents and visitors.

1.2.2 A full travel plan will be developed for the site following occupation, once an initial travel survey has been undertaken and the travel behaviour of residents and visitors has been established. This framework travel plan will form the basis of the full travel plan for the site. A copy of the full travel plan will be provided to the Council following completion.

1.3 Development Commitment

- 1.3.1 The importance of reducing the potential negative transport related impacts of proposed development is recognised, along with the need to provide for, and encourage, a range of sustainable travel options as an alternative to single occupancy car use.
- 1.3.2 To this end, in partnership with the Council, local public transport operators and other relevant stakeholders, measures are contained within this travel plan to provide residents and visitors with the facilities and information they require in order for them to make sustainable travel choices.

1.4 Scope

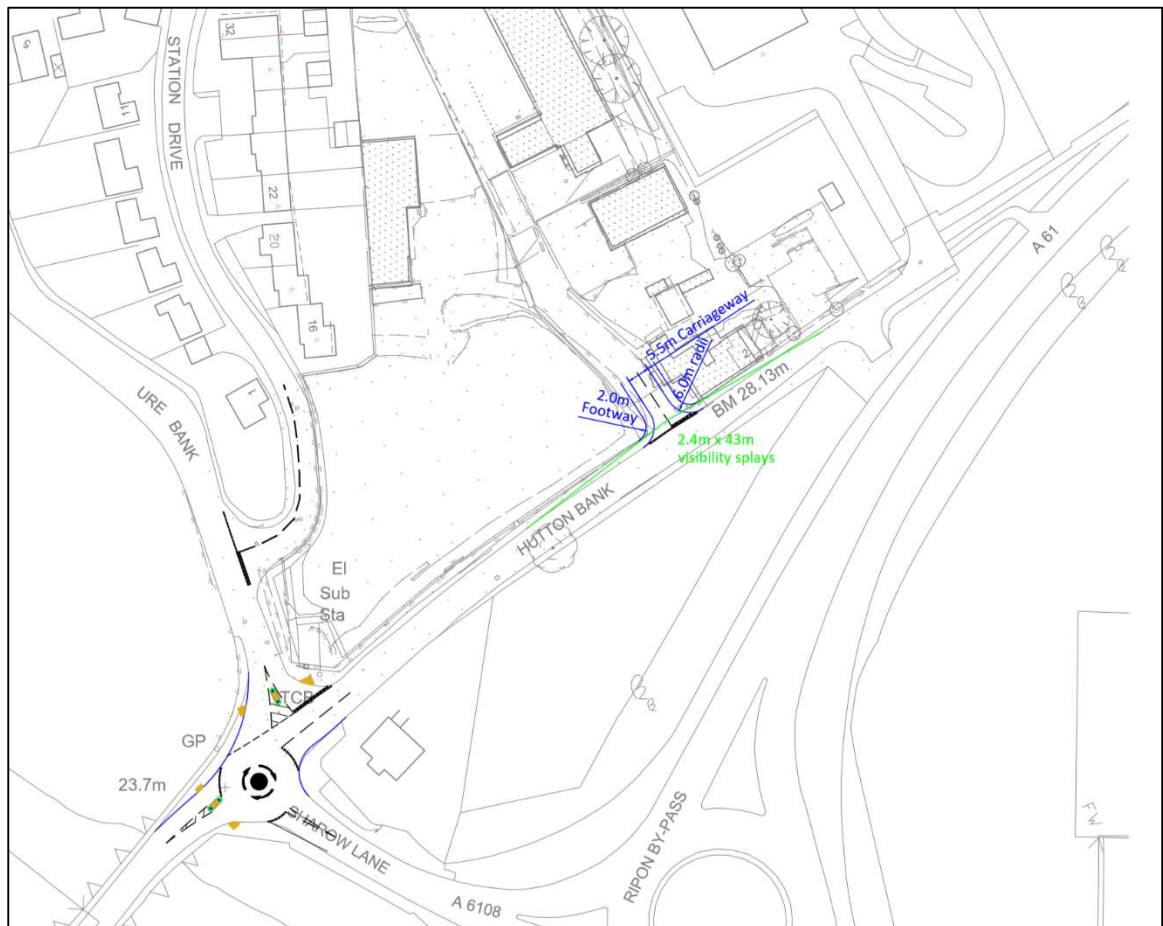
- 1.4.1 Following this introductory section:
- Section 2 details the proposed development;
 - Section 3 considers the transport policy context;
 - Section 4 assesses the sustainability of the site;
 - Section 5 describes the package of measures designed to reduce reliance on the private car and encourage the use of alternative modes of transport;
 - Section 6 details how the travel plan will be managed, outlining the role of the Travel Plan Coordinator and other stakeholders;
 - The aims, objectives and targets of the travel plan are provided in section 7; and
 - Section 8 provides the action plan and marketing strategy to support the development and implementation of the travel plan at the site.

