

Travel Plan Framework

Land off Echo Hill,
Royston,
Hertfordshire,
SG8 9BB



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Document Control

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1 Introduction

- 1.1 This Travel Plan Framework (TPF) has been prepared for Gladman Developments Ltd in conjunction with the above development and no responsibility is accepted to any third party for all or part of this study in connection with this or any other development.
- 1.2 This TPF is to support an outline planning application for a proposed residential development of up to 84 residential units on land off Echo Hill, Royston, Hertfordshire, SG8 9BB.
- 1.3 The main objectives of the Travel Plan are to:
 - support residents' needs for daily access to a range of facilities and activities via non-car modes;
 - minimise the single occupancy car use generated by the development, as far as is reasonably possible;
 - encourage good design principles that support cycling and walking.
- 1.4 The following range of measures would be considered within the full Travel Plan to be agreed with Hertfordshire County Council:
 - Residents travel packs for travel information, including public transport timetables and travel information;
 - Personalised travel planning for residents;
 - Provision of public transport information;
 - Information on Hertfordshire County Council (HCC) backed transport schemes;
 - Provision of maps and information on national, local and off-road cycling routes in the county;
 - Public transport discounts;
 - Cycle training for residents;
 - Vouchers for residents using public transport
 - Bicycle Users' Group (BUG);
 - Cycle maintenance clinics;

2 Background

- 2.1 This FTP has been written to accord with the HCC guidance 'Hertfordshire County Council Travel Plan Guidance, March 2020.
- 2.2 Travel Plans are an important tool in Hertfordshire County Council's strategy to achieve the goals and objectives set out in Local Transport Plan 4. Travel Plans are required by planning authorities for a wide range of development proposals, including commercial, educational institutional and residential developments.
- 2.3 Travel Plans are unique to each development and identify a package of measures for a specific location to improve accessibility and encourage use of sustainable modes of travel. Travel Plan implementation is an ongoing process requiring regular monitoring, review and adjustment to ensure agreed objectives are delivered.
- 2.4 Evidence of a site's likely impact provided in a Transport Assessment or Transport Statement should be used to inform the objectives, targets and measures in the Travel Plan, ensuring considerations given to each stage of the application are equivalent.

Site Location

- 2.5 The development is located on land south of Echo Hill, to the east of Briary Lane, Royston, Hertfordshire. An approximate site boundary area is shown below in red in **Figure 2.1**. The indicative site layout plan is included at **Figure 2.2**.
- 2.6 The proposed vehicle access requires the demolition of 24 Echo Hill. Echo Hill and the surrounding residential streets have a system of street lighting and footways throughout and are subject to a speed limit of 30mph.
- 2.7 Briary Lane forms the western boundary of the site, which is a public bridleway (013) and access for motor vehicles is not permitted.

Figure 2.1 – Approximate Site Boundary



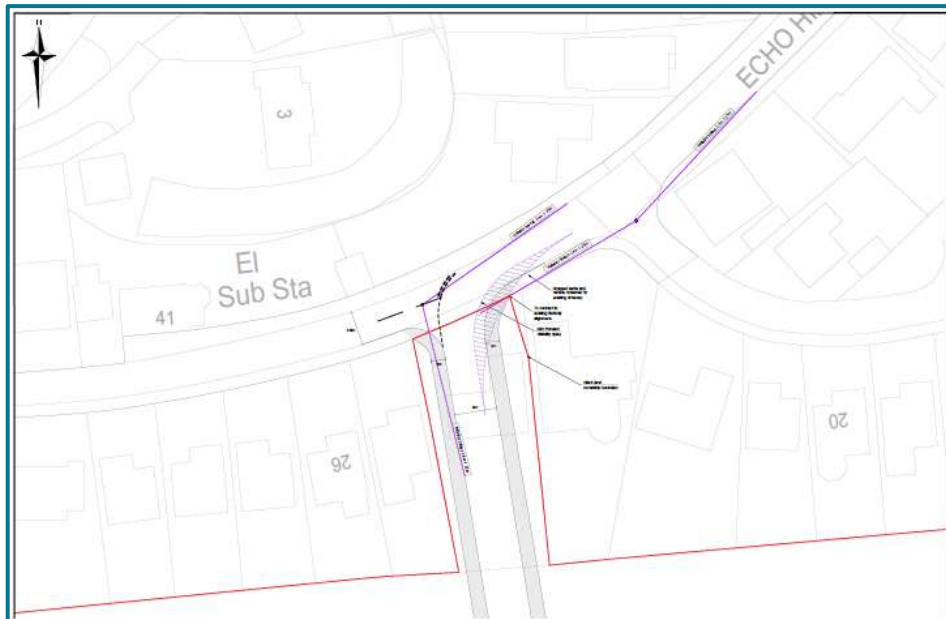
Figure 2.2 – Extract of Draft Site Layout Plan



Site Access

- 2.8 The site access road is proposed to connect with Echo Hill at the location of No. 24 Echo Hill, which would be demolished to enable the access road. Visibility splays and swept path drawings are provided in the Transport Assessment.
- 2.9 The site layout plan is shown in Figure 2.1 below for information.

