

A Planning Application by
CROUDACE HOMES LIMITED

In respect of
**Roundwood Development,
STEVENAGE**

Travel Plan

2105-037/TP/02 | December 2024



Document Management

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1 Introduction

1.1 Transport Planning Associates has been commissioned by Croudace Homes Limited to provide transport planning consultancy services in respect of the proposed development of land at Roundwood, Stevenage (the Site).

1.2 The proposed development is for full planning permission for a residential development of 292 homes, with the description of the development being:

“Erection of 281 dwellings and associated roads, parking, drainage, landscaping, open space and servicing facilities”

1.3 The Site is allocated within the North Hertfordshire Local Plan in Policy GA1 for 330 homes with the following highway requirements set out in the Policy that allocates the Site:

- Principal vehicular access taken from existing residential streets within Great Ashby;
- Provision for sustainable modes of transport having regard to the Stevenage Mobility Strategy;
- Transport Assessment to identify and secure measures to manage traffic flows arising from the development along Back Lane;
- Maintain general integrity of Weston Road, including as a through route for pedestrians and cyclists; and,
- Integration of Footpath Graveley 010 as a perimeter feature around the north of the Site.

1.4 This Framework Travel Plan (FTP) is to set out a long-term strategy for the management of trips generated by the Site based on Hertfordshire Local Transport Plan 4, Policy 1 Hierarchical Principles where emphasis is placed upon the order of priority outlined below:

- Opportunities to reduce travel demand and the need to travel;
- Meeting the needs of vulnerable road users, i.e. pedestrians and cyclists;
- Facilitating access by passenger transport;
- Accommodating the requirements of two-wheeler users, i.e. mopeds and motorbikes;
- Facilitating the safe and efficient movement of emergency vehicles, essential deliveries and refuse collections; and
- Accommodating the requirement that, for some, access by motor vehicle, will still be required and in such instances seeking to minimise, where possible, single occupancy car trips.

1.5 Measures will be identified within this FTP which will aim to achieve the overall goal of reducing the level of vehicular traffic generated by the development and to improve accessibility for active and sustainable modes of transport. This Travel Plan should be read in conjunction with the full Transport Assessment that has been submitted in support of the planning application.

1.6 Following the determination of the planning application, it is expected that the FTP will be further developed to provide a full Travel Plan that will remain the responsibility of the housebuilders until such time that a management company or the community are in a position to take over responsibility.

1.7 The remainder of this FTP will be structured as follows:

- Chapter 2: Local and National Policy;
- Chapter 3: Local Highway Transportation Context;
- Chapter 4: Objectives and Targets;
- Chapter 5: Measures and Initiatives;
- Chapter 6: Action Plan;
- Chapter 7: Welcome Pack;
- Chapter 8: Monitoring and Review; and,
- Chapter 9: Travel Plan Budget.

2 Local and National Policy

- 2.1 This chapter of the Framework Travel Plan will review the relevant local and national policies regarding the creation of a Travel Plan for a development like that proposed at *Roundwood, Stevenage*.

National Planning Policy Framework

- 2.2 The Government's revised National Planning Policy Framework (NPPF) was updated in December 2024. It sets out planning policies to help inform local authorities and developers for future developments.

- 2.3 Paragraph 118 of the NPPF states that:

"All developments that will generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."

- 2.4 The framework indicates that the Travel Plan will be a key tool in facilitating sustainable development and that applications for development should:

"give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

allow for the efficient delivery of goods, and access by service and emergency vehicles; and

be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible, and convenient locations."

National Planning Practice Guidance

- 2.5 The National Planning Practice Guidance (NPPG) (2019) sets out current guidance for different aspects to development. For the purposes of this document, the guidance within the NPPG 'Travel Plans, Transport Assessments and Statements' document is considered. The NPPG sets out the following with regards to Travel Plans:

"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as way of unfairly penalising drivers."

- 2.6 It is noted within the NPPG that Travel Plans can positively contribute towards:

- Encouraging sustainable travel;
- Lessening traffic generation and its detrimental impacts;
- Reducing carbon emissions and climate impacts;
- Creating accessible, connected, inclusive communities;
- Improving health outcomes and quality of life;
- Improving road safety; and
- Reducing the need for new development to increase existing road capacity or provide new roads.