2.0 DEVELOPMENT PROPOSALS

2.1 Proposed Development

- 2.1.1 The development proposals are for a residential development for 43 dwellings.
- 2.1.2 The main vehicular Access to the site is proposed off the existing Hutton Bank site access which would be improved to provide 5.5m carriageway, 2m footways on both sides and visibility of 2.4m x43m in both directions.
- 2.1.3 The development also provides for two driveway access points off Hutton Bank to the north and south of the main access serving 6 and 3 units respectively.
- 2.1.4 As part of the proposals, the North Road / Sharow Lane A6018 / Hutton Bank mini-roundabout junction is to be improved to enhance pedestrian crossing facilities.
- 2.1.5 **Figure 2.1** shows the proposed access arrangement.

Figure 2.1: Proposed Access Arrangement



- 2.1.6 **Figure 2.2** provides the site layout.

Figure 2.2: Proposed Site Layout



3.0 TRANSPORT POLICY AND SUSTAINABLE ACCESSIBILITY

3.1.1 In order to assess the proposals and develop a transportation access strategy for the planned development, it is necessary to review both local and national transport related planning guidance.

3.1.2 The following sections outline the relevant guidance in respect of the proposed development.

3.2 North Yorkshire Council Local Transport Plan

3.2.1 The North Yorkshire Council's third Local Transport Plan [LTP3] takes over from LTP 2 and is made up of a long-term transport strategy with a vision for transport within the borough. The long-term vision for North Yorkshire's transport system over the course of LTP 3 is:

'North Yorkshire – a place of equal opportunity where all can develop their full potential, participate in a flourishing economy, live and thrive in secure communities, see their high quality environment and cultural assets maintained and enhanced, and receive effective support when they need it.'

3.2.2 This will be achieved through fulfilling a number of objectives for transport in the county of North Yorkshire:

- Supporting flourishing local economies by delivering reliable and efficient transport networks and systems (local economies);
- Reducing the impact of transport on the natural and built environment, and tackling climate change (environment and climate change);
- Improving transport safety and securing and promoting healthier travel (safety and healthier travel);
- Promoting greater equality of opportunity for all by improving people's access to all necessary services (access to services); and
- Ensuring transport helps improve quality of life for all (quality of life).

3.2.3 The council goes on to make a commitment to manage, maintain and improve transport networks and services in support of these objectives.

3.3 Revised National Planning Policy Framework [NPPF]

3.3.1 The Government published its revision of the National Planning Policy Framework (NPPF) yesterday (24 July 2018).

3.3.2 Chapter 9 is a direct replacement of the previous Chapter 4 under the same heading "Promoting sustainable transport".

3.3.3 Paragraph 103b reflects the housing White Paper proposal that authorities should be expected to identify additional development opportunities arising from strategic infrastructure investment.

3.3.4 Paragraph 106 incorporates the Written Ministerial Statement of 25 March 2015 on parking standards.

- 3.3.5 Paragraph 106 introduces the notion that maximum parking standards should only be set where there is a clear and compelling justification (implying that maximum parking standards should not be applied as a matter of course). The paragraph has been clarified further following the draft NPPF by now also stating that maximum parking standards should also only be set to optimise

“the density of development in city and town centres and other locations that are well served by public transport (in accordance with chapter 11 of this Framework)”.

- 3.3.6 Paragraph 107 is new in the revised NPPF highlighting the

“importance of providing adequate overnight lorry parking facilities, taking into account any local shortages”.

- 3.3.7 The policy requiring the assessment of transport impact of proposals (previously paragraph 32 now at paragraphs 108-110) now put emphasis on highway safety as well as capacity and congestion. The highest priority is given to the sustainable modes of transport, such as pedestrians and cyclists, followed by access to high quality public transport.

- 3.3.8 Further revisions relating to transport appears in chapter 11 that covers “Making effective use of land”. In paragraph 123 it is made clear that minimum density standards are expected to be used in town and city centres around transport hubs as well as in other areas well served by public transport. Paragraph 123a states:

“These standards should seek a significant uplift in the average density of residential development within these areas “

3.4 Planning Practice Guidance (March 2014)

- 3.4.1 In March 2014, the Department for Communities and Local Government [DCLG], in conjunction with the Department for Transport [DfT], released advice on when transport assessments and transport statements are required, and what they should contain. This advice is intended to assist stakeholders in determining whether an assessment may be required and, if so, what the level and scope of that assessment should be.
- 3.4.2 The advice reflects current Government policy promoting a shift from the ‘predict and provide’ approach to transport planning to one more focused on sustainability. The document focuses on encouraging environmental sustainability, managing the existing network and mitigating the residual impacts of traffic from development proposals.

3.5 Making Residential Travel Plans Work

- 3.5.1 ‘Making Residential Travel Plans Work’ was published by the Department for Transport in June 2007 to provide guidance relating to the development and implementation of travel plans at residential sites.
- 3.5.2 The value of travel plans in reducing car use to workplaces and schools is widely recognised and many local authorities and developers have experience in their design and implementation. However, until recently, little attention has been given to tackling the origins of journeys from people’s homes. Now, forward-thinking developers and local authorities are developing packages of smarter choice measures to both reduce the traffic generated by new housing developments

and increasing the travel choices available to residents. These smarter choices are being set out in residential travel plans.