Figure 2.1 Proposed site access and link with Echo Hill



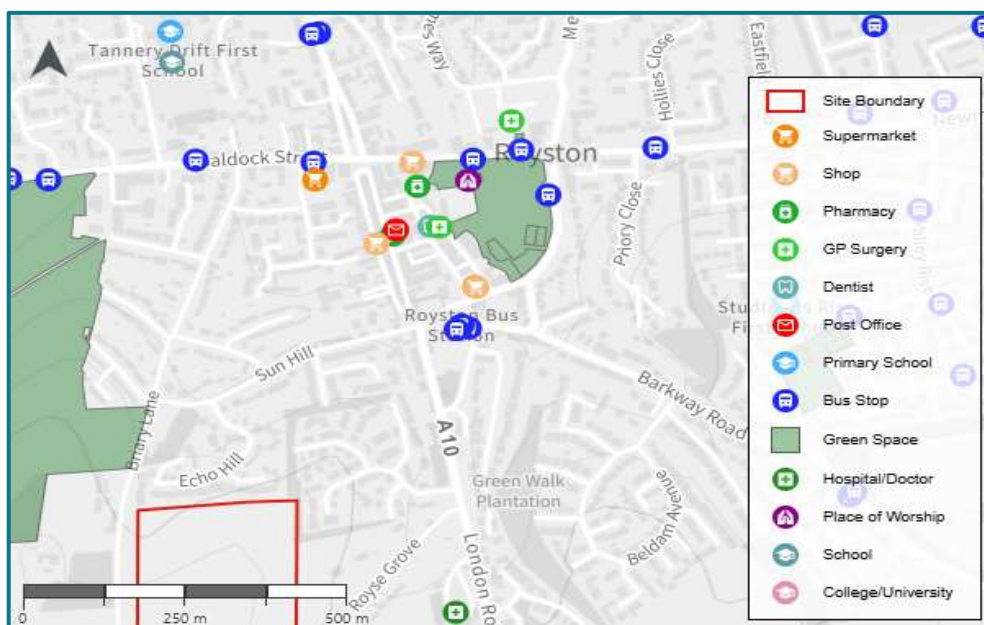
3 Site Accessibility & Travel Choices

- 3.1 This section provides a summary of the site accessibility in terms of walking, cycling and public transport services. Further information is provided in the TA.
- 3.2 In general, the site is located in a highly accessible area, close to a range of key daily services and facilities, with public transport services within a standard walking distance, and is bordered by residential dwellings to the north and east.

