



A Planning Application by
ONE YMCA

In respect of
**ONE YMCA, 90 PEARTREE LANE,
WELWYN GARDEN CITY**

Framework Travel Plan

October 2019



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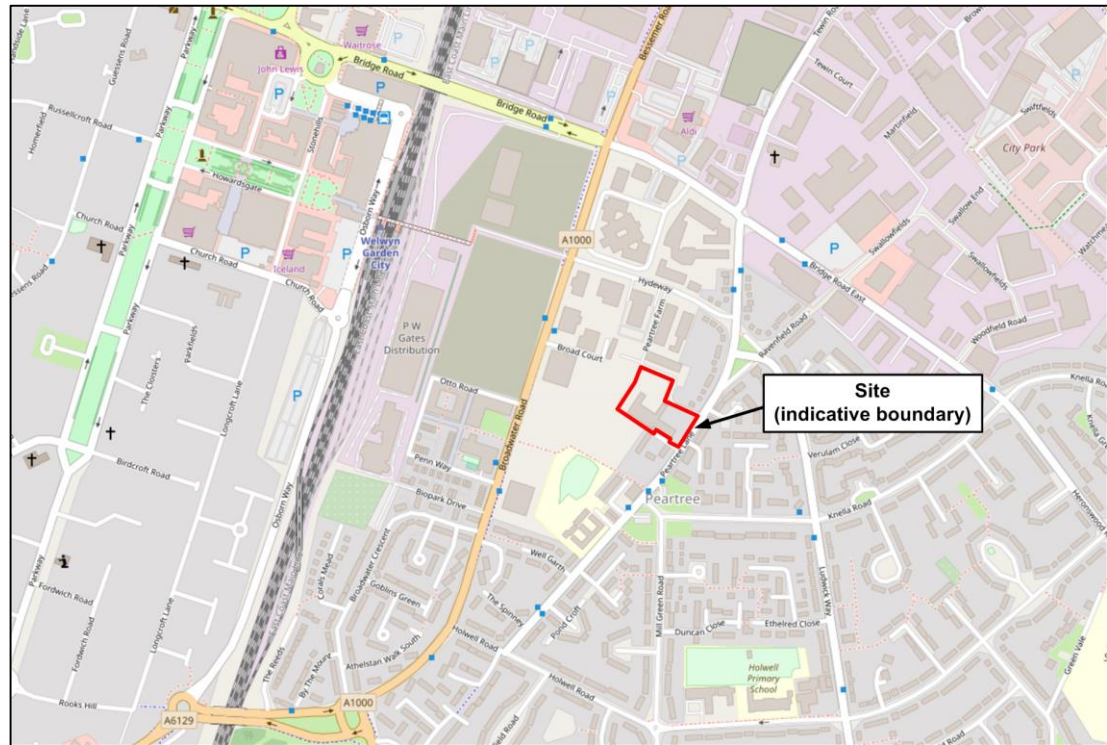
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1 INTRODUCTION

- 1.1 Transport Planning Associates (TPA) has been appointed by One YMCA to provide transport and highways advice in relation to a planning application for the proposed redevelopment of their site (**Figure 1.1**) at Peartree Lane, Welwyn Garden City.

Figure 1.1 Site location Plan



Source: © OpenStreetMap contributors

- 1.2 The Site currently consists of a YMCA hostel providing 125 bedrooms and ancillary facilities. The proposed scheme comprises the demolition of the existing buildings and the erection of a new 100-bedroom hostel and a 43-unit residential development, together with cycle and car parking facilities.
- 1.3 This site wide Framework Travel Plan (FTP) has been produced to support the planning application and will form the basis of a full Travel Plan, should the Highway Authority deem its preparation necessary and condition it to the planning permission.
- 1.4 The FTP aims to:
- Mitigate against any potential traffic and transport impacts that could result from the proposed development;
 - Create a safer, more sustainable, community-driven environment for residents living and staff working at the development; and
 - Encourage the use of sustainable transport modes to reduce the need for trips to be undertaken to the development in a private car.

1.5 The FTP aims to fulfil these Aims by fulfilling the following objectives;

- To raise awareness of sustainable, active and healthy modes of travel as an alternative to trips by private car;
- To reduce congestion in the neighbouring area by discouraging car use by residents;
- To remove perceived and actual barriers to travel by sustainable modes; and
- To increase the number of residents and staff choosing active modes, including walking and cycling, when travelling.