3.5.3 The benefits of residential travel plans are identified as:

- potentially reducing the need for expenditure on new transport infrastructure.
- better access to essential services and jobs;
- improved travel options;
- opportunity for a healthier lifestyle, and more vibrant communities to live in;
- address residents' needs for access to shops, schools, jobs, health facilities and recreational activities;
- reduce the volume of traffic generated by development;
- create sustainable, vibrant local communities and promote healthy lifestyles;
- reinforce the need for good urban design; and
- providing local solutions for improving access to and from the development site by walking, cycling and public transport.

3.5.4 Residential travel plans should help developments overcome problems relating to accessibility, ensuring they perform better in terms of walking, cycling and public transport access.

4.0 SUSTAINABLE ACCESSIBILITY

4.1 Brief

- 4.1.1 The sustainable accessibility of the proposed development by a range of transport modes has been considered in line with the requirements of the Local Transport Plan and NPPF.
- 4.1.2 The purpose of this section is to outline the accessibility of the site by sustainable modes of transport, including on foot, by bicycle and using public transport. By identifying the accessibility of the site by sustainable modes of transport, appropriate travel plan measures can be identified to promote these modes.

4.2 Access by Bus

- 4.2.1 The ability to readily access wider major destinations by bus provides a key advantage in providing a real alternative to car travel (e.g. for journeys to work and consumer trips) and, as such, promotes the aim of reducing car travel.
- 4.2.2 The nearest bus stops are located on approximately 200 metres south of the site. The services include 23, 70, 136, 150 and 170 **Table 4.1** summarises the main bus services accessible from the site.

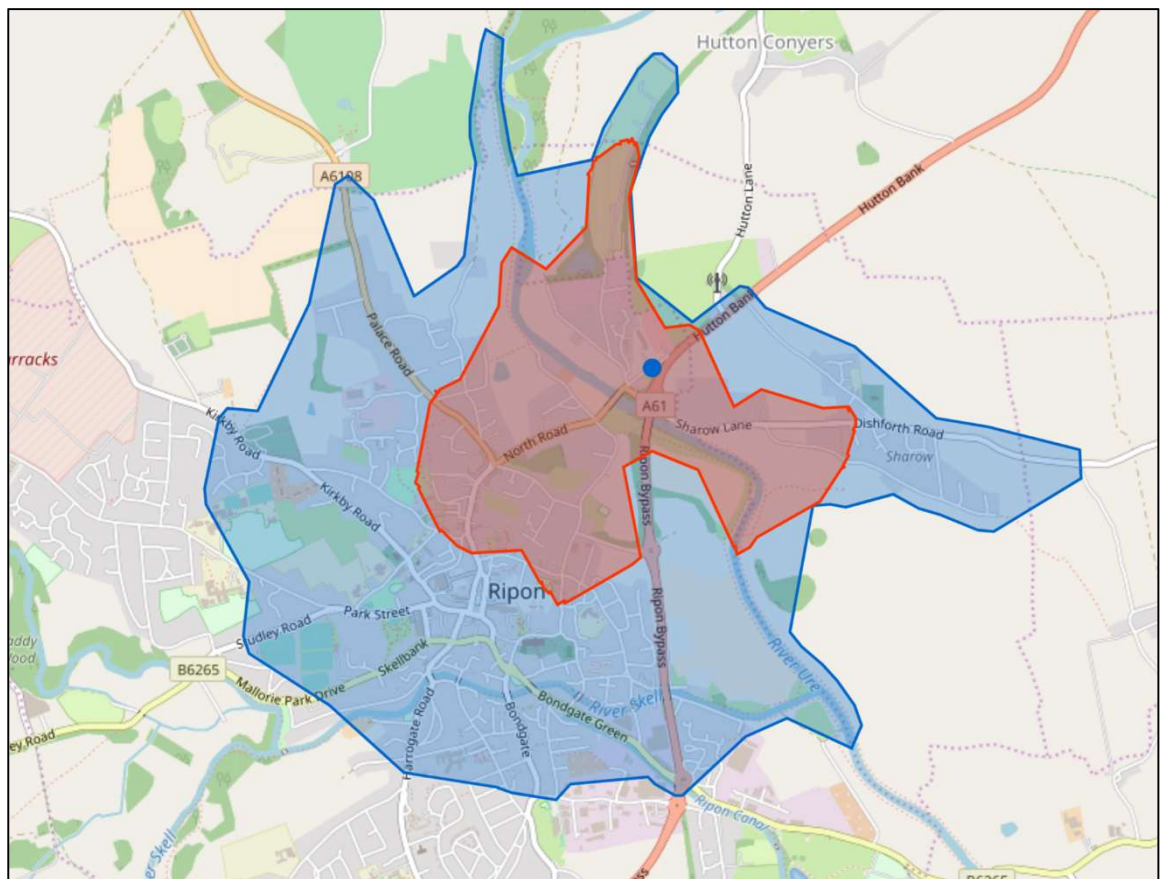
Table 4.1: Bus Summary

Service Number	Route	Bus Frequency		
		Weekday	Sat	Sun
70	Ripon – Thirsk – Northallerton	Every 2 hours	-	-
136	Ripon – Melmerby	4 per day (AM and PM)	-	-