Walking and Cycling

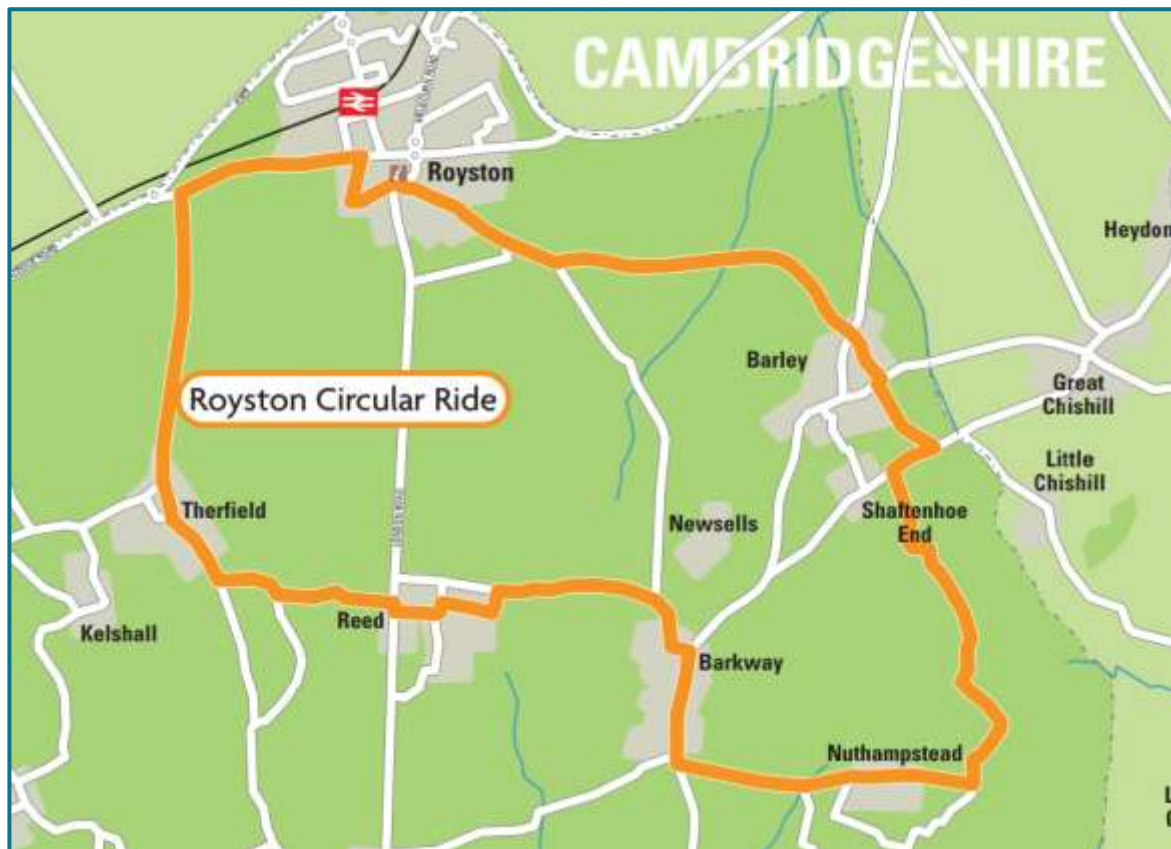
- 3.3 The town centre shops and the bus station at London Road are around a 10minute walk, therefore the site is well located within a short walking distance for most people to access various shops and services. The example route shown below is from the centre of the site to the town centre shops.
- 3.4 The streets in the area all have good quality footways with street lighting. Echo Hill and Sun Hill are both pleasant streets to use on foot, with a system of street lighting and footways both sides.
- 3.5 Figure 3.1 below displays a range of facilities and services, around 1000metres from the site, in relation to the key daily needs, bus stops, schools, supermarkets, health services and a variety of Royston pubs and restaurants, all within around a very reasonable 10-12 minute walking distance of the site.

Figure 3.1 – Local Amenities Nearby Site



- 3.6 In terms of leisure cycle near the site, the route plan and link in Figure 3.2 below gives further route details on the *Royston Circular Ride* including details of where cyclists should dismount as well as amenities such as public houses along the route: <https://www.hertfordshire.gov.uk/media-library/documents/environment-and-planning/countryside-management-service/walking-and-cycling-routes/pdf/royston-circular-cycle.pdf>.

