

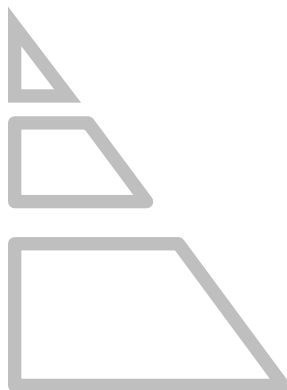
**Maxbase Ltd.**

**Proposed Care Home  
Hatfield Business Park**

**Travel Plan**

**1<sup>st</sup> Issue**

**October 2017**



**S·A·J Transport Consultants**

Suite 43, 4<sup>th</sup> Floor, Northumbrian Water House  
7-15 Pink Lane, Newcastle upon Tyne, NE1 5DW


Tel: 0191 261 8679  
Email: [info@saj-consultants.com](mailto:info@saj-consultants.com)  
Web: [www.saj-consultants.com](http://www.saj-consultants.com)

PROJECT:	Proposed Care Home, Hatfield Business Park
JOB NUMBER:	JN1287
REPORT:	Travel Plan
REV NO./STATUS:	1 <sup>st</sup> Issue
FILE NAME:	JN1287-Rep-0002.0 Travel Plan
CLIENT:	Maxbase Ltd.
CLIENT'S REFERENCE:	

**PREPARED BY:**

Paul Whitley, Senior Transport Planner: .....  .....

**CHECKED AND APPROVED BY:**

Paul Bigg, Principal Transport Planner: .....  .....

*This report has been prepared by SAJ Transport Consultants Ltd with all reasonable skill, care and diligence, within the terms of the Contract with the Client. The report is confidential to the Client and SAJ Transport Consultants Ltd accept no responsibility of whatever nature to third parties to whom this report may be made known.*

*No part of this document may be reproduced without the prior written approval of SAJ Transport Consultants Ltd.*

## REPORT HISTORY

Report No.	Rev No./Status	Comments	Prepared By	Checked By	Approved By	Date
0002.0	1 <sup>st</sup> Issue	Issued for planning	PWH	PB	PB	12/10/2017

## CONTENTS

1.	INTRODUCTION .....	1
2.	BENEFITS OF THE TRAVEL PLAN .....	1
3.	SITE ACCESSIBILITY AUDIT.....	2
4.	TRAVEL PLAN OBJECTIVES .....	5
5.	TRAVEL PLAN ADMINISTRATION .....	5
6.	SUSTAINABLE TRAVEL INITIATIVES .....	7
7.	TARGETS AND MONITORING OF THE TRAVEL PLAN.....	9
8.	ACTION PLAN.....	11

## FIGURES

1. Site Location Plan
2. Site Accessibility Plan (Walking)
3. Site Accessibility Plan (Cycling)

## APPENDICES

- A. Site Layout Plan

## REFERENCES

1. Guidelines For Providing Journeys On Foot (Published 2000, Institution Of Highways And Transportation)
2. Hertfordshire Travel Plan Guidance for Business and Residential Development (Hertfordshire County Council)

## **1. INTRODUCTION**

### **1.1 Background**

- 1.1.1 S.A.J Transport Consultants Ltd has been commissioned by Maxbase Ltd to assess the transport related issues associated with a proposed residential care home.
- 1.1.2 The site is located approximately 1km to the north west of Hatfield town centre on Hatfield Business Park and is bound to the north by Manor Road and residential properties, to the east by a Porsche car dealership, to the west by an approved healthcare development, and to the south by Hatfield Avenue and Hatfield Business Park.
- 1.1.3 Figure 1 shows the location of the site.
- 1.1.4 The proposed development is for a 75 no. bed care home, landscaping, and associated car parking. It is proposed to access the development from an existing access off the Hatfield Avenue/Mosquito Way roundabout to the south of the site.
- 1.1.5 A site layout plan is included at Appendix A.