4.3 Access on Foot

- 4.3.1 Walking is the most important mode of travel at a local level and offers the greatest potential to replace short car journeys. The IHT Guidelines for Providing Journeys on Foot (IHT 2000) suggests that the acceptable walking distance to town centres is given as a range, from a desirable 200m to a preferred maximum of 2,000m.
- 4.3.2 In terms of commuting journeys by foot, the desirable distance is 500m, the acceptable distance is 1,000m and the preferred maximum is 2,000m. However, the distance that people are prepared to walk depends upon many factors; there are obvious physical factors such as age, health and disabilities, along with factors concerning the quality of the route and the environment.
- 4.3.3 There are footways on the site side of Hutton Bank which then link to the North Road / Sharow Lane A6018 / Hutton Bank mini-roundabout junction which provides a safe and convenient walking environment.
- 4.3.4 As part of the proposals, the North Road / Sharow Lane A6018 / Hutton Bank mini-roundabout junction is to be improved to enhance pedestrian crossing facilities.
- 4.3.5 **Figure 4.1** presents the 1km / 2km isochrones from the site, which illustrates the areas which lie within a reasonable walking distance which includes Ripon city centre.

Figure 4.1: 1km / 2km Isochrone

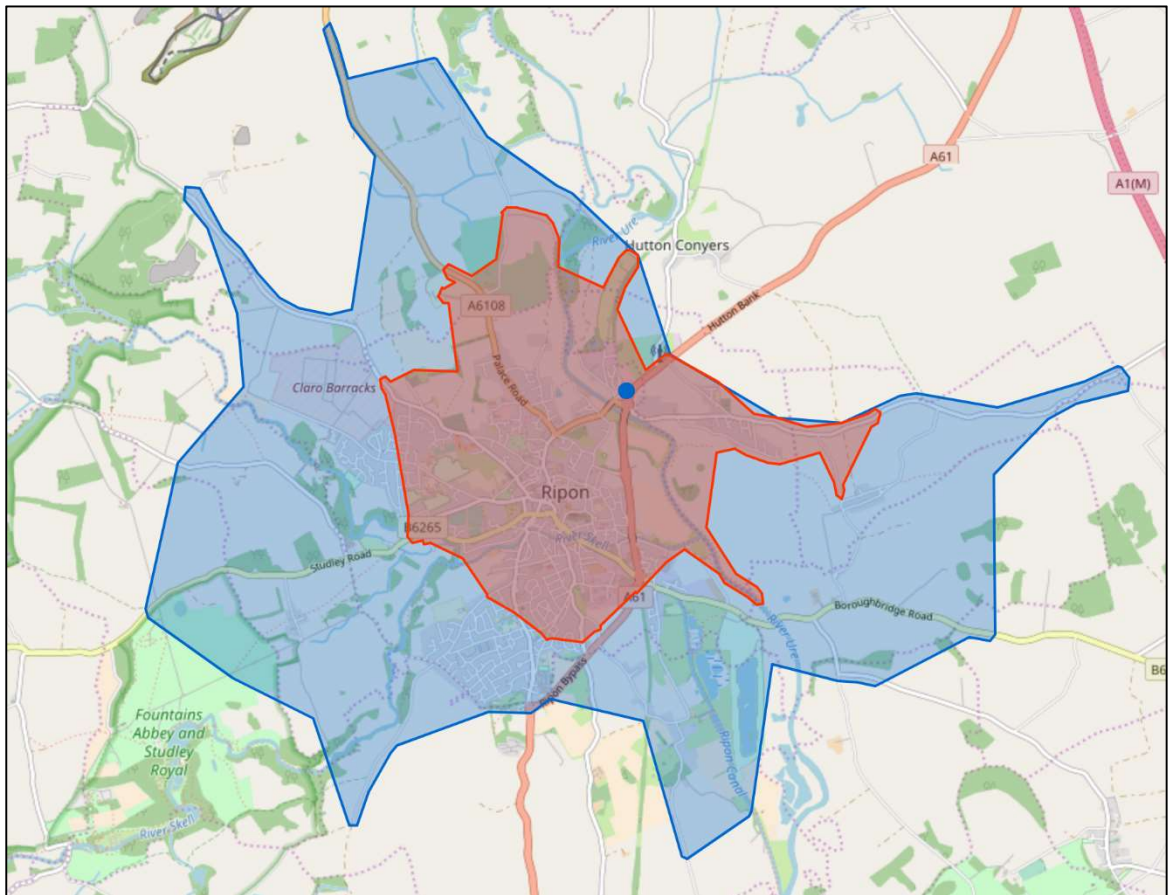


- 4.3.6 As can be seen from **Figure 4.1**, the majority of Ripon is accessible within 2km of the site.

4.4 Access by Cycle

- 4.4.1 It is widely recognised that cycling can act as a substitute for short car journeys, particularly those up to 5km in length. The general topography of the area is reasonably flat, which should assist in encouraging travel by cycle.
- 4.4.2 A segregated cycle / footway is provided passing under the A61 Ripon Bypass on the which provides connection with Sharow Village.
- 4.4.3 **Figure 4.2** presents the 2.5km / 5km isochrones from the site, which illustrates the areas which lie within a reasonable cycling distance.

Figure 4.2: 2.5km / 5km Isochrone



4.5 Conclusions

- 4.5.1 In summary, the proposed development site is located in an accessible location within Ripon, and is well located to make use of the existing public transport links and pedestrian / cycle routes.