Hertfordshire Local Transport Plan 4 (HLTP4)

- 2.7 The HLTP4 is the overarching transport policy document for the area is the Hertfordshire and provides the framework for achieving better transport systems in Hertfordshire for the plan period 2018-2031. HLTP4 and was adopted in 2018 and covers all modes of transport including walking, cycling, public transport, car-based travel, reducing road freight movements and making provision for those with mobility impairments.
- 2.8 The HLTP4 sets out the Council's vision for how transport can help deliver a positive future for Hertfordshire as well as outlining how safe and efficient travel can be achieved in the County. The plan covers the period up to 2031. The overall approach to transport is that the plan looks to provide a transition from a car based transport strategy to a more balanced approach that caters for all forms of transport and seeks to encourage a switch from the private motor car to sustainable transport.
- 2.9 In relation to development management HLTP4 states in Policy 5:

"The county council will to work with development promoters and the district and borough councils to:

a) Ensure the location and design of proposals reflect the LTP Transport User Hierarchy and encourage movement by sustainable transport modes and reduced travel demand.

b) Ensure access arrangements are safe, suitable for all people, built to an adequate standard and adhere to the county council's Highway Design Standards.

c) Consider the adoption of access roads and internal road layouts where they comply with the appropriate adoption requirements and will offer demonstrable utility to the wider public. Where internal roads are not adopted the county council will expect suitable private management arrangements to be in place.

d) Secure developer mitigation measures to limit the impacts of development on the transport network, and resist development where the residual cumulative impact of development is considered to be severe.

e) Require a travel plan for developments according to the requirements of 'Hertfordshire's Travel Plan Guidance'.

f) Only consider new accesses onto primary and main distributor roads where special circumstances can be demonstrated in favour of the proposals.

g) Resist development that would either severely affect the rural or residential character of a road or other right of way, or which would severely affect safety on rural roads, local roads and rights of way especially for vulnerable road users. This should include other routes which are important for sustainable transport or leisure.

H) Ensure that any new parking provision in new developments provides facilities for electric charging of vehicles, as well as shared mobility solutions such as car clubs and thought should be made for."

Hertfordshire Travel Plan Guidance

2.10 The Hertfordshire Travel Plan Guidance indicates that full Travel Plans are required for residential development above 80 homes. This guidance indicates that the Travel Plan should:

- Be site-specific – the detailed choice of outcomes and specific measures will be partly determined by the opportunities and constraints offered by the Site;

- Combine 'hard' measures – of site design, infrastructure and new services – with the 'soft' measures – of marketing, promotion and awareness-raising;
- Provide a package of measures that are integrated into the design and occupation of the new site;
- Support walking, cycling and passenger transport use and facilitate disabled access; and,
- Consider the options for parking provision.