1.6 The future Travel Plan, if deemed necessary, would provide a greater level of detail based on relevant data obtained by surveying the occupants of the Site.

2 SITE TRAVEL OPPORTUNITIES

- 2.1 The site is located in Welwyn Garden City, near the town centre, and benefits from a very accessible location, by all modes of transport. The accessibility to the site by walking, cycling and public transport is summarised in this Chapter.

Pedestrian and Cycle Infrastructure

Pedestrian infrastructure and local facilities

- 2.2 In the vicinity of the site, footways are present to both sides of Peartree Lane and on the adjacent road network. These provide access to the residential area to the east of the site and to the commercial area to the north and west of the scheme.
- 2.3 The pedestrian network links the site to residential areas, local shops, schools and transport services. The Institute of Highways and Transportation's (IHT) publication 'Providing for Journeys on Foot, 2000' suggests the following desirable, acceptable and preferred maximum walking distances.

Table 2.1 IHT's Suggested Acceptable Walking Distances

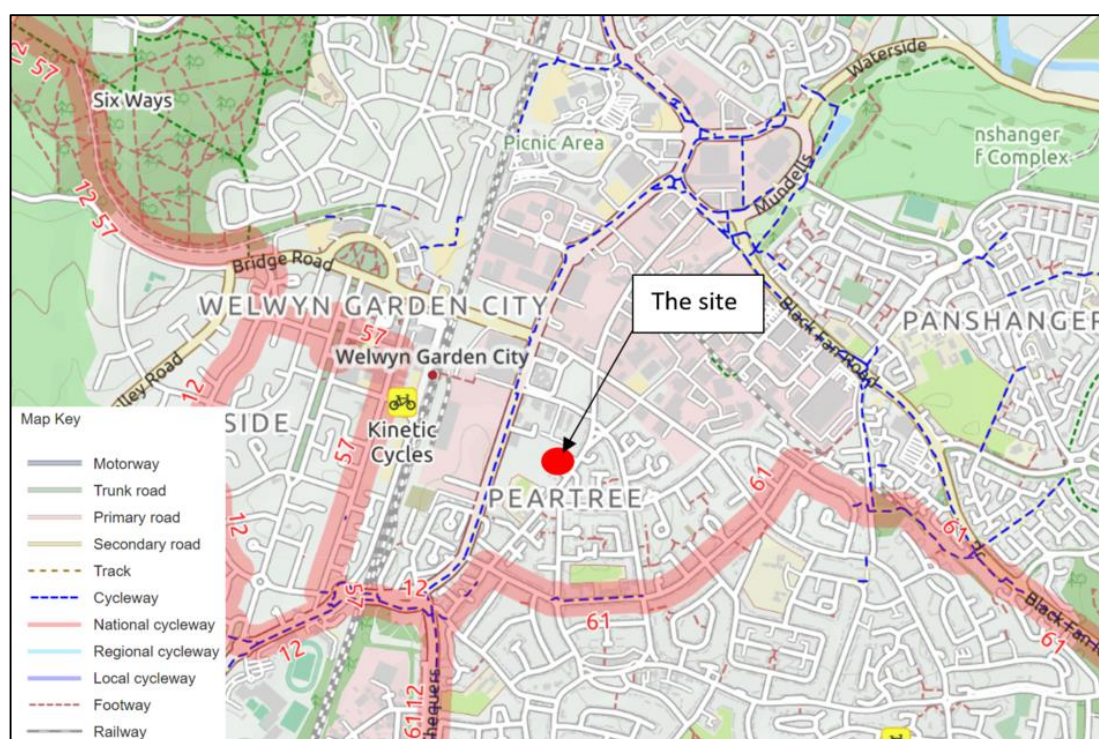
	Town Centres (m)	Commuting / School (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 3.2 of Providing for Journeys on Foot, IHT, 2000

- 2.4 A GP, a primary school, a pharmacy and a post office are located within 250/300 m walking distance, on Peartree Lane, to the south of the site.
- 2.5 The town centre is within approximately a 1.0 km walk, while Welwyn Garden City railway station lies within a 760 m walk, via Hydeway. Many shops and local facilities, including the Howard shopping centre and large supermarkets, are therefore located within easy walking distance of the site.
- 2.6 It is concluded that the site benefits from very good pedestrian accessibility, with many services located within desirable or acceptable walking distance.