5.0 TRAVEL PLAN MEASURES

5.1 *Introduction*

- 5.1.1 An important aspect of a successful travel plan is the allocation of sufficient resources to enable initiatives to be implemented and sustainable travel to be promoted at the site.
- 5.1.2 The aim of travel plan initiatives is to maximise the accessibility of the proposed development site by alternative modes of transport to the private car. It is noteworthy that the location of the site and the current provision for walking, cycling and public transport on the adjacent highway network is considered to be conducive to encouraging travel by non-car modes of transport.
- 5.1.3 The travel plan initiatives outlined within this section may benefit residents of the development by facilitating sustainable travel choices, resulting in the following:
- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (when compared with single occupancy car use);
 - Health benefits from increased levels of walking and cycling, and fewer vehicular emissions in the immediate vicinity of the site; and
 - A pedestrian / cycle friendly environment.
- 5.1.4 A combination of ‘carrots’ (those initiatives which encourage travel by non-car modes of transport) and ‘sticks’ (initiatives which discourage travel by car) will be implemented at the site to encourage travel by sustainable modes. ‘Carrots’ will be implemented before ‘sticks’ to ensure that support is gained from residents for the travel plan; any ‘sticks’ will be implemented later.
- 5.1.5 This section provides a summary of the key initiatives contained within this travel plan. The initiatives reflect previous experience of residential travel plans along with national government guidelines contained in the document “Making Residential Travel Plans Work”.

5.2 *Marketing and Promotion*

- 5.2.1 From the outset, sustainable travel will be promoted to residents and visitors to the development. The travel plan will be launched as soon as possible at the start of the sales period and will be continually marketed through the provision of travel information, leaflets and communication sessions.
- The travel plan and the reasons for implementing it will be communicated to ensure that residents are provided with information on the alternatives to car travel before they establish car-based travel habits.
- 5.2.2 The following describes the marketing tools and initiatives that may be used to convey the commitment to providing alternative travel choices. It is important that there is a central source of information for all queries relating to sustainable travel for residents of the development. The Travel Plan Coordinator is considered the most appropriate person to communicate the aims and objectives of the travel plan to residents.
- 5.2.3 Travel notice boards will be set up in the sites’ communal areas, which will include:
- Public transport, pedestrian and cycle route maps and information on car sharing;
 - Information and contact details of local taxi services;
 - A list of websites on sustainable transport and journey planning (e.g. Traveline); and

- Contact details for the Travel Plan Coordinator.

5.2.4 All residents will also be issued with travel welcome packs promoting alternative transport modes. The welcome pack will provide information on all of the travel plan initiatives implemented at the site. Prior to distribution, a copy of the welcome pack will be submitted to the Local Authority for approval and agreement of its content.

- All residents will be provided with a 'sustainable travel information pack' (welcome pack) as part of the sales agreement, which will include details of the public transport, walking and cycling routes between their homes and surrounding amenities.

5.2.5 In order to integrate the travel plan with the wider sustainable travel agenda, the welcome pack will be used to promote national and international initiatives such as 'Bike Week', 'In Town Without My Car Day' and 'Walk to School Week'. The Travel Plan Coordinator will be encouraged to organise social events which incorporate such initiatives, for example an organised cycle ride.

- The welcome pack will be used to promote national and local initiatives with respect to sustainable travel.

5.2.6 In the first instance, the Travel Plan Coordinator will enter into discussions with the Council to identify the resources and information available for inclusion within the welcome packs / notice boards. This information will be supplemented with additional materials designed by the Travel Plan Coordinator, to ensure that a range of information is made available to residents at the site.

5.2.7 The Travel Plan Coordinator will also provide residents with information regarding the travel plan and specific initiatives contained within it, and will be the main point of contact for all travel-related queries. This will include information on journeys by public transport, cycling and on foot between the development site and local amenities, including schools, retail outlets and leisure facilities.

5.2.8 A personalised travel planning service will be made available to residents on request. This service enables the Travel Plan Coordinator to plan individual journeys for recipients, and provide them with the relevant information and advice (e.g. timetable information) to enable them to undertake their journey.

5.3 Initiatives to Promote Car Sharing

5.3.1 It is likely that a proportion of residents will be travelling to locations in close proximity to one another and, as such, would be making trips to and from a common destination. As such, there is potential for these individuals to share their car journey with a fellow resident.

5.3.2 In the first instance, residents will be encouraged to sign up to the County Council's car share scheme:

<https://liftshare.com/uk/journeys/from/north-yorkshire-uk>

5.3.3 This car share scheme is free to register with and use, and enables users to search for potential car share partners.

5.3.4 Residents will also be encouraged to sign up and register their journey with national online car sharing services such as BlaBlaCar. This will enable residents to search for individuals making a similar trip and share their vehicle. National online car sharing services enable users to search for car share partners further afield, outside the boundary of North Yorkshire.

5.3.5 Residents will also be encouraged to sign up to any employer-specific car share schemes which exist at local employment sites.

- Residents will be provided with information on publicly available car share schemes including the Council's scheme, and will be encouraged to sign up.