Figure 3.2 – Local Cycle Route for Leisure



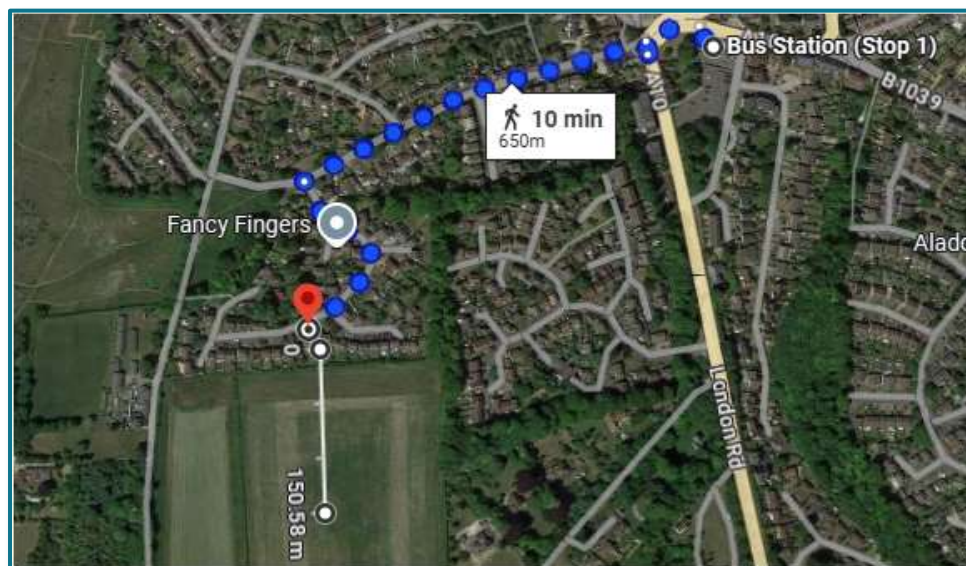
Source: HCC website

Bus Services

- 3.7 There are a range of bus services to key facilities and destinations throughout the day. The short walking distance between the nearby bus stops and the site means that travel by bus is a sustainable modal choice for residents of the site.
- 3.8 Royston bus station is on Barkway Street. There are two stops with waiting shelters, timetable information and seating.
- 3.9 The walking route and distance between the site and the bus station is shown in Figure 3.3 below, using the Google Streetview walking time facility. When an additional allowance of 150metres is

included to the centre of the site, it is approximately 800metres or a 10minute walk. The walking environment to the bus station, along Echo Hill and Sun Hill is a pleasant route, lightly trafficked, with footways and street lighting.

Figure 3.3 – Walking route to the bus station



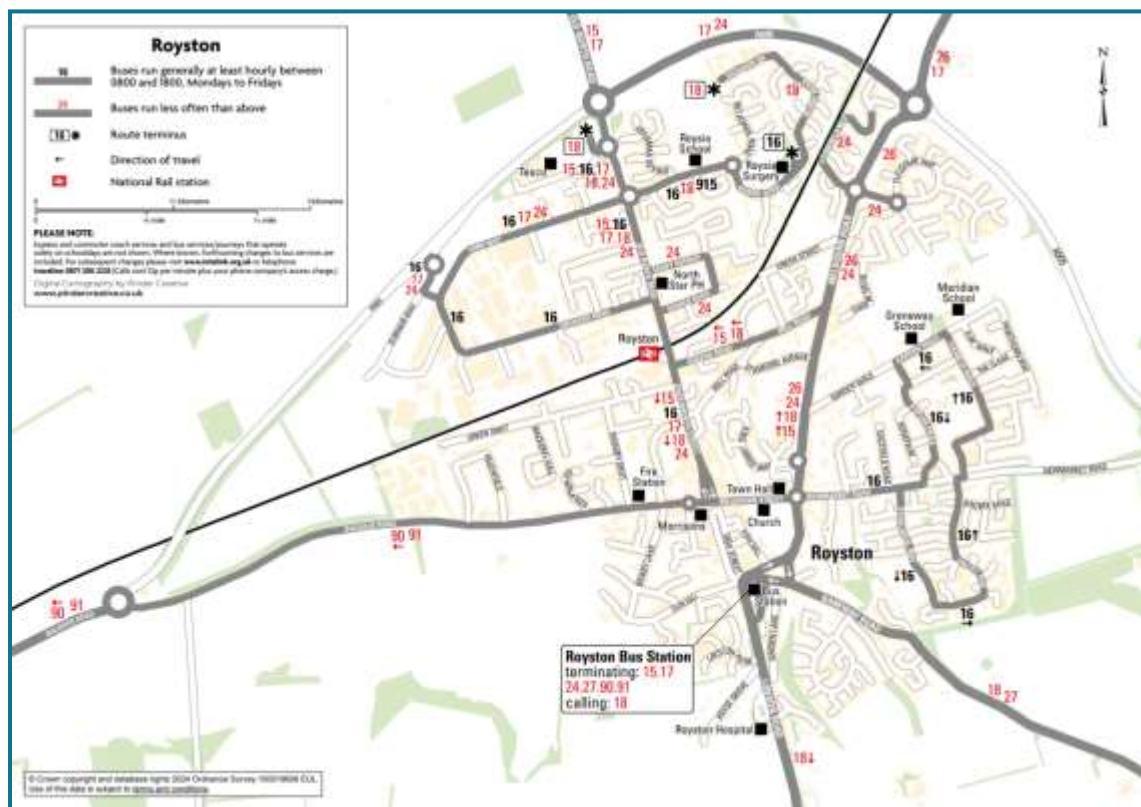
3.10 Table 3.1 below indicates the route destinations and approximate frequencies of the bus routes near the site.

