

Land Surrounding Burloes Cottages Newmarket Road, Royston

Travel Plan

19 April 2024

Prepared for
Vistry Group Plc



Prepared for:
Vistry Group Plc

Prepared by:
Markides Associates
2nd Floor, The Bridge
73 – 81 Southwark Bridge Road
London SE1 0NQ
United Kingdom

T: +44 (0)20 7442 2225
E: info@markidesassociates.co.uk
W: markidesassociates.co.uk

Project Number: 23324
Doc Number: TP01

Rev	Issue Purpose	Author	Checked	Reviewed	Approved	Date
	Final	ML	AKS	ML	AKS	11/04/24
A	Final	ML	AKS	ML	AKS	19/04/24

Copyright 2024 Markides Associates Ltd. The concepts and information contained in this document are the property of Markides Associates. Use or copying of this document in whole or in part without the written permission of Markides Associates constitutes an infringement of copyright.

Limitation: This report has been prepared on behalf of, and for the exclusive use of the client of Markides Associates, and is subject to, and issued in accordance with, the provisions of the contract between the client and Markides Associates. Markides Associates accepts no liability or responsibility whatsoever for, or in respect of, any use of, or reliance upon, this report by any third party.

Contents

1.	INTRODUCTION	1
2.	EXISTING SITUATION.....	6
3.	DEVELOPMENT PROPOSALS	12
4.	BASLINE MODAL SPLITS PRE-TRAVEL PLAN	15
5.	FRAMEWORK TP STRATEGY	16
6.	TRAVEL PLAN MEASURES	21
7.	MODAL SPLIT TARGETS	24
8.	SECURING THE TRAVEL PLAN	25

Appendices

Appendix A – Illustrative Framework Plan

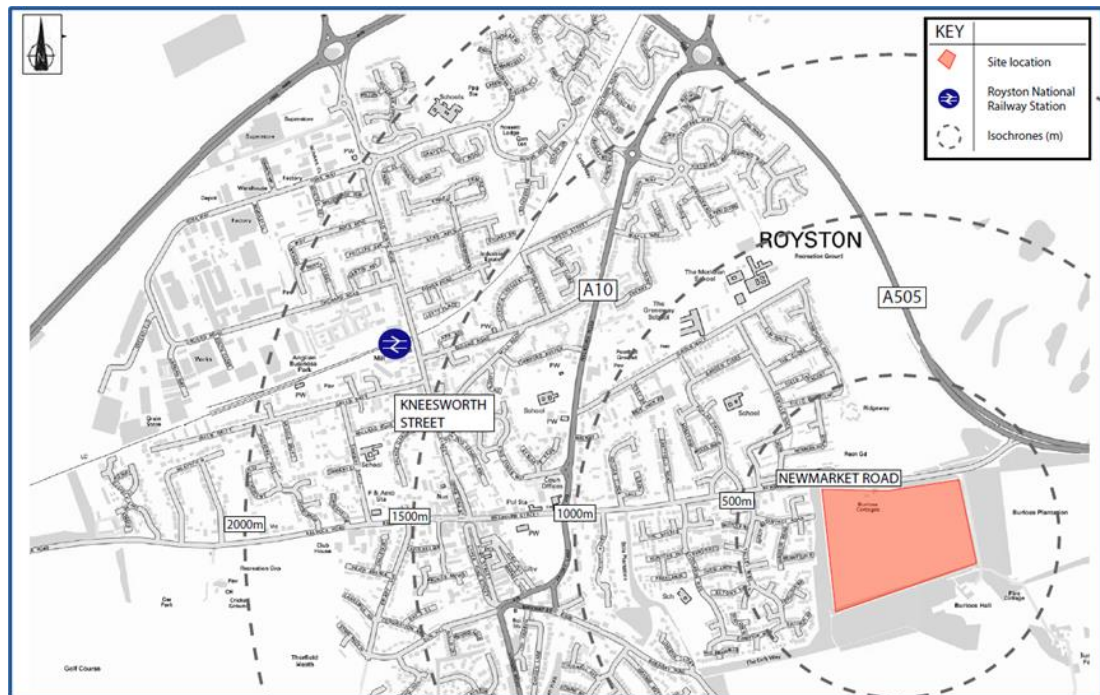
Appendix B – Full application Extent

1. Introduction

1.1 Preamble and Site Location

- 1.1.1 Markides Associates (MA) has been instructed by Vistry Group ('the Applicant') to prepare a Residential Framework Travel Plan (TP) in support of their planning application for a residential development proposal for a scale of development of up to 325 residential dwellings at a site located south of Newmarket Road, Royston.
- 1.1.2 The site is located within the authoritative boundary of North Herts District Council (NHDC), with Hertfordshire County Council (HCC) being the relevant local highway authority.
- 1.1.3 The site, referred to as '*Land surrounding Burloes Cottages*,' is undeveloped agricultural land, located south of Newmarket Road, with location indicated below at **Figure 1.1**

Figure 1.1 Site Location Plan



- 1.1.4 **Figure 1.1** confirms the site is bound to the north by Newmarket Road from which it is accessed. The site is otherwise surrounded by woodland, beyond which is Burloes Lane to the east, a private road that provides access to the Burloes Estate, which lies south of the site. Beyond the woodland to the west, which falls within the ownership of NHDC, there is an established residential community, centred around Valley Rise and Studlands Rise and accessed from Newmarket Road.

- 1.1.5 The site accommodates an undulating topography, with only the central part of the site being level with Newmarket Road, with the site rising to the west and falling to the east along the Newmarket Road frontage.

1.2 Development Proposals

- 1.2.1 The Applicant is preparing a new application, to be submitted in hybrid form, with description of development as follows:

Hybrid application for residential development of up to 325 dwellings comprising: (a) full planning application for Phase 1 comprising 102 dwellings and associated infrastructure including access from Newmarket Road, emergency and pedestrian/cycle access from Burloes Hall Drive, internal highways, public open space, landscaping and drainage and (b) outline application for up to 223 dwellings and associated infrastructure with all matters reserved apart from primary means of access and emergency and pedestrian/cycle access from Burloes Hall Drive.

- 1.2.2 Together, the full application extent and outline application extent are indicated on an illustrative Framework Plan, attached at **Appendix A**, with extract below at **Figure 1.2**.
- 1.2.3 The full application extent, which primarily covers the western part of the site, encompasses the proposed site access from Newmarket Road, adjacent signalised pedestrian crossing, internal spine road that encompasses a bus turning loop and internal road and footpath network, including connections with the established permissive footpath network to the west of the site that connects with the established footway network within the adjacent residential estate via Aintree Road.
- 1.2.4 The existing Burloes Cottages are retained, though the proposals remove the existing vehicle crossover from Newmarket Road, with access to the cottages achieved via a new crossover accessed from the proposed spine road.
- 1.2.5 The full application extent also encompasses the emergency access from Burloes Lane and the associated works to Burloes Lane to facilitate construction vehicle access. The full application extent is attached at **Appendix B**, with extract below at **Figure 1.3**.
- 1.2.6 The outline extent is supported by a series of parameter plans, which identify the extent of development within the remaining part of the site.