5.4 Initiatives to Promote Travel by Public Transport

5.4.1 Information on the timetables and services available which could be used by residents will be provided within the welcome pack and on the notice board. This will include details and links to online journey planning websites such as Traveline.

5.4.2 The Travel Plan Coordinator will enter into discussions with public transport operators to investigate the possibility of providing discounted public transport tickets or 'taster' tickets to residents. Should these be secured, they will be distributed and publicised to residents through the welcome packs to encourage residents to try and make use of these services.

5.4.3 Where possible, these discussions would be undertaken in partnership with neighbouring development sites, to provide a greater critical mass of individuals and therefore increase opportunities to provide discounts for residents. Further details of partnership working is provided in Section 6 of this travel plan.

5.4.4 Details of local public transport operators, including timetables and route maps, will be provided within the welcome packs and notice board. Opportunities to provide discounted tickets or 'taster' tickets will also be investigated.

5.5 Initiatives to Promote Walking

5.5.1 The welcome pack will include a map identifying the pedestrian friendly routes surrounding the site, in order to make residents aware of the facilities available to them. In the first instance, the Travel Plan Coordinator will enter into discussions with the Council to secure these maps; should no maps be available from the Council, the Travel Plan Coordinator will develop these maps for use at the site.

5.5.2 Residents will be encouraged to participate in national events, such as 'Walk to Work Week'. These events will be promoted on the notice board and within the welcome packs.

5.5.3 A pedestrian / cycle route map will be provided within the welcome pack. Residents will be encouraged to participate in walking events.

5.5.4 Details of local shops within walking distance will also be provided to residents. The Travel Plan Coordinator will enter into discussions with those retailers to investigate the potential to provide discounts for residents at these stores. If secured, these details will be provided to residents via the Travel Plan Coordinator.

5.6 Initiatives to Promote Cycling

5.6.1 Cycle parking will be provided in line with the standards outlined within section 2 of this report, and will be provided in secure locations within the site. The design and location of cycle parking will be confirmed through detailed planning submissions.

5.6.2 The welcome pack will include information of the cycle routes available between the development site and likely popular destinations, including local amenities and facilities. Copies of local cycling maps will be provided within the welcome packs and on the notice boards.

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- 5.6.3 Details of local cycling shops will be provided to residents at the site using the travel notice board and within the welcome packs. The Travel Plan Coordinator will also enter into discussions with local cycling retailers to investigate the potential to provide discounts to residents. If secured, details of these discounts will be provided to residents via the welcome pack.
 - 5.6.4 Details of the Council's cycle training schemes will be provided in the welcome pack and on the notice board. These cycle training schemes are open to both adults and children, with a range of courses available to meet the requirements of each of these users.

5.7 *Reducing the Need to Travel*

- 5.7.1 The Travel Plan Coordinator will promote online services (e.g. internet shopping, online council services) to encourage residents to utilize these in preference to making a trip out of the site to access these services. Details of useful services available online will be promoted to residents through the notice boards and welcome packs.
- 5.7.2 Details of journey planning websites (e.g. Traveline) will also be promoted to residents. The Travel Plan Coordinator will promote the use of online services and journey planning services to residents.

6.0 TRAVEL PLAN MANAGEMENT

6.1 Introduction

- 6.1.1 Key to the success of the travel plan will be the recognition from the outset of the roles and responsibilities of those who may be involved, particularly the site's Travel Plan Coordinator, the Council's Travel Planning Team and other sustainable travel groups. This section outlines the roles and responsibilities of key individuals and stakeholders who will manage the travel plan.

6.2 Travel Plan Coordinator

- 6.2.1 The responsibility for managing and implementing the travel plan lies with the Travel Plan Coordinator. Following appointment, the contact details for the Travel Plan Coordinator will be provided to the Local Authority.
- 6.2.2 The role and responsibilities of the Travel Plan Coordinator will include:
- To implement and promote various travel plan initiatives at the site to promote sustainable travel;
 - To make the travel plan available to residents and visitors;
 - To set up and manage a travel steering group, including chairing group meetings;
 - To provide a point of contact for the Local Authority, steering group and any other stakeholders on any issues relating to the travel plan;
 - To monitor the success of the travel plan initiatives, including undertaking and analysing travel surveys; and
 - To review the travel plan's success and prepare Action Plans.
- 6.2.3 The Travel Plan Coordinator will be in place six months prior to the occupation of the first dwelling, and will remain in place for a minimum period of 5 years. After this time, the responsibility for the travel plan will be handed over to the residents' sustainable travel steering group.
- 6.2.4 At this outline stage, the resource requirements for the Travel Plan Coordinator are unknown. As such, in the first instance, it is suggested that the Travel Plan Coordinator role will be incorporated into the responsibilities of one of the Sales Advisors based at the site. However, this will be reviewed on an annual basis and, if considered necessary, the role will be developed into a dedicated, full-time role. Any changes to the Travel Plan Coordinator's role will be communicated to the Local Authority.