Cycle infrastructure

- 2.7 The nearest cycle route to the site is the National Cycle Network Route number 61. This route runs from Maidenhead to Hatfield, Welwyn Garden City and Hertford before arriving near Hoddesdon. The route can be accessed approximately 600 m to the south of the site at the junction of Peartree Lane and Holwell Road.
- 2.8 Broadwater Road, located within 400 m of the Site, is also provided with a shared footway / cycleway.
- 2.9 A map showing the local cycle network is shown at **Figure 2.1**.

Figure 2.1 Existing Local Cycle Network

Source: © OpenStreetMap contributors

Public Transport Services*Bus Services*

- 2.10 The nearest bus stops to the site are located on Mill Green Road, approximately 180 m to the south of the site and on Peartree Lane to the north of Hydeway, approximately 250 m to the north. They are serviced by Route 403, which runs between Hall Grove and Digswell Water via Welwyn Garden City station. Further services can be access on Bridge Road East to the north of the site, as summarised in **Table 2.2**.

Table 2.2 Existing Bus Services

Route No.	Description	Frequency
403	Hall Grove – Welwyn Garden City railway station – Digswell Water	Every 30 minutes
300/301	Hemel Hempstead – Welwyn Garden City (Bridge Road East) - Stevenage	Every 20 – 30 minutes
401	Circular route from Welwyn Garden City station to Panshanger	Every 30 minutes

Source: www.arrivabus.co.uk/herts-and-essex/services

Rail services

- 2.11 As previously stated, rail services can be accessed approximately 760 m from the site at Welwyn Garden City rail station. The station is operated by Great Northern/Thameslink, and services run to London Kings Cross, Moorgate and Cambridge. A summary of the services is shown in **Table 2.3**.

Table 2.3 Existing Rail Services

Destination	Monday-Friday	Saturday	Sunday
London Kings Cross	2-4 per hour	2 per hour	2 per hour
Moorgate	2-4 per hour	2 per hour	2 per hour
Cambridge	2 per hour	1 per hour	1 per hour

Source: National Rail Enquiries, www.nationalrail.co.uk

3 PROPOSED DEVELOPMENT

3.1 As noted, the proposed scheme comprises the redevelopment of the site, by replacing the existing 125-bedroom hostel (to be demolished) with:

- a new 4-storey, 100-bedroom building for use by the YMCA;
- a total of 43 flats, a mix of one and two bedrooms.

3.2 The scheme, reproduced below, will include cycle and car parking and landscaping, provided in line with local parking standards, parking demand surveys and best practice.

Figure 3.1 Illustrative masterplan



Source: Saunders Architects

4 OBJECTIVES

- 4.1 The Transport Statement¹ that accompanies the planning application has demonstrated that the scheme would not result in an adverse impact on parking, traffic generation or highway safety.
- 4.2 To further promote the non-car means of travel to and from the site, this FTP has been prepared with these aims in mind:
- To encourage the use of sustainable transport modes to reduce the need for trips to be undertaken to and from the development in a private car;
 - To mitigate against any potential traffic and transport impacts which could result from the proposed residential units;
 - To create a safer, more sustainable, community-driven environment for residents and staff living or working at the development.
- 4.3 The FTP seeks to fulfil these aims by setting the following objectives:
- To raise awareness of sustainable, active and healthy modes of travel as an alternative to trips by private car;
 - To reduce congestion in the neighbouring area by discouraging car use by residents;
 - To remove perceived and actual barriers to travel by sustainable modes; and
 - To increase the number of residents and staff choosing active modes, including walking and cycling, when travelling.

¹ TPA document reference 1903-19/TS01

5 TARGETS

5.1 Targets are measurable goals by which the progress of the future TP will be assessed. Targets are essential for monitoring the progress and success of the TP. Targets should be “SMART” – Specific, Measurable, Achievable, Realistic and Time-bound; as described as follows:

- **Specific** - A specific overall reduction in vehicular travel associated with the site has been defined which will be achieved through the development of realistic Travel Plan measures.
- **Measurable** - The number of car based trips will be monitored against the targets on a regular basis. Further initiatives and measures will be investigated and pursued should the development fail to meet these targets.
- **Achievable** - Travel Plan measures will be implemented and their effectiveness monitored in order to ensure they are achievable by all site users.
- **Realistic** – Realistic targets have been based upon a reduction of the trips as observed three months after opening.
- **Time-bound** - The targets will be reviewed annually in order to clarify whether they are being achieved.