Figure 1.2: Illustrative Framework Plan (Source: McBains Drawing ROY01-MCB-ZZ-ZZ-DR-A-0140-D5-P1_Illustrative Framework)



Figure 1.3: Full Application Extent Plan (Source: McBains Drawing ROY01-MCB-ZZ-ZZ-DR-A-0230-D5-P1-Site Layout Plan)



1.3 TP Policy Requirement

- 1.3.1 The National Planning Policy Framework (NPPF) states that all developments which generate significant amounts of movement should provide a TP, defining it as:

‘A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.’

- 1.3.2 *Policy 5: Development Management* of HCC’s Local Transport Plan 4 (2018), states that, HCC will work with development promoters and the district and borough councils to:

- Ensure the location and design of proposals reflect the Local Transport Plan Transport User Hierarchy and encourage movement by sustainable transport modes and reduced travel demand; and
- Require a Travel Plan for developments according to the requirements of the county council’s Travel Plan Guidance

1.4 TP Aims and Objectives

- 1.4.1 The aim of this TP is to ensure management strategies and infrastructure is in place to support sustainable travel choices for residents at first occupation with focus given to the most sustainable forms of travel, walking and cycling. This will help to remove any immediate reliance on travel by car and in particular single occupancy (SOV) travel.

- 1.4.2 The headline objectives of this TP are therefore to:

- Support a low proportion of SOV travel to / from the site for residents, in favour of the most sustainable forms of travel, walking and cycling;
- Ensure residents are aware of the range of sustainable travel options that are available to access the site; and
- Encourage car sharing.

- 1.4.3 The success of the TP will be measured primarily against modal split targets across a proposed 5-year life time.

- 1.4.4 The TP will help to deliver a number of benefits, including:

- Availability of an improved range of travel choices;
- Health benefits for residents walking and cycling more; and
- More attractive environments around developments through supporting low car parking provision

1.5 TP Structure

1.5.1 Following this introduction section, the TP is structured as follows:

- **Section 2** details the baseline existing transport infrastructure that will be available from the site, which will influence the measures that will be adopted in the Full TP strategy;
- **Section 3** details the proposed development;
- **Section 4** sets out baseline modal splits prior to the implementation of the TP;
- **Section 5** details the TP Strategy, including responsibilities, implementation, marketing, monitoring and reporting, handover and funding;
- **Section 6** details the proposed measures that will be implemented to support sustainable travel; and
- **Section 7** details targets and performance indicators against which the success of the TP will be measured.

1.5.2 The planning application is also supported by the submission of a Transport Assessment (TA), which assesses the traffic and transportation issues associated with the development proposal. The TA estimates the travel demands generated by the scale of development and assesses how these demands can be accommodated within the existing transport infrastructure. Much of the content of the TA, in terms of the review of existing transport infrastructure, the description of the proposed development and baseline trip generation calculations has been used to inform this TP.

2. Existing Situation

2.1 Site Location

- 2.1.1 The site is located on land south of Newmarket Road, approximately 1.5km east of Royston town centre, with a frontage along Newmarket Road of approximately 430m in length.
- 2.1.2 The site is currently used for agricultural purposes, but also accommodates two semi-detached cottages that are located centrally along the site frontage, with an established vehicular access from Newmarket Road. These cottages will be retained. The associated access to these properties will, however, be amended so that they are served from the site's internal access roads. This will ensure that there is only one vehicular access point onto Newmarket Road in this location, addressing any concerns related to junction spacing.
- 2.1.3 The site is bound to the north by Newmarket Road from which it is accessed. The site is otherwise surrounded by woodland, beyond which is Burloes Lane to the east, a private road that provides access to the Burloes Estate, which lies south of the site. Beyond the woodland to the west, which falls within the ownership of NHDC, there is an established residential community, centred around Valley Rise and Studlands Rise and accessed from Newmarket Road.
- 2.1.4 The site accommodates an undulating topography, with only the central part of the site being level with Newmarket Road, with the site rising to the west and falling to the east along the Newmarket Road frontage. These topographical constraints influenced the vehicular access strategy adopted as part of the outline planning application.

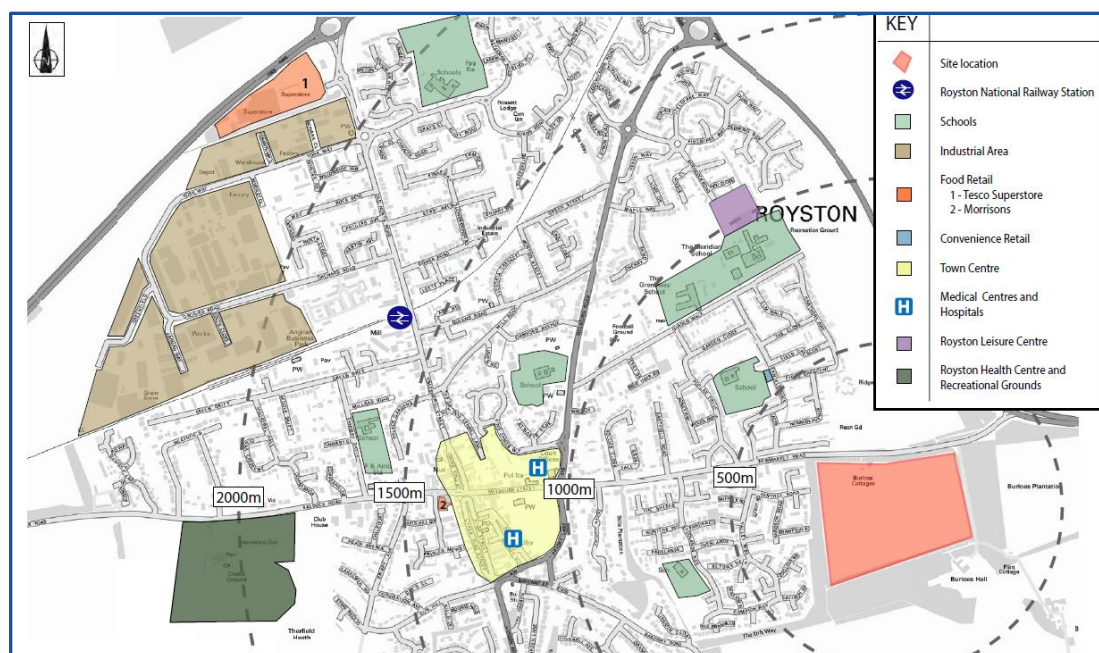
2.2 Accessibility

- 2.2.1 The site benefits from being located within close proximity of a range of social infrastructure that acts as typical trip attractors for a residential land use, including education, food retail, leisure and health land uses, ensuring residents would not be wholly reliant on travel by private car to access essential goods and services.
- 2.2.2 Examples of this social infrastructure, and their associated walk distance from the centre of the site, are detailed below in **Table 2.1** and indicated on **Figure 2.1**.