6.3 Steering Group

- 6.3.1 To support the travel plan's development, a residents' sustainable travel steering group will be set up and promoted to all residents through the welcome pack. All residents will be encouraged to join the steering group. Representatives from the Local Authority, local transport operators and other stakeholders will also be approached to join the steering group and provide feedback to the Travel Plan Coordinator / steering group as necessary.
- 6.3.2 The group will meet as appropriate to discuss the progress of the travel plan and to determine the impact of specific initiatives. After five years of the Travel Plan Coordinator being in post, the responsibility for implementing the travel plan will be passed over to the steering group. This will ensure the ongoing implementation of travel plan initiatives at the site.
-

6.4 Stakeholder Engagement

- 6.4.1 Stakeholders including the Council's Travel Planning Team and local transport operators also play an important role in the successful implementation of the travel plan at the site. The Council's Travel Planning Team will be kept up-to-date with the progress of the travel plan through the annual monitoring reports. The Travel Plan Team will also be approached when appropriate to gain advice and support on the implementation of specific travel plan initiatives at the site.
- 6.4.2 The Travel Plan Coordinator will also engage with local stakeholders to ensure the successful implementation of travel plan initiatives and to integrate the travel plan into the wider area. Examples include:
- Neighbouring developers, to promote synergy between development sites. This will facilitate the promotion of common travel plan initiatives, as well as enabling a critical mass of individuals to be developed to enable the implementation of larger-scale travel plan initiatives.
 - Transport operators, to provide timetable information and details of any special offers and discounts available;
 - Local schools, to ensure synergy is created between the site's travel plan and the travel plans of neighbouring schools. This is described further within section 5 of this travel plan;
 - Local suppliers, including walking and cycling retailers, who may be able to provide discounts to residents at these stores; and
- 6.4.3 The Travel Plan Coordinator will draw up a full list of potential stakeholders as part of the initial phases of the travel plan's development. The Travel Plan Coordinator will attempt to engage with these stakeholders throughout the travel plan's implementation.

7.0 AIMS, OBJECTIVES AND TARGETS

7.1 Overview

- 7.1.1 A travel plan provides a long-term strategy for a site to reduce the dependence of residents and visitors on travel by private car. Aims, objectives and targets are required to provide a focus for the travel plan and to enable its success to be measured and monitored. The purpose of this section is to outline the aims, objectives and targets for this Framework travel plan.

7.2 Travel Plan Aim

- 7.2.1 The aim provides the overarching focus and end goal for the travel plan. The aim enables the overall success of the travel plan to be assessed and, as such, all travel plan initiatives should contribute to achieving the travel plan aim.
- 7.2.2 The overall aim of this travel plan is:
- “To achieve a reduction in the number of single occupancy vehicle journeys to and from the site.”
- 7.2.3 This will be achieved by maximizing the accessibility of the proposed development site by alternative modes of transport to the private car and by implementing a range of travel plan initiatives.

7.3 Travel Plan Objectives

- 7.3.1 Objectives provide an overview of what the travel plan is trying to achieve. Each of the objectives outlined should contribute towards the travel plan’s aim, whilst travel plan targets should help achieve the objectives of the travel plan.
- 7.3.2 The following generic objectives have been identified which are intended to achieve current Government and local policies in respect to transport in residential developments:
- Reduce reliance on single occupancy car journeys;
 - Promote alternative modes of travel to the car;
 - Advocate means of travel that are beneficial to the health of those working on or visiting the site;
 - Minimise car travel in the area surrounding the site, therefore cutting down on associated costs (environmental, financial, health etc.); and
 - Contain car parking demand.
- 7.3.3 Travel plan guidance recognizes that one or more of the above objectives may carry more weight than others, based on the individual characteristics of the site. As such, the relative importance of each of these objectives will be reviewed as part of the development of the full travel plan.

7.4 Travel Plan Targets

- 7.4.1 Specific targets will be set for the site using the results of the initial travel survey, which will identify the baseline travel behavior of residents once occupation is underway. These will allow mode share targets to be established. A summary of the findings of the initial travel survey will be available within three months of completion of the survey.
- 7.4.2 Targets should reflect the size and nature of the development, along with the existing sustainable transport infrastructure available close to the site. This information is provided earlier within this report, in sections 2 and 4.
- 7.4.3 Travel plan guidance recommends that the following 'SMART' targets are set:
- Specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time-bound.
- 7.4.4 Once the results of the travel survey are available, accurate targets can be set for the travel plan. These targets will be agreed with the Council as part of the full travel plan's development.
- 7.4.5 At this stage, indicative targets have been suggested of 10% reduction in single occupancy car travel to ensure that there is a commitment from the developer to achieve a reduction in the number of single occupancy car trips. The targets will be revised once the results of the travel surveys are known.
- 7.4.6 These targets should be achieved within the first five years of occupation of the site. Should the target be achieved earlier than five years, the level of single occupancy car journeys to work may be maintained at this level, or reduced further by an agreed percentage each year thereafter.
- 7.4.7 A travel plan is not a one-off event but is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will be reflected in the development and implementation of the travel plan.
- 7.4.8 Following completion of the initial survey, indicative targets will be replaced with ones that are site-specific and encourage those responsible for trying to achieve these targets.