5.2 As no existing travel survey data is available, an interim travel mode split has been obtained from the most recent journey to work data from the Office for National Statistics for the area where the Site is located (MSOA Welwyn Hatfield 007).

Residential element

Table 5.1 Residential - Interim Mode Share and Potential Target

Mode	Interim Baseline	Change at year 5
On foot	18.0%	+1.5%
Bicycle	5.5%	+1.5%
Bus, minibus or coach	3.7%	+1%
Train / Underground	11.0%	+2%
Motorcycle	1.0%	-
Driving a car or van	55.8%	-6%
Passenger in a car or van	5.1%	-

Source: Census 2011 (Baseline); arithmetical errors due to rounding; “Taxi” and “Other” distributed across all other modes proportionally

Staff

Table 5.2 Residential - Interim Mode Share and Potential Target

Mode	Interim Baseline	Change at year 5
On foot	20.5%	+2%
Bicycle	7.2%	+2%
Bus, minibus or coach	4.1%	+2%
Train / Underground	1.8%	-
Motorcycle	0.2%	-
Driving a car or van	60.3%	-6%
Passenger in a car or van	5.9%	-

Based on Nomis Table WU03EW; Residence: Welwyn Hatfield (District); Workplace: MSOA Welwyn Hatfield 007

- 5.3 The above 5 year targets focus upon reducing car transport by 6%, while increasing sustainable transport modes. They will be revised upon completion of the baseline Travel Survey which will be undertaken upon full occupation of the scheme.
- 5.4 Targets at years 1 and 3 (not shown the tables) are expected to show a gradual change in mode shift.
- 5.5 A bi-annual travel survey will be carried out in order to monitor the progress of the TP in changing travel modes. The survey results will act as an indicator as to whether the targets are being achieved and if adjustment is necessary.

6 TRAVEL PLAN MEASURES

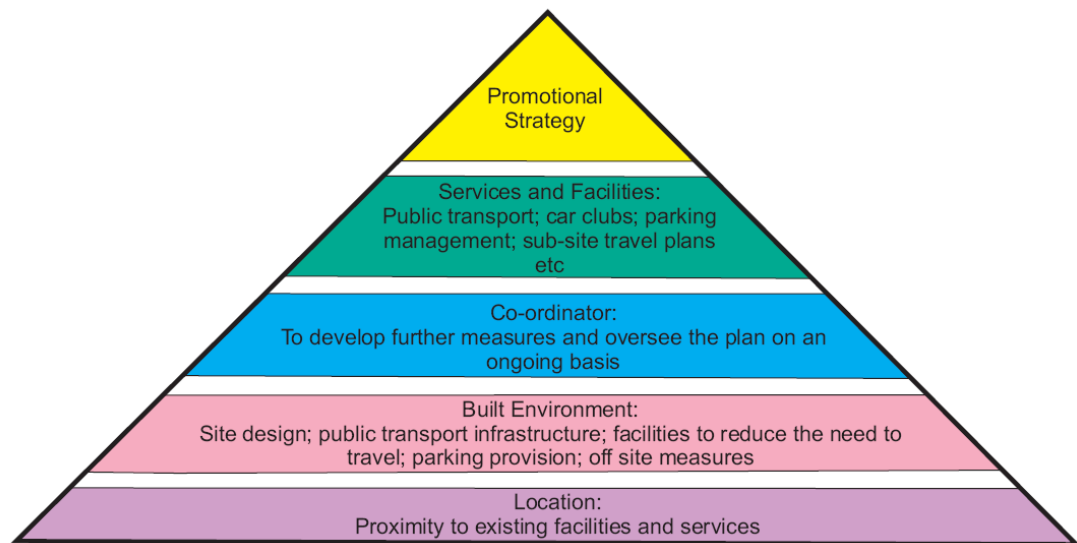
Behavioural Change Mechanisms

The '4i' Approach

- 6.1 The initiatives presented within this *FTP* are focused on increasing the awareness and use of sustainable travel modes through the use of the 4i approach. This considers the need to:
- Supply *Information* - The provision of accurate sustainable travel information through a variety of means.
 - Pursue *Initiatives* - Instigating new or linking up with existing schemes to promote sustainable travel options, guidance or advice.
 - Provide *Incentives* - Encouraging participation in initiatives. For example, the provision of discounts or gifts to raise awareness of sustainable transport or providing external incentives such as tax benefits.
 - Continue to *Influence* modal choice towards sustainable travel.
- 6.2 The development of a community spirit to influence fellow neighbours and colleagues to switch to, or maintain use of, sustainable travel will enhance the value of the initiatives undertaken.