## **2. BENEFITS OF THE TRAVEL PLAN**

### **2.1 Benefits to Organisations**

- The implementation of a Travel Plan can be used to support ISO14001 accreditation. Demonstrating a commitment to such environmental priorities can promote a very positive image of an organisation, both internally and externally;
- A Travel Plan can play a positive role in staff recruitment and retention;
- The availability of alternatives to single car occupancy ensures the residential care home is accessible by all therefore increasing the size of the potential employment pool;
- The improved health of staff as a result of walking and/or cycling can reduce absenteeism and can improve productivity; and
- Successful implementation of a Travel Plan will involve liaison between employees and senior management, helping build an effective and open line of communication.

## **2.2 Benefits to Individuals**

- Health benefits for those walking and/or cycling as a means of transport to and from the workplace. For example, walking or cycling to work can be effective ways of keeping fit as part of an employee's every day routine;
- Financial benefits associated with lower travelling costs through use of lower cost modes; and
- Walking, cycling and public transport are also generally more affordable than car travel and its associated costs e.g. tax, fuel, maintenance, servicing, M.O.T etc.

## **2.3 Benefits to the local community**

- The Travel Plan by encouraging a reduction in car usage and an increase in the use of more sustainable modes of travel can have the added benefit of improving the local environment in which employees live and work;
- At a local level a Travel Plan can reduce the impact of congestion and its associated environmental impacts including reduced air quality and increased noise;
- Ensuring an employment site is accessible to the local community increases the number of job opportunities for people in the local area, improving the economic prosperity of an area; and
- A reduction in car usage can reduce the demand for car parking.

## **3. SITE ACCESSIBILITY AUDIT**

### **3.1 Walking and Cycling**

#### **Connectivity**

- 3.1.1 Pedestrian and cycle access to the development will be from Hatfield Avenue to the south of the site.
- 3.1.2 The site will be connected to the footway to east of the site access, which subsequently connects with the wider pedestrian and cycle network. On the eastern arm of the Hatfield Avenue/Mosquito Way roundabout there is a staggered toucan crossing to assist pedestrian and cycle movements across Hatfield Avenue.

- 3.1.3 Further to the east a segregated footway/cycleway on Hatfield Avenue links to a bridge over the A1(M) and a toucan crossing on the A1001 Comet Way to the north and south of the A1001 Comet Way roundabout, respectively. A pedestrian footbridge also crosses through the centre of the A1001 Comet Way roundabout.
- 3.1.4 The nearest off road cycle facility is approximately 90m to the east of the site on the eastern arm of the Hatfield Avenue/Mosquito Way roundabout, a segregated cycleway begins to the east of the toucan crossing on Hatfield Avenue.
- 3.1.5 There is a comprehensive cycle network throughout Hatfield Business Park that connects with the wider area at the Hatfield Avenue/A1001 Comet Way/B197 Wellfield Road roundabout and at the A1057 St Albans Road West/A1001 Comet Way/Cavendish Way roundabout to the east and south east, respectively.
- 3.1.6 It is considered that the site is located in a location that maximises integration with the existing pedestrian and cycle network.

#### **Access from Residential Areas**

- 3.1.7 The CIHT document, Guidelines for Providing for Journeys on Foot (Reference 1) suggests 2,000m as an acceptable walking distance for commuting. Figure 2 shows the residential areas within 2,000m of the development.
- 3.1.8 Using the footways on Hatfield Avenue to access the wider pedestrian network, Hatfield Garden village to the north, Ellenbrook to the south, and areas of Hatfield to the east of the A1(M) can all be accessed from the development site.
- 3.1.9 It is generally accepted that cycling has the potential to substitute for short car journeys, particularly for distances of less than 5,000m. Figure 3 shows the residential areas within 5,000m of the development.
- 3.1.10 It can be concluded that the development is within walking distance of a significant proportion of Hatfield, with areas further afield accessible by cycling.

#### **Access to Local Services and Amenities**

- 3.1.11 Figure 2 shows the location of key local services and amenities, particularly those that reduce the need for staff to travel at lunch time or that can be accessed on the commute to/from work.
- 3.1.12 The following local services and amenities are located nearby:
- Manor Parade local shops
    - Premier Garden Village Store
    - Village Dental Care
    - Local Take Away

- Brewers Fayre Public House and Restaurant
- David Lloyd Racquet & Fitness Centre
- Pakhouse Court
  - ATM
  - Aldi
  - Subway
  - Harpsfield Hall (J.D Wetherspoon)
- The Galleria

3.1.13 It is evident that there are local services and amenities within walking distance of the site that could be accessed on foot or by bike by staff within the lunch period and before or after work.