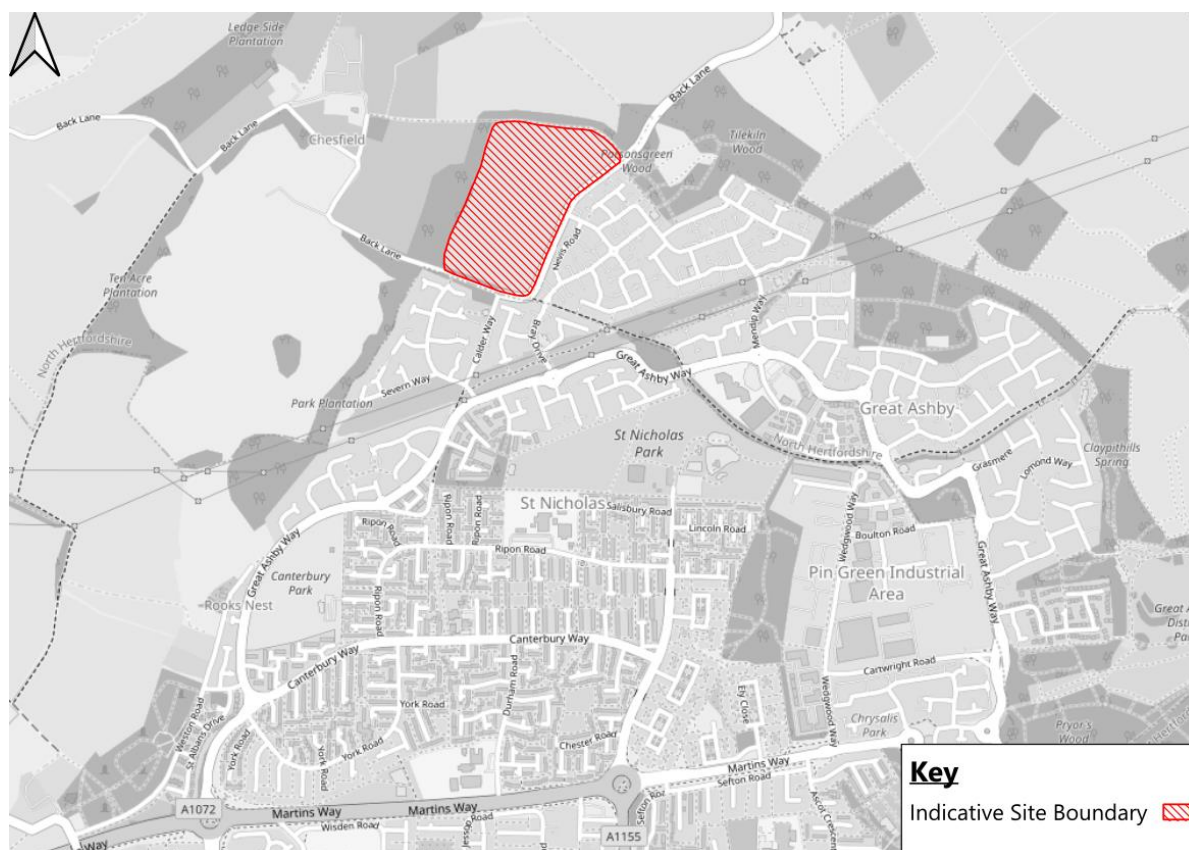
3 Local Highway Transportation Context

- 3.1 This chapter of the Travel Plan will detail the Site in the context of the local highway network, outlining what has been identified within the Transport Assessment regarding the existing facilities within the vicinity of the Site and the opportunities for sustainable travel to/from the Site.

Site location

- 3.2 The Site currently a greenfield site in agricultural use which is located to the northeast of Stevenage, within the Great Ashby area. To the south and east, the Site is bound by Back Lane, and to the north and west by open fields.
- 3.3 The location of the site is presented in **Figure 3.1**.

Figure 3.1 Site location



Pedestrian and Cycle Accessibility

- 3.4 As the existing site is greenfield there are no pedestrian connections through the site. However, the pedestrian and cycle facilities in the residential developments close to the site are generally well developed.
- 3.5 Within the vicinity of the site, there are no pedestrian facilities on Back Lane to the immediate south-west and east of the site, with the road being of rural character along the entire length of the site boundary. Similarly, Calder Way does not benefit from a footway on either side of the road, with the single lane carriageway being fronted by mature hedgerows.
- 3.6 Pedestrian accessibility to Back Lane to the south is provided by a dedicated pedestrian and cycle route, which links the road to the pedestrian / cycleway facilities on Orwell Avenue. A second pedestrian / cycle route is present from Back Lane towards the south-eastern corner of the site, which links through to Mendip Way and beyond. This route provides a pedestrian / cycle route through to the Round Diamond School via the old Botany Bay Lane. This route also operates as a bridleway with crossing corrals to equestrian standards present across both Mendip Way and Great Ashby Way.
- 3.7 On the western side of Orwell Avenue the footway is approximately 1.8m in width. On the eastern side of the road there is a shared use footway/cycleway as designated on the Stevenage Cycle Map, this shared use path is approximately 3m in width. An extract from the Stevenage Cycle Map is presented in **Figure 3.2**.

Figure 3.2 Extract from the Stevenage Cycle Map



- 3.8 To the south of Orwell Avenue the pedestrian routes link to a cycleway which runs along an east-west orientation in the parkland under the electricity pylons. This route extends to the east, between the short section of cycleway that runs between the end of Calder Way and Great Ashby Road, across Bray Drive, to link to the cycleway on Botany Bay Lane in the east, with an additional connection north to Swale Close.
- 3.9 To the east of the site Haybluff Drive benefits from footways on both sides of the road, which are separated from the carriageway by grass verges. There is no pedestrian connection through to Back Lane.
- 3.10 To the south of Haybluff Drive, Mendip Way and Bray Drive benefit from a footway on the northern side of the road, with a shared-use footway/cycleway on the southern side, with this footway/cycleway widening on eastern side of Bray Drive, to the south of the Botany Bay Lane crossing, where the footway becomes separated from the carriageway by a wide grass verge.
- 3.11 The Hertfordshire Way is a 166 mile circular walking route along the public rights-of-way in Hertfordshire and borders the northern edge of the site. The route is divided into legs, with the section that passes to the north of the site running between Wallington and Willian (Letchworth) via Weston,

Graveley and Clothall. It provides walking access to Chesfield Park and Tilekiln Wood, and links to a number of other countryside public footpaths to the north, east and west of the site. To the north of the site, the Hertfordshire Way is formed by Public Right of Way 10, which is designated as a Bridleway, which would mean that the route could be used by cyclists as indicated on the Stevenage Cycle Map.

- 3.12 The wide footpaths along Great Ashby Way link to a cycleway alongside Canterbury Way, which provides access to the extensive off-road cycleway network which runs through the centre of the town, with grade separated cycling facilities being present beneath the Martins Way/Canterbury Way roundabout.
- 3.13 The shared foot/cycleways link to the segregated footway and cycleway that runs along the A1072 Martins Way.