Table 3.1 – Local Bus Service Frequencies

Stop	Service	Destination	Monday-Friday Frequency	Saturday Frequency	Sunday Frequency
Bus Station	17	Guilden Morden - Royston	5 per day	4 per day	No service
Bus Station	17	Royston - Guilden Morden	5 per day	4 per day	No service
Bus Station	24	Royston – Tesco Circular	1 per day, Mon & Wed only	No service	No service
Bus Station (from 30 th June 2025)	26	Royston - Cambridge	6 per day	4 per day	No service

3.11 Figure 3.4 below shows the local bus network in Royston.

Figure 3.4 – Local Royston Bus Services



3.12 The new service 26, from 30th June 2025 to Cambridge, routes via Tesco and is shown below in Figure 3.5 for information.

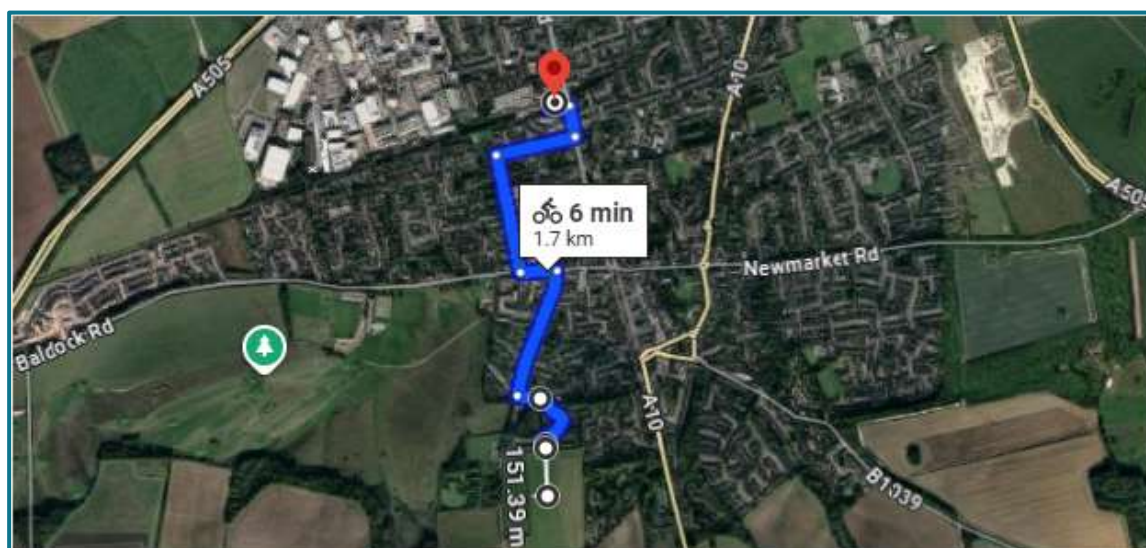
Figure 3.5 Route map of the new 26 bus service



Rail

- 3.13 The nearest railway station is Royston, located approximately 1.7km from the site. This equates to a 20-minute walk or a 6-minute cycle.

Figure 3.6 Cycle route to Royston Station



3.14 Trains from this station are operated by Great Northern Railway and have access towards destinations such as London and Cambridge. According to the National Rail website, the station facilities include:

- 178 cycle parking spaces in sheltered stores with CCTV
- 517 car parking spaces, including 9 accessible spaces
- Impaired mobility set down/pick up points
- Step-free access to the platforms
- Toilets, waiting rooms and seating.

3.15 The journey times and service frequencies are set out below.

Table 3.2 – Local Rail Services

Station	Destination	Frequency	Journey Time
Royston	Cambridge	5 / hour	14 mins
Royston	London Kings Cross	3 / hour	37 mins
Royston	London St Pancras	2 / hour	51 mins
Royston	Farringdon	2 / hour	55 mins

4 Objectives & Targets

- 4.1 A fundamental change in attitude by most people is required on a national level and this travel plan cannot achieve this alone, though it is supportive of the behaviour change required. It will be gradually instilled by education on benefits of alternative travel, by providing and supporting viable alternative modes of transport and encouraging a change in outlook and expectation.
- 4.2 The TP is an evolving document. While the objectives of this document will not change, the measures used to achieve the objectives may evolve.

Objectives

- 4.3 The Transport Assessment has demonstrated that there are no transport impacts as a result of this proposed development that cannot be mitigated to make the proposed development acceptable. Nonetheless, the applicant supports the principles of travel planning and its wider benefits.
- 4.4 The TP is a strategy for reducing the dependence of residents on travel by the private car. The primary objectives of the strategy are to help and encourage residents to achieve the following:
- support residents' needs for daily access to a range of facilities and activities via non-car modes;
 - minimise the single occupancy car use generated by the development, as far as is reasonably possible;
 - encourage good design principles that support cycling and walking.
- 4.5 Secondary objectives are to achieve the following:
- Minimise site traffic to minimise noise and pollution;
 - Reduce the adverse effects on health associated with increased car use;
 - Increase the proportion of journeys made to and from the site by sustainable modes of transport such as walking, cycling and public transport;
 - Promote walking and cycling as a health benefit to residents;
 - Promote social inclusion by widening the travel options available for non-car owning residents;
 - Reduce the perceived safety risk associated with the alternatives of walking and cycling.