## **3.2 Public Transport**

### **Bus Services**

3.2.1 The nearest existing bus stops are located to the west of the site and can be accessed using the footways on Hatfield Avenue, see Figure 2.

3.2.2 There are several bus services operated by Uno available from the bus stops including services 341, 600, 601, 610, 614, 615, 641, 644, 653, 655, and 657. The bus services provide links towards Hatfield, Essendon, Hertford, Ware, Hoddesdon, Broxburne, and Luton amongst other places.

3.2.3 There are also further bus stops on Manor Road to the north of the site and Champion Road to the west. Service 607 operated by Uno can be accessed from these stops, see Figure 2. Service 607 operates as a Hatfield circular offering excellent connections between the site and the local area.

3.2.4 It is considered that the site has excellent access to existing bus services offering the opportunity for staff and visitors to access the site by bus.

### **Rail Services**

3.2.5 Hatfield rail station is located approximately 1.5km to the east of the site and although beyond walking distance as part of a multi-modal journey there are bus services available from the nearby bus stops.

3.2.6 Hatfield rail station is served by bus services 600, 607, 641, and 653 and therefore there is the opportunity for interchange between rail and bus to access the site. Hatfield station has recently been upgraded and this included improvements to the interchange facilities.



3.2.7 Hatfield rail station is managed by Great Northern with services available towards London, Cambridge, Peterborough, and Welwyn Garden City.

3.2.8 It is considered that the site could be accessed by staff and visitors interchanging between rail and bus.

## **4. TRAVEL PLAN OBJECTIVES**

### **4.1 Background**

4.1.1 The primary aim of the Travel Plan will be to encourage and promote the use of alternative modes of sustainable travel, and hence reduce the reliance on single occupancy vehicle journeys.

4.1.2 In order to achieve this aim the objectives of the Travel Plan are to:

- Raise awareness of the alternatives to the private car by promoting the use of local bus services and other non-car modes;
- Promote cycling to work through highlighting the availability of cycle storage close to the building entrance and the availability of local cycle routes;
- Contribute to the improved health and well-being of staff through highlighting the health benefits of travelling by non-car modes; and
- Raise awareness of the Travel Plan amongst staff and visitors.

4.1.3 In turn this will,

- Help minimise the impact of the development on the local road network;
- Ensure the development is accessible to non-car drivers increasing the local employment pool; and
- Ensure the development has sufficient on-site parking to accommodate demand.

4.1.4 The objectives take account of the characteristics of the development and the surrounding area and are considered deliverable.

## **5. TRAVEL PLAN ADMINISTRATION**

### **5.1 Travel Plan Co-ordinator**

5.1.1 The Travel Plan Co-ordinator (TPC) will be responsible for the 'day-to-day' running of the Travel Plan, providing the overall co-ordination needed to ensure the Travel Plans success. This individual will play a key role in the development and implementation of the Travel Plan.

5.1.2 The appointment does not need to be a full time appointment. However, senior management will ensure that sufficient time and resource is made available to the TPC to allow the Travel Plan to be managed, implemented and developed.

5.1.3 The roles and responsibilities of the TPC will include:

- Responsible for raising awareness of the Travel Plan and sustainable travel to all new members of staff;
- Provide a point of contact for travel information;
- Promote schemes which encourage changes to working practices which will reduce travel demand at peak times e.g. timing of deliveries;
- Arrange for any future travel surveys to be undertaken; and
- Report progress annually to the local planning and highway authority in accordance with Hertfordshire County Council Travel Plan Guidance (Reference 2).

5.1.4 Ultimately the role of TPC will be fulfilled by the Home Manager. However, the Home Manger has yet to be appointed therefore the provisional TPC will be the Director of Maxbase Ltd. as shown in Table 5.1.

