

BELLWAY HOMES LTD (NORTH LONDON)

LAND AT CAMPUS EAST, WELWYN GARDEN CITY

RESIDENTIAL TRAVEL PLAN

**REPORT REF.
2007511-06**

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1. Introduction

- 1.1. Ardent Consulting Engineers (ACE) have been instructed by Bellway Homes Ltd (North London) to prepare a Travel Plan to support a full planning application for a residential development consisting of 313 dwellings. The site is located on land to the east of College Way, to the north of Welwyn Garden City.
- 1.2. This Travel Plan (TP) has been prepared to support a full planning application to the local planning authority, Welwyn Hatfield Borough Council (WHBC), with Hertfordshire County Council (HCC) being the local highway authority.
- 1.3. This TP has been prepared with the aim of promoting the use of sustainable and active modes of travel for journeys to/from the site and promotes active modes such as walking and cycling, as well as public transport amongst residents and visitors.
- 1.4. This document has been prepared in accordance with the latest Government advice and current best practices. It is intended that the TP will be a living document to be amended and revised as necessary by the development's Travel Plan Coordinator (TPC) to ensure that it remains up to date and relevant throughout its lifespan. This will be developed and maintained through ongoing consultation with the Highway Authority, HCC. This TP also outlines and details how there will be mechanisms in place to ensure continued funding towards transport improvements/interventions, in addition to implementing, monitoring and managing the TP, are provided over a five-year post occupation period.

Purpose of a Travel Plan

- 1.5. A TP is defined by the Department for Transport (DfT) and by the Department for Communities and Local Government (DCLG) as:

"A long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed."

Source: Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009; and National Planning Policy Framework, DCLG, 2012.

- 1.6. The benefits from a TP can be loosely categorised under three main headings:
 - Health Benefits;
 - Environmental Benefits; and

- Financial Benefits.

Health Benefits

- 1.7. A reduction in the potential number of polluting vehicles on the roads surrounding the site will contribute to better air quality throughout the area. There are also well-documented health benefits associated with active travel, such as walking and cycling, which are increasingly being recognised as ways to reduce sedentary lifestyles and improve overall health.

"Physical activity levels are low in the UK: 33% of men and 45% of women do not meet the minimum recommendations for physical activity in adults."

Source: Statistics on Obesity, Physical Activity and Diet, Health and Social Care Information Centre (HSCIC) 2014.

- 1.8. This TP takes into account current Government policy contained within the NPPF. It also considers current best practice advice contained in the following documents.
- 1.9. Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure and musculoskeletal problems.

Environmental Benefits

- 1.10. Climate change is a global issue that can be positively affected by greener travel choices. The Government has pledged to play its part in reducing harmful carbon and related emissions by setting carbon reduction targets:

"It is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 80% lower than the 1990 baseline."

Source: Climate Change Act 2008, Chapter 27, Part 1, 2008.

- 1.11. Encouraging residents and visitors to make smarter, low carbon travel choices in the way they travel, can help to reduce the impact that new and existing developments across the region have on the local environment and air quality.

1.12. Encouraging residents and visitors to make smarter, low carbon travel choices in the way they travel, can help to reduce the impact that new and existing developments across the region have on the local environment and air quality.

1.13. An increase in car trips can also contribute to negative local environmental issues such as severance and blight. By encouraging sites to reduce car dependency, the local highway networks will benefit from a reduction in vehicular movements and local communities will benefit from less traffic.

Financial Benefits

1.14. There are also financial benefits to be gained from increasing active travel rates and reducing harmful emissions produced by vehicles, both for individuals and wider society:

"By 2050 the NHS cost of obesity is projected to be £9.7 billion with wider societal costs estimated at £49.9 billion (at 2007 prices)."

Source: Economic costs of physical inactivity, British Heart Foundation, 2013.

1.15. Individuals (specifically residents and visitors) can benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel.

1.16. In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), removing the initial and ongoing cost of car ownership.

1.17. An effective TP can help encourage residents and visitors to lessen their environmental impact by reducing emissions from transport, leading to a healthier and more active lifestyle and reduce financial wastage.

Policy and Guidance

1.18. TPs have become an important tool for the delivery of national, regional and local transport policy and commonly form an integral aspect within the planning process, fulfilling a role in encouraging more sustainable development.

1.19. This TP has been developed in accordance with the following documents, where possible, and best practice guidance:

- National Planning Policy Framework [NPPF] (DfT, Revised July 2021);
- NPPG - Travel Plans, Transport Assessments and Statements (DfT, March 2014); and
- HCC Local Transport Plan 4 (2018).

Structure

1.20. Following this introduction, this report is structured as follows: -

- **Section 2.0** provides a site audit in terms of its accessibility on foot, by cycle and public transport;
- **Section 3.0** describes the approved development and predicted traffic increases;
- **Section 4.0** provides details of objectives and targets;
- **Section 5.0** outlines the proposed package of measures for residents to encourage use of alternative modes of travel to the private car; and
- **Section 6.0** outlines the proposed Travel Plan monitoring and review process

2. Existing Conditions

Existing Site

- 2.1. This section reviews the existing transport facilities in the vicinity of the site for all modes of travel including walking, cycling, bus and rail.

Site Location and Surrounding Area

- 2.2. The site is located on land to the east of College Way, to the north of Welwyn Garden City. The site currently comprises of a multi-storey two level car park known as Campus East that consists of a 584 parking spaces, of which 325 spaces are public pay and display spaces, with two vehicular points of access onto College Way.
- 2.3. The site is bordered to the west by the East Coast Mainline Railway, to the west by College Way, to the south by a Waitrose Supermarket with associated car parking and servicing areas and to the north by the rear of existing residential dwellings served from Gresley Close. An indicative site boundary in relation to the surrounding network is shown within **Figure 2.1** for reference.



Figure 2.1: General Site Location Plan (source: Google Earth)

College Way

- 2.4. College Way is a single two carriageway road which is subject to a 30mph speed limit. It forms a loop road connecting to The Campus via two priority-controlled junctions on its eastern side. The route provides access to the site, Welwyn Hatfield Borough Council offices and to the delivery area of a Waitrose Supermarket. The route is lit with generous footways to each side which connects with the wider pedestrian infrastructure network on The Campus. There is a ramped pedestrian access from the site on to College Way along its southern boundary.
- 2.5. College Way is approximately 6.5m in width along its entirety. Double yellow road markings are provided along the majority of the route, there are however disabled parking bays provided at intermittent areas for blue badge holders.

The Campus

- 2.6. The Campus forms part of a one way clockwise gyratory system comprising of two lanes. It links with Bridge Road to the south providing access to Digswell Road, Oaklands College Campus, Campus West Car Park and Campus East Car Park. The route is lit along its entirety and has generous footways on its northern side, there are also a series of footways on the grassed section in the central area of the gyratory.
- 2.7. The route is served by multiple bus routes and intermittent bus stops are present. The Campus has a road width of approximately 7m and has parking restrictions enforced by double yellow lines along its entirety. There are signal controlled pedestrian crossing points connecting the "central" footpath network with the Campus West Car Park and College Way. It should also be noted that there are Car Club bays in the Cherry Tree Car Park to the west of the site.

Gresley Close

- 2.8. Gresley Close is a cul-de sac residential routing leading from Digswell Rise in the north to the most northern boundary of the proposed site. The route has a width of approximately 6m with generous footways to both sides separated by a grass verge. The route provides direct access to driveway with interspersed traffic calming features. At its southern end it provides an informal cycle pedestrian link through the current Campus East Car Park (noting this will be retained as part of the proposals). The route is street lit and subject to a 30mph speed limit.

Bridge Road

2.9. Bridge Road forms a section of the B195 in the proximity to the site and is a key east to west route connecting the site with the town centre and the employment area known as City Park to the east of the site. As the route crosses the East Coast Mainline, the route has recently been subject to the narrowing of the route to provide single running lanes in each direction and the inclusion of segregated cycle routes. It is street lit and subject to a 30mph speed limit.

