



**MARBROOK CARE
PROPOSED CARE HOME
DEVELOPMENT
43-54 BROADWATER ROAD, WELWYN
GARDEN CITY**

TRAVEL PLAN

APRIL 2019



the journey is the reward

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TRAVEL PLAN

APRIL 2019

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Marbrook Care
Proposed Care Home Development
43-54 Broadwater Road, Welwyn Garden City
Travel Plan

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APPENDIX A: Proposed Site Layout

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1 Executive Summary

- 1.1 This Travel Plan has been prepared by Mayer Brown Limited on behalf of Marbrook Care to provide highways and transport related assistance in support of a planning application for the redevelopment of 43 to 54 Broadwater Road in Welwyn Garden City, Hertfordshire. The redevelopment comprises the demolition of the existing office unit and construction of a 104-unit care home (comprising 91 bedrooms and 13 one-bedroom suites).
- 1.2 This Travel Plan is an update from the originally submitted version that accompanied the Transport Statement as part of the planning application for the above site (app ref. 6/2018/3292/MAJ). It has been produced in response to the post application comments raised by Hertfordshire County Council (HCC).
- 1.3 This Plan has been produced having reference to the guidance set out in Hertfordshire County Council's (HCC) Travel Plan Guidance for Business and Residential Development (May 2014).
- 1.4 This Travel Plan comprises the following:
 - Details of the existing site and proposed development;
 - The existing accessibility of the site, including details of local services;
 - The predicted trip generation of the development, as taken from the accompanying Transport Statement;
 - The objectives of the Travel Plan;
 - An overview of the targets of the Travel Plan;
 - The likely measures of the Travel Plan;
 - Details of the implementation and management of the Travel Plan;
 - A monitoring and review methodology.
- 1.5 This Travel Plan and its commitments are specific to the proposed care home development at 43 to 54 Broadwater Road in Welwyn Garden City, Hertfordshire.

2 Site Details

Site Location

- 2.1 The site is located on the eastern side of the A1000 Broadwater Road, approximately 750m to the east of Welwyn Garden City centre. The site is situated on the edge of an area comprising industrial and office land uses and residential properties are located to the south and east. **Figure 2.1** shows the site in relation to the local highway network.

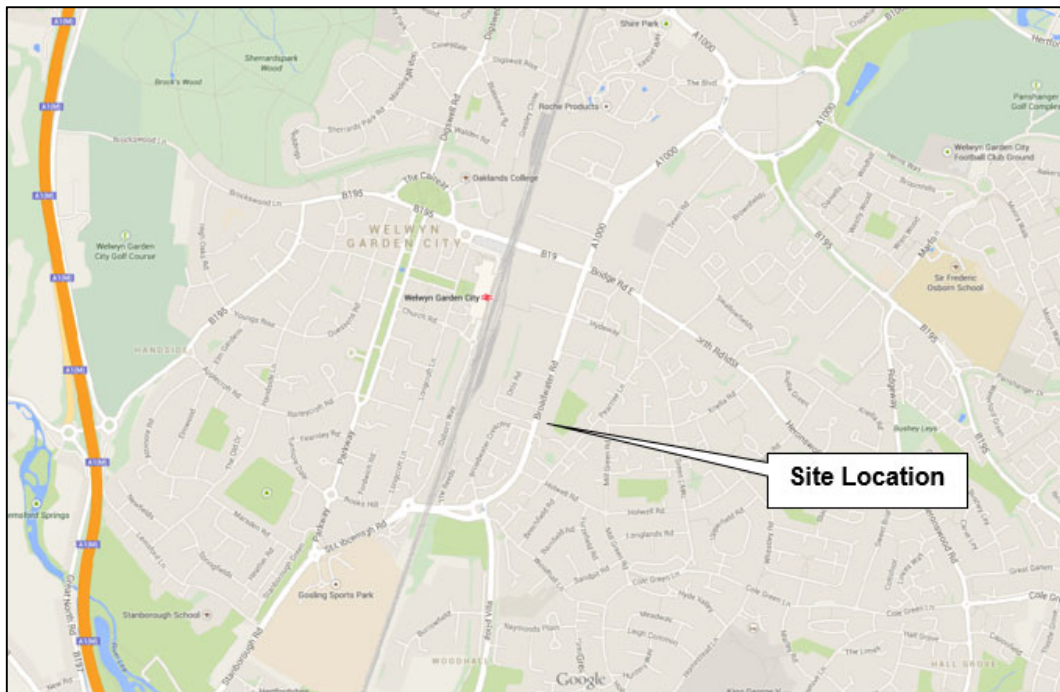


Figure 2.1: Site in Relation to Local Highway Network

- 2.2 The A1000 Broadwater Road leads in a northerly direction through Welwyn Garden City to Digswell and joins the A1(M) motorway at junction 6. To the south, the A1000 links to the A6129 which leads south to join the A1(M) at junction 4. The A1000 leads south to provide access to the A414 which provides an eastbound link to Hertford and Harlow to the east as well further on to Chelmsford. To the south west, the A414 is accessed via junction 3 of the A1(M) and provides a westbound link to Hemel Hempstead.
- 2.3 The A1000 also leads south to Hatfield and Potters Bar, at which access can be gained to junction 24 of the M25 motorway. The A1000 leads further south to Barnet and joins the A1 in Highgate. From here, access can be gained into central London. **Figure 2.2** shows the site in relation to the wider highway network.



Figure 2.2: Site in Relation to the Wider Highway Network

Existing Site

- 2.4 The site was originally occupied by a two-storey office block which had a floor area of 1,837 sq.m.
- 2.5 The original building on the site has been demolished and the site divided into two parcels in separate ownership. The northern part has already been built out with housing. The application site currently remains vacant.
- 2.6 Originally, approximately 54 car parking spaces were provided within the wider site area, to cater for the office building. Parking was situated along the site frontage adjacent to Broadwater Road and on the southern and eastern sides of the original office building.

Proposed Development

- 2.7 The redevelopment comprises the demolition of the existing office unit and construction of a 104-unit care home (comprising 91 bedrooms and 13 one-bedroom suites).
- 2.8 A plan of the proposed site layout is provided in **Appendix A**.

Employee Information

- 2.9 The anticipated staffing levels of the proposed care home are set out in **Table 2.1**. These figures have been provided by Marbrook Developments. The maximum number of staff on site at any one time will be 23, as demonstrated in **Table 2.2**.

Position	Number of Staff
Office/administration	5
Care Support Workers	37
Kitchen/laundry	4
Total	46

Table 2.1: Total Staffing Levels

2.10 The anticipated shift patterns of staff at the care home are set out in **Table 2.2**.

Shift Details	Start	End	Number of Staff
Shift 1	07:30	14:30	14
Shift 2	14:30	21:30	14
Shift 3	21:30	07:30	9
Office	09:00	17:30	5
Kitchen/laundry	08:00	16:00	4

Table 2.2: Anticipated Staff Shift Patterns

Access Arrangements

2.11 Pedestrian and cyclist access to the care home will be taken from the B1000 Broadwater Road as per the existing situation.