Table 2.1: Walk Distance to Trip Attractors from Edge of Site

Attractor Land Use	Site	Assumed Travel Route	Walk Distance from the Centre of the site	Cycle Time
Primary School	Icknield Walk First School (4-9)	Newmarket Road / Poplar Drive	950m / 12 minutes	2 mins
Middle/Secondary School	Greneway Middle School (9-13)	Newmarket Road / Recreational Grounds / Icknield Walk / Garden Walk	1100m / 14 minutes	3 mins
	Meridian Secondary School (13-18)	Newmarket Road / Recreational Grounds / Icknield Walk / Garden Walk	1100m / 14 minutes	4 mins
Food Retail	Morrisons	Newmarket Road / Melbourn Street / Baldock Street	1600m / 20 minutes	4 mins
	Icknield stores	Newmarket Road / Recreational Grounds / Icknield Walk	800m / 10 minutes	2 mins
	Tesco express	Newmarket Road / Priory Lane / Market Hill	1500m / 19 minutes	6 mins
Health	Royston Health Centre	Newmarket Road / Melbourn Street	1200m / 15 minutes	3 mins
	Lloyds pharmacy	Newmarket Road / Melbourn Street / King Street	1400m / 18 minutes	6 mins
Leisure	Royston Leisure Centre	Newmarket Road / Poplar Drive / Garden Walk / Melbourn Road / Maple Way / Woodcock Road	1960m / 24 minutes	5 mins
	Royston Town Football Club	Newmarket Road / Poplar Drive / Garden Walk	1500m / 19 minutes	4 mins
	Royston Town Centre	Newmarket Road / Melbourn Street / King Street	1500m / 19 minutes	4 mins
Public Transport	Royston National Rail Station	Newmarket Road / Melbourn Street / Kneesworth Street	2100m / 26 minutes	7 mins
	Royston Bus Station	Newmarket Road / Priory Lane	1500 / 19 minutes	5 mins
	Bus Stop Icknield Walk	Newmarket Road / Icknield Walk	530m / 7 minutes	1 min
Employment	Orchard Road Industrial Estate	Newmarket Road / Melbourn Street / Kneesworth Street / Old North Road / York Road	2700m / 34 minutes	9 mins

Figure 2.1: Site Accessibility



2.2.3 The proximity demonstrated in **Table 2.1** ensures that these trip attractors can be accessed by modes other than the private car and realistically on foot by most able-bodied residents, thereby reflecting fundamental requirements of national, county and local planning policy for creating sustainable communities. The site location is therefore appropriate for residential development.

2.2.4 It is acknowledged that, for some residents, some of these walk distances maybe excessive. In this regard, the existing 'Town Service' circular bus route (16) provides an alternative means of access, which the development proposals are intending to accommodate.

2.3 Pedestrian Infrastructure

2.3.1 Along Newmarket Road, west from the junction with the A505, there is no footway provision along the southern side of Newmarket Road until Valley Rise, and therefore along the full site frontage.

2.3.2 Along the northern side of the carriageway there is also no footway provision until the Burloes Lane junction where a narrow 0.75m footway commences, which continues west toward Icknield Walk. Opposite the existing cottages access the footway widens to approximately 1.2-1.5m, although vegetation has encroached over the back of footway, reducing the effective width in places. Approximately 80m west of the cottages access, the footway narrows again to approximately 1m wide, adjacent to where a roadside verge commences. At this location, the back of footway is generally level with the recreation ground, located to the rear, which is understood to fall within the ownership of NHDC. Within this area there is currently no formalised connection between the recreation ground and this Newmarket Road footway. The Newmarket Road footway then continues for another 150m, after which the verge ceases and the footway widens to approximately 1.8m up to the junction with Icknield Road.

- 2.3.3 Newman Avenue, a residential cul-de-sac that provides access to the recreation ground, runs parallel with Newmarket Road, and provides an alternative route for pedestrians to access the wider highway network, supported by footway provision on the northern side of the carriageway. There is currently no formalised connection between Newmarket Road and Newman Avenue.
- 2.3.4 West of Valley Rise there are footways on both sides of Newmarket Road measuring between 1-1.5m in width. There is also a pedestrian crossing in-between Poplar Drive and Wheatfield Crescent which would be used primarily at School peak times due to Icknield Walk First School located on Poplar Drive to the north west of the site.
- 2.3.5 The wooded area immediately west of the site, Bury Plantation, is currently used recreationally, with a number of tracks evident, although these are not formal Public Rights of Way. An informal crossing location on Newmarket Road links the informal track with similar on the northern side of the carriageway, although visibility in this location is obscured by a crest in the carriageway to the west and is not therefore a safe crossing point.
- 2.3.6 There are then wider recreation routes surrounding the site, including Icknield Way, which runs east/west along the northern edge of Newmarket Road, before crossing to the southern side of Newmarket Road at the Burloes Lane junction.

2.4 Cycle Infrastructure

- 2.4.1 There are currently no formal cycle routes that link with the site, although the residential roads to the north are conducive to cycling. The nearest cycle route is located on Poplar Drive approximately 620m to the north west of the Site. This cycle route links to the northern residential part of Royston offering connections to local facilities, schools, and Royston Rail Station. These local cycle routes link to the A10 cycle route which travels northwards from Royston and offers a traffic free route linking to Melbourn which runs parallel to the A10.
- 2.4.2 There is an on-street cycle route accessible on Briary Lane approximately 1.3km to the west of the Site. This provides access to a wider circular cycle network linking Therfield, Reed and Shaftenhoe End.

2.5 Public Transport

Rail

- 2.5.1 Royston National Rail Station is located approximately 1.5 miles walk distance from the site, although it is also accessible via the existing circular bus route through the town and has secure cycle parking and car parking on-site. Royston Station offers access to Great Northern and Thameslink services between London King's Cross/St Pancras and Cambridge, with Thameslink services continuing through to London Bridge, Gatwick and Brighton.
- 2.5.2 The rail services and frequency available from Royston Station is summarised in **Table 2.2**, confirming that Royston benefits from a relatively frequent service toward major regional employment centres.