Public transport

Bus

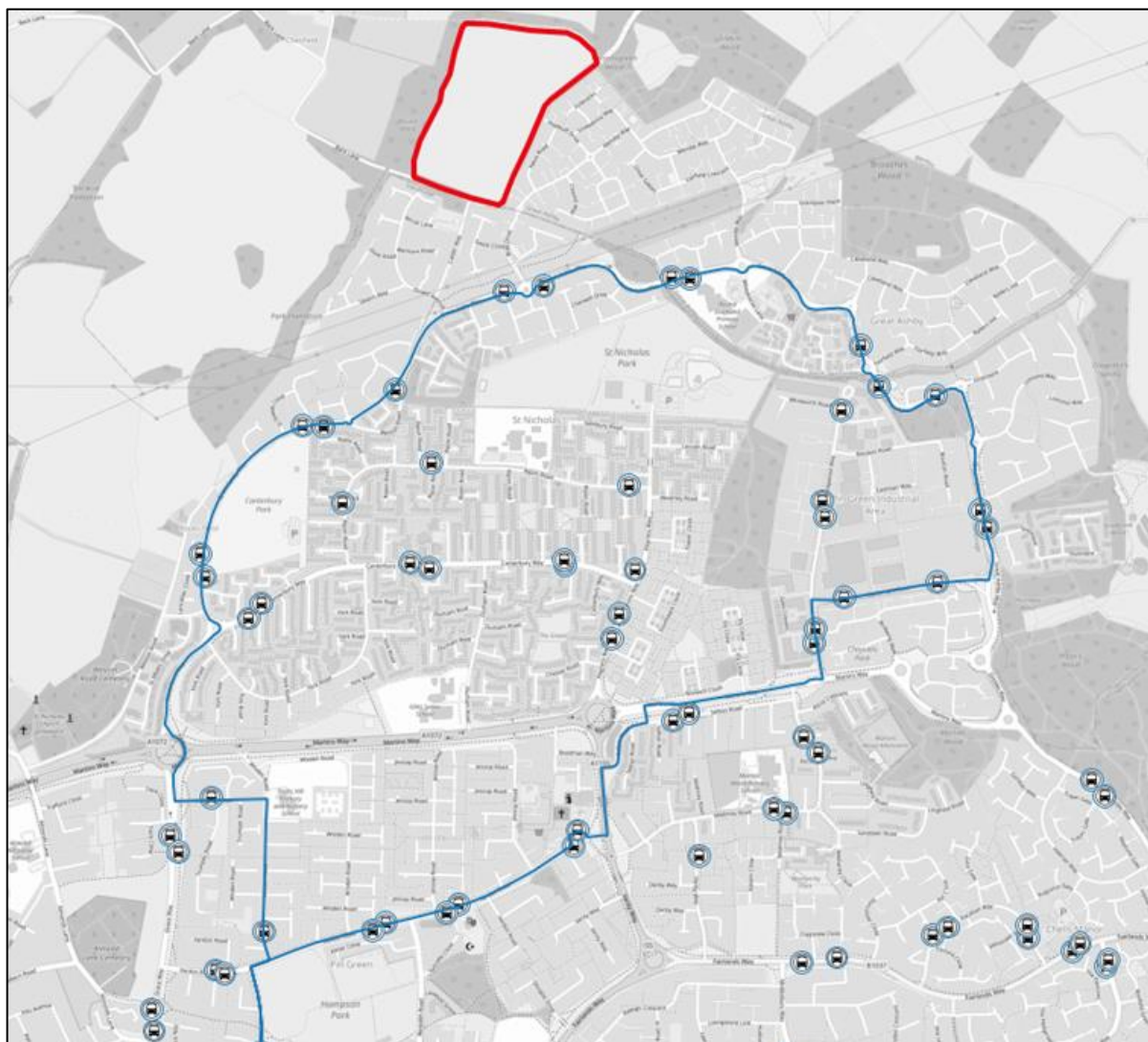
- 3.14 The closest bus stops are located approximately 450m south and southeast of the site access junction from Haybluff Drive, on either side of Great Ashby Way. The bus stop on the westbound side of the carriageway benefits from a bus stop flag, timetable information board and shelter with associated seating. The bus stop on the eastbound side of the carriageway benefits from a layby and a bus stop flag.
- 3.15 Table 3.1 summarises the bus timetable information for the local service that can be boarded from the stops on Great Ashby Way.