Pedestrian Accessibility

2.10. The site is located to the northwest of Bexhill Town Centre and is located at the edge of an existing established residential area within walking distance of educational facilities, local amenities and public bus services and therefore significant pedestrian infrastructure already exists in the surrounding area. The Chartered Institution for Highways and Transportation (CIHT) document entitled 'Providing for Journeys on Foot' suggests acceptable walking distances which are relevant to a variety of journey purposes. These are reproduced in **Table 2.1**.

| CIHT Classification | Town Centres (m) | Commuting/School/ Sightseeing (m) | Elsewhere/Local Services (m) |
|---------------------|------------------|-----------------------------------|------------------------------|
| Desirable | 200 | 500 | 400 |
| Acceptable | 400 | 1,000 | 800 |
| Preferred Maximum | 800 | 2,000 | 1,200 |

Table 2.1 – CIHT Recommended Walking Distances

2.11. Further to the above, the 'GPJF' document provides guidance on how to encourage pedestrian travel. Paragraph 3.31 states that:

"'Acceptable' walking distances will obviously vary between individuals and circumstances. Acceptable walking distances will depend on various factors including:

- An individual's fitness and physical ability*
- Encumbrances, e.g. shopping, pushchair*
- Availability, cost and convenience of alternatives transport modes*
- Time savings*
- Journey purpose*

- *Personal motivation*
- *General deterrents to walking”.*

2.12. For commuting / school trips it suggests that 1000 metres is the acceptable walking distance, which equates to an approximate 12 minutes’ walk based on a typical walking speed of 1.4 metres per second (circa 80 metres per minute). **Figure 2.2** shows an extract from traveltimeplatform.com shown where residents of the site can travel to / from within a 12-minute walk (circa 1000 metres).

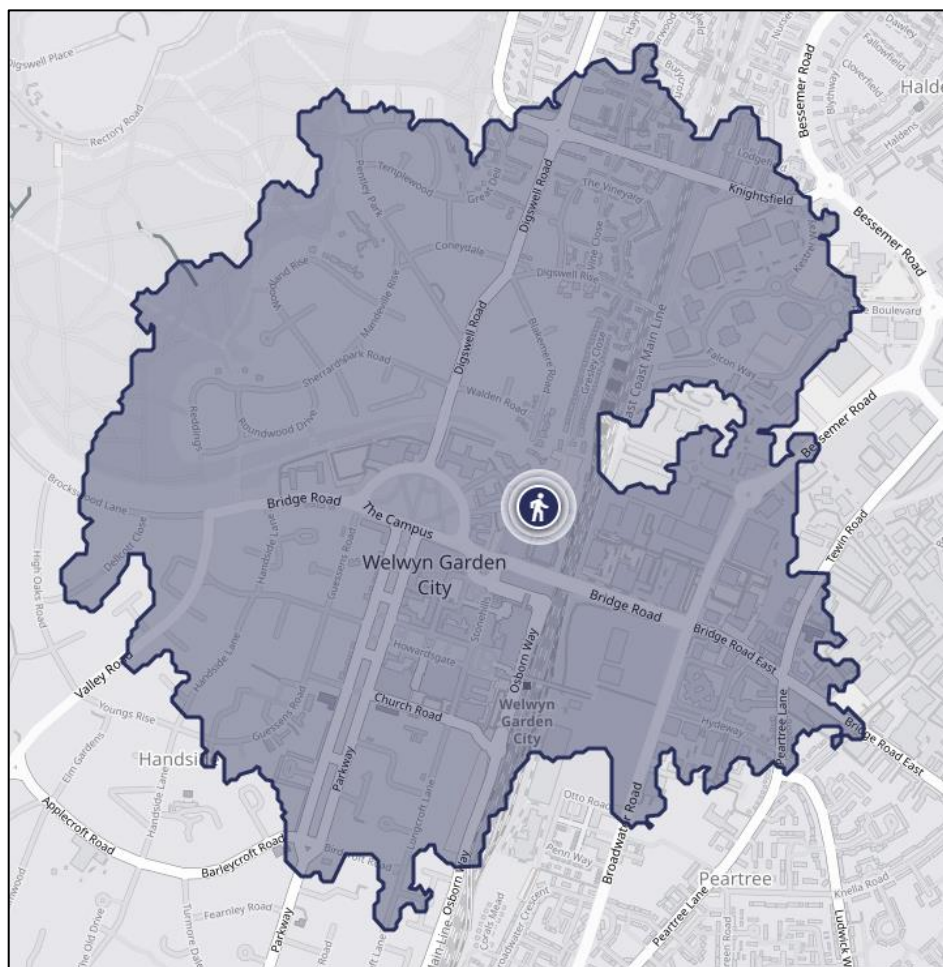


Figure 2.2 : Extract from traveltimeplatform.com (12 minute walk isochrone)

2.13. Within 1000m (12 minutes) walking distance of the site, the following amenities but not limited too can be reached;

- Welwyn Garden City Business Park;
- Welwyn Garden City Central Library;
- Bus Stops on Bridge Road;

- Welwyn Garden City Railway Station;
- Templewood School;
- St Francis of Assisi;
- The Garden City Practice;
- Waitrose & Partners;
- John Lewis & Partners;
- Nationwide Building Society;
- Boots;
- WHSmith;
- Sainsburys;
- Costa Coffee; and
- Playschool Nursery.

2.14. For commuting / school trips 2 kilometres is a preferred maximum walking distance, which equates to an approximate 25 minutes' walk based on a typical walking speed of 1.4 metres per second (circa 80 metres per minute). **Figure 2.3** shows an extract from travelttimeplatform.com showing where residents of the site can travel to / from within a 25-minute walk (circa 2 kilometres).

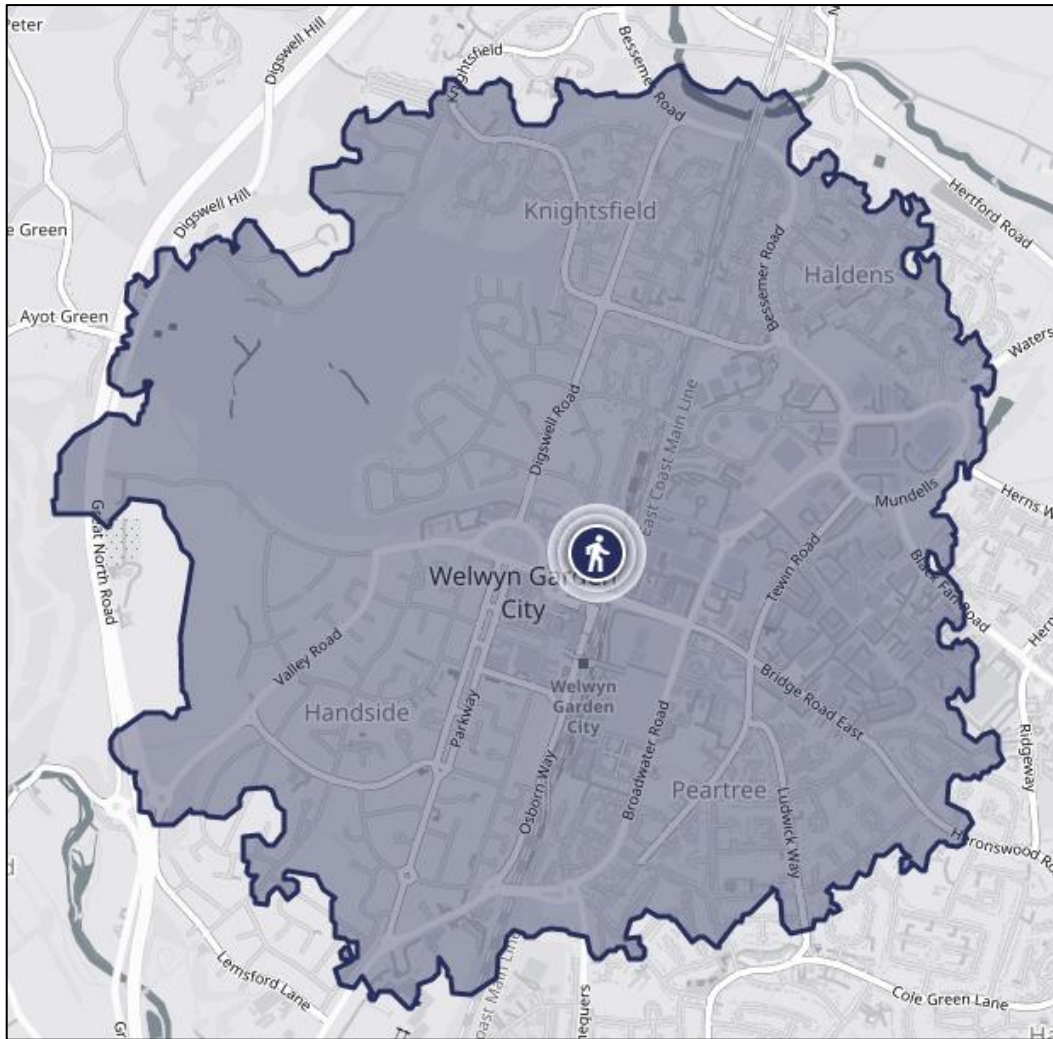


Figure 2.3 : Extract from traveltimeplatform.com (25 minute walk isochrone)

2.15. Within 2000m (25 minutes) walking distance of the site, the following employment and educations facilities can be reached

- Applecroft School;
- Swallow Dell Primary School;
- New Queen Elizabeth II Hospital;
- All Saints C of E Primary School;
- Tesco Corporate offices;
- Sidley Local Centre employment area; and
- Ridgeway Academy.