Travel Plan Pyramid Approach

- 6.3 When considering the appropriateness of travel initiatives to promote sustainable travel, a hierarchical approach can be adopted that reviews the complementary benefits of sustainable travel with items such as health and environmental benefits that might further influence people's attitude to change. The hierarchical pyramid can be seen below.

Figure 6.1 Travel Plan Pyramid

- 6.4 The Pyramid approach uses the benefits of a good site location and builds tiers of physical measures, management initiatives, public transport services and marketing methods to create a robust and fully integrated Travel Plan.
- 6.5 The 'Coordinator' tier relates to the introduction of a Travel Plan Co-ordinator who is appointed to manage the Travel Plan in an integrated and responsive way.
- 6.6 The 'Services and Facilities' tier relates to any services and facilities available on site.
- 6.7 The upper most tier of the pyramid relates to sustainable travel marketing, promotion, awareness-raising, monitoring and review. This could involve personal travel advice for residents and visitors, promotional campaigns and other incentives. Transport information should be easily accessible and available at locations such as community notice boards and website.
- 6.8 In summary, the Pyramid Approach is intended to help organise the measures needed to deliver the Travel Plan objectives, making the Travel Plan robust, integrated and having an impact on the modal shift.

Measures – Residential

- 6.9 This Section of the FTP will set out some measures that could be included within the (potential) full Travel Plan. The measures have been developed in line with the behavioural change mechanisms and in line with Objectives.

Travel Information Pack

- 6.10 Each new dwelling will receive a Travel Information Pack that would include information on sustainable travel options including current details of bus and train times, bus stop locations, cycle route maps and walking routes to local facilities. Public transport and cycling vouchers will be advertised and news of any forthcoming green transport initiatives such as 'Walk to Work Week' will also be provided within the packs.
- 6.11 The TPC will be responsible for creating and distributing the packs.

Community Notice Board

- 6.12 Notice boards displaying relevant travel information can be a persuasive tool for tipping the balance in favour of more sustainable travel. Travel information will therefore be provided on community notice boards that will be positioned at prominent locations around the site. The notice boards will provide relevant travel information, green travel initiatives and public transport timetables. In addition, local jobs should be advertised in order to encourage local residents to apply, thereby reducing time spent on the local highway network or reducing the need to travel by car.
- 6.13 More specifically this board will provide information on:
- **Walking:** information regarding pedestrian safety, information on local footpaths and information about national walking events (i.e. Walk to Work Week);
 - **Cycling:** details of cycle routes in the area, details of the onsite facilities for those who cycle (i.e. cycle parking and changing facilities), information about the cycle to work schemes and information about national cycling events (i.e. Cycle to Work Week);
 - **Public Transport:** information will be outline local bus and rail services and frequency patterns.
 - **Car Sharing:** promotional information regarding the benefits of car sharing and the details of an informal car share schemes.

- 6.14 The TPC will be responsible for updating the noticeboards to reflect any changes in the local transport services.

Walking

- 6.15 Walking is the most sustainable means of travel, although its benefits can often be overlooked when faced with the time benefits of the private car. Raising awareness of the health benefits that walking can provide, as well as highlighting the financial costs and environmental issues associated with private car use is likely to generate an increase in the use of this mode.

Cycling

- 6.16 Cycling is one of the most sustainable modes of transport to use and studies have shown it can offer many health benefits such as improving the immune system, reducing the risk of heart attacks and improving weight loss.
- 6.17 Good quality facilities and secure parking are often cited as most persuasive to cycling. Therefore, in a bid to encourage residents and visitors to cycle to and from the site, secure cycle parking spaces to be provided within the site.

Public Transport

- 6.18 It is understood that if the use of the private car is to be restrained then viable alternatives must be in place. Welwyn Garden City has a very range of public transport infrastructure with regular bus and rail services serving key employment sites in Hertfordshire and London.
- 6.19 The use of Public Transport in the form of bus, rail or taxis will be encouraged by providing:
- information on service frequency;
 - service operating times; and
 - details of where to catch the services and interchange if needed.
- 6.20 The TPC will be familiar with these services and will be able to assist residents in their use. They will also regularly check public transport services and inform employees if any changes have been made. Details will be made available at the Travel Information Noticeboard and through a travel alert service via emails issued by the TPC to residents who sign up to this service.
- 6.21 The promotion of public transport as a suitable alternative to the private car will be key to create a functioning Travel Plan with an achievable aim.