<b>Name:</b>	Sav Atkar
<b>Company:</b>	Maxbase Ltd
<b>Job Title:</b>	Chief Executive
<b>Address:</b>	Maxbase Ltd Regal House Royal Crescent Ilford IG2 7JY
<b>Email:</b>	<a href="mailto:sav@atkarcorporation.com">sav@atkarcorporation.com</a>
<b>Phone:</b>	02085183675

5.1.5 The local planning authority will be made aware of any changes to the contact details of the appointed Travel Plan Co-ordinator following appointment of the Home Manager.

## 6. SUSTAINABLE TRAVEL INITIATIVES

### Background

6.1.1 The following sections outline the design measures and the communication strategy going forward. The TPC will be provided with a budget by Maxbase Ltd (or their successors) to implement the communication strategy, with the design measures delivered as part of the construction of the site.

### 6.2 Design Measures

6.2.1 In addition to the travel awareness, information based, marketing aspect of the Travel Plan, the needs of pedestrians, cyclists and public transport users have been a key consideration during the design of the development proposals. The hard measures incorporated into the design process include:

- Pedestrian Links – A pedestrian link between the building entrance and the existing external infrastructure has been incorporated into the design of the site layout;
- Pedestrian Crossing Points – Tactile paving and dropped kerbs to be provided internally as required on pedestrian desire lines;
- Cycle Storage – 6 safe, secure, covered cycle storage spaces will be provided as part of the design of the development. The stands will be located in the car park close to the building entrance;
- Staff Changing Facilities – Staff changing facilities have been incorporated into the design of the development;
- On-site Bistro – Staff will be able to use the on-site bistro at lunch times therefore reducing the need to travel offsite.

6.2.2 The combination of the sites accessible location, the inclusion of hard measures incorporated into the design of the masterplan, soft measures to promote sustainable modes of travel and the appointment of the Home Manager as Travel Plan Co-ordinator (TPC) will help to contribute towards reducing the number of single occupancy trips to the development.

### 6.3 Communication Strategy

#### Sustainable Travel Pack

6.3.1 Alongside the appointment of the Travel Plan Co-ordinator, soft measures such as information and marketing aspects of the Travel Plan will be key mechanisms to its successful implementation.

6.3.2 In the past Travel Plans have been unsuccessful not because of their content or initiatives, but instead because employees were simply not aware of them. To ensure that employees are aware of their travel options a 'site specific travel leaflet' will be issued to employees on commencement of employment at the site.

6.3.3 New employees will be issued with the leaflet before they start work at the site to make them aware of the travel options from the outset. Information contained within the leaflet will be aimed directly at promoting sustainable travel and will include:

- Information on the health benefits associated with walking and cycling;
- Details of where employees can access cycle maps for the wider area;
- Details of where the closest bus stops are, bus service information and where they can access more detailed timetable information;
- A map of local amenities and key services;
- Estimated walking and cycling journey times;
- Details of useful sustainable travel contacts.

6.3.4 A copy of the leaflet will also be displayed on the staff notice board and in a public area for visitors.

#### **Newsletter**

6.3.5 A newsletter will also be prepared and circulated on a quarterly basis. The newsletter will include general information related to events at the home but will also include information related to the implementation of the Travel Plan e.g. news of national sustainable travel campaigns or developments within or promoted by Hatfield Business Park.

### **6.4 Summary**

6.4.1 The combination of the sites accessible location, the inclusion of hard measures incorporated into the design of the masterplan, soft measures to promote sustainable modes of travel and the appointment of a Travel Plan Co-ordinator will help reduce the number of vehicle trips per dwelling when compared to existing developments.

## 7. TARGETS AND MONITORING OF THE TRAVEL PLAN

### 7.1 Targets

7.1.1 Unlike existing developments, Travel Plans for new developments are prepared in the absence of observed trip generation and modal split information. It is therefore proposed that the targets are based on the trip generation agreed as part of the Transport Statement submitted in support of the application, see Table 7.1 and Table 7.2

7.1.2 Tables 7.1 and 7.2 summarise the predicted trip rate and trip generation during the traditional AM (0800 – 0900) and PM peak hours (1700 – 1800) respectively.

MODE OF TRAVEL	TRIP RATE (PER RESIDENT)			TRIP GENERATION*		
	ARR	DEP	TOT	ARR	DEP	TOT
VEHICLES	0.060	0.056	0.116	5	4	9
CYCLISTS	0.004	0.008	0.012	0	1	1
PEDESTRIANS	0.034	0.034	0.068	3	3	5
PUBLIC TRANSPORT USERS	0.011	0.015	0.026	1	1	2
<b>TOTAL</b>	<b>0.109</b>	<b>0.113</b>	<b>0.222</b>	<b>8</b>	<b>8</b>	<b>17</b>

\*The trip generation is presented to the nearest whole integer

7.1.3 Table 7.1 shows the development is predicted to generate 9 vehicle trips in the traditional AM (0800 – 0900) peak hour, with a further 8 trips undertaken by sustainable modes of travel.

MODE OF TRAVEL	TRIP RATE (PER RESIDENT)			TRIP GENERATION*		
	ARR	DEP	TOT	ARR	DEP	TOT
VEHICLES	0.071	0.132	0.203	5	10	15
CYCLISTS	0.015	0.011	0.026	1	1	2
PEDESTRIANS	0.008	0.019	0.027	1	1	2
PUBLIC TRANSPORT USERS	0.004	0.000	0.004	0	0	0
<b>TOTAL</b>	<b>0.098</b>	<b>0.162</b>	<b>0.260</b>	<b>7</b>	<b>12</b>	<b>20</b>

\*The trip generation is presented to the nearest whole integer

7.1.4 Table 7.2 shows the development is predicted to generate 15 vehicle trips in the traditional PM (1700 – 1800) peak hour, with a further 4 trips undertaken by sustainable modes of transport.

7.1.5 The initial targets of the TP are as follows:

- SMART TARGET 1 (Raising Awareness) – Achieve 100% awareness of the Travel Plan amongst employees in year 1;
- SMART TARGET 2 (Promoting Sustainable Travel) – Ensure 100% of new employees receive a sustainable travel pack prior to commencement of employment at the site.
- SMART TARGET 3 (Vehicle Trip Generation Targets) – Number of weekday AM and PM vehicle trips will not exceed 9 and 15 trips respectively

7.1.6 The targets will be reviewed on annual basis and new targets added reflecting feedback from staff and the results of monitoring the Travel Plan.

## **7.2 Monitoring**

7.2.1 In order to monitor the Travel Plan targets associated with the proposed development, the Travel Plan Co-ordinator will commission various surveys to collect data on the key indicators to monitor progress.

7.2.2 The following surveys will be undertaken:

- A baseline snapshot survey will be carried out within 3 months of occupation of the development including mode share data;
- Subsequently surveys will be undertaken annually with the data used to inform the development and implementation of the Travel Plan.

7.2.3 The format of the traffic surveys will be in accordance with Hertfordshire County Council Travel Plan Guidance and agreed in advance as part of the TPC engagement with the local highway authority (Reference 2).

## 8. ACTION PLAN

### 8.1 Background

8.1.1 Table 8.1 provides an action plan for the implementation of the Travel Plan.

<b>Table 8.1 Travel Plan Actions</b>			
<b>Task</b>	<b>Description</b>	<b>Responsibility</b>	<b>Timescale</b>
1	Agree format of Travel Plan (TP)	Maxbase Ltd or successor	Submitted
2	Appoint Travel Plan Co-ordinator (TPC)	Maxbase Ltd or successor	Completed – Update LPA as required
3	On-site Design Measures	Maxbase Ltd or successor	As the development is built out
4	Preparation of Site Specific Travel Leaflet	Maxbase Ltd or successor	Prior to occupation
i	Preparation of Maps (Public Transport, Cycle Routes, Key Amenities and Services)	Maxbase Ltd or successor	-
ii	Preparation of Public Transport Information (Service no, Journey Times etc.)	Maxbase Ltd or successor	-
iii	Preparation of Sustainable Travel Benefits (Walking, Cycling, Public Transport, Car Sharing)	Maxbase Ltd or successor	-
iv	Collation of useful sustainable travel contacts	Maxbase Ltd or successor	-
5	Issue Site Specific Travel Leaflet	Maxbase Ltd or successor	On commencement of employment
6	Display Site Specific Travel Leaflet on the staff notice board and in a public area	Maxbase Ltd or successor	On Occupation
7	Prepare and Distribute Home Newsletter including any issues related to the Travel Plan	Maxbase Ltd or successor	Quarterly
8	Undertake baseline survey	Maxbase Ltd or successor	Within 3 months of occupation
9	Review mode share results and targets	Maxbase Ltd or successor	Within 3 months of occupation
10	Undertake annual survey	Maxbase Ltd or successor	Annually
11	Prepare monitoring report	Maxbase Ltd or successor	Annually
12	Travel Plan Review	Maxbase Ltd or successor	Annually

# FIGURES





KEY

 INDICATIVE SITE BOUNDARY



REVISION	DETAILS	DATE	DRAWN	CHK'D	APP'D
----------	---------	------	-------	-------	-------

CLIENT  
**MAXBASE LTD**

PROJECT  
**PROPOSED RESIDENTIAL CARE HOME.  
HATFIELD BUSINESS PARK**

DRAWING TITLE  
**FIGURE 1  
SITE LOCATION PLAN**








DRG No JN1287-Dwg-0004	SCALE N.T.S. @ A3	DATE NOVEMBER 2016
DRAWN BY MS	CHECKED BY PWH	APPROVED BY SAJ




<http://www.saj-consultants.com>





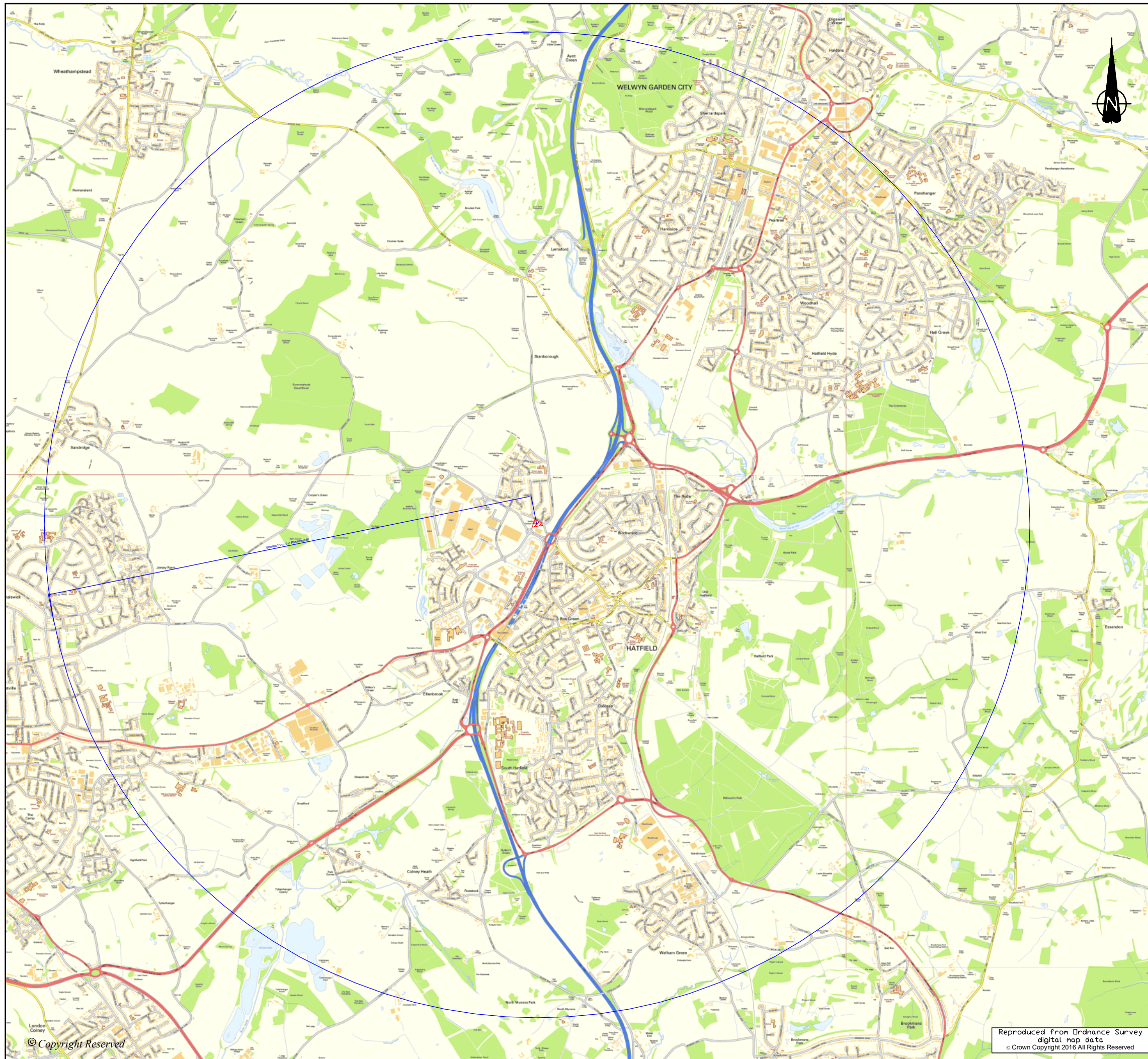
- KEY**
-  INDICATIVE SITE BOUNDARY
  -  THE GALLERIA
  -  MANOR PARADE
  -  PARKHOUSE COURT
  -  DAVID LLOYDS
  -  BREWERS FAYRE (THE AIRFIELD)
  -  BUS STOPS

CLIENT	MAXBASE LTD	
PROJECT	PROPOSED CARE HOME HATFIELD BUSINESS PARK	
DRAWING TITLE	FIGURE 2 SITE ACCESSIBILITY (WALKING)	
DRG No	SCALE	DATE
JN1287-Dwg-0006	N.T. S. @ A3	DECEMBER 2016
DRAWN BY	CHECKED BY	APPROVED BY
MS	PWH	SAJ
		
<a href="http://www.saj-consultants.com">http://www.saj-consultants.com</a>		


Reproduced from Ordnance Survey digital map data © Crown Copyright 2016 All Rights Reserved

© Copyright Reserved





KEY

 INDICATIVE SITE BOUNDARY

CLIENT

MAXBASE LTD

PROJECT

PROPOSED CARE HOME  
HATFIELD BUSINESS PARK

DRAWING TITLE

FIGURE 3  
SITE ACCESSIBILITY (CYCLING)

DRG No

JN1287-Dwg-0007

SCALE

N. T. S. @ A3

DATE

DECEMBER 2016

DRAWN BY

MS

CHECKED BY

PWH

APPROVED BY

SAJ



<http://www.saj-consultants.com>



# Appendices

# Appendix A



**PLANTING SCHEDULE:**  
 1). New trees planted along Manor Road boundary and hospital boundary to replace existing Lombardy Poplars, in pits 1500x900mm deep lined with root barrier and filled with top soil and double staked with expanding ties, spaced between former tree locations at approx. 5.0m centres.  
 T1 - Carpinus betulus Frans Fontaine (Fastigate Hornbeam), container grown 12-14cm girth (Heavy standard).

F	04/10/17	4 No. additional parking bays have been added	JB	JB
E	28/03/17	Scale bar has been added and address details amended	JB	JB
D	09/02/17	Additional tree planting has been added as requested.	JB	JB
C	21/12/16	Layout has been revised to accommodate the transport consultants details	JB	JB
B	07/09/16	Layout has been revised to show all back of house relocated to the top floor	JB	JB
A	07/09/16	Layout has been revised to show all back of house relocated to the top floor	JB	JB
-	03/09/16	Original Drawing	JB	JB

**ADG ARCHITECTS**  
 6 Pioneer Court, Darlington, DL1 4WD  
 t: 01325 464 111  
 e: studio@adgarchitects.co.uk  
 w: www.adgarchitects.co.uk

Client  
**Maxbase Ltd**

Project Information  
**Proposed 75 Bed Care Home**  
 Land adjacent to Porsche Garage, Hatfield Avenue, Hatfield

Drawing Title  
**Proposed Site Plan**

A1 Scale	1:200		A3 Scale
Job Number	H.15.35	Drawing Number	(9-) 2
Drawing Issue	PLANNING		Revision
			F