Table 3.1 Summary of Local Bus Services

Service No.	Route	Frequency		
		Monday - Friday	Saturday	Sunday
SB7	Great Ashby – Stevenage via Pin Green	Every 30 minute First 05:26 Last 22:51	Every 30 minute First 06:51 Last 22:51	Hourly First 09:10 Last 23:10

- 3.16 The information presented in **Error! Reference source not found.** indicates that bus service number SB7 can be boarded from the stops on Great Ashby Way throughout the week. The SB7 bus route along with wider Stevenage's bus services are illustrated in **Figure 3.3**.

Figure 3.3 Bus Route Plan



- 3.17 However, the bus stop would not be located within a 400m distance of all of the residents of the proposed development as would be required under planning policy guidance.

Rail

- 3.18 Stevenage railway station is located approximately 5.3km southwest of the site. It is managed by Great Northern. The train station provides services to destinations such as London King's Cross, Hatfield, Welwyn Garden City, Hitchin, Cambridge and Peterborough, with approximately 8 services per hour connecting the station to London at peak times.
- 3.19 Passengers wishing to access the East Coast Mainline can also do so following a change at Peterborough Station.

- 3.20 The station is accessible within an 18-minute cycle journey or via the SB7 bus service within a 9-minute journey.

Local services and amenities

- 3.21 The Site is within walking and cycling distance to a wide variety of local facilities and amenities that are required on a daily basis. These facilities are shown in **Figure 3.4.** with further details provided in Table 3.2.**Error! Reference source not found..**