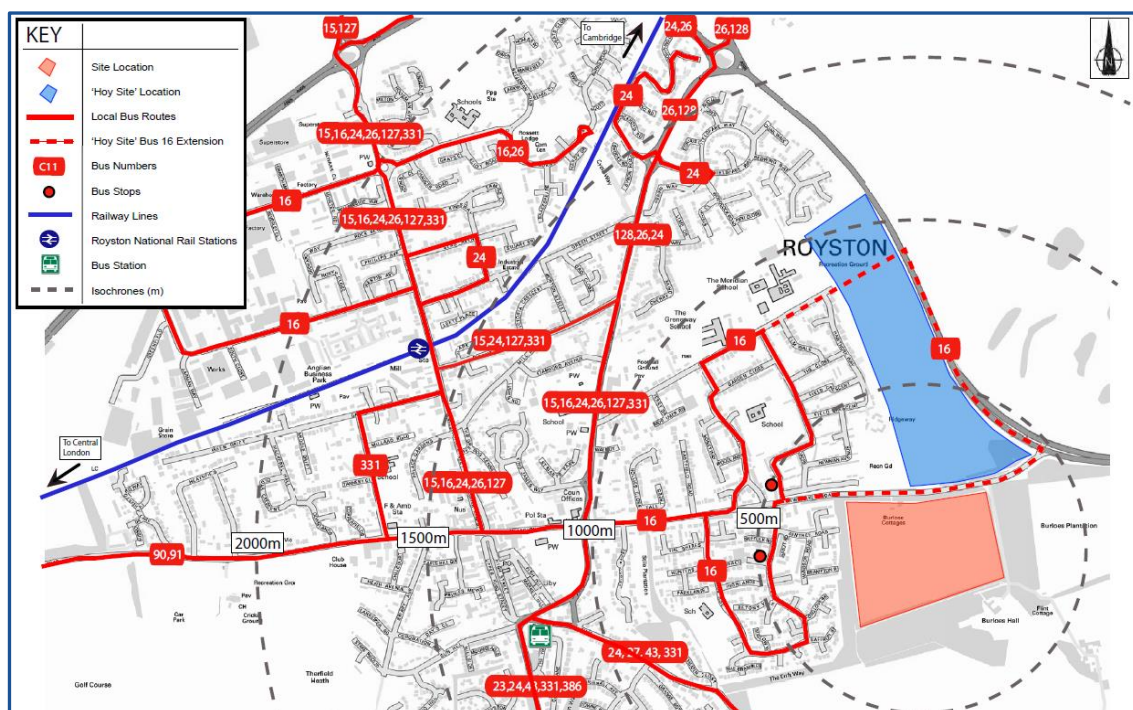
Table 2.2 Rail service frequency

Destination (and vice versa)	Weekday Peak Hours	Duration of Journey (Approximately)
To Cambridge	6	14-20 mins
To London Kings Cross/St Pancras	5	39-52 mins

Public Bus

- 2.5.3 The closest bus stops to the site are located on Icknield Walk, approximately 300m walk distance from the edge of the site and 625m from the site centre. These bus stops accommodate the Royston circular route 16, which operates Monday to Saturday, with between 1-2 services per hour between 07.00hrs and 18.00hrs.
- 2.5.4 The service provides access to Royston National Rail Station, Orchard Road industrial estate and the town centre, offering interchange opportunities with other bus services that operate via the town centre, with existing routes indicated on **Figure 2.2**.

Figure 2.2: Public Transport



- 2.5.5 It is understood that the 'Hoy' development site, which is currently being delivered north of Newmarket Road, indicated on **Figure 2.2** above, was to fund the extension of the existing bus route to allow it to enter that site from the A505, continuing east along Newmarket Road toward the A505 junction, rather than left turning into Icknield Way. This diversion offers the potential for the service to be diverted within the subject site and increasing the

site's accessibility, an opportunity that will be accommodated within the proposed site layout.

2.6 Local Highway Network

- 2.6.1 Newmarket Road is a 7.3m wide single carriageway road, providing a link between the A505 to the east and Royston town centre, where it forms a roundabout junction with the A10 and Melbourn Street.
- 2.6.2 Along the site frontage the speed limit of Newmarket Road changes from National speed limit (60mph) to 40mph adjacent to the existing site access. Moving west, the speed limit then further reduces to 30mph immediately east of the junction with Icknield Walk.
- 2.6.3 The A505, which bypasses the town centre and runs between the M11 and A1(M), duals as it passes Newmarket Road, with no right turn entry into Newmarket Road for southbound vehicles on the A505.
- 2.6.4 Approximately 2km north of the junction with Newmarket Road, the A505 forms a roundabout junction with the A10 Melbourne Way, which serves Cambridge to the north. A further 1.5km west and the A505 forms a roundabout junction with the A1198/Old North Road. Both the A10 and A1198 Old North Road provide access into Royston town centre.
- 2.6.5 From Icknield Walk, west of the site, Newmarket Road rises, with a crest located in line with the western site boundary. The gradient then falls toward the site access, before rising again toward the eastern site boundary, which continues to a crest approximately 80m east of Burloes Lane, after which it falls again toward the A505 junction.

3. Development Proposals

3.1 Scale of Development and Application Form

- 3.1.1 The proposals are for a development description as follows:

Hybrid application for residential development of up to 325 dwellings comprising: (a) full planning application for Phase 1 comprising 102 dwellings and associated infrastructure including access from Newmarket Road, emergency and pedestrian/cycle access from Burloes Hall Drive, internal highways, public open space, landscaping and drainage and (b) outline application for up to 223 dwellings and associated infrastructure with all matters reserved apart from primary means of access and emergency and pedestrian/cycle access from Burloes Hall Drive.