2.12 Vehicular access to the development will be taken from the existing access point to the site opposite Penn Way.

Parking Provision

2.13 A total of 33 car parking spaces will be provided at the care home on the northern part of the site. This includes three spaces designated as disabled car parking spaces, located directly adjacent the main entrance to the care home.

2.14 Cycle parking will be provided in the form of four Sheffield Stands providing facilities for the parking of eight bicycles.

Servicing

2.15 Servicing of the care home will take place on site.

2.16 A service entrance will be located on the north eastern corner of the building.

2.17 A refuse bin store will be located in the north western corner of the site.

- 2.18 Details have been obtained from Welwyn Hatfield Borough Council (WHBC) regarding the specification of the exact vehicles that are used by WHBC. In order for the refuse vehicle to enter and exit the site in a forward gear, eight car parking spaces would need to be coned off to allow access.
- 2.19 The maximum car parking accumulation for the care home occurs between 12:00 and 15:00 with a total of 25 spaces occupied, resulting in eight spare car parking spaces. Prior to 11:00 in the morning and after 15:00 in the afternoon the car park will have significantly more spare parking spaces. The spaces required for the refuse collection will only need to be coned off prior to the collection, which is anticipated to be during the morning before 11:00 hours.
- 2.20 The car park will be managed by a member of the care home staff, who will oversee the collection and ensure that the required space is available. The above demonstrates that the car park will therefore be able to accommodate the manoeuvring requirements of the refuse collection with ease.
- 2.21 Marbrook Care have advised that they will be using a private contractor to carry out the waste collection from the development and that the vehicles they will be using will be considerably smaller than those specified by WHBC. The vehicles contained within the private contract vehicle fleet are 5m in length, which can enter and exit the site in forward gear without the need for any car parking spaces to be coned off. The refuse collection time would be arranged with the private contractor to take place first thing in the morning when vehicular movements are at their lowest to avoid conflict with cars.

Planning Policy Background

- 2.22 The proposed development was assessed in relation to the relevant local, regional and national transport planning policies in order to demonstrate compliance. The Transport Statement, dated December 2018, that supports the planning application has regard to the following documents:
- National Planning Policy Framework (NPPF), July 2018;
 - Local Transport Plan 2018-2031 (May 2018);
 - Welwyn Garden City Urban Transport Plan (January 2008);
 - Welwyn Hatfield District Plan;
 - Local Plan Emerging Core Strategy (October 2012).
- 2.23 It is considered that the proposed development accords with the objectives of these documents.

3 Existing Travel Situation and Accessibility

- 3.1 As with any new development it is important to demonstrate that it complies with national, regional and local government policies which focus on encouraging alternative means of travel in order to reduce reliance on the private car.
- 3.2 The proposed development site is accessible by modes of transport other than the private car and therefore there is potential for trips to be made to and from it by such modes – on foot, by bicycle, by bus and by rail.

Accessibility by Foot

- 3.3 Footways and street lighting are provided on either side of the A1000 Broadwater Road adjacent the site. A signalised pedestrian crossing with dropped kerbs and tactile paving is located approximately 170m to the north of the site on Broadwater Road and a second crossing is located further north, close to the junction with Hydeway. Via the western stretch of Hydeway, pedestrian access can be gained to the centre of Welwyn Garden City via the pedestrian overbridge, which crosses the railway line. Access can also be gained from here to Welwyn Garden City bus station and railway station.
- 3.4 To the south of the site, the footways and street lighting continue and link to footways throughout the residential roads. A signalised pedestrian crossing is located to the south, close to the junction with Holwell Road. Dropped kerbs, tactile paving and pedestrian refuges are provided at junctions to assist pedestrians in crossing.
- 3.5 A shared footway/cycleway runs along the eastern side of the A1000 Broadwater Road to the roundabout with Broadwater Crescent and Chequers.
- 3.6 The Institution of Highways and Transportation (IHT) Guidelines for Providing for Journeys on Foot (2000) suggests acceptable walking distances for pedestrians without mobility impairment. Table 3.2 of the document refers to desirable, acceptable and preferred maximum walking distances of 400m, 800m and 1,200m respectively. On this basis, **Figure 3.1** illustrates the walk catchment for the site.

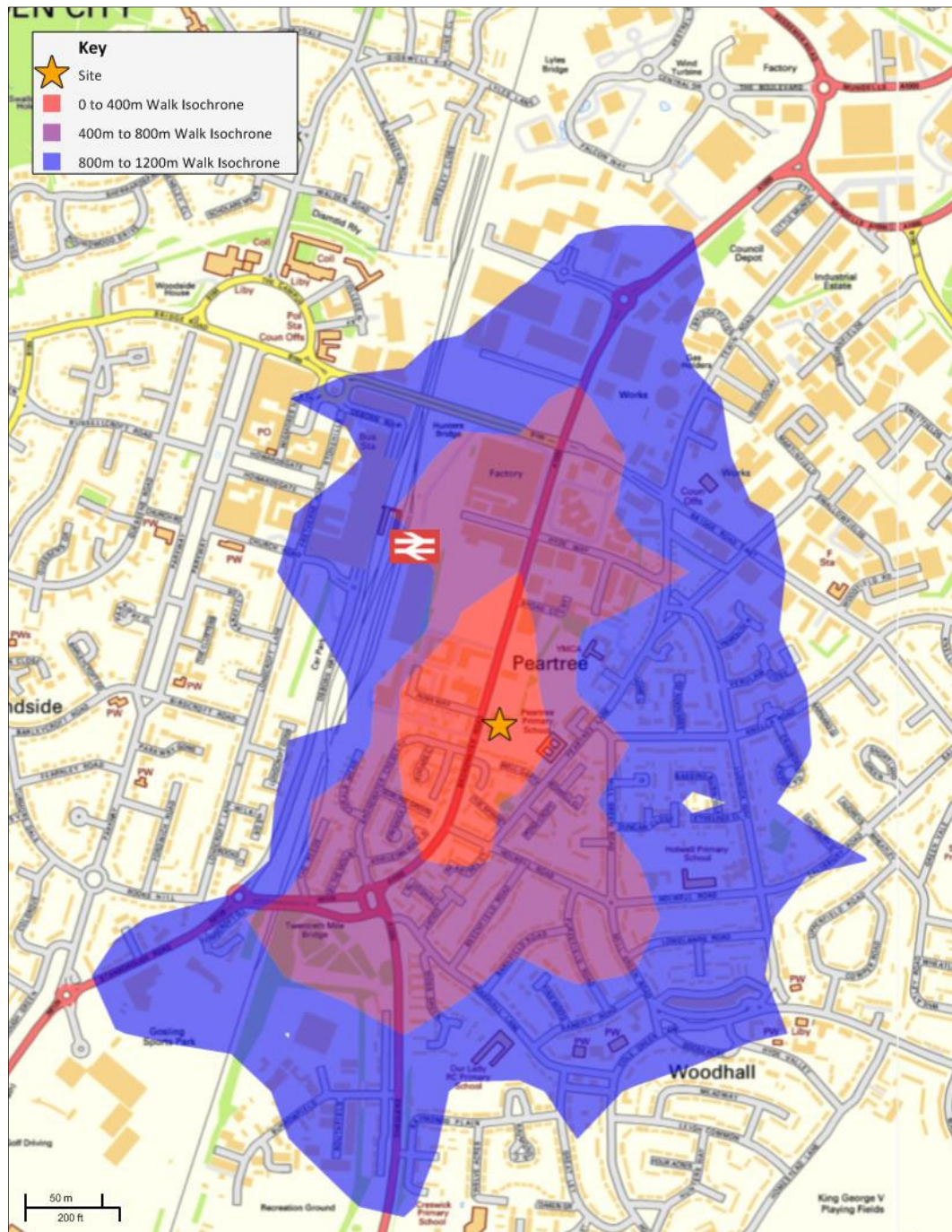


Figure 3.1: Walk Isochrones from Site

3.7 **Figure 3.1** shows that an 800m walk encompasses Welwyn Garden City railway station to the north west of the site (via Hydeway and the pedestrian overbridge which crosses the railway line) and the bus stops on the B195 Bridge Road to the north of the site. A 1,200m walk encompasses the centre of Welwyn Garden City and much of the Woodhall residential area of the city.