Figure 3.4 Local Services and Facilities

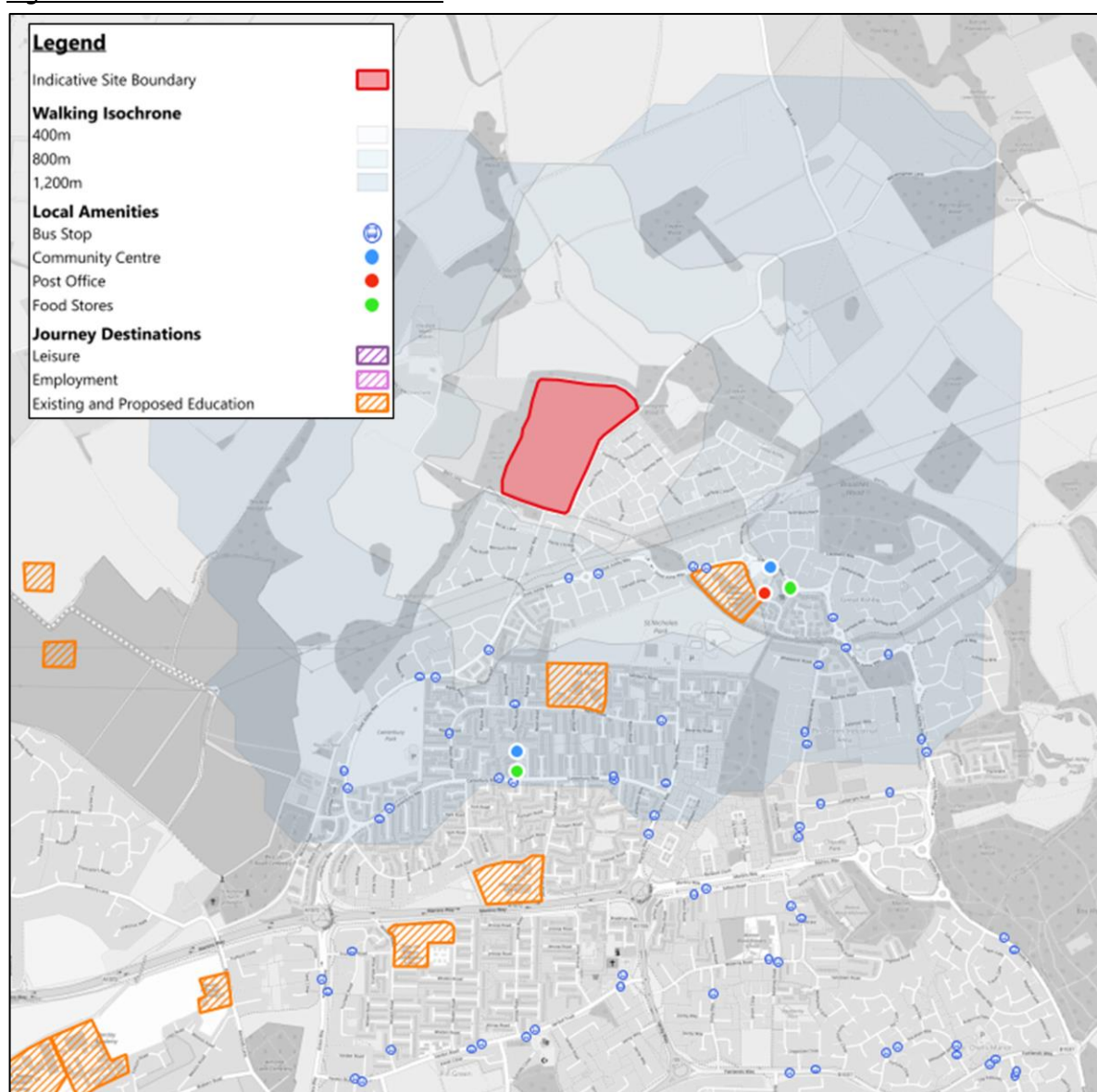


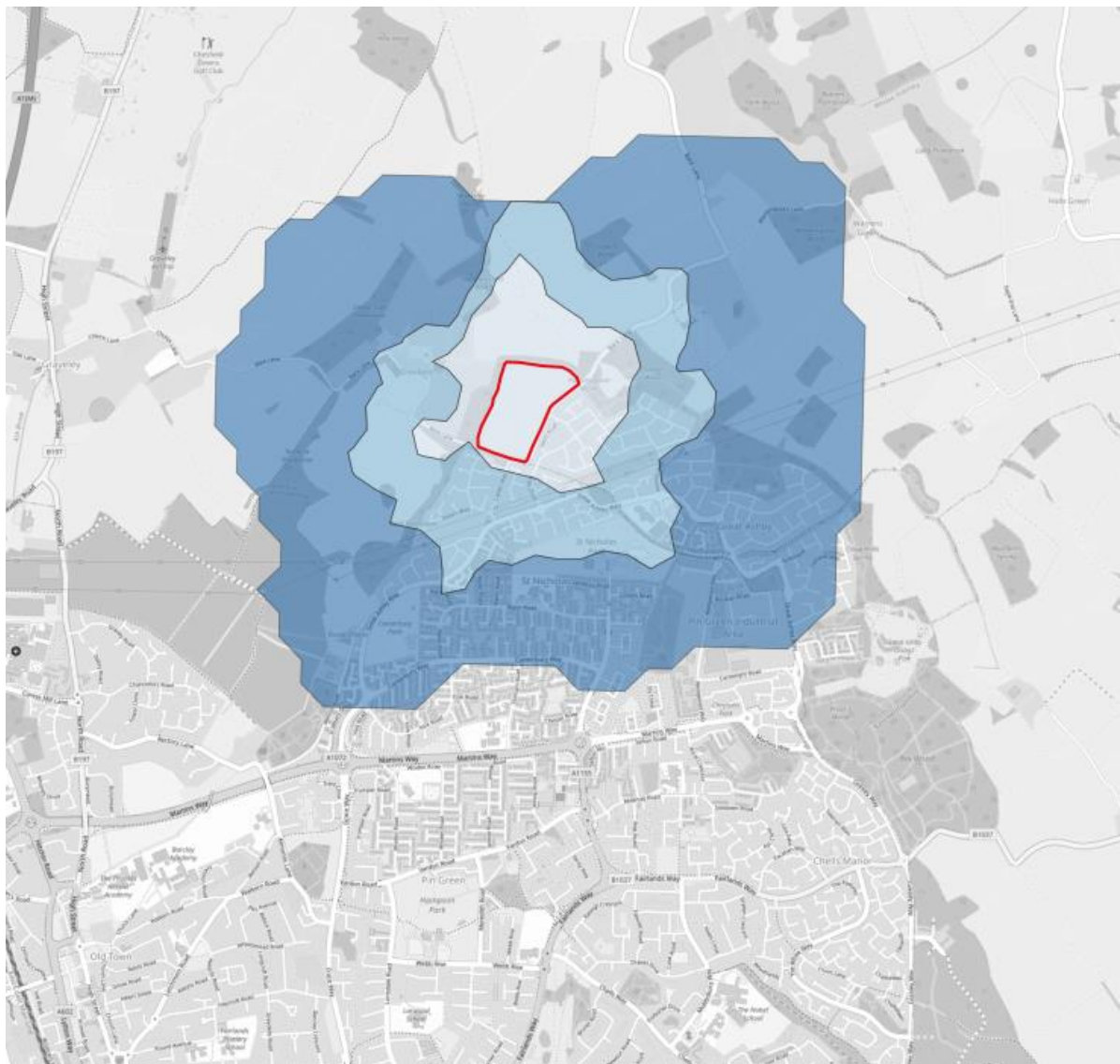
Table 3.2 Summary of Local Services And Facilities