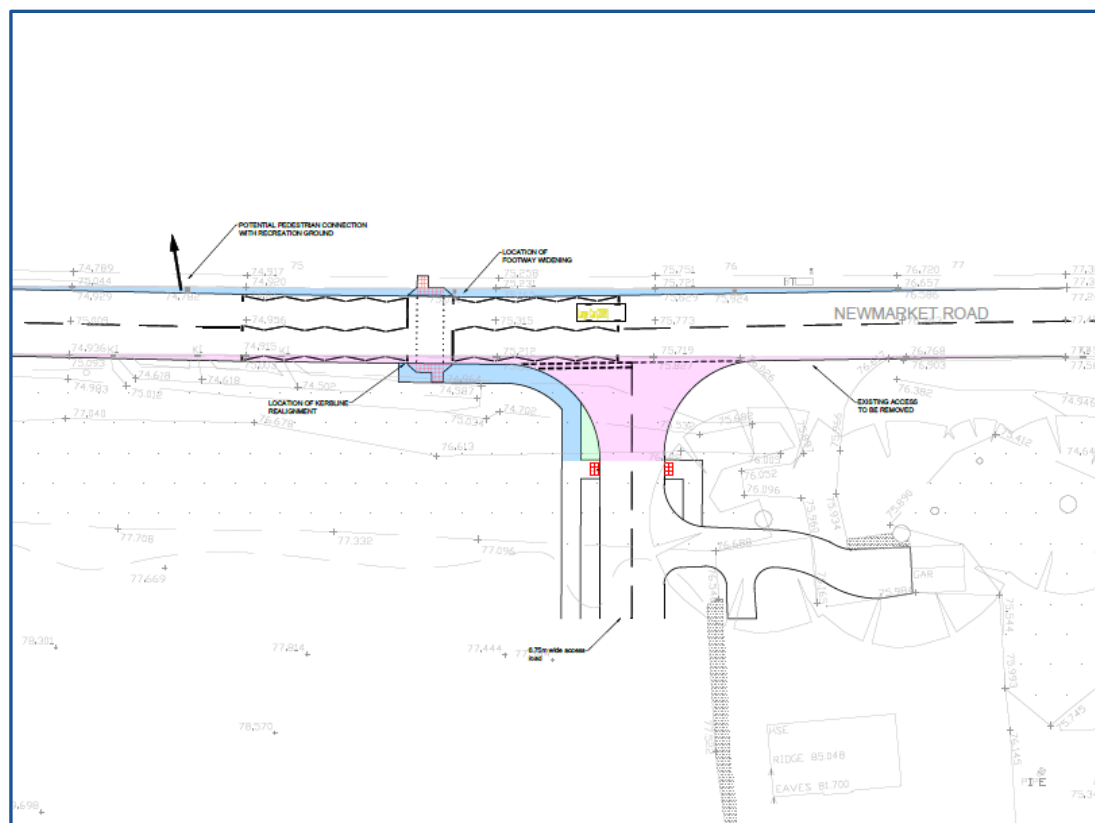
- 3.1.2 Together, the full application extent and outline application extent are indicated on an illustrative Framework Plan, attached at **Appendix A**.
- 3.1.3 The outline extent is supported by a series of parameter plans, which identify the extent of development within the remaining part of the site.

3.2 Vehicular Access

Newmarket Road

- 3.2.1 The proposals are for a single point of access to serve the site, in the form of a simple priority junction, extracted below at **Figure 3.1**.

Figure 3.1: Newmarket Road Access



- 3.2.2 The access is located immediately west of the existing cottages, roughly half way along the site frontage, within the 40mph section of Newmarket Road.
- 3.2.3 The junction accommodates 10m radii, serving a 6.75m wide access road, with this width dictated by the need to accommodate bus access.

3.3 Pedestrian Access

- 3.3.1 The proposals include a signalised pedestrian crossing immediately west of the proposed site access, ensuring safe connectivity with the existing Newmarket Road footway on the northern side of the carriageway.
- 3.3.2 In order to ensure sufficient widths on each side of the crossing the proposals include a minor realignment of the kerbline on each side of the carriageway, reflected in the access proposals shown on **Drawing 23324-MA-XX-XX-DR-C-0100**.
- 3.3.3 Pedestrians are then able to continue west toward Royston using the existing footway along Newmarket Road.
- 3.3.4 Should it be considered necessary, the Applicant is willing to contribute toward the delivery of a pedestrian footpath that provides a link from the Newmarket Road footway toward Newmans Road, via the adjacent recreation ground, acknowledging that as this land is not within public highway it is not in their gift to delivery directly. There is a potential alignment

with sufficient gap between existing trees to the rear of the Newmarket Road footway and with no significant change in levels where this route could be delivered.

3.4 Bus Access

- 3.4.1 Pre-application discussions with HCC's PTU as part of a previous application at that site established that bus access is required in order to ensure that each residential unit will be within 400m of a bus route.
- 3.4.2 It is envisaged that the existing circular bus route 16 will access the site as part of its diverted route that will occur in association with the Hoy site, with the route continuing east toward the A505, from which it will access the Hoy site before travelling east toward Royston town centre.
- 3.4.3 The proposals accommodate this via the 6.75m spine road and bus turning loop.

3.5 Car Parking

- 3.5.1 The proposals adopt a parking strategy where each unit is provided with at least two allocated parking spaces, apart from the 2 x one-bedroom maisonettes, which are ground floor wheelchair accessible units, provided with a single blue badge parking space each. A total of 210 allocated spaces are provided for the dwellings.
- 3.5.2 The proposals then include a total of 28 unallocated visitor spaces, a ratio of 0.27 spaces per unit.
- 3.5.3 The proposals therefore include a total of 238 car parking spaces, which is in accordance with adopted parking standards.
- 3.5.4 Electric vehicle charging provision will be provided in accordance with the building regulations Part S.

3.6 Cycle Parking

- 3.6.1 Cycle parking will be provided within the curtilage of each property.

4. Baseline Modal Splits Pre-Travel Plan

4.1.1 The 2011 Census Method of Travel to Work data for the ward in which the site is located, Royston Meridian, with this journey purpose assumed to be reflective of all journey purposes, has been used to source Baseline Modal Splits, against which the success of the TP will be measured. 2021 Census data has not been relied upon for mode splits given the influence on Covid affecting journey patterns at that time.

4.1.2 **Table 4.1** below summarises these mode splits.

Table 4.1 Baseline Modal Split Proportions for Royston Meridian ward

Mode of Travel	Proportion
Underground, Metro, Light Rail, Tram	0%
Train	10%
Bus, Minibus or Coach	1%
Taxi	0%
Motorcycle, Scooter or Moped	0%
Car Driver	71%
Passenger in a Car or Van	4%
Bicycle	2%
On Foot	10%
Other	0%
Total	100%

4.1.3 **Table 4.1** therefore confirms a relatively high proportion of trips being reliant on travel by private car.

5. Framework TP Strategy

5.1 Introduction

5.1.1 A TP is a practical management tool, rather than a static document, that sets out 'active' initiatives throughout an agreed TP lifetime. It requires infrastructure and management initiatives to be in place before implementation, an implementation strategy, a monitoring strategy that can assess the success of the TP and respond to site occupier concerns, a reporting strategy so that a path of communication with the local highway authority is set up and a funding strategy.

5.1.2 This chapter sets out the key elements of the wider strategy of the TP.

5.2 Appointing a TP Coordinator

5.2.1 The successful implementation of this TP will require active participation from all occupiers of the site, which will be fronted by a TP Coordinator (TPC), who will ultimately be responsible for the implementation of the TP at a site wide level.