Accessibility by Bicycle

3.8 National Cycle Network (NCN) Route 57 runs to the west of the site through the centre of Welwyn Garden City. This links to Route 12 which provides a route south through Woodhall and to Hatfield and beyond. It provides a route in a north westerly direction out of Welwyn Garden City and on to Stevenage to the north. Route 61 leads east via Holwell Road to Hertford and beyond. **Figure 3.2**, taken from Sustrans' online mapping illustrates the cycle routes within and around Welwyn Garden City. The routes are highlighted as follows:

- Purple routes – on-road routes (NCN/other)
- Green routes – traffic-free routes (NCN/other)

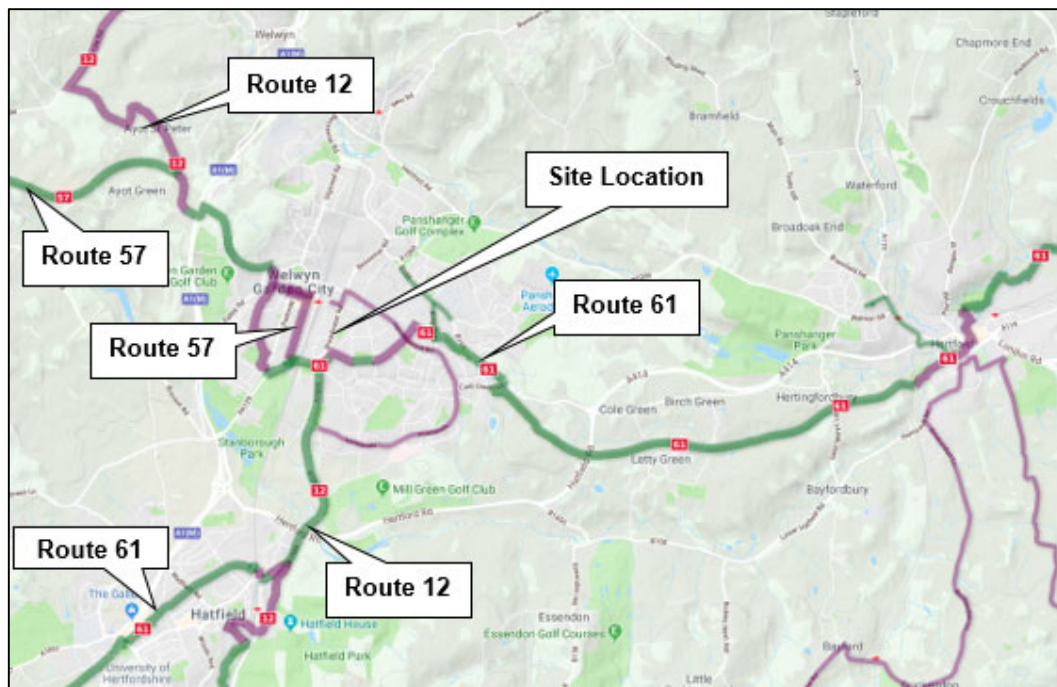


Figure 3.2: Local Cycle Routes

[Source: Sustrans' online mapping]

3.9 Planning Policy Guidance Note 13 (PPG 13) states that cycling has the “*potential to substitute for short car trips, particularly those under five kilometres, and to form part of a longer journey by public transport*” (paragraph 77). As stated in section 5 of this report, in March 2012 all Planning Policy Guidance Notes and Planning Policy Statements were replaced by the National Planning Policy Framework (NPPF). However, the NPPF does not set specific guidance on accessibility levels, and therefore in the absence of any other data, the guidance in PPG 13 has been used to determine accessibility levels by bicycle for this report. This approach has been adopted as company practice since the

introduction of the NPPF. On this basis **Figure 3.3** illustrates the catchment for the site by bicycle.