Targets

- 4.6 Targets will be set for the TP and a programme of monitoring and review will be designed to generate information by which the success of the TP can be evaluated. The initial travel survey will provide a baseline to inform realistic and achievable targets. At this stage, the following indicative targets have been estimated for the site to be achieved within 5 years after occupation based on the vehicle trip generations of the site.

- 4.7 DfT guidance states that targets should be SMART:
- **Specific:** saying precisely what is to be achieved
 - **Measurable:** over the duration of the target. It must allow for regular evaluation of the effectiveness of the target. Thus, the target must use data which is easily collected and updated over the duration of the target.
 - **Appropriate:** and linked to overall objectives and aims
 - **Realistic:** in terms of their potential for being achieved over the duration of the target
 - **Timed:** The target must define a date or series of dates by which it is expected to be achieved”.
- 4.8 Appropriate SMART targets will be set within the TP for the site based upon the initial resident travel surveys. The targets will be monitored and reviewed following the monitoring survey. Targets need to be realistic and respect the nature of the site, and the existing transport and other characteristics, including existing modal use for the journey to work.
- 4.9 A reasonable target with any travel plan should be to reduce (or minimise) car-based trips over a 5 year period, with an aspiration to exceed this measure. The TA baseline vehicle trip generation and the projected 5 year forecast with 5% reduction is provided below.

Table 4.1 Vehicle trips, Baseline and 5 year forecast with 5% reduction

84 dwellings	Weekday AM peak		PM Peak	
	In	Out	In	Out
TA Baseline	12	26	26	13
5 year target	11	24	24	12

- 4.10 These targets are indicative only but are likely to be achievable as the site can be easily accessed by sustainable forms of transport such as walking, cycling and public transport services.
- 4.11 The site is well located within walking and cycling distance of nearby amenities and services (including local schools, shops, community services and employment opportunities), and the pedestrian and cycle link improvements provided as part of the development will provide future residents with convenient routes as an alternative to private car journeys.
- 4.12 In due course travel surveys will be undertaken to assess the actual modal split and travel patterns of future residents of the development. These surveys should take place no earlier than 6 months after 90% occupation of all residential units in order to provide a sufficient sample size.

- 4.13 This will form the year 1 review and will occur again on years 3 and 5.
- 4.14 The targets will be reviewed periodically after occupation as part of the travel planning process; through active monitoring and review by the Travel Plan Coordinator (TPC).
- 4.15 The initiatives and measures described in **Section 8.0** will be revisited if they are found to be failing to meet the targets, but the targets may also be adjusted if the TP is working well. Ultimately, it will be for the TPC to decide the best methods to meet the targets, in agreement with the council, and ensure that the TP is achieving its targets as far as practicable.

5 Travel Plan Measures & Incentives

- 5.1 The inclusion of travel planning principles at an early stage can also provide an opportunity to make a fundamental shift towards the provision of streets for people and social activity rather than purely a means of car access to properties.
- 5.2 The following range of measures would be considered within the full Travel Plan to be agreed with Hertfordshire County Council:
- Residents travel packs for travel information, including public transport timetables and travel information;
 - Personalised travel planning for residents;
 - Provision of public transport information;
 - Information on Hertfordshire County Council (HCC) backed transport schemes;
 - Provision of maps and information on national, local and off-road cycling routes in the county;
 - Public transport discounts;
 - Cycle training for residents;
 - Vouchers for residents using public transport
 - Bicycle Users' Group (BUG);
 - Cycle maintenance clinics;

Travel 'Welcome' Packs

- 5.3 The Travel Packs would include a map showing local footways, cycle routes and bus stops and bus services, together with information on the site Travel Plan contact details for the Travel Plan Co-ordinator (TPC), and links to the bespoke website.
- 5.4 The following information is proposed to be included in the Travel Packs:
- Location map, showing sites relation to the surrounding areas;
 - Bus and rail information detailing routes and nearest bus stops and stations;
 - Site specific local public transport information including timetables and how to obtain real time information;
 - Web site addresses for travel information, including Journey Planner's;
 - Local cycle and walk routes, showing the types of routes available and local cycle shops;
 - Information of local amenities and their walking and cycling distance;
 - Travel routes to the local schools;
 - Information on car sharing, such as how it works, and reasons to use it, local car sharing facilities