5.2.2 The site wide assets are likely to be managed by an appointed estate management company and it is envisaged that the role of the TPC can be included within this remit, fulfilled within an existing role.

5.2.3 It is proposed that the TPC role and responsibilities will be assigned 3 months before initial occupation of the residential units.

5.2.4 Once appointed, the TPC will contact NHDC to confirm the contact details and allow a communication channel to be formulated. General responsibilities of the TPC at the application site can be summarised as follows:

- Ensure that identified physical measures have been implemented during construction;
- Be the central point of contact for site occupants and NHDC/HCC regarding travel and transport concerns related to the development;
- Promoting and marketing the TP;
- Organise travel survey questionnaires;
- Undertake the monitoring and reporting
- Providing all users of the site with up-to-date information relating to sustainable travel options as appropriate; and
- Informing all users of the site of promotional schemes relating to sustainable travel.

5.3 Implementation Strategy and Action Plan

- 5.3.1 A staged programme for implementation of the TP strategy is required to ensure consistency and ease the process of introducing the TP.
- 5.3.2 Infrastructure measures, such as pedestrian infrastructure, will be put in place during construction and fit out, with all marketing and informative material available to occupiers at first occupation. This material would be regularly reviewed to ensure it reflects up to date information as part of the monitoring strategy.
- 5.3.3 The anticipated timescales for the TP strategy are summarised in an Action Plan indicated in **Table 5.1**

Table 5.1 Anticipated Timescales Summary

Action	Timing
Consideration of TP by local highway authority	Following planning submission and during consultation period.
Planning condition/S106 detailing required content and strategy for TP	At planning permission
“Hard” measures detailed within TP implemented	During Construction
Appointment of TPC	Three months prior to occupation
TPC responsibilities implemented Preparation of Welcome Pack Set up Webpage Site Notices Formation of stakeholder group Formation of BUG Cycle shop relationship Walking / Cycling events Car Sharing Database	TPC Appointment

Action	Timing
Baseline Travel Survey undertaken at agreed trigger point	Occupation of 100 th unit
Baseline Travel Survey results submitted with revised TP, where necessary, including final targets.	1 month after Baseline Travel Survey
TP, including final targets, approved by local highway authority. Revisions made where necessary to reflect local highway authority comments.	Within 1 month after TP submitted
TP implementation	Ongoing
TRICS (or similar) compliant residential travel surveys undertaken	1st, 3rd and 5th year after TP approval
Monitoring reports, including revised strategies if necessary submitted to the local highway authority	3 months after TRICS (or similar) surveys undertaken
Applicant TP responsibility discharged	At the end of the 5 year life plan of the Full

5.4 Marketing and Promotion of Travel Information

5.4.1 Marketing and promotion is essential in raising awareness of the existence and aims of the TP. The following section discusses the marketing and promotion measures that will be implemented in detail.

Information for Marketing Offices and Show Homes

5.4.2 An information sheet will be produced and displayed within the on-site marketing office and show homes to promote the TP, including specific initiatives associated with it and its objectives.

Welcome Pack

5.4.3 At first occupation, all new households will be provided with a 'Welcome Pack', which will include the following information:

- Location map of the site;
- A list of key destinations within close proximity of the site;
- A description of distance, time, and (where relevant) routes for travelling from the site to key local destinations on foot, bicycle and public transport;
- Site specific public transport information including rail and bus timetables for local services;
- Details of any site-specific measures such as Bicycle User Group; and
- Details of cycle training

Dedicated Webpage

- 5.4.4 The site website will include a dedicated webpage that references the TP and includes relevant travel information for residents and visitors. The TPC will manage the webpage and will ensure that its content is regularly maintained and updated.

5.5 Monitoring and Reporting

- 5.5.1 Monitoring typically involves assessing the success of the TP against agreed modal split targets, with additional measures to support sustainable travel implemented where these targets are not being achieved.
- 5.5.2 A Baseline Travel Survey will take place within 3 months of the development exceeding its trigger point and will aim to determine the modal split of residents at TP commencement. The trigger point will be occupancy of the 100th unit.
- 5.5.3 The results of the survey will be used to ratify the interim modal split targets, which will be included within a revised TP which will be submitted to NHDC 1 month after completion of the surveys. NHDC will then have 1 month to agree to the content of the TP, including the final modal split targets, after which the TP will be implemented.
- 5.5.4 The monitoring of the TP will occur in the form of a TRICS (or similar) compliant travel survey undertaken on the 1st, 3rd and 5th anniversaries of the TP implementation.
- 5.5.5 The TPC will be responsible for commissioning the surveys and compiling the results, which will include:
- Mode of travel by travel purpose
 - Journey distance by travel purpose
 - Bicycle User Group (BUG) uptake
 - Pedestrian and cycle infrastructure review
 - Deliveries and servicing activity
 - Qualitative interview
- 5.5.6 Monitoring reports will be circulated to the appropriate officers at NHDC within 3 months of the surveys being undertaken. The monitoring report will include the results of travel surveys and general feedback. The report will include details of measures and initiatives introduced in the past year, plus an outline of planned measures and initiatives that would be implemented in the following year if at all necessary.

5.6 Lifetime and Handover Arrangements

- 5.6.1 It is anticipated that after the 5th year of Full TP implementation, all transport related concerns of site occupiers are likely to have been addressed, at which point the Applicant's responsibility with regards to the TP will cease and additional monitoring and reporting to NHDC will not be required.

5.7 Funding

- 5.7.1 The initial funding of all aspects of the TP, including the introduction of infrastructure measures, employing of stakeholders, monitoring and reporting will be the responsibility of the Applicant, secured through a legal agreement.
- 5.7.2 This responsibility will be maintained for the full life of the TP, until it is discharged, unless an alternative agreement is made with the management company and/or an alternative developer. Should this occur, the transfer of responsibility will be notified to NHDC.

6. Travel Plan Measures

6.1 General TP Measures

- 6.1.1 This section of the document describes the actual TP measures to be implemented. Such measures have been developed specifically with due regard to the transport conditions at the development site, including existing levels of accessibility by sustainable modes of travel.
- 6.1.2 In general, measures can be assumed to fall into one of two categories; namely 'hard measures', such as physical facilities built into the scheme, and 'soft measures' such as promotional activities, marketing and incentives. Both have a part to play in the success of the TP and are discussed below.

6.2 Hard Measures

- 6.2.1 Hard measures represent elements of the scheme designed in from the outset. Their primary role is to facilitate a modal shift by making facilities available to support 'soft' measures. It is the duty of the TPC to monitor the use of 'hard measures' implemented at the site and consider steps to improve them to better support the objectives of the TP.
- 6.2.2 In this case, these measures will encompass residential cycle parking, bus access and turning and the proposed signalised pedestrian crossing and pedestrian improvements.