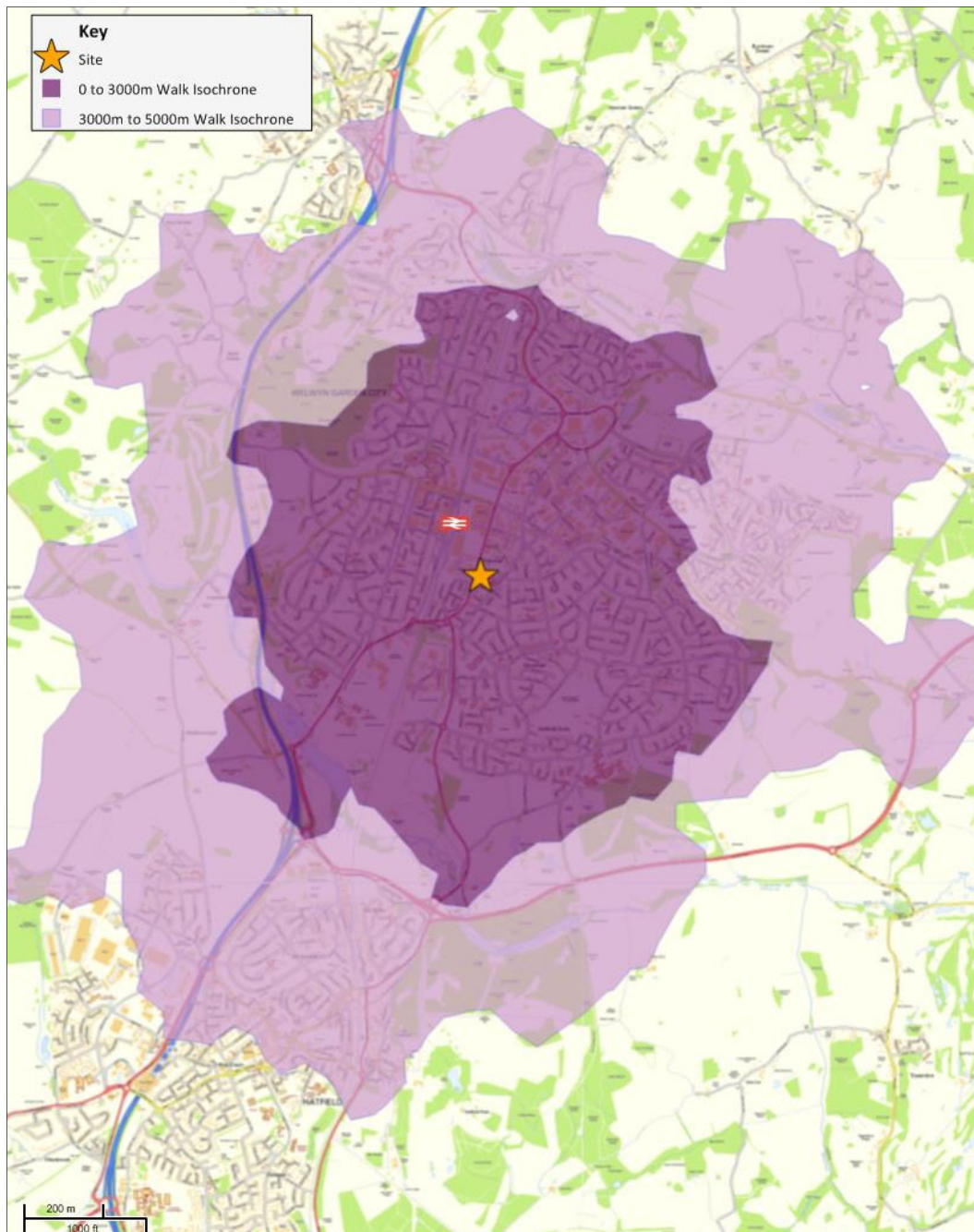


Figure 3.3: Cycle Isochrones from Site

3.10 **Figure 3.3** shows that a 3km cycle from the site encompasses the majority of Welwyn Garden City, extending to Digswell to the north and the outskirts of Panshanger to the

east. A 5km cycle from the site extends to Welwyn to the north and much of Hatfield to the south.

Accessibility by Bus

- 3.11 Bus stops at Penn Way are located immediately adjacent the site on the A1000 Broadwater Road. They are served by Unobus bus routes 601 and 602, providing northbound and southbound services between Borehamwood/St. Albans and Welwyn Garden City and Hatfield Station and Watford. Bus route 602 only serves the southbound bus stop, providing one AM service to Watford. This service runs Monday to Friday (except public holidays).
- 3.12 Peartree Lane bus stops are located to the east of the site, on the corner of Mill Green Road, approximately 350m from the site. These stops are served by Arriva bus route 403 and Unobus bus route 404, providing circular services from Haldens to Welwyn Garden City (Great Ganett Terminus) and from Welwyn Garden City to South Hatfield. Bus route 404 only operates on Sundays and public holidays.
- 3.13 **Figure 3.4** provides an extract from the Welwyn Garden City bus services map, available from the Intalink website.

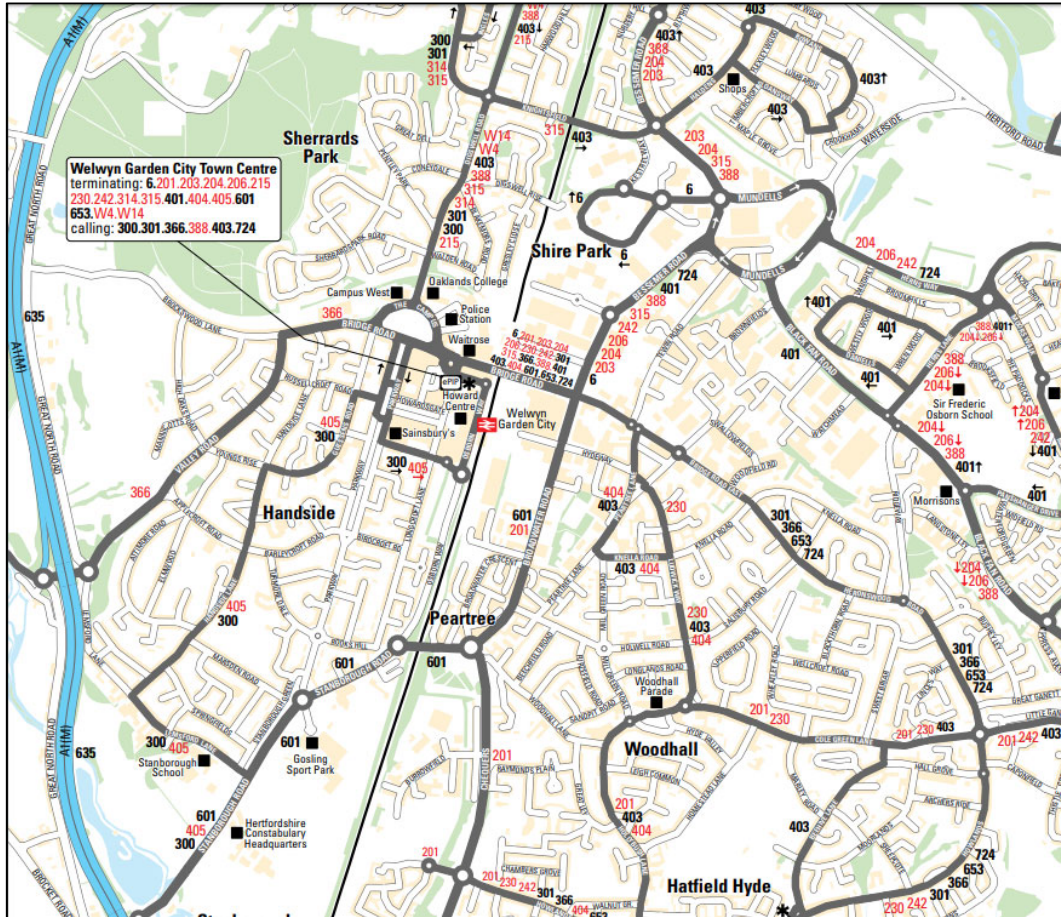


Figure 3.4: Bus Services in Welwyn Garden City

[Source: Intalink]

3.14 **Table 3.1** provides a summary of the bus services available within the vicinity of the site.

Service (Operator)	Route	Average Bus Frequency		
		Mon-Fri	Sat	Sun
601 (Uno)	Borehamwood/St.Albans - Welwyn Garden City	2 per hour	-	-
602 (Uno)	Hatfield – Watford	1 AM service	-	-
403 (Arriva)	Haldens - Welwyn Garden City (Great Ganett Terminus)	2 per hour	2 per hour	-
404 (Uno)	Welwyn Garden City – South Hatfield	-	-	Every 2 hours

Table 3.1: Bus Services from Broadwater Road

3.15 The bus services in **Table 3.1** all provide a link to and from Welwyn Garden City bus station. There is a reasonable service on weekdays to local destinations such as Borehamwood, St Albans and Hatfield and bus route 403 provides a frequent Saturday service.

3.16 As stated above, the pedestrian overbridge which links to Hydeway, off Broadwater Road to the north, puts the site within easy reach of the centre of Welwyn Garden City and the bus station. From here, numerous additional bus services can be caught, to destinations including Codicote, New Greens, Hemel Hempstead, Stevenage, Luton, Hitchin, Kimpton, Panshanger, Harlow and Heathrow Airport. Also, many of these services can be caught from the bus stops on the B195 Bridge Road, located approximately 700m to the north of the site. The site is therefore considered to be well located to benefit from being accessible to a large number of bus services to a wide area in and around Hertfordshire.