7.5 Monitoring

- 7.5.1 Travel surveys will be carried out with all residents on an annual basis for at least 5 years. Further details of the travel survey are provided below.
- 7.5.2 The findings of these surveys may be supplemented by observation surveys, which will be used to establish the use of parking facilities and traffic counts at the site entrances. These surveys may be carried out by an independent survey company to ensure compatible and accurate data is gathered relating to travel to and from the site.
- 7.5.3 All survey data will be submitted to the Council within 3 months of the surveys being completed, for comparison against the agreed targets. Following completion and analysis of the surveys, a monitoring report will be submitted to the Council identifying whether the agreed targets have

been met. If targets are missed, the monitoring report will strive to identify the actions and additional travel plan initiatives which will be implemented to rectify this situation.

- 7.5.4 The reports will also review the progress that has been achieved in implementing the travel plan measures over the preceding twelve-month period. Any progress made will be reported to the Council's Travel Plan Team and public transport operators where relevant.
- 7.5.5 The travel plan will then be reviewed and any further actions identified to progress and, if necessary, improve the Action Plan to meet objectives.

7.6 Travel Surveys

- 7.6.1 On occupation of the fiftieth dwelling, an initial travel survey questionnaire will be undertaken with residents. This survey will be used to ascertain the travel behavior of residents at the site, as well as the reasons for modal choices and opinions towards alternative modes of transport.
- 7.6.2 Prior to undertaking the initial survey, a copy of the proposed survey will be sent to the Council's Travel Plan Team for agreement of its format and structure.
- 7.6.3 To maximize the response rate, the travel survey will be made available in both electronic and paper format. Paper copies of the survey will be sent to all occupied households, with a link provided to the electronic copy of the survey.
- 7.6.4 Having completed the initial survey, repeat annual travel surveys will be carried out with residents at the same time of year as the initial survey, for a minimum of five years. These will aim to gather information on any changes in modal choice since the previous survey was undertaken and the reason(s) for these changes.
- 7.6.5 All residents will be invited to participate in the annual snapshot travel survey to identify the progress made since the previous survey, and to determine what actions (if any) are necessary to ensure the travel plan targets are met.

8.0 TRAVEL ACTION PLAN AND MARKETING STRATEGY

8.1 *Residential Action Plan*

- 8.1.1 The initial aim is to develop and deliver a residential travel plan for submission to the Local Planning Authority. Thereafter, at every anniversary following completion of the initial survey, the travel plan will be reviewed in partnership with the Council's Travel Plan Team and an annual Action Plan prepared and agreed.
- 8.1.2 The Action Plan will be developed based on the results of the travel survey. The most popular initiatives, as identified through the travel survey, will be implemented first at the site. This will ensure that maximum benefits are achieved through the implementation of the most popular initiatives first at the site.
- 8.1.3 The Action Plan will contain an annual programme of measures designed to help achieve the travel plan targets for modal share. It will set out the tasks involved, the people responsible and dates by which the measures may be achieved over the next 12 months. The initial Action Plan is provided in **Table 8.1**.

8.2 *Marketing Strategy*

- 8.2.1 The Council's Travel Plan Teams are typically able to provide posters, leaflets and timetables for display on notice boards in communal areas. The Travel Plan Coordinator will contact Hertfordshire County Council's Travel Plan Team in the first instance to investigate the opportunities to secure this information for use at the site. Should this information not be available, posters and other promotional materials will be developed in-house to promote the travel plan.
- 8.2.2 Residents and visitors to the development will be provided with information of how to access the site using public transport, on foot and by bicycle. Where possible, written materials (e.g. timetables and maps) will be gained from the Council. Promotion of all modes of transport will initially be undertaken through the welcome pack and notice boards.

8.3 *Evaluation and Review*

- 8.3.1 This travel plan has been prepared in accordance with current guidance and transport policy. The overarching aim of the travel plan is to identify and introduce a package of measures for the site to promote sustainable travel choices and reduce reliance on the car.
- 8.3.2 The monitoring of the travel plan will be used to provide information on resident's travel patterns and to identify measures which would be the most effective in facilitating a reduction in car usage and an increase in the use of public transport, walking and cycling.
- 8.3.3 The travel plan is an active document which will be reviewed on a regular basis to ensure it reflects current opportunities and local circumstances. The review of the travel plan will take place annually following completion of the travel survey, in conjunction with the Council's Travel Plan Team. A copy of the agreed, revised travel plan / monitoring report will be submitted to the Council.

Table 8.1: Travel Plan Action Plan

Action	Timescale
Implement travel notice boards in communal areas of the site	Prior to occupation
Provide car parking in line with the Council's standards	Prior to occupation
Develop a travel welcome pack	Within 3 months of occupation of the first dwelling. Updated on a regular basis.
Undertake a travel survey	On occupation of the 25 th dwelling
Identify baseline travel information	Within 3 months of initial travel survey
Develop full travel plan in consultation with the Council	Within 4 months of initial travel survey
Finalise and adopt travel plan	Within 6 months of initial travel survey
Implement travel plan initiatives.	On-going, following adoption of the travel plan
Set up a travel plan steering group	Within 6 months of initial travel survey
Monitor success of travel plan actions and progress towards targets. Amend travel plan, if necessary	On-going, following adoption of the travel plan
Undertake travel surveys and other monitoring activities to measure the success of travel plan and discuss findings with the Council. Review travel plan and amend, if necessary	On-going, every 12 months following adoption of the travel plan after full occupation