6 Travel Plan Management

Travel Plan Co-ordinator

- 6.1 One of the key elements of a successful Travel Plan is the appointment of a TPC role. This will be an integral part of implementing the Travel Plan.
- 6.2 The TPC will be appointed at least 3 months prior to occupation of the development site. Once appointed, the TPC's contact details will be shared with the council and other relevant stakeholders for engagement.
- 6.3 The TPC will be responsible for key managerial decisions and allocated sufficient time, resources, and support to perform their role.
- 6.4 The TPC role will be funded for a period of five years from the first occupancy of the dwellings. Approximate fees for the TPC day-to-day role would be as follows:
 - Time spent on the Travel Plan per week = Approx. 4 hours
 - Number of weeks per year to be working on the Travel Plan = Approx. 10 weeks
 - Cost per hour = £80 per hour
 - Overall cost = Approx. £3,200
- 6.5 The key responsibilities of the TPC include the following:
 - Promoting, implementing, revising, and operating the Travel Plan;
 - The implementation and investigation of the various measures set out in Section 8;
 - Monitoring the performance of the Travel Plan;
 - Preparing each Travel Plan review at years 1, 3 and 5;
 - Evolving and optimising the Travel Plan based on the review outputs;
 - Liaison with HCC where appropriate;
 - Being the main point of contact for residents for Travel Plan related matters and maintaining support for a sustainable transport approach from the whole client community.
- 6.6 The TPC will be responsible for the successful implementation of the travel plan and the primary means of contact for residents that will be using the measures implemented by the travel plan.
- 6.7 The TPC will be easily contactable so that any concerns or queries with the travel plan can be expressed and information can be gathered in order to ensure that the travel plan is being implemented properly and successfully.

7 Monitoring

- 7.1 This TP is a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to those using the site.
- 7.2 A programme of monitoring and review will be agreed with the local authorities. The TPC will be responsible for the preparation and dissemination of the Monitoring Report.
- 7.3 HCC guidance on Travel Plans states that monitoring will normally be required for a minimum of five years, but in the case of larger developments may be required for a longer period. Where relevant, the developer is encouraged to use the UK Standard for Monitoring Travel plans system developed by TRICS, all monitoring surveys will be TRICS SAM compliant.
- 7.4 A Travel Plan review will be undertaken annually by the TPC. This includes the Year 1 baseline report (within 3 months of 90% occupation of the site), as well as a full survey in Years 3 and 5. Snapshot surveys will be conducted in Years 2 and 4.
- 7.5 The review will involve meetings (as necessary) with representatives of the occupier, the local planning authority, the County Council (Development Control Highways and the Travel Plan team), public transport operators and community representatives.
- 7.6 HCC require fees for the evaluation and monitoring of Travel Plans, as listed in the Herts Travel Guidance, *Appendix D: Travel Plan Evaluation and Support Contributions*. The fees reflect the amount of local authority officer time required to evaluate the initial plan, assess the monitoring data and participate in review and agreement to any amended plan in the future:

Travel Plan Evaluation and Support Contributions for Workplace, Residential, Visitor and other Travel Plans

Size threshold	Contribution required
Full Travel Plans	£1200 per annum
Strategic sites	Subject to discussion with the county council
Other	
Contributions will be index-linked to Retail Price Index (RPI), dated from May 2014 (date of first adoption of this guidance).	

Travel Survey

- 7.7 A minimum 35% response rate must be attained in order for travel questionnaire surveys to be considered statistically significant. If this cannot be achieved, then discussions will take place with HCC regarding carrying out TRICS SAM or ATC surveys.

- 7.8 An incentive is recommended to encourage residents to complete a questionnaire travel survey, e.g. entry into a prize draw could be offered to those who complete a survey. Typically, the prize should not be travel-related (e.g. bus tickets, cycle vouchers, etc) – an Amazon voucher may be appropriate.
- 7.9 A sample questionnaire survey should include the following questions:
1. How do you usually travel to work?
 2. Which method of travel to work do you occasionally use instead of your usual form of travel?
 3. How far do you travel to work?
 4. Would any of the following changes encourage you to cycle to work? (Y/N)

If YES, please tick the option you think would be most effective:

 - Improved cycle paths on journey to work;
 - Improved cycle storage facilities;
 - Arrangements to buy a bicycle or accessories at a discount;
 - *(Other reasons to be added as required)*
 5. Would any of the following changes encourage you to use public transport? (Y/N)

If YES, please tick the option you think would be most effective:

 - More frequent bus services;
 - More direct bus services;
 - Better lighting at bus shelters and/or on footpaths;
 - Discount tickets or passes;
 - Better public transport timetable information.