Accessibility by Rail

3.17 The site is located approximately 750m to the south east of Welwyn Garden City railway station. Services are managed by Great Northern with direct trains to locations across London. **Figure 3.5** provides an extract from the Great Northern route map, which includes Welwyn Garden City railway station.

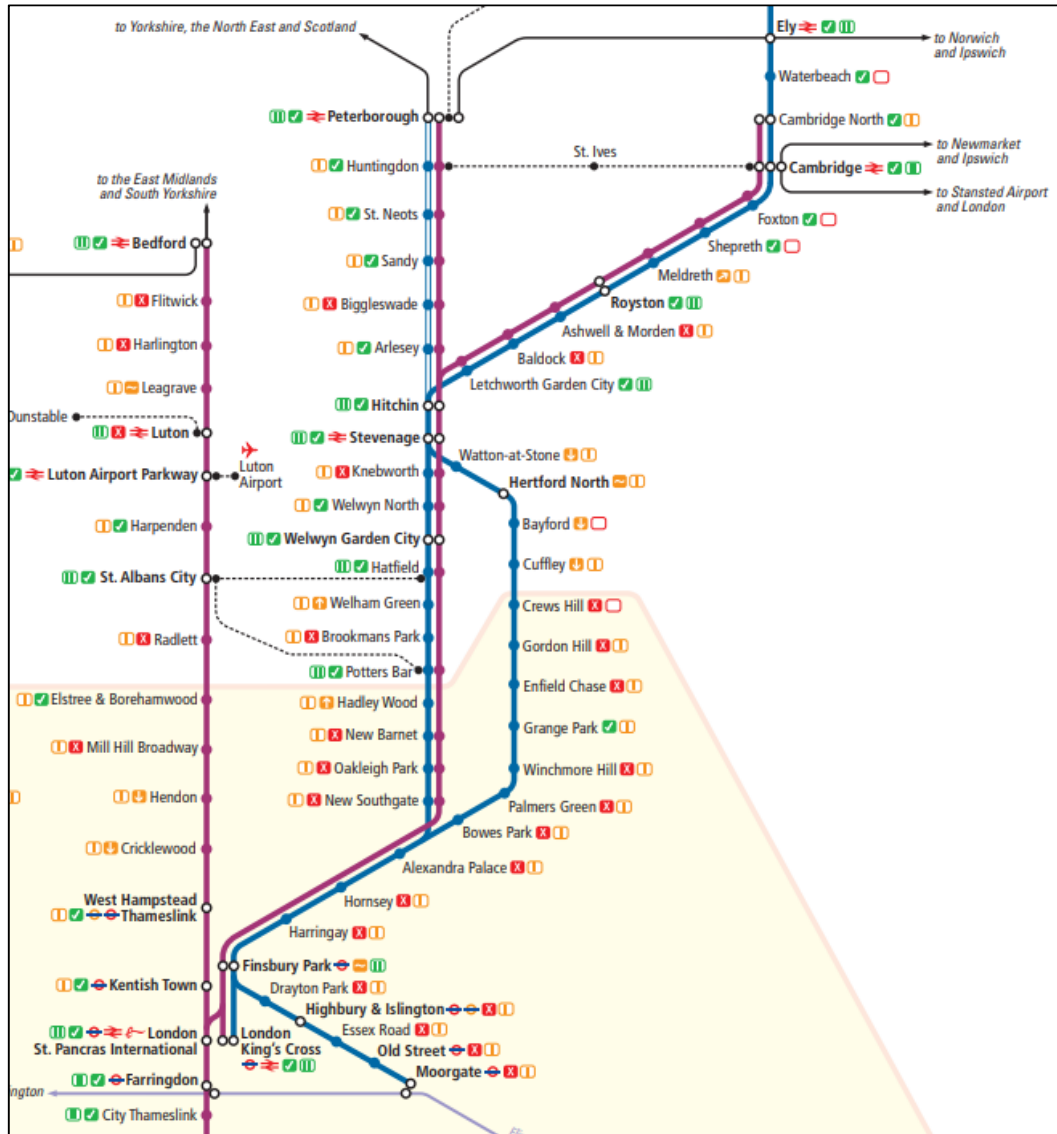


Figure 3.5: Great Northern Railway Services Route Map

[Source: Great Northern Route Map]

3.18 A summary of the typical services from Welwyn Garden City railway station is shown in **Table 3.2**. Services operate in the opposite directions and at the same frequencies.

Route	Weekday Peak Hour Train Frequency		Weekend Peak Hour Train Frequency	
	AM	PM	Saturday	Sunday
Cambridge – Letchworth Garden City - Stevenage – Welwyn Garden City – Hatfield (Herts) - Finsbury Park – London King’s Cross	4 per hour	2- 3 per hour	3 per hour with 2 trains requiring change at Finsbury Park	1-2 per hour
Welwyn Garden City – Hatfield (Herts) – Alexandra Palace – Finsbury Park – Highbury & Islington – Moorgate	8 per hour, with 4 trains requiring change at Finsbury Park	7 per hour, with 3 trains requiring change at Finsbury Park	3 per hour with 1 train requiring change at Finsbury Park	4 per hour with 2 trains requiring change at Finsbury Park

Table 3.2: Services from Welwyn Garden City Railway Station

3.19 **Table 3.2** shows that Welwyn Garden City railway station provides frequent services to London on weekdays and at weekends.

Local Highway

3.20 Single yellow lines are present on the A1000 Broadwater Road past the site and no loading is permitted Monday to Friday from 08:00 to 09:00 and from 17:00 to 18:00 hours.

3.21 The A1000 Broadwater Road is subject to a 30mph speed limit and speed cameras are installed to the north of the site.

Summary

3.22 This section demonstrates that the site is accessible by modes of transport other than the private car and therefore there is potential for trips to be made to and from the proposed care home by such modes – on foot, by bicycle, by bus and by rail.

4 Base Travel Data

Predicted Trip Generation of Development

Proposed Development Vehicular Trip Generation

- 4.1 The accompanying Transport Statement sets out an assessment of the likely trip generation of the development. Section 6 of the Transport Statement sets out the predicted vehicular trips likely to be generated by the development once occupied.
- 4.2 The vehicular trip rates for the weekday AM and PM peak hours are reproduced in **Table 4.1** for the care home.

Peak Hour	Trip Rate (per No. of Residents)		
	Arrivals	Departures	Total
Weekday			
08:00-09:00	0.089	0.053	0.142
17:00-18:00	0.038	0.084	0.122

Table 4.1: Care Home Trip Rates (Ref: Transport Statement, Table 6.3)

- 4.3 The total predicted numbers of vehicular trips are reproduced in **Table 4.2**.

Peak Hours	Number of Trips (104 Beds = 104 Residents)		
	Arrivals	Departures	Total
Weekday			
08:00-09:00	9	6	15
17:00-18:00	4	9	13

Table 4.2: Care Home Trip Generation (Ref: Transport Statement, Table 6.4)

Proposed Development Multi-Modal Trip Generation

- 4.4 The trip generation for the proposed care home development by modes other than the private car has been obtained from the 2011 census data based on the following journey to work data:
- Place of work: E02004986: Welwyn Hatfield 007 (2011 super output area - middle layer)
 - Usual Residence: All areas, 2011 Super Output Area - Middle Layer
- 4.5 The modal split is detailed in **Table 4.3**. Those who work mainly at or from home have been discounted. A copy of the downloaded data is provided in **Appendix B** to this Travel Plan.