Facility Type	Name	Distance (metres)	Approximate Travel Time*	
			Walking (minutes)	Cycling (minutes)
Public Transport	Bray Drive bus stop	450	5	-
	Stevenage railway station	5,300	-	18
Education	Pilgrims Way school	1,100	14	5
	Round Diamond Primary school	700	9	3
	Barclay Academy	2,800	34	9
Food Store	Budgens	950	11	4
	Morrisons Daily	1,100	14	4
Post Office	Whitehorse Lane Post Office	1,000	12	4
Community Centre	Great Ashby Community centre	1,000	11	4
Leisure/Sports	Saint Nicholas Park	1,000	12	3
	Mendip Way park	1,000	11	4
Healthcare	St Nicholas Health Centre	1,200	14	4
	Jhoots pharmacy	1,000	12	4
Restaurant	Smoky Boys	1,400	17	5

*Based on an average walking speed of 4mph, and an average cycling speed of 10mph

3.22 The locations of such services are identified within the pedestrian isochrone, which is presented in **Figure 3.5**, identifying walking distances of 400m, 800m and 1,200m from the centre of the site.

Figure 3.5 Walking isochrone plan

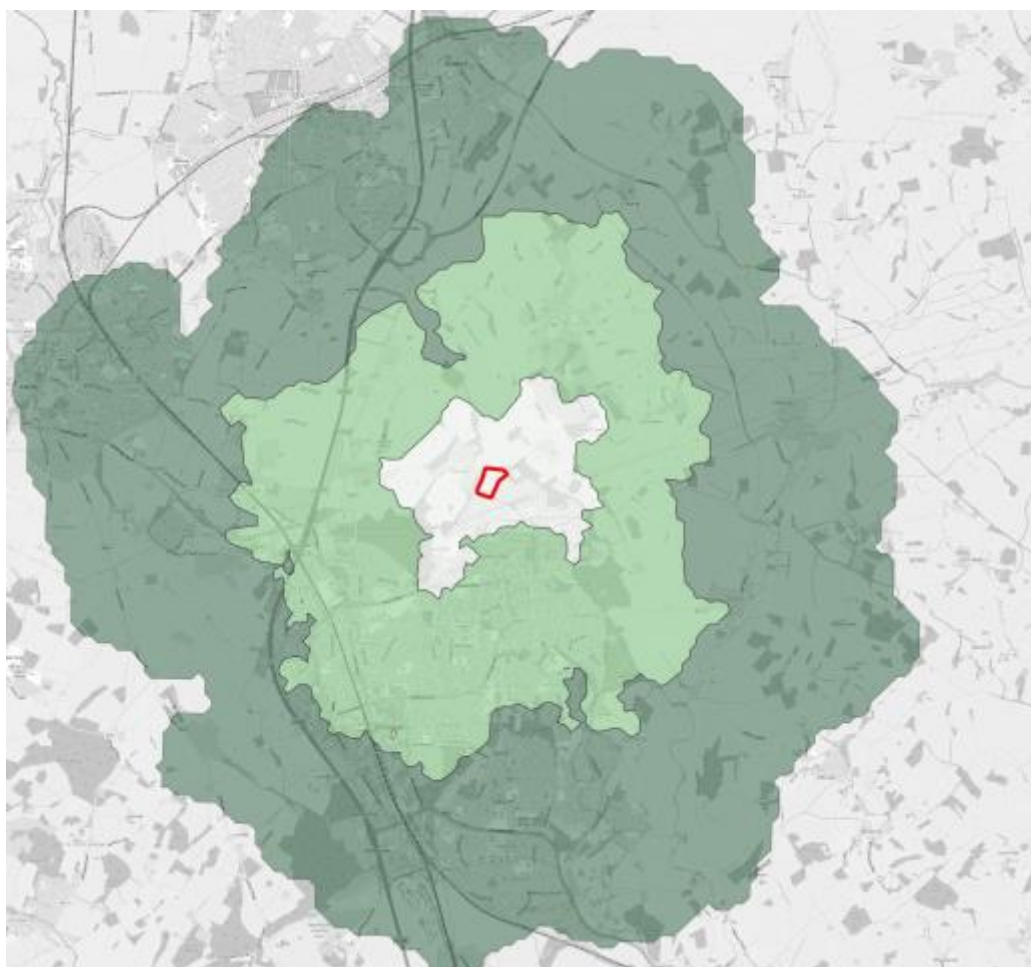


Walkable Neighbourhood

- 3.23 There is no agreed or defined limit to a walkable distance, but it is reasonable to say that the attractiveness of travelling by foot (or by wheel, for those unable to travel by foot) reduces by distance and by time. Minimising journey distance and time is therefore key to maximising the potential for people to walk.
- 3.24 Research conducted by ARUP in their document 'Delivering Sustainably Walkable Neighbourhood' indicates that around 80% of journeys under 1km are likely to be made on foot and for journeys of around 1.5-1.6km this would fall to 50%.