Complete questions 6 to 10 if you usually travel by car to get to work.
 6. What is your main reason for using a car to get to work?
 - Car required to perform job;
 - Dropping/collecting children;
 - Lack of alternative;
 - Convenience.
 7. If you travel to work by car, would you be prepared to car share? (Y/N)

Delivery and Enforcement

- 7.10 Planning obligations are the appropriate mechanism for securing an effective TP. This is because obligations:
- Allow for a greater level of detail to be agreed than could reasonably be achieved by a planning condition;

- Provide the only mechanism which enables financial contributions to be secured, such as contributions towards travel plan assessment or monitoring;
- Better support the need to secure specific outcomes and targets as a basis for the travel plan.

7.11 TP's should be secured via Section 106 agreements (a legal document, executed as a deed, made pursuant to Section 106 of the Town and Country Planning Act 1990) in order to ensure that all the key elements of the approved travel plan are effectively protected and to facilitate monitoring and compliance with the outcomes anticipated.

7.12 The local authority reserves the right to observe the monitoring or request (at the developer/occupiers' cost) an independent audit of the information collected. In addition to this, the local authority will carry out random monitoring of up to ten sites per year. This will be done via a traffic count and vehicle occupancy count or other suitable method. If the results collated by the local authority are dissimilar to those submitted by the developer/organisation, the two parties will meet to discuss a suitable way forward. Further surveys may be carried out with input from both the local authority and the developer/organisation to ensure that both parties accept the results obtained.

7.13 The Section 106 Agreement will therefore also include sanctions to ensure that failure to deliver agreed measures/outcomes (within the control of the developer) can be remedied. These sanctions can take a number of forms as set out below:

- payments to the County Council to implement agreed measures/targets contained within the travel plan which have not been implemented (this could include marketing/promotional materials in addition to infrastructure works);
- the implementation by the developer of specified 'works' that are expected to remedy the failure to achieve agreed measures/targets or to implement the measures/targets agreed;
- specified payments by the developer to meet the Council's cost of taking action to achieve the agreed measures/targets; and
- a restriction on the build out or occupation of the development in the event that the travel plan fails to achieve agreed measures/targets or to implement the measures/targets agreed. Sanctions will ensure that developers do not just agree to measures / targets in their travel plans but actually undertake to implement them.

7.14 Remedial measures will be agreed with the highway authority at detailed application stage.

8 Action Plan

8.1 This section draws together the proposed typical actions for the Travel Plan implementation.

Action	Timescale	Responsibility	Cost Estimate	Status
Appointment of Travel Plan Coordinator (TPC)	3 months before launch of the TP	Developer	£3,200 per annum	
Share TPC contact details with HCC Travel Plan Team	Within 1 month of occupation of the site	Developer	-	
Obtain up to date information on local walking routes	Before launch of the Travel Plan	TPC	-	
Obtain up to date information on local cycle routes and cycle maps	Before launch of the Travel Plan	TPC	-	
Obtain up to date information on local bus / rail stops, routes, services and frequencies	Before launch of the Travel Plan	TPC	-	
Obtain up to date information on local taxi services and car sharing schemes	Before launch of the Travel Plan	TPC	-	
Implementation of all transport infrastructure	Construction	Developer	TBC	
Ensure committed physical infrastructure is completed to agreed specification	Construction	Developer	-	
Compile Resident Travel Pack	Before occupation of site	TPC	Approx. £2,000	
Bespoke website	Before occupation of site	TPC	Approx. £3,000	
Distribute Resident Travel Packs to all occupiers of the dwellings on their first occupation (update as necessary if required prior to distribution)	On occupation of each dwelling	TPC	Admin fee	
Initial post-occupation travel surveys to be undertaken	Within 3 months of 90% occupation of all dwellings	TPC	Approx. £1,000	
Undertake monitoring (travel questionnaire and ATC), compile monitoring report and submit to HCC	Years 1, 3 and 5	TPC	Approx. £2,500	
Snapshot survey (ATC only as a snapshot of vehicle numbers) to be undertaken and submitted to HCC	Years 2 and 4	TPC	Approx. £1,500	



Civil Engineering - Transport Planning - Flood Risk

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