Travel Mode	Welwyn Hatfield 007
Train	5%
Bus / coach	5%
Driving a car or van	72%
Passenger in a car or van	4%
Bicycle	3%
Walk	8%
Other	3%

Table 4.3: Modal Split (Based on 2011 Census)

4.6 The mode split percentages from **Table 4.3** have been applied to the proposed development based on the number of predicted vehicle trips from the TRICS assessment. The resulting numbers of trips, by mode, for the weekday AM and PM peak hours are set out in **Table 4.4** and **4.5**.

Travel Mode	AM Peak (08:00-09:00) Development Trips		
	Arrivals	Departures	Total
Train	1	0	1
Bus / coach	1	0	1
Driving a car or van	9	6	15
Passenger in a car or van	1	0	1
Bicycle	0	0	0
Walk	1	1	2
Other	0	0	0
Total	13	7	20

Table 4.4: Multi-Modal Trip Generation – AM Peak

Travel Mode	PM Peak (17:00-18:00) Development Trips		
	Arrivals	Departures	Total
Train	0	1	1
Bus / coach	0	1	1
Driving a car or van	4	9	13
Passenger in a car or van	0	1	1
Bicycle	0	0	0
Walk	0	1	1
Other	0	0	0
Total	4	13	17

Table 4.5: Multi-Modal Trip Generation – PM Peak

Travel Survey

4.7 As the development is still at the planning stage, a survey of the staff travel patterns is currently unable to be made. A baseline travel survey will therefore be undertaken following occupation of the care home development. In order that the results are representative and to achieve a reasonable response rate, the baseline survey will be carried out following 50% occupation of the care home.

- 4.8 The key finding of the travel survey will be the modal split of staff travel – the number and percentage of staff travelling to and from the development by each mode of travel, i.e. walking, cycling, bus, rail, car sharing, will be determined. This will define the starting point and targets of the Travel Plan. It is important to note that shift patterns for staff can determine their travel preferences, for example, if they start work in the early morning or finish work very late at night they may not be inclined to walk to and from work due to perceived safety issues. This will be assessed as part of the travel survey.

5 Objectives

- 5.1 This Travel Plan is a long-term strategy with the aim of encouraging and implementing change in travel patterns. The Plan has the following objectives:
- To encourage staff and visitors to make more sustainable travel choices when travelling to and from the site.
 - To encourage a reduction in the dependence of staff and visitors on single occupancy private car travel.
 - To minimise the impact of the development on the local highway network.
- 5.2 It is considered that these objectives will be worked towards through a) increasing the awareness of staff of the advantages and potential for travel by more sustainable modes, and b) introducing a package of measures that will encourage and facilitate travel by modes other than single occupancy private car.
- 5.3 The objectives of the Travel Plan reflect national, regional and local transport planning policies to encourage and provide for sustainable travel.
- 5.4 On a much wider basis it is anticipated that by working towards the objectives of the Travel Plan a number of benefits may be seen, such as improvements to staff health, a reduction in the number of vehicles on the road network surrounding the development, a subsequent reduction in energy consumption and pollution, and cost savings benefits.
- 5.5 It is noted that whilst the Travel Plan is aimed at both staff and visitors, it provides more scope for change in staff travel patterns due to their higher frequency of trips to the site and the level of control/influence that employers have over the behaviour of staff.

6 Targets

- 6.1 As stated in section 5, this Travel Plan has the following objectives:
- To encourage staff and visitors to make more sustainable travel choices when travelling to and from the site.
 - To encourage a reduction in the dependence of staff and visitors on single occupancy private car travel.
 - To minimise the impact of the development on the local highway network.
- 6.2 The targets of the Travel Plan relate to ensuring that the percentage of trips made by car do not exceed the baseline figures set out in **Tables 4.4** and **4.5** and to seek an increase in the use of sustainable modes of travel. A summary of the targets, objectives and associated benefits are provided in **Table 6.1**.

Objective	Target	Benefits
Encourage staff and visitors to make more sustainable travel choices when travelling to and from the site	Increase in number of walking and cycling trips	<ul style="list-style-type: none"> • Health • Environmental • Financial
	Increase in number of public transport trips	<ul style="list-style-type: none"> • Environmental
Encourage a reduction in the dependence of staff and visitors on single occupancy private car travel	Increase in number of walking and cycling trips. Increase in number of public transport trips. Increase in number of multiple occupancy car trips	<ul style="list-style-type: none"> • Health • Environmental • Financial
Minimise the impact of the development on the local highway network	Decrease in number of car trips	<ul style="list-style-type: none"> • Environmental • Financial

Table 6.1: Summary of Objectives, Targets and Benefits

‘SMART’ Targets

- 6.3 In accordance with Hertfordshire’s Travel Plan Guidance for Business and Residential Development, this Travel Plan contains a set of ‘SMART’ (specific, measurable, attainable, realistic and timebound) targets which link to the objectives of the Plan and are consistent with governmental guidance. The targets have been set based on the anticipated trip generation and modal split of the development, as set out in **Tables 4.4** and **4.5** of this document. Targets have been set for a five year time frame, with interim targets at years one and three.
- 6.4 The targets in **Table 6.2** relate to travel to and from the care home by staff. It is considered reasonable to set targets for staff travel only (and not for visitor travel), for

the reasons given at paragraph 5.5 of this Travel Plan. The targets have been tailored to take into account the shift patterns of the staff at the care home. As demonstrated in **Table 2.2**, shifts will start/finish in the early morning (circa 07:30 hours) and late evening (circa 21:30 hours), when, typically, public transport services are more limited. Staff may be less inclined to walk or cycle to and from work in non-daylight hours due to perceived safety issues. Furthermore, the catchment area of staff is unknown and therefore the possibility of increasing travel by rail will be assessed via the baseline travel survey.

Mode	Modal Split of Staff Travel to Work					Overall Increase/Decrease
	Anticipated Modal Split	Baseline Survey	Year 1 Target	Year 3 Target	Year 5 Target	
Car driver	72%	at 50% occupancy	71%	69%	67%	-5%
Car passenger	4%		4.5%	5%	5.5%	+1.5%
Train	5%		5%	5.25%	5.5%	0.5%
Bus	5%		5.25%	5.5%	6%	+1%
Bicycle	3%		3.25%	3.5%	4%	+1%
Walk	8%		8.25%	8.5%	9%	+1%
Other	3%		3%	3%	3%	-
Total	100%	100%	100%	100%	100%	

Table 6.2: Modal Split Targets for Staff Travel

6.5 As stated in section 4, a baseline travel survey will be undertaken following 50% occupation of the care home development. The results of the survey will be used to set up-to-date modal split targets for the five-year implementation period of the Travel Plan. In the interim, the targets in **Table 6.2** have been set and are to be reassessed as follows:

- Baseline – assessed by the baseline travel survey at 50% occupancy;
- Year one target – to be assessed one year after the baseline travel survey;
- Year three target – to be assessed three years after the baseline travel survey;
- Year five target – to be assessed five years after the baseline travel survey.