6.3 Soft Measures

- 6.3.1 Soft measures are those that are implemented during the life of the TP, and which do not represent physical measures as those set out above. They broadly include marketing initiatives and campaigns to promote a shift away from the private car (and indeed other motorised travel) to other, more sustainable modes.

Encouraging Walking

- 6.3.2 Walking will be strongly encouraged as the main mode of travel for shorter journeys or in combination with public transport for longer distance journeys. It will be the TPC's responsibility to encourage residents to walk by:
- Acting as a point of contact for users who may be concerned about the condition of local pedestrian routes and liaise with the highway authority to ensure necessary maintenance / improvements.
 - Organise participation amongst residents in a 'Walking School Bus', by inviting families who live nearby to walk to school, helping them to identify a suitable route to accommodate all participants, and ensuring all supervising adults feel confident / are able to undertake such a role.
 - Organise participation amongst residents in promotional events such as 'Walk to School Week' or 'Walk to Work Week'.

- Provision of information relevant to local pedestrian routes to the nearest facilities and / or public transport nodes.

6.3.3 Information about pedestrian routes and walk distances will be provided via the Welcome Packs.

Encouraging Cycling

6.3.4 The TPC will encourage residents to cycle to and from the application site by:

- Providing information on local cycle routes (including route planning) in the vicinity of the application site.
- Inviting residents to join a Bike User Group (BUG), allowing less experienced cyclists or those who are not confident in their route to gain experience by cycling with more experienced cyclists.
- Using reasonable endeavours to obtain a discount for residents at a local bicycle shop.
- Organising participation in promotional events such as 'Bike to Work Week'.
- Providing and / or promoting Dr Bike maintenance sessions and cycle maintenance training sessions on site.

Encouraging use of Public Transport

6.3.5 The use of public transport will be encouraged in line with the objectives of this TP.

6.3.6 The proposed site layout is designed to accommodate on-site bus access, with a centrally located bus turning area.

6.3.7 The TPC will encourage all users at the site to use public transport by:

- Acting as a point of contact for residents of the site who may have concerns about local public transport services.
- Providing information on public transport stops, routes, timetables, and fares from the application site, including advertising service changes as part of the Welcome Pack discussed below.
- Providing personalised journey planners and if appropriate journey planning facilities.

Managing Car Use – Car Sharing Database

- 6.3.8 The aforementioned webpage will include a dedicated Car Sharing section for residents where they can log their travel patterns and allow them to search for common routes.
- 6.3.9 The TPC will organise an annual car sharing event for on-site residents to promote the concept of car sharing.

7. Modal Split Targets

7.1 Interim Modal Shift Targets

- 7.1.1 Section 4 identified the likely modal split associated with the Application Site without a TP in place, which was based on 2011 Census data and the TRICS database.
- 7.1.2 The introduction of a range of measures to support sustainable travel and in particular walking and cycling will result in modal shift.
- 7.1.3 Targets for the scale of modal shift against which the success of the TP can be measured need to be SMART:
- Specific
 - Measurable
 - Achievable
 - Realistic
 - Timed
- 7.1.4 Interim modal shift targets for the end of years 1, 3 and 5 after TP approval are set out below in **Table 7.1**.

Table 7.1 Target Yearly Modal Shift

Mode	Baseline	Year 1	Year 3	Year 5
Car Drivers	71%	68%	67%	63%
Walk	10%	10%	10%	11%
Cycle	2%	3%	4%	5%
Public Transport	11%	12%	13%	14%
Car Passenger	4%	5%	6%	7%

- 7.1.5 Following the baseline travel survey, these interim modal shift targets will be revised to reflect the site and resident specific travel characteristics.
- 7.1.6 Revised targets will be included within the TP that will be submitted to NHDC 1 month after the survey is complete, for agreement or for revision where necessary.

8. Securing the Travel Plan

- 8.1.1 It is envisaged that the TP will be secured via a planning obligation contained within any S106 Agreement.

APPENDIX A – ILLUSTRATIVE FRAMEWORK PLAN

- KEY:
- 1. Proposed Access.
 - 2. Proposed pedestrian link to western development and existing permissive route.
 - 3. Overhead cable to be redirected.
 - 4. Retained existing trees belt with exception of localised breaks to accommodate access/pedestrian movements.
 - 5. Proposed redirected cable.
 - 6. 6/12m offset from planting edge.
 - 7. Green corridor.
 - 8. Proposed drainage features (SUDs and infiltration basin).
 - 9. Existing Trees to be retained.
 - 10. Proposed emergency access.



Note: This drawing and schedule is based on the information supplied by others, the accuracy of which we cannot guarantee. No consultation has taken place with the planning authority and the above proposal should not be used as a basis for financial or commercial transactions.

APPENDIX B— FULL APPLICATION EXTENT



Notes:
The contractor must verify all dimensions on site before commencing any work on shop drawings, do not scale from this drawing