- 3.25 Given this the data presented in Table 3.2 **Error! Reference source not found.** would indicate that there are a wide variety of facilities and services that would be with a distance where there is a high probability that trips would be made on foot.
- 3.26 In addition, **Figure 3.6** presents a cycling distance isochrone of 2km and 5km from the application site, corresponding to journey times of approximately 7 and 15 minutes respectively. The cycling isochrone demonstrates that 2km distance incorporates a wide range of facilities such as schools, food stores, a post office and a pharmacy.

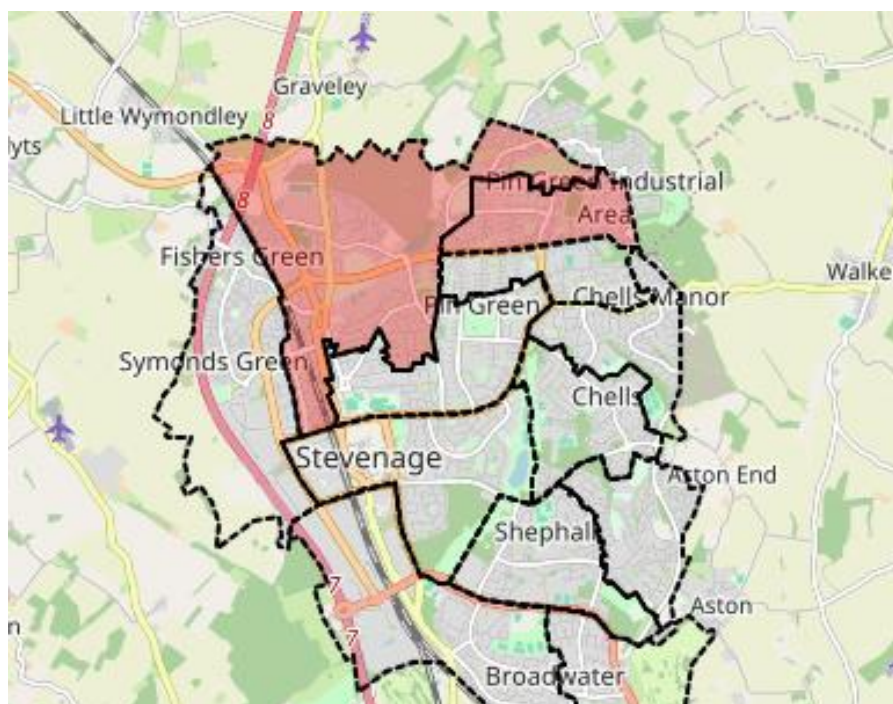
Figure 3.6 – Cycle isochrone plan



Local travel patterns

- 3.27 To understand the travel patterns of existing residents, travel to work information has been obtained from the 2011 Census. Data from the 'Stevenage 001' and 'Stevenage 002' mid-layer super output areas (MSOAs), in which the application site borders. These areas correspond to the residential areas to the north of Stevenage as presented in **Figure 3.7**.

Figure 3.7 Plan of mid layer super output areas Stevenage 001 and 002



3.28 These areas have been used to identify the modal share characteristics of journeys to work of residents from the local area.

3.29 A summary of the modal share characteristics is presented in Table 3.3.

Table 3.3 2011 Census method of travel to work

Method of travel to work	Proportions		
	'Stevenage 001'	'Stevenage 002'	Combined
Rail	6.3%	11.0%	9.3%
Bus, minibus or coach	8.8%	3.0%	5.1%
Driving a car or van	66.2%	64.0%	64.8%
Passenger in a car or van	7.1%	5.5%	6.1%
Bicycle	2.6%	2.5%	2.5%
On foot	7.1%	12.3%	10.5%
Other method of travel	1.9%	1.7%	1.7%

- 3.30 The results presented in Table 3.3 indicate that journeys by private car account for the most significant proportion of journeys to work, accounting for the 64.8% of trips from the two MSOAs. Journeys undertaken by active travel modes account for 13.0% of journeys to work, primarily comprising journeys on foot.

Car ownership

- 3.31 Further data has been obtained from the 2021 Census to identify the car ownership of households within the vicinity of the site. Data has been obtained for the 'Stevenage 002F' lower-layer super output area, which covers the Great Ashby Area, as presented in Table 3.4.

Table 3.4 Census 2021 car ownership per household

Car Ownership per household	Proportion
No cars or vans	9.9%
1 car or van	39.9%
2 cars or vans	40.7%
4 or more cars or vans	9.5%

- 3.32 The results presented in Table 3.4 indicate that the largest proportion of households (40.6%) own a single vehicle, with a further 39.7% of households owning two vehicles.
- 3.33 Further analysis of car ownership in the Stevenage 001