7 Measures

7.1 This section outlines the specific physical and managerial measures that will be undertaken to work towards the objectives and targets of the Travel Plan. The implementation of these measures is the core of the Plan and the measures are, as far as possible, designed to be suitable for review and monitoring.

Staff Welcome Pack

7.2 All new employees will be provided with a Welcome Pack upon commencing employment at the site. The Welcome Pack will highlight the existence of the Travel Plan and provide information on local travel options and infrastructure, with the aim of encouraging the use of sustainable travel modes from the outset.

7.3 The Welcome Pack will include:

- A summary of the Travel Plan's objectives and targets;
- Details of walking and cycling facilities and routes in the local area;
- Details of the Cycle to Work scheme on offer, for staff to purchase a bicycle and equipment tax free;
- Local public transport information, including route maps and timetable information;
- Details of the benefits of car sharing and appropriate websites; and
- Details of the Travel Plan Coordinator and nominated Travel Plan contacts.

7.4 The information in the Welcome Pack will be checked and updated annually by the Travel Plan Coordinator.

Travel Information Noticeboards

Staff Noticeboards

7.5 The Travel Plan and its objectives will be promoted to staff on an ongoing basis via dedicated staff travel information noticeboards. The noticeboards will be installed within the staff area of the care home and will display posters relating to sustainable travel, the Travel Plan and any promotions. The information likely to be displayed on the noticeboards is:

- A map of local cycle routes and cycle parking/hire facilities in the city;
- Details of local cycle retailers and local cycle training and bicycle maintenance events;
- Details of the Government's Cycle to Work scheme;

- Details of local bus services and ticketing offers, such as season tickets and Plus bus travelcard;
- Details of services to Welwyn Garden City railway station and ticketing offers, such as season tickets and Young Persons Railcard scheme;
- Contact details for local taxi operators;
- Details of national walk and cycle to work weeks and other similar promotional events;
- Details of local car sharing schemes;
- Details of useful journey planning websites.

7.6 The contact details of the Travel Plan Coordinator will also be displayed in case staff wish to discuss specific matters with the Coordinator directly and/or request personalised travel information.

[Visitor Noticeboard](#)

7.7 Sustainable travel will also be promoted to visitors to the care home on a visitor travel information noticeboard. The noticeboard will be installed at a central point within the care home and will display posters relating to sustainable travel in order to raise the awareness of visitors to alternative travel to the private car. The information likely to be displayed on the noticeboard is:

- A map of local cycle routes and cycle parking/hire facilities in the city;
- Details of local bus services;
- Details of services to Welwyn Garden City railway station;
- Contact details for local taxi operators;
- Details of local car sharing schemes;
- Details of useful journey planning websites.

Development Website

7.8 The website for the care home will contain sustainable travel information to assist visitors travelling to the site and encourage travel by non-car modes.

Walking and Cycling

7.9 In addition to the information on walking and cycling in the Welcome Pack and on the travel noticeboards, the following measures will be implemented in order to encourage travel to and from the site by foot and bicycle.

Staff Welfare Facilities

- 7.10 Staff facilities, such as showers, changing facilities and lockers will be provided, as well as storage areas for wet weather gear and cycling clothing/equipment.
- 7.11 Marbrook Care offers its staff participation in the Government's Cycle to Work scheme. The scheme will be promoted to staff at the new care home.

Cycle Parking

- 7.12 Cycle parking will be provided at the development for use by staff and visitors. The cycle parking will be in the form of four Sheffield Stands providing facilities for the parking of eight bicycles.

Liaison with Local Authority

- 7.13 The Travel Plan Coordinator will liaise with the local authority where appropriate to pass on any comments/concerns received from staff and visitors in relation to local walking and cycling routes.

Taxi

- 7.14 Taxis can be an important alternative means of transport for emergency purposes and for trips when other modes of transport may not be available, such as in the early morning or late evening when bus services are far more restricted and walking or cycling may not be preferable. There will not be a dedicated bay for taxis within the site, however the drop off area adjacent the main entrance could be utilised. Furthermore, staff and visitors will be permitted to use the telephone at the reception desk to call a local taxi firm.

Other

- 7.15 Free WIFI will be provided at the care home for staff and visitors to access online journey planners to help plan their travel.
- 7.16 Reception staff at the care home will provide visitors with travel information prior to their arrival.

8 Strategy and Action Plan

Travel Plan Coordinator

- 8.1 A Travel Plan Coordinator has been appointed who will be responsible for implementing the Travel Plan following the opening of the care home. The contact details of the appointed person are as follows:
- Name: Michael McInerney
 - Company: Marbrook Care
 - Telephone: 01707 248248
 - Email address: MichaelMcInerney@Marbrook.co.uk
- 8.2 The appointed Travel Plan Coordinator will be responsible for the administration of the Travel Plan, the implementation of the Plan measures, for ongoing monitoring of the Plan and for the continued review. The Coordinator will maintain an electronic filing system for all correspondence and documents relating to the Travel Plan, including the results of the travel survey.
- 8.3 The Travel Plan Coordinator will liaise with relevant organisations and persons as necessary, such as the Travel Plan Officer at HCC, the highways department at HCC, local public transport service providers and other interested groups.
- 8.4 The appointed Travel Plan Coordinator (or his replacement) will be in place for the five-year period of implementation of the Travel Plan.

Action Plan

- 8.5 An action plan setting out the timetable for implementation of the Travel Plan, including monitoring/review process, is set out in **Table 8.1**.

Year	When	Action	Responsibility
Travel Plan year 0	Prior to occupation	Appointment of a Travel Plan Coordinator.	Marbrook Care
		Construction of pedestrian links into the site	Marbrook Care / Contractor
		The provision of lighting throughout the development.	Marbrook Care / Contractor
		The provision of staff changing and storage facilities	Marbrook Care / Contractor
		The provision of cycle parking facilities for staff and visitors	Marbrook Care / Contractor
		Production of information for staff and visitor travel information noticeboards	Travel Plan Coordinator
		Production of the care home website to include sustainable travel information	Marbrook Care
		Production of staff Welcome Packs	Travel Plan Coordinator
Travel Plan year 0	Following first occupation of the care home	Installation of staff and visitor travel information noticeboards at the development.	Travel Plan Coordinator
		Distribution of Staff Welcome Packs	Travel Plan Coordinator
Travel Plan under-way	Following 50% occupation of the care home	All Travel Plan measures underway.	Travel Plan Coordinator
		Baseline Travel Survey for staff	Travel Plan Coordinator
		Travel Plan Coordinator to deal with queries raised by staff regarding travel	Travel Plan Coordinator
		Travel Plan Coordinator to liaise with outside bodies/interested parties, as required.	Travel Plan Coordinator
Travel Plan years 1 to 5	One year after 50% occupation of the care home thereafter in years 3 and 5 (total of three surveys over the five year period)	Travel survey issued to all staff.	Travel Plan Coordinator
		Ongoing monitoring/maintenance, including liaison with staff and other parties, updates to the travel information noticeboards	Travel Plan Coordinator
		Monitoring report produced, comprising the results of the travel survey, the success in meeting the Travel Plan targets, and a review/update of targets and measures.	Travel Plan Coordinator
Travel Plan years 1 to 5	Years 1, 3 and 5	Issuing of biennial monitoring report to HCC for approval following compilation of the results of the travel survey.	Travel Plan Coordinator