Car Club

- 6.22 Car clubs have been increasing in popularity in recent years and this is illustrated in the growth of car sharing companies across the country.
- 6.23 E-car Club is a pay-as-you-go car hire scheme, which operates in many locations in the UK, including Welwyn Garden City. In addition to being used as a pay-as-you-go service, a membership scheme is also available. One of the aims of the Travel Plan will be to encourage the use of Car Clubs such as this one.

Home Shopping

- 6.24 Home shopping is becoming increasingly popular due to the time saved in travelling, the convenience of shopping outside of standard working hours, being able to compare prices of multiple retailers and the possible reduction in stress levels compared to shopping in a busy supermarket.
- 6.25 Encouraging the use of home shopping can reduce the number of vehicles on the highway network, particularly during peak times.

Resultant Measures

- 6.26 The initial list of measures for this FTP are outlined in Table 6.1. These measures will be the responsibility of the Travel Plan Co-ordinator to implement.

Table 6.1 FTP Measures

Measure		Action
1	Development and distribution of a Travel Information Pack.	At first occupation
2	Develop and maintain a travel related section on the community notice boards. This should provide information on Walking, Cycling, Public Transport and Car Sharing.	At first occupation
3	Promote the health benefits of walking through information packs.	At first occupation
4	Provide details of local cycle routes, safe cycling corridors and local events such as 'bike week' through information provided on the community notice board and in the Travel Information Packs.	At first occupation
5	Provide cycle parking in line with policy	At first occupation
6	Provide plans showing the location of, and distance to, the nearest bus stops in relation to the site and the services that are provided by each stop. The plans should be available on the community notice board and in the Travel Information Packs	At first occupation
7	Provide information on service frequency, destinations and bus stop locations on the community notice board and in the Travel Information Packs	At first occupation
8	Promote the use of public transport at the Travel Information Noticeboard and in the Travel Information Packs.	At first occupation
9	Liaise with the main local bus company to try and obtain and promote discount tickets for public transport services.	At full occupation
10	Provide information on how car sharing works, who can take part, a list of how obstacles (such as the need to drop children off at school or safety concerns) can be overcome and advertise the benefits that can be gained through car sharing. This can be on the Travel Information Noticeboard and in the Travel Information Packs.	At 50% occupation

11	Promote a suitable car club website on the community notice board and in the Travel Information Packs. For example: E-car Club (www.ecarclub.co.uk) which operates within Welwyn Garden City.	At first occupation
12	To encourage and promote home shopping in order to reduce the quantity of vehicular trips to the local supermarket.	At first occupation

Measures for the YMCA - Staff

Measures to promote Walking

6.27 The TPC will seek to provide the following initiatives to encourage walking to and from the site:

- Maps illustrating pedestrian network routes in the vicinity of the site will be attached to the Travel Awareness notice board;
- The walking web centre www.walkit.com will be promoted on the Travel Awareness notice board with promotional material made available; and,
- Leaflets detailing the health benefits of walking will be placed on the staff travel notice board;
- Promotional information and walking events.

Measures to Promote and Facilitate Cycling

6.28 The TPC could promote some of the following initiatives to encourage cycling to and from the hostel:

- Promotional material from organisations such as Sustrans and 'bikes4all';
- Promotional information and cycling events;
- Arrangement of free transport home for staff cyclists in the event of an emergency (guaranteed ride to home scheme);
- Leaflets detailing the health benefits of cycling will be placed on the staff travel notice board;
- Staff will be provided with free session training and advice relating to Bike Marking to ensure that their bicycle is registered and protected through an appropriate security system. Staff will also be advised on measures as to how to secure their bicycle on-site and appropriate chains to purchase to help protect their bicycles from theft through appropriate training sessions; and,
- The hostel and TPC will also look into obtaining appropriate chains, padlocks and Bike Marking products from local bicycle shops as part of their Staff Tax Free Bike Scheme;
- Provide access to "Bikeability" training, which is an updated version of the Cycling Proficiency Test that has been developed with the aim of providing adults with the necessary skills and confidence to ride bicycles on the public highway. The overall objective of Bikeability is to get "more people cycling, more safely, more often". The Department for Transport (DfT) website (<https://bikeability.org.uk>) identifies that there are three Bikeability levels. Cycle training is also provided for adults separately.