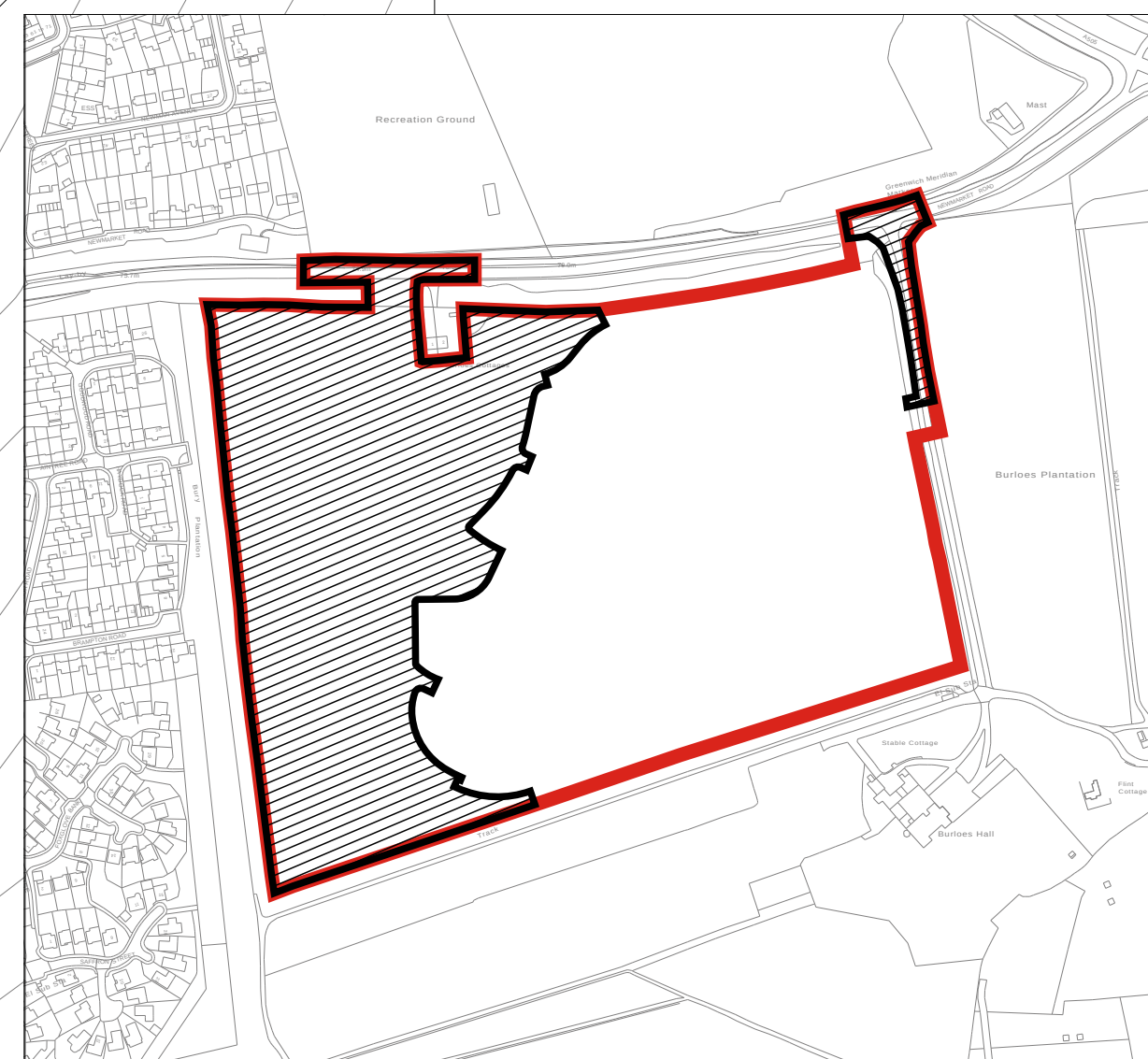
BIW Transmittal Disclaimer

McBains Ltd makes no express or implied warranties with respect to the character, function, or capabilities of the data (inclusive of 3rd party data incorporated within), or the suitability of the data for any particular purpose beyond those originally intended by McBains Ltd. Please refer to our standard terms and conditions for further details.

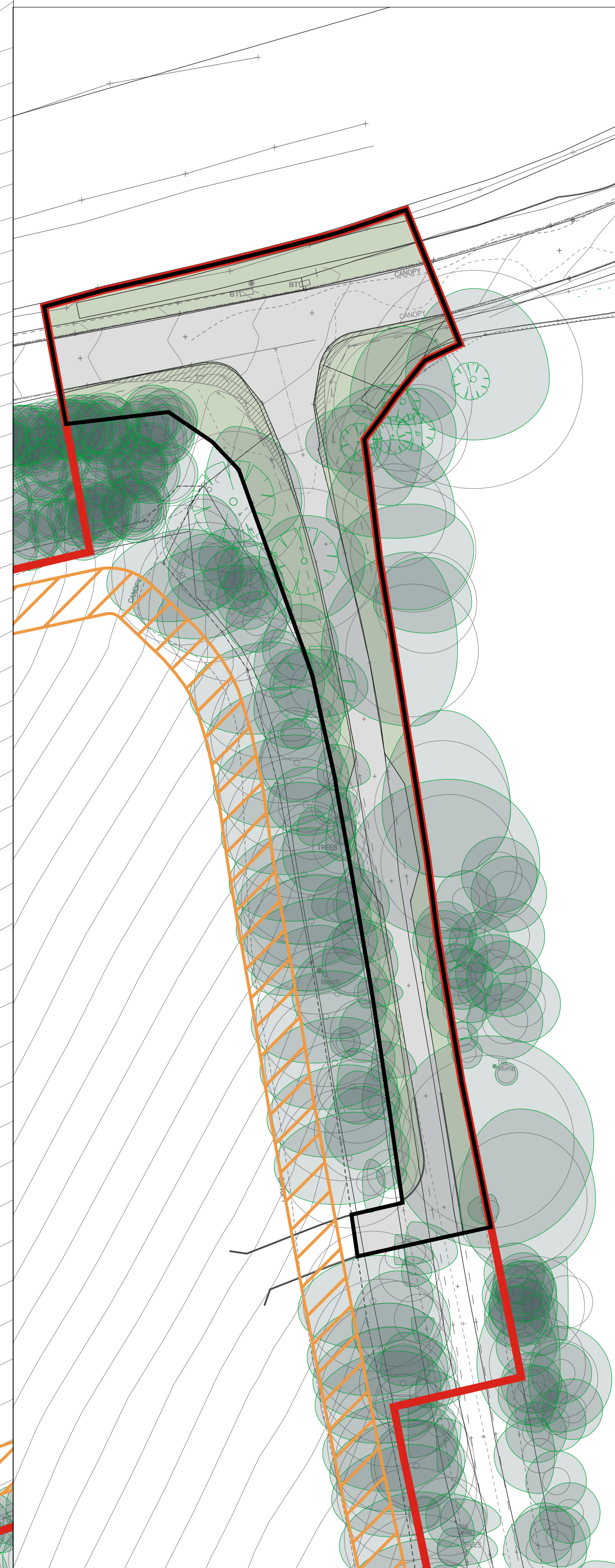
 Application Boundary

 Grounded Overhead Cable and Easement

Refer to Landscaping plan prepared by Liz Lake Associates
and Drainage Strategy plan prepared by Ingent for details



Key Location



Emergency Access

P1	Issued for planning	26.03.2024	EC	PO'R
Rev	Rev Description	Rev Date	Drawn By	Reviewed By
EC		ES	PO'R	
Drawn by		Reviewed by	Approved by	
62523		FEB 2024	1:500 @ A0	
HCB Number		Date created	Scale @ A0	

McBains
McBains Ltd
5th Fl, 26 Finsbury Square London EC2A 1DS
+44 (0)20 7786 7900 mcbains.co.uk

Client **Vistry Group**

Project PHASE 1 LAND AT NEWMARKET ROAD ROYSTON
Drawing Title SITE LAYOUT PLAN

ARCHITECTURE

Drawing / Document Reference							Status
ROY01 - MCB - ZZ - ZZ - DR - A - 0230							D5 - P1
Project Id	Originator	Prj#	Sp#	Form	Discipline	Number	Suitability Revision