Table 8.1: Action Plan

9 Monitoring

- 9.1 In order to assess the effectiveness of the Travel Plan and its measures, and to determine the success in working towards the targets, monitoring will be undertaken at the development and the results will be reported accordingly.
- 9.2 As stated in section 6, this Travel Plan is a long-term strategy with the aim of encouraging and implementing change in travel patterns and this Plan has the following objectives:
- To encourage staff and visitors to make more sustainable travel choices when travelling to and from the site.
 - To encourage a reduction in the dependence of staff and visitors on single occupancy private car travel.
 - To minimise the impact of the development on the local highway network.
- 9.3 As previously noted, whilst the Travel Plan is aimed at both staff and visitors, it provides more scope for change in staff travel patterns due to their higher frequency of trips to the site and the level of control/influence that employers have over the behaviour of staff.
- 9.4 A suitable indicator of the success of the Plan is therefore the modal split of staff travel and whether or not the targets have been met.

Travel Surveys

- 9.5 As previously stated, a baseline travel survey will be undertaken following 50% occupation of the care home. The results of the survey will be used to set up-to-date modal split targets for the five year implementation period of the Travel Plan. In order to assess the success of the Plan in working towards the targets, the travel survey will be issued to all staff on the following basis:
- Baseline – assessed by the baseline travel survey following 50% occupancy of the care home;
 - Year one travel survey – one year after completion of the baseline travel survey;
 - Year three travel survey – three years after completion of the baseline travel survey;
 - Year five travel survey – five years after completion of the baseline travel survey.
- 9.6 The Travel Plan Coordinator will be responsible for arranging the travel surveys, with assistance from Marbrook Care in distributing the surveys to all staff at the development.
- 9.7 The results of the travel surveys will be analysed and the results compiled into a monitoring report (detailed in section 10).

Monitoring Measures

9.8 In addition to the travel surveys, the Travel Plan Coordinator will undertake the following monitoring/maintenance measures.

- The Travel Plan Coordinator will respond to travel related queries and concerns from staff. Any concerns raised by staff or visitors to the care home regarding the condition of pedestrian and cycle routes within and around the site will be noted by the Travel Plan Coordinator and passed to the relevant HCC officer to encourage improvements/maintenance to the facilities;
- The Travel Plan Coordinator will periodically review and update the information on the staff and visitor travel information noticeboards to ensure that it is accurate and up to date;
- Travel Plan Coordinator will distribute Staff Welcome Packs to new members of staff;
- The Travel Plan Coordinator will check the condition of the staff changing and storage facilities and monitor the use;
- The Travel Plan Coordinator (and Marbrook Care) will ensure that internal pathways and pedestrian routes are kept clean and clear for pedestrian use;
- The Travel Plan Coordinator will monitor the use of the cycle parking facilities at the care home. If demand exists, the Travel Plan Coordinator will look into the possibility of increasing the number of cycle parking facilities in order to benefit staff and visitors and encourage more trips by bicycle;
- The Travel Plan Coordinator will record the uptake of the Cycle to Work scheme.

10 Review

- 10.1 In years 1, 3 and 5 during the five year implementation period of the Travel Plan, a monitoring report will be compiled by the Travel Plan Coordinator which will set out results of the biennial monitoring, the success of the Plan and identify the potential for future refinement of the detail/measures of the Plan.
- 10.2 The Travel Plan Coordinator will issue a biennial monitoring report to HCC for approval.

APPENDIX A: Proposed Site Layout



- NOTES**
- 1. The drawings are prepared in accordance with the requirements of the Building Regulations and the Planning Act 2008.
 - 2. All dimensions are to the finished face unless otherwise stated.
 - 3. All levels are to the finished face unless otherwise stated.
- MATERIALS PROHIBITED**
- 1. High pressure treated timber (HPT) is prohibited.
 - 2. Hardwood is prohibited.
 - 3. All materials must be approved by the Council of Architects of the City of Liverpool.
 - 4. All materials must be approved by the Council of Architects of the City of Liverpool.
 - 5. All materials must be approved by the Council of Architects of the City of Liverpool.
 - 6. All materials must be approved by the Council of Architects of the City of Liverpool.
 - 7. All materials must be approved by the Council of Architects of the City of Liverpool.
 - 8. All materials must be approved by the Council of Architects of the City of Liverpool.
 - 9. All materials must be approved by the Council of Architects of the City of Liverpool.
 - 10. All materials must be approved by the Council of Architects of the City of Liverpool.

- NOTES**
1. Scheme design is subject to relevant Statutory Approvals.
 2. Drawing based on topographical survey ref: 1518-448X1.
 3. Tree information based on Arboricultural Survey ref: 855837.

- KEY**
- Site Boundary
 - Previous Consent Footprint
 - Existing Buildings
 - Proposed Building
 - Vehicular Access & Parking
 - Paths
 - Patio Areas
 - Existing Tree - Retained
 - Existing Tree - Removed
 - Tree Root Protection Area
 - Soft Landscaping
 - Shrubs
 - Hedge
 - Existing Levels
 - Proposed Levels
 - Cycle Shelter - 8 Spaces
 - Car parking spaces out of use during refuse collection

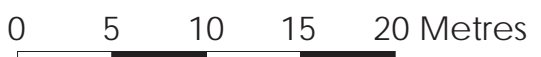
SCHEDULE OF ACCOMMODATION:

CARE HOME			
Floor	Units	Beds/ Suites	GIA m ²
Ground Floor	2	27	1489
First Floor	2	32	1477
Second	2	32	1455
Third Floor	1	13	1306
TOTAL BEDS/SUITES & GIA	91 Beds/ Suites	133 Suites	5727

PARKING
33 car parking spaces incl. 3No. disabled

PLANNING APPLICATION

- Sub-station indicated 17.12.2018
- Preliminary
- For Approval
- Tender
- Construction
- Marbrook
- Broadwater Road
Welwyn Garden City
AL7 3AX
- Proposed Site Plan
- Scale: drawn by ccla
- 1:2000 A1 CS 03.08.2018
- 17-132-110



Scale Bar
SITE PLAN - AS PROPOSED

APPENDIX B: 2011 Census – Travel to Work

WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

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Population : All usual residents aged 16 and over in employment the week before the census
Units : Persons
Date : 2011
Place of work : E02004986 : Welwyn Hatfield 007 (2011 super output area - middle layer)

Usual residence : 2011 super output area - middle layer	Underground, metro, light rail or tram	Train	Bus, minibus or coach	Taxi	Motorcycle, scooter or moped	Driving a car or van	Passenger in a car or van	Bicycle	On foot	Other method of travel to work
Total from all areas:	112	337	291	26	28	4452	270	181	497	14
Percentage:	2%	5%	5%	0%	0%	72%	4%	3%	8%	0%

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