Measures to Promote and Facilitate Public Transport Use

- 6.29 Increased accessibility to, and the use of, public transport is considered to be a key element of any plan to encourage greater sustainable travel. The TPC will consider the use of the following measures to encourage public transport use:
- Provide up-to-date public transport information including time tables and bus company contact information on the transportation notice board. Contacts for all bus operators will be provided, details of the bus services timetables/routes/bus stops will be highlighted, information on discounts available, any potential further bus routes in the immediate area etc;
 - Consider the viability of offering interest free loans to staff to purchase season tickets for public transport; and
 - Organise a guaranteed ride home for staff travelling by public transport in the event of an emergency.

Car Clubs and Car Sharing

- 6.30 The TPC will review the potential for setting up an internal car-sharing scheme amongst staff. For those staff for whom using public transport or walking / cycling is not feasible, this could enable them to easily access the site whilst reducing the overall number of car trips.
- 6.31 Staff will be informed of car sharing websites via the YMCA newsletter, email bulletins and on the hostel website.
- 6.32 A guaranteed lift home will be offered to all staff to ensure that car sharing remains an attractive option. This will be offered in cases where the driver providing a lift to a subsequent member of staff has to leave earlier due to health reasons for example.

Measures for the YMCA - Residents

- 6.33 The existing YMCA in Welwyn Garden City offers home and shelter in the form of 125 bedrooms and shared services and facilities to residents that would otherwise be homeless. The redeveloped hostel would comprise 100 bedrooms, together with a range of communal areas.
- 6.34 Residents of the hostel are unlikely to drive to the site and/or to own a car; this was demonstrated by the results of a parking survey undertaken at the car park, overnight, which highlighted a fairly low occupancy. Details of the survey are included in the Transport Statement submitted as part of the application.
- 6.35 In the light of the above, future residents are likely to use sustainable modes to travel to/from the hostel; they include walking, cycling and public transport services.

- 6.36 Measures to raise awareness on and further encourage sustainable travel will be similar to those set out earlier in regards to the residents of the proposed flats and will not be repeated here.
- 6.37 The aforementioned staff Notice Board could include a section for the residents, where information on bus services, walking and cycling initiatives, car share opportunities, etc could be found.
- 6.38 Also, if booking a room via email, it is anticipated that travel information to the hostel will be provided in the booking confirmation, with a view to encourage sustainable modes.

7 TRAVEL PLAN CO-ORDINATOR DETAILS

7.1 A TPC would be appointed upon first occupation. It is envisaged that the role of the TPC will comprise but not necessarily be limited to the following activities:

- to lead the strategy for meeting the Travel Plan's objectives;
- set up and co-ordinate groups that can dictate or influence the strategies, as required;
- coordinate data collection to develop the Travel Plan;
- act as point of contact for residents requiring additional information and a point of contact for the local highway authority, when required;
- be responsible for the submission of monitoring reports;
- ensure all information regarding cycle routes and bus service time tables are kept up to date and readily available; and
- be responsible for the maintenance ensuring that sufficient marketing occurs.

7.2 In the event that the existing TPC can no longer maintain the role, it will be transferred to another suitable person and the Local Planning Authority officers will be informed.

8 MARKETING, PROMOTION, MONITORING

- 8.1 As noted in the Introduction, this site wide Framework Travel Plan was prepared as a starting point should the provision of a full Travel Plan be deemed appropriate by the Planning Authority and conditioned to the permission.
- 8.2 The potential future Travel Plan would then be promoted through the following methods:
- a Travel Information Pack to be provided to all new residents for the life of the Travel Plan. This information pack will include a copy of the Travel Plan as well as any travel information outlined within the measures of the Travel Plan. Contact details for the Travel Plan Co-ordinator will also be provided to all new residents within the welcome pack
 - a Travel Information Pack to be provided to the hostel staff;
 - notice boards to be located within the development so as to provide a one-stop “port of call” for all Travel Plan information. These notice boards will be utilised for promoting the various measures and benefits provided by the Travel Plan.
- 8.3 Further promotion and marketing would be undertaken through events and promotional materials which will be provided to residents.
- 8.4 It is anticipated that the impact of the future full Travel Plan would be monitored through biennial Travel Surveys and Monitoring Reports in years 1, 3 and 5 – after full occupation. These reports would be provided to the Planning Authority so as to provide an overview of the success or failure of the Travel Plan.