2.16. At present the site can be accessed on foot via circa 2-metre-wide footways along College Way, The Campus and Bridge Road. There are dropped kerbs and tactile crossings surrounding the site across side road junctions and vehicle crossovers.

There is also a signalised crossing point from The Campus to Parkway to access the south of Welwyn Garden City. There are extensive existing footways for residents to access local amenities particularly the business park to the east and the railway station and The Howard Centre to the south.

2.17. **Figure 2.4** below is an extract from HCC's online Public Rights of Way (PROW) mapping. This shows that there are no signed PROWs that run through the site but are reachable within the surrounding highway network. Most notably there are a series of PROW to the west of the site through Herrardspark Wood which allows residents to enjoy vehicle-free routes. It should also be noted that there is the informal pedestrian / cycle route that extend through the site from Gresley Close adjacent to the Waitrose to the south.

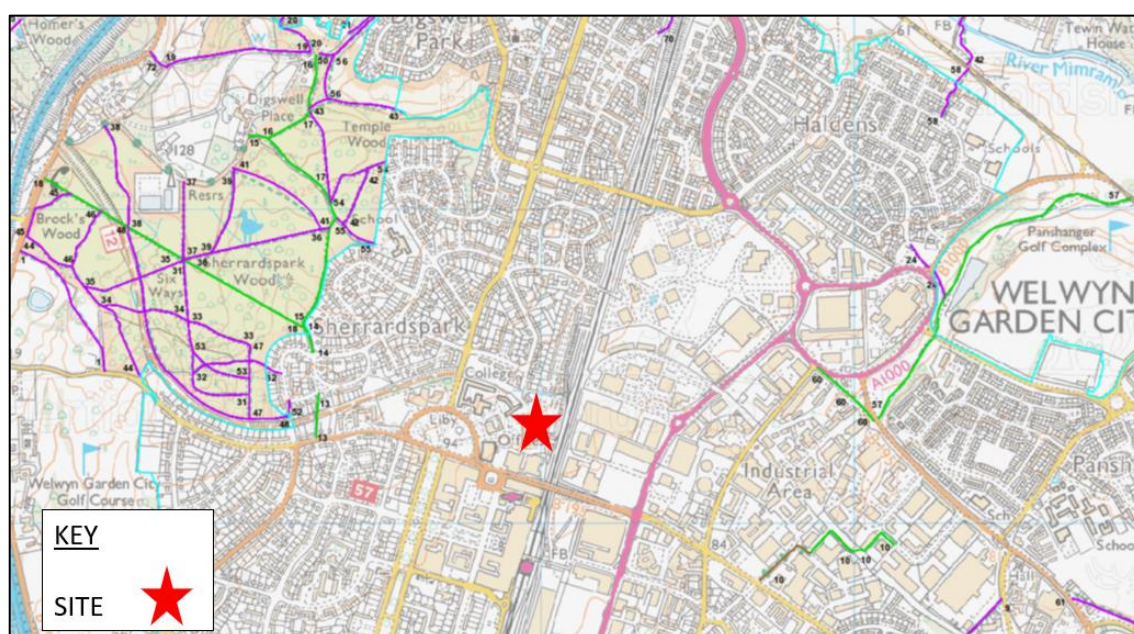


Figure 2.4: Extract from HCC PRoW Map (HCC Website)

2.18. The site therefore has the potential to offer good non-car travel links to Welwyn Garden City centre within existing pedestrian infrastructure. There is a good network of PRoWs and footways in the surrounding area providing routes to key amenities such as schools, employment opportunities and medical facilities.

Accessibility by Cycle

2.19. It is generally recognised that a typical cycle speed of 12mph (19kph) would result in a 5-kilometre isochrone equating to a journey time of approximately 16 minutes.

Figure 2.5 shows an extract from traveltimeplatform.com showing where residents of the site can travel to / from within a 15-minute walk (circa 5-kilometre cycle).

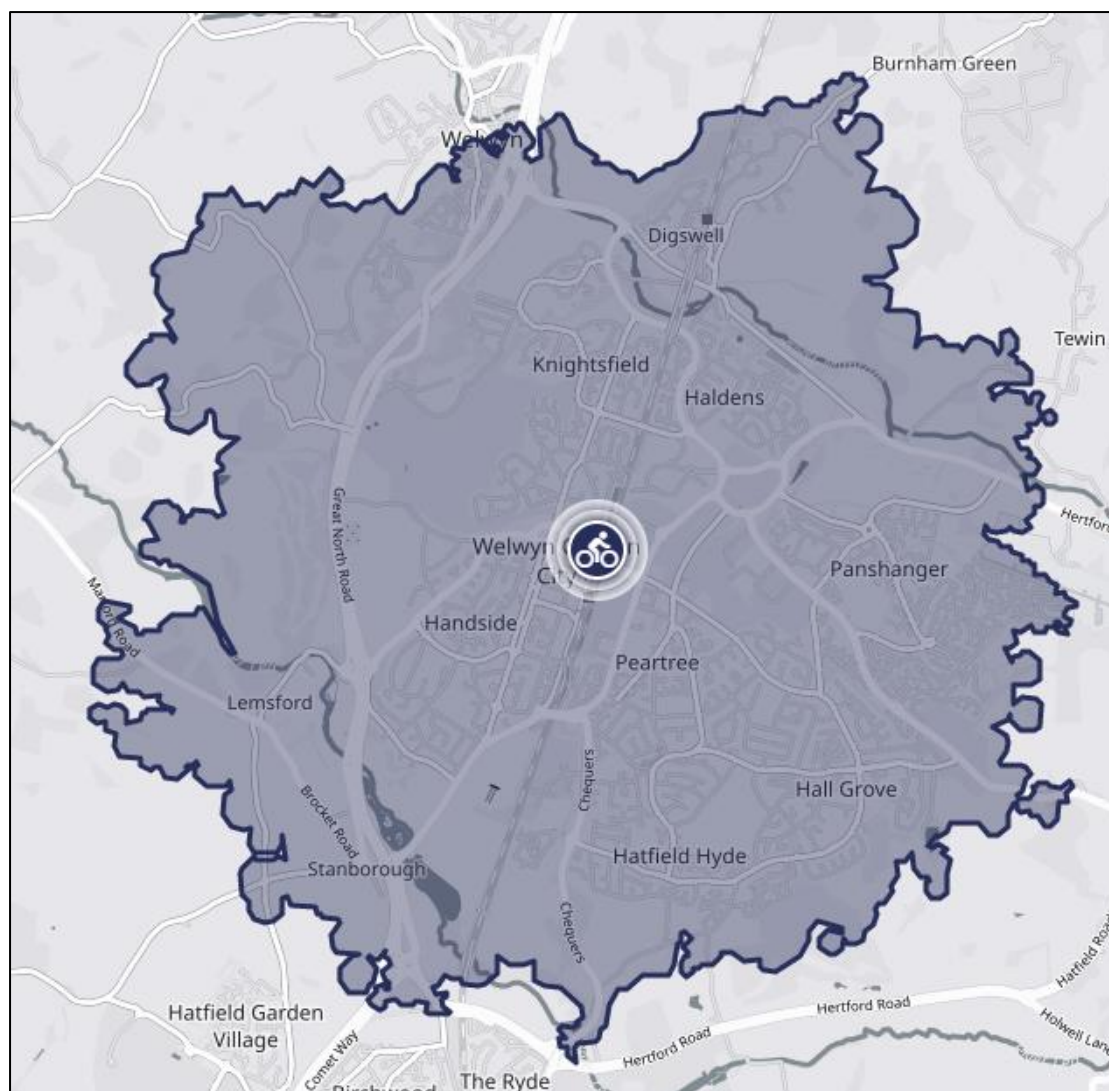


Figure 2.5 :Extract from traveltimeplatform.com (15 minute cycle isochrone)

2.20. The local area is conducive to cycling as the roads in the area are of sufficient width and topography to accommodate cyclists within the carriageway. It is noted that an existing cycle route is provided from Gresley Close through the existing car park layout that emerges adjacent to the northern most site access. From this point cyclists re-join the carriageway on the College Way.

2.21. An extract from the Hertfordshire Cycle Map is provided below in **Figure 2.6**. nearest recommended cycling route is accessed from Bridge Road to the west of the development which forms part of National Cycle Route 12 which locally connects Stevenage with Hatfield via Welwyn Garden City. NCN Route 57 is also accessible which locally forms a circular route within the Town Centre connecting with The Howard Centre including Welwyn Garden City Railway Station and NCN Route 12 and

67. NCN Route 12 to the south of the town centre provides a predominantly off street route to Hatfield.

2.22. NCN Route 67 is accessible to the east of the Town Centre and connecting with Hertford via mainly off-street sections.

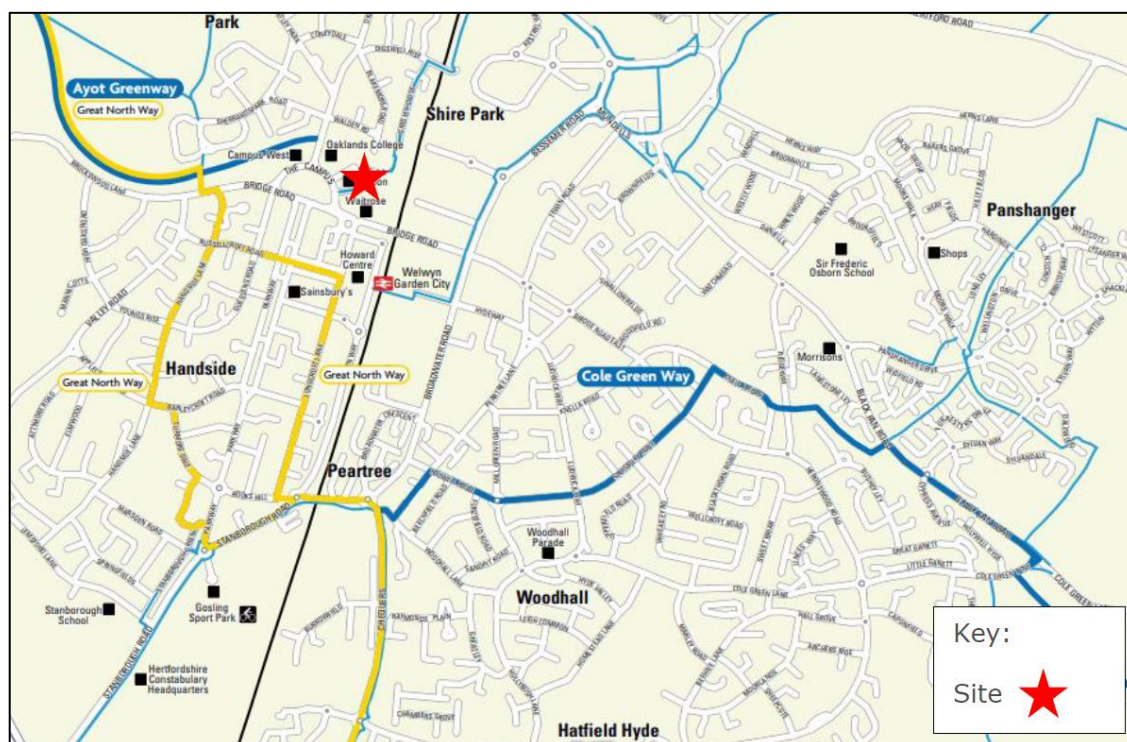


Figure 2.6 – Extract from National Cycle Network Map

Accessibility by Public Bus

2.23. 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, as such, reinforces the aim of reducing car travel.

2.24. Guidance for the Chartered Institution of Highway and Transportation (CIHT) document 'Buses in Urban Development' indicated "*The planning of development sites should consider the walking distance to bus stops and the corresponding bus catchment areas. This affects the distance between adjacent bus route and hence the street layout as a whole*".

2.25. It also states that the maximum walking distance to bus services for areas with single high frequency routes should be 400m. it is also noted that in Manual for Streets (MfS) 'walkable neighbourhoods' are typically characterised by having a range of

2.26. **Figure 2.7** shows an extract from traveltrimerplatform.com showing the locations of bus stops within 800 metres walking distance of the site (circa 10 minutes' walk).



2.28. **Figure 2.8** below shows an extract from the Welwyn Garden City area bus map showing the location of bus stops and bus routes within the local area.

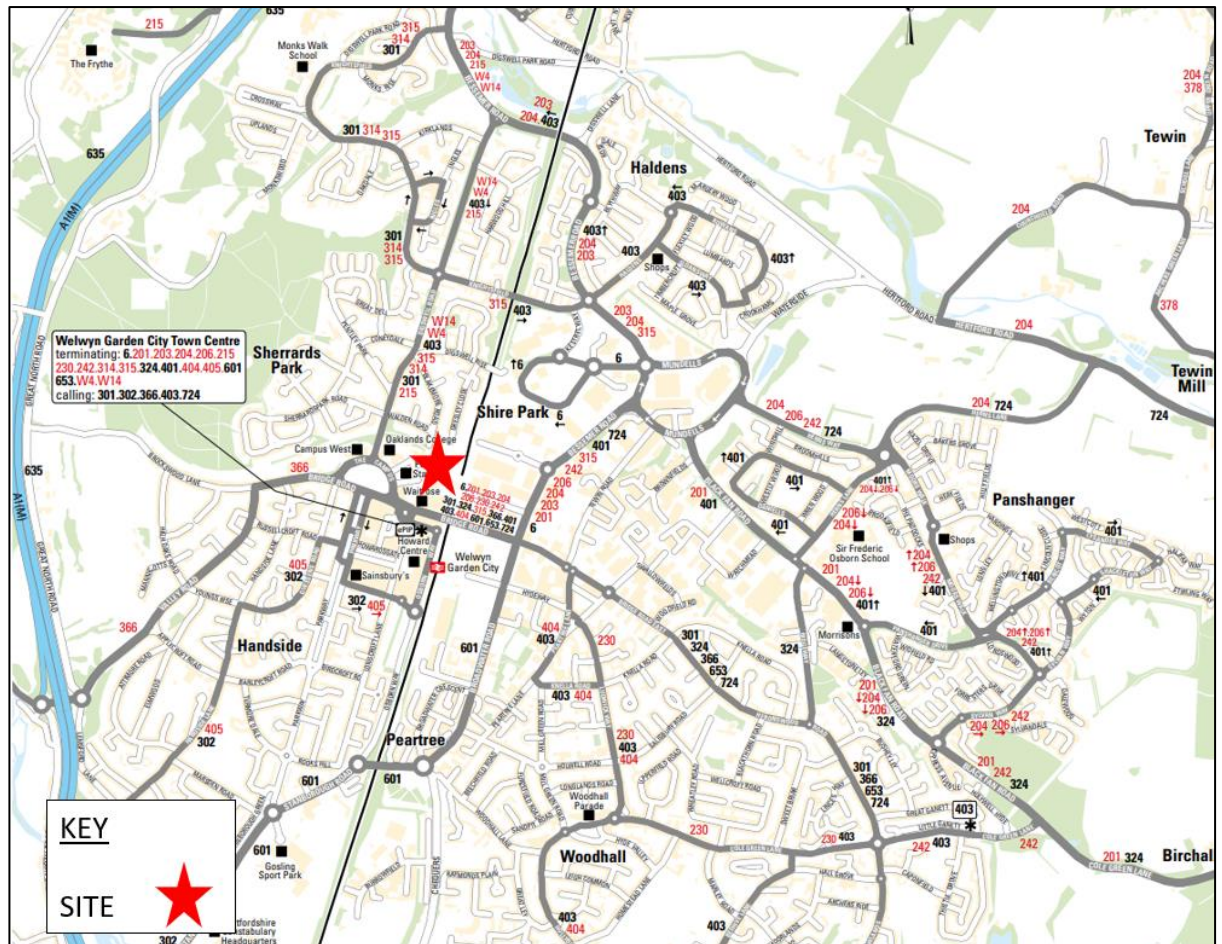


Figure 2.8 : Extract from HCC Interactive Bus Map

2.29. A breakdown of each route is shown within **Table 2.2** below. It should be noted that bus services 201,203,204,206, 216, 230 and 301 have been disregarded from the below list as they do not operate on a daily basis.

| | Service and Route | Weekday Peaks | Average Frequency | | |
|-----------|---|-----------------------|-----------------------|-----------------------|-------------------|
| | | | off-peak | Saturday | Sunday |
| 242 | Welwyn Garden City- Hatfield- Potters Bar- Waltham Cross | Every 30 - 60 minutes | Every 30 - 60 minutes | Every 30 - 60 minutes | Every 2 hours |
| 301 | Welwyn Garden City- Stevenage- Hatfield- St Albans- Hemel Hempstead | Every 30 Minutes | Every 30 Minutes | Every 30 Minutes | Every 60 minutes |
| 302 | Welwyn Garden City- Stevenage- Hatfield- St Albans- Hemel Hempstead | Every 30 minutes | Every 30 minutes | Every 30 minutes | Every 30 minutes |
| 314 / 315 | Welwyn Garden City- Digswell Hill- Codicote- St Ippolyts- Hitchin | School commute hours | No services | No services | No services |
| 324 / 724 | Welwyn Garden City – Panshanger – Hertford - Ware | Every 30 minutes | Every 30 minutes | Every 30 minutes | Every 30 minutes |
| 366 | Luton- Harpenden- Welwyn Garden City- Hatfield- South Hatfield | Every 60 minutes | Every 60 minutes | No Service | No Service |
| 401 | Welwyn Garden City – Panshanger (Circular) | Every 30 minutes | Every 30 minutes | Every 30 minutes | No Service |
| 403 | Welwyn Garden City – Haldens (Circular) | Every 30 minutes | Every 30 minutes | Every 30 minutes | No Service |
| 404 /405 | Welwyn Garden City – Hatfield (Circular) | No Service | No Service | No Service | Every 120 minutes |
| 601 | Welwyn Garden City- Hatfield- St Albans- Borehamwood | Every 30 minutes | Every 30 minutes | Every 60 minutes | No service |

Table 2.2 – Bus Services

2.30. It is therefore considered that the site is served by an excellent level of bus provision combining to a total frequency of 15 buses per hour noting that the above list is not exhaustive and doesn't take into account services from Welwyn Garden City bus station. The above services will therefore provide future development residents to a mix of educational, recreational, retail, health and employment opportunities. Bus

stops are within acceptable pedestrian travel distances, with routes being direct, pleasant and within close proximity to the site.

Accessibility by Rail

- 2.31. Welwyn Garden City Railway Station is located approximately 600 metres south from the centre of the site providing frequent services to St Albans, London Kings Cross / St Pancras, Cambridge and intermediate stations. The station is managed by Great Northern Rail and the station provides a frequent service, particularly during commuting hours. The stations also accommodate step free access onto the trains. Trains to London depart at a frequency of up to three trains per hour with journey times taking less than 30 minutes to London Terminals.
- 2.32. The above stations therefore offer extensive opportunity for modal interchange possibilities, including access London and Cambridge and would therefore be a realistic option of travel for development residents for both commuting, medical and leisure purposes.

3. Development Proposals

3.1. The proposals consist of the demolition of an existing car park known as Campus East and the redevelopment of a residential scheme comprising of 313 (C3) residential units with associated amenity areas, landscaping, car parking and all ancillary and enabling works. The proposed layout is provided in **Appendix A**.



- 3.2. The pedestrian / cycle route that runs from Gresley Close through the existing car park to College Way will be retained via the traffic free open space in the central area, along the southern edge of the east to west spine road before emerging onto College Way approximately 60m to the south of the existing level surface car park access. It should be noted that the diverted route is more significantly overlooked than existing and would be therefore considered more attractive to future users.
- 3.3. The layout has been designed to prioritise non car users through a series of footpaths, open space, and a shared use foot cycleway running through the centre of the site. The main central area of greenspace comprises a series of footpaths as well as a main north to south cycle / pedestrian route connecting from Gresley Close to the north.
- 3.4. As highlighted above, the current schedule will provide 313 dwellings with the following breakdown in tenure:
- 42 one-bed affordable units
 - 52 two-bed affordable units
 - ***Total affordable units: 94 units***
 - 74 one-bed private units
 - 131 two-bed private units
 - 14 three-bed private units
 - ***Total private units: 219 units***
 - **Total: 313 units**

Car Parking

- 3.5. The proposals seek to provide 183 parking spaces for the 313 residential units which is above the local car ownership data and would provide a 0.58 parking to unit ratio. The site is also located in close proximity of existing bus stops on The Campus and Bridge Road, local amenities such as Waitrose and The Howard Centre, Welwyn Garden City Railway Station, educational and employment opportunities, it is considered that the below usual minimal standards is appropriate in this instance and will help to minimise demand for travel by private motor vehicle.

- 3.6. Initial correspondence has also been made with Enterprise Car Club to provide initially one electric Car Club bay on site and subject to demand this could be increased to three spaces. A letter of support has been received from Enterprise. It is anticipated that the location of these bays would be within the car parking area to the west.

Cycle Parking

- 3.7. The Welwyn Hatfield "Supplementary Planning Guidance Parking Standards (Adopted 2004)" has been reviewed with regards to on-site cycle parking. The standards require 1 space per unit, based on a 313-unit development, 313 cycle spaces are required. Based on the current proposed ground floor and level -1, the overall development includes 313 spaces and is therefore considered policy compliant. A total of 10 Sheffield Stands (20 spaces) will be provided for visitors in the central area adjacent to the concierge / lounge in Block B. It is considered that the provision of on-site cycle parking facilities should attract residents to use cycling as their daily mode of transport rather than the use of private car and will be located close

Predicted Travel Patterns

- 3.8. As part of the Transport Assessment, the peak hour and daily trip generation of the residential development were estimated using data from the TRICS database. Utilising this information, the estimated numbers of trip associated with the development are shown in **Table 3.1** below.

| Mode | Share | Weekday AM Peak (08:00-09:00) | | | Weekday PM Peak (17:00-18:00) | | | Weekday 12-hour (07:00-19:00) | | |
|----------------------|---------------|----------------------------------|------------|------------|----------------------------------|-----------|------------|----------------------------------|------------|-------------|
| | | Arr | Dep | Total | Arr | Dep | Total | Arr | Dep | Total |
| Underground | 1.1% | 0 | 2 | 2 | 1 | 1 | 2 | 9 | 9 | 19 |
| Train | 18.1% | 6 | 29 | 35 | 24 | 12 | 36 | 151 | 155 | 306 |
| Bus | 2.8% | 1 | 4 | 5 | 4 | 2 | 6 | 23 | 24 | 47 |
| Taxi | 0.4% | 0 | 1 | 1 | 1 | 0 | 1 | 3 | 4 | 7 |
| Motorcycle | 0.6% | 0 | 1 | 1 | 1 | 0 | 1 | 5 | 5 | 10 |
| Driving in a Car/Van | 57.0% | 18 | 91 | 109 | 76 | 38 | 114 | 476 | 489 | 964 |
| Car/Van Passenger | 3.6% | 1 | 6 | 7 | 5 | 2 | 7 | 30 | 31 | 60 |
| Bicycle | 2.7% | 1 | 4 | 5 | 4 | 2 | 5 | 22 | 23 | 45 |
| On Foot | 13.3% | 4 | 21 | 25 | 18 | 9 | 27 | 111 | 114 | 224 |
| Other | 0.6% | 0 | 1 | 1 | 1 | 0 | 1 | 5 | 5 | 9 |
| Total | 100.0% | 31 | 160 | 191 | 134 | 66 | 200 | 835 | 858 | 1693 |

Table 3.1 – Proposed Development Multi-Modal Person Trip Generation

3.9. The above details confirm that circa 57.0% of all anticipated trips to the residential development would be by made by car drivers. This information suggests that reliance on car travel by residents at the site will be relatively low from the outset, however given the sites sustainable location there is scope to increase the share of trips undertaken by sustainable modes.

Baseline Data

3.10. Once travel surveys are completed, this TP will be reviewed and updated to ensure that suitable and targeted measures are implemented. Further monitoring surveys will subsequently be undertaken annually following initial occupation. **Section 6.0** provides further details in respect of ongoing TP monitoring.

3.11. There are several different methods of gathering the data required to monitor TPs, and the exact methodology will be determined by the appointed Travel Plan Coordinator (TPC). As detailed within the guidance, the methodology would be either Standard Assessment Methodology, travel questionnaires or on-site vehicle counts. Residential travel surveys will be undertaken at 50% occupancy.

3.12. Once travel surveys are completed, this TP will be reviewed and updated to ensure that suitable and targeted measures are implemented. Further monitoring surveys will subsequently be undertaken annually following initial occupation. **Section 6.0** provides further details in respect of ongoing TP monitoring.

4. Objectives and Targets

- 4.1. This section sets out the objectives for the TP, as well as targets for the short and medium term. It also includes information regarding indicators, through which progress towards meeting the targets of this plan will be measured. Further information on monitoring and review of the TP can be found in **Section 6.0**.
- 4.2. Objectives are the high-level aims of the TP, giving it direction and providing a focus. Targets are the measurable goals by which progress can be assessed. At this stage indicative targets, informed by the predicted travel trends, have been set to cover the first five years of the TP period. Indicators are the elements which will be measured in order to assess progress toward meeting the final and interim targets.

Objectives

- 4.3. The principle objectives of this TP are to:
1. Minimise the need to travel;
 2. Reduce reliance on the private car and the need for car parking;
 3. Reduce the number of single occupancy car users;
 4. Increase the proportion of journeys to and from the site by sustainable modes of transport such as walking, cycling and public transport;
 5. Implement effective travel targets which are SMART (Specific, Measurable, Achievable, Realistic and Timely); and,
 6. Identify opportunities for car sharing between residents.

Targets

- 4.4. In order to achieve measurable outputs from the TP process, it is important to establish targets from the outset, against which progress can be measured. As the end occupiers are not yet known, the targets set out in this TP are provisional and will be confirmed as part of a detailed TP post submission. However, it is important that the TP actively seeks to ensure that travel behaviour towards more sustainable modes is established early on, with initiatives in place from the day of opening.

Primary Multi-Modal Targets (Outcome Targets)

- 4.5. Based on the size of the site and level of identified movements (see **Table 4.1**), the **preliminary target of the TP is to achieve a 10%-point reduction in the baseline levels of single occupancy vehicle trips at the site over a minimum**

period of five years, with any increased demand being shifted to cycle, walking and public transport travel.

4.6. Baseline person trips have been derived from Census data and trips as outlined in the associated TA. In light of the above, the aims of this TP are to reduce the level of vehicle trips over a minimum period of five years, with any reduction in single occupancy vehicle trips displacing to more sustainable modes. An outline of these targets is shown in **Table 4.1** below. It should be reiterated that these are preliminary targets and would be subject to survey data being obtained when firm targets can be set.

| Mode | Baseline Mode | Adjustment | Proposed Mode Share |
|--|---------------|------------|---------------------|
| Underground, Metro, Light Rail or Tram | 1.1% | +0.0% | 1.1% |
| Train | 18.1% | +1.0% | 19.1% |
| Bus | 2.8% | +3.0% | 5.8% |
| Taxi | 0.4% | +0.0% | 0.4% |
| Motorcycle | 0.6% | +0.0% | 0.6% |
| Car Driver | 57.0% | -10.0% | 47.0% |
| Car Passenger | 3.6% | +0.0% | 3.6% |
| Bicycle | 2.7% | +3.0% | 5.7% |
| On foot | 13.3% | +3.0% | 16.3% |
| Other | 0.6% | +0.0% | 0.6% |
| Total | 100.0% | - | 100.0% |

Table 4.1 – Preliminary Target Modal Shift (5-Year Period)

4.7. The targets as set out above are considered to be "SMART":

- **Specific:** A target to reduce the level of vehicle trips identified in **Table 4.1** to be met within five years of occupation.
- **Measurable:** The number of residents using each mode of transport will be measured and monitored using the travel surveys outlined later in this section. This will include details on weekday travel times/patterns to allow the number of peak hour journeys to be determined, including by single occupancy car driver.
- **Achievable:** It is considered that given the site's location, in that is in close proximity to public transport and the good potential for residents to walk and cycle to / from the site, then these targets are achievable.

- **Realistic:** It is considered that a target to reduce the level of vehicular trips by 10% points is realistic given the measures and initiatives contained within this TP, the restricted level of car parking at the site and the potential available to residents to use alternative travel modes.
- **Time-bound:** The targets are to be met within five years of initial occupation of development.

Secondary "Action" Targets

4.8. The following secondary targets could also be adopted as part of the ongoing monitoring of the Travel Plan. These such targets will be established following the initial surveys undertaken as part of the detailed TP, in order to establish baseline figures. These could be as follows:

- Cycle parking occupancy;
- Car Share members; and,
- Numbers of residents using bus services.

Summary

4.9. This baseline level of trips will be updated following the completion of the initial travel survey, which will be undertaken at 50% occupation. Additional targets may be determined by the TPC when comparing the existing level of trips against the predicted level of baseline trips i.e. if more vehicular trips are generated by residents. Similarly, if actual demand for vehicle trips is lower from the outset than the predicted baseline shown in this TP, the targets will be adjusted accordingly with a view to ensuring that single occupancy car travel does not exceed the initial survey results. Any changes to targets must be agreed with the reviewing TP officer.

4.10. It is important that the TP evolves with the site in order to adapt measures and initiatives in accordance with alterations to surrounding network, service adjustments and travel trends to ensure targets are met.

4.11. Targets will be reviewed annually following the monitoring surveys and in consultation with HCC and any other relevant stakeholders. The TP will be renegotiated with the local authority if the target maximum levels of single occupancy car driver trips shown in **Table 4.1** do not look to be achievable at the three-year milestone.

5. Package of Measures for Residents

- 5.1. Measures have been incorporated into the design of the development, and initial measures are detailed below. Some of these may be subject to change, dependent on baseline survey results, and additional measures may also be provided that will be of benefit of the scheme at a later date.
- 5.2. As outlined previously, the residential development will be well-located to accommodate trips by sustainable modes via the existing walking, cycling and public transport facilities. However, in order to reduce the number of single occupancy vehicle journeys, incentives should be provided such that journeys by foot, cycle or public transport are encouraged. This TP has therefore identified measures to encourage such active modes of travel and achieve the targets set out in this report. In time, the need to further improve some of these facilities may arise through feedback from residents. At this stage in the TP process however, the key focus will be on reducing the need for car travel primarily through softer measures that do not require any additional improvements to existing off-site infrastructure.
- 5.3. **Table 5.1** outlines the recommended measures, with each particular measure explained in further detail overleaf. The list is not finalised and additional measures may be identified in due course once residents' local travel patterns have been confirmed.

| Measure | Brief Description |
|---------------------------------|---|
| Travel Plan Coordinator | Developer will appoint a specific individual to implement and manage the TP over the first five years of its lifespan. |
| Steering Group | Set up a group comprising residents of the development that will meet up once a year to discuss travel issues associated with the site. |
| Travel Information Leaflet | A Travel Information Leaflet will be provided to each new home that promotes the existence of alternative modes of transport to the private car. |
| Provision of Travel Information | A travel information board should be provided within communal areas that promotes sustainable transport. Arrange sustainable travel events at the site, as well as provision of promotional material that supports sustainable transport will be provided to residents. |
| Sustainable Travel Offers | Liaise with local providers seeking to provide residents with a voucher that promotes sustainable travel. |
| Car Share | Obtain promotional car share material from Liftshare and promote their database among residents. Free car club memberships, to be secured in the S106. |

Table 5.1 – Summary of Travel Plan Measures

Appointment of a Travel Plan Co-Ordinator (TPC)

5.4. It is understood that the development will be managed by the developer/a third party management company and it is proposed that a representative will be appointed to undertake the role of TPC. The TPC will actively promote the objectives of the TP, ensuring services are in place and managing the strategy for the site as part of the housing management of the estate. The TPC will be the first point of contact for residents regarding travel and the TP initiatives.

5.5. The responsibilities of the TPC include: -

- overseeing the development and implementation of the Plan;
- designing and implementing effective marketing and awareness campaigns to promote sustainable travel;
- coordinating the data collection associated with the initial survey of resident's travel behaviour;

- acting as a point of contact for all residents requiring information and liaise with external stakeholders such as local authorities;
- coordinating the monitoring programme for the Plan, including target setting; and
- training sales staff on how to promote the TP to potential home buyers.

5.6. The TPC will be appointed ahead of occupation of the development to give sufficient to time to organise welcome packs (see below) and other measures. The amount of time the appointed TPC will spend on the management and implementation of the TP is difficult to determine at this stage. It is likely that more time will be required in the early stages around occupation and when residents are first moving in. Sufficient resource will be made available to the TPC to ensure that the obligations and requirements of the TP are met.

Travel Information Leaflet

5.7. Welcome Packs will be issued to all households within the development upon first occupation in order to promote the existence of, and use of, alternative modes of transport to the private car. Within this Welcome Pack they will receive a Travel Information Leaflet, and any other materials that the developer wishes to include.

5.8. The Travel Information Leaflet will contain details of: -

- The Travel Plan Coordinator details;
- Public transport routes and services (maps and timetables) along with fare information;
- Details of the online cycle journey planners;
- Relevant journey planning web-sites to use to provide links to up-to-date and accurate information about public transport options in the area;
- Existing and proposed cycle routes in the vicinity of the site;
- Safe pedestrian routes in the surrounding area; and
- Local taxi firms operating in the area.

Ongoing Provision of Travel Information

5.9. The primary issue with achieving successful TP initiatives is raising the awareness of sustainable travel modes, including highlighting the potential personal benefits that can accrue from those initiatives. Therefore, the key provisions and services making up the TP should be effectively marketed and promoted to users of the development. A central notice board within the proposed development should enable residents to share information on bus or rail timetables and car sharing.

5.10. To further promote the surrounding opportunities for travel by non-car modes, the TPC will arrange for sustainable travel annual newsletters to be made available for all residents. These annual newsletters will include up to date sustainable travel information and provide website addresses that may be useful for users, potentially with digital barcodes that could be scanned using smartphones for a direct link to the website. Useful websites could include the following:

- www.walkit.com - an urban walking route planner for walkers around the UK;
- www.walk4life.info/find-a-walk – a website that encourages walking and allows users to find walks suited to them;
- www.letsride.co.uk – cycling initiative website that allows users to find bike rides in line with their needs; and
- <https://www.sustrans.org.uk> - useful website that details sustainable travel in the local area.

5.11. Residents will be made aware of useful sustainable travel related smartphone apps that they can download (with digital QR barcodes provided if possible). Examples of such apps include 'UK Bus Checker' for iOS and Android. Another useful app that could be include is 'CycleStreets' (iPhone and Android), which is a cycle route journey planner and is free to download.

5.12. A travel information board will be provided in an accessible, communal area of the residential building. This board will provide details of upcoming national sustainable travel events and campaigns. The following list identifies a number of national/local campaigns that could be published at the site to help promote sustainable travel, along with indicative dates when they occur:

- National Walking Month – May
- Walk to School week – May
- National Working from Home Day – May

- Bike Week – June
- Cycle to Work Day – September
- National Liftshare Week – October
- National Commute Smart Week – November

Sustainable Travel Offers

5.13. Liaison will be undertaken with local bus/train operators throughout the Travel Plan process seeking to provide discounted vouchers for residents to the value of £100 per 2 to 3 bed unit and £50 per 1 bed unit as per HCCs request.

5.14. Residents should also be encouraged to use training/ induction cycling schemes to ensure residents are comfortable cycling to local amenities and have knowledge of local routes.

Car Sharing / Car Club

5.15. Residents will be encouraged to sign up to the Hertfordshire Liftshare scheme (<https://liftshare.com>) and This would allow other users to identify opportunities to car share with other people with the area.

5.16. Additionally residents will be provided with information on local car sharing schemes such as www.como.org.uk.

5.17. Residents will also be made aware of the Enterprise Car Club Bays at Cherry Tree Car Park to the south east of the development, reducing the need for a private vehicle.

5.18. As discussed earlier in this report, Enterprise have also been contacted to provide electric Car Club bays on site and subject to demand this could be increased to three spaces. A letter of support has been received from Enterprise which stated the following:

- *An agreed number of Year's Free Membership of Enterprise Car Club to residents of the development, giving them access to over 2500 vehicles across the UK. This is to be in our standard rolling contract format (vehicle will stay onsite for residents beyond initial term agreed on a rolling format).*
- *1 vehicle onsite at first occupation. Further vehicles added based on demand.*

- *£50 Free Driving credit per resident provided.*
- *Briefing of sales staff and promotional material for the development and local train operator.*
- *24/7 Clubhouse customer service team.*
- *24/7 Booking Tool on web desktop, android and apple devices.*
- *Vehicle insurance.*
- *Vehicle Maintenance and Valeting.*
- *Creation of reports and statistics for the developer and local council.*
- *Discount for active car club members with Enterprise Rent-A-Car.*

6. Travel Plan Monitoring and Review

- 6.1. This section sets out the specific monitoring proposals associated with the site and the means by which the TPC will assess progress towards the targets outlined earlier in this document. All monitoring will be carried out by or procured by the TPC and funded by the development management company.
- 6.2. The appointed TPC will be responsible for the on-going monitoring of the TP and will form a five-year cycle.
- 6.3. Travel surveys will be coordinated by the TPC in order to maintain the effectiveness of the Plan and to gain an overview of the effectiveness of the various measures implemented. The initial survey will provide details of the baseline level of trips during the peak hours and across the day, as well as the baseline mode share of residents. This will provide the information base for future monitoring of the Plan.
- 6.4. Following on from this initial survey, the surveys will be undertaken yearly after full occupation (period of time to be agreed). Annual monitoring reports will be provided after each survey and will be submitted to HCC within 3 months of survey completion. As agreed with HCC, a contribution will be provided through the Section 106 Agreement for the County Council to supervise and audit the TP throughout its lifespan.
- 6.5. The TPC, or an accredited independent survey company, will be appointed to undertake the surveys. Information gathered through the monitoring process will be made available to the residents of the development and to HCC on request.

Management

- 6.6. The TPC will take responsibility for the development and management of the Plan and ensure its delivery. If the trips made by private car do exceed the targets then it will be necessary to determine as part of the TP process how those trips can be reduced and further measures that could be put in place to achieve a reduction.
- 6.7. Examples of the measures which could be considered are: -
 - Ensure Travel Information Packs are being issued and check that new households have the necessary public transport information, which is up to date;

- Re-issue cycling/walking maps to illustrate the area that can be assessed using these modes;
- Offer personalised travel planning to all new residents;
- Ensure the community travel notice board, which would display all information relating to public transport, cycling, walking and details is regularly updated; and
- Undertake a site survey to specifically target mode change.

6.8. The TPC, in consultation with the County Council, will choose the appropriate course of action for achieving the TP targets and arrange funding if required.

Action Plan

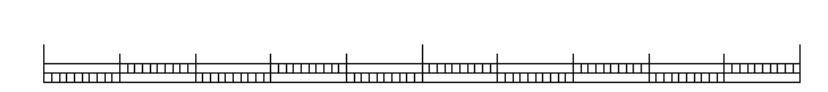
6.9. The TPC will prepare an Action Plan (AP) to set out the proposed delivery and implementation of the TP. The AP will summarise all measures/initiatives to be introduced including marketing activities and monitoring as well as those responsible for running these tasks (such as the TPC) and approximate timescales. The AP will be prepared within three months of full occupation of the residential dwellings. An indicative AP is included at **Appendix B** and will be confirmed following the appointment of the TPC.

Funding

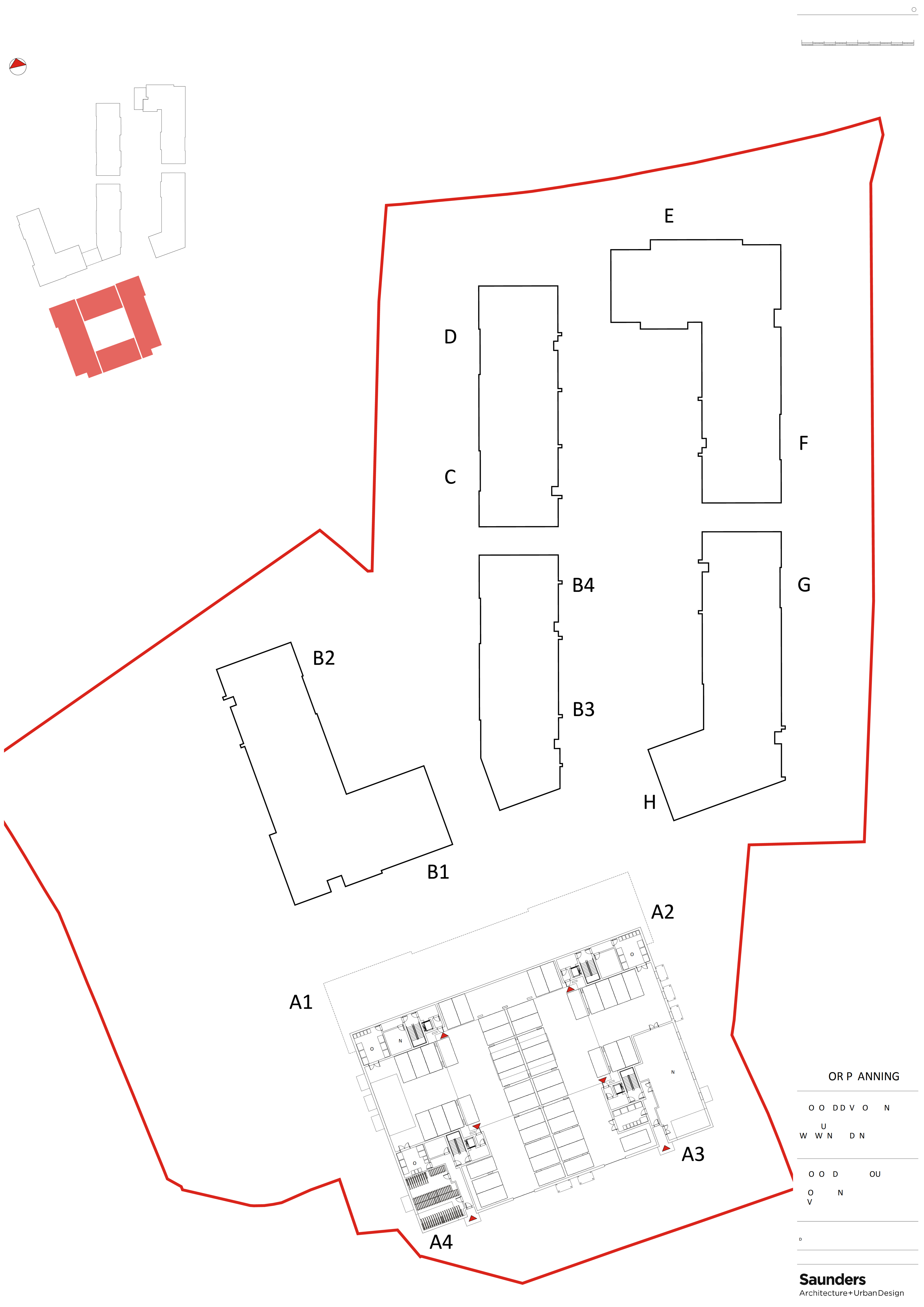
6.10. The management of the TP requires funding for administrative purposes and to support the role of the TPC. The TP will be funded through proceeds from the sale of the properties and through the management service charge that every household will be required to pay.

6.11. Bellway (or their appointed management company) will take direct responsibility to provide the role of TPC, undertake the monitoring programme and manage the TP. Specific funding/budgets will be set following the appointment of the TPC.

Appendix A
Development Layout



| OR P NNING | | | | | | | | | |
|------------|---|---|---|---|---|---|---|--|--|
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OR P ANNING

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Saunders
Architecture+UrbanDesign

Appendix B
Action Plan

Welwyn Garden City Campus East - Travel Plan - Indicative Action Plan (Page 1 of 3)

Objective: Reduce Single-Occupancy Car Journeys (Objectives 1, 2 & 3)

Target: To reduce number of single occupancy car journeys by 10%

| Action | | Responsible Person(s) | Indicative Timescales | Method | Success Criteria | Monitoring and Evaluation | | Resources Required | |
|--------|---|--------------------------|--------------------------------------|--|---|--|-----------------------|---|--|
| No. | Description | | | | | Timescale | Responsible Person(s) | Requirement | Funding |
| 1) | Appoint a Travel Plan Co-ordinator (TPC) | Management Company | Prior to occupation | Appoint either employee of management company or external consultant to be responsible for TPC tasks | TPC role filled | Every three months | Management company | Appoint/monitor role of TPC | Management Company - possibly through service management charge for the residential dwellings |
| 2) | Prepare and issue Travel Information Packs | TPC | Upon first occupation of dwellings | Preparation and issue of Welcome Packs, using details obtained online and from HCC | Welcome Packs issued to each dwelling | Every three months | TPC | Prepare travel information packs for new residents | Management Company - approx. £10 per pack |
| 4) | Display travel information on public noticeboards within appropriate communal areas | TPC | Upon first occupation of dwellings | Identify suitable locations for noticeboards within the development and compile up to date information to display from online resources and HCC | Noticeboards installed with travel information displayed | Every six months | TPC | Purchase and install noticeboards and display up to date material | Management Company - approx. £75 per notice board |
| 6) | iTRACE compliant survey | Travel Plan Co-ordinator | Following 50% occupancy of dwellings | Prepare surveys and issue to each household with specified date for completion | Receipt of completed surveys by residents | Years one, three and five (monitoring surveys) | TPC | Prepare, print and distribute surveys | Management Company - covered by role of TPC i.e. the service management charge |
| 7) | Monitoring of the Travel Plan | TPC | Annually | Complete annual monitoring report setting out details of the development, the measures implemented, results of the baseline survey and comparison with monitoring surveys undertaken during years three and five | Completion and issue of annual monitoring report to HCC | Annually | TPC | Collect surveys, compile results and prepare monitoring report | Management Company - covered by role of TPC e.g. service management charge |
| 8) | Implement additional Travel Plan measures based on results of resident survey | TPC | Ongoing | Examine progress towards the targets and following consultation with HCC implement additional measures (as necessary) to reduce single occupancy car driver travel | Additional measures implemented. Lower proportion of residents travelling as a single occupancy car driver. | Annually | TPC | Implement additional measures | Management Company - cost dependent on remedial measures implemented e.g. budget for approx. £100 per dwelling |

Welwyn Garden City Campus East - Travel Plan - Indicative Action Plan (Page 2 of 3)

Objective: Increase Journeys Made by Sustainable Modes of Transport (Objective 4)

Target: To increase the attractiveness and/or awareness of walking, cycling and using public transport

| Action | | Responsible Person(s) | Timescale | Method | Success Criteria | Monitoring and Evaluation | | Resources Required | |
|--------|--|-----------------------|---|--|--|-------------------------------|-----------------------|---|--|
| No. | Description | | | | | Timescale | Responsible Person(s) | Requirement | Funding |
| 1) | Set up Travel Plan Steering Group meeting | TPC | Within three months of occupancy of dwellings | Invite residents to meeting to discuss current travel issues and identify opportunities to facilitate non car travel | Meeting attended by residents | Every six months | TPC | Compile agenda and record minutes | Management Company - covered by role of TPC e.g. service management charge |
| 2) | Provide information on walking and cycling via Welcome Packs | TPC | Upon first occupation of dwellings | Compile information to provide within Travel Information Packs | Completion of Travel Information Packs ready for issue | Every six months | TPC | Compile and print material, bind Travel Information Packs | Management Company (for approx. cost - see page 1) |
| 3) | Display walking and cycling information on public noticeboards within communal areas | TPC | Upon first occupation of dwellings | Compile information to display on noticeboards, from various sources including online and HCC | Up to date information displayed on noticeboards | Every six months | TPC | Compile, print and display material | Management Company - approx. £50 to update materials |
| 4) | iTRACE compliant survey of residents to determine existing levels of walking and cycling | TPC | Following 50% occupancy of dwellings | Calculate the proportion of residents travelling by each travel mode | Derivation of actual resident mode share following completion of baseline travel surveys | Annually (monitoring surveys) | TPC | Analyse results to derive mode share of residents | Management Company - covered by role of TPC e.g. service management charge |

Welwyn Garden City Campus East - Travel Plan - Indicative Action Plan (Page 3 of 3)

Objective: Encourage and facilitate car sharing (Objective 6)

Target: To increase the attractiveness and/or awareness of car sharing, as well as the available car club

| Action | | Responsible Person(s) | Timescale | Method | Success Criteria | Monitoring and Evaluation | | Resources Required | |
|--------|---|-----------------------|--------------------------------------|---|--|-------------------------------|-----------------------|---|---|
| No. | Description | | | | | Timescale | Responsible Person(s) | Requirement | Funding |
| 1) | Provide information on car sharing / car club via Welcome Packs | TPC | Upon first occupation of dwellings | Compile information to provide within Travel Information Packs | Completion of Travel Information Packs ready for issue | Every six months | TPC | Compile and print material, bind Travel Information Packs | Management Company (for approx. cost - see page 1) |
| 2) | Display car sharing / car club information on public noticeboards within communal areas / Free Driving Credit / Memberships | TPC | Upon first occupation of dwellings | Compile information to display on noticeboards, from various sources including online and HCC | Up to date information displayed on noticeboards | Every six months | TPC | Compile, print and display material | Management Company - approx. £50 to update materials and £50 per resident driving credit / an agreed number of memberships (cost TBC) |
| 3) | iTRACE compliant survey of residents to determine existing levels of car sharing | TPC | Following 75% occupancy of dwellings | Calculate the proportion of residents travelling by each travel mode | Derivation of actual resident mode share following completion of baseline travel surveys | Annually (monitoring surveys) | TPC | Analyse results to derive mode share of residents | Management Company - covered by role of TPC e.g. service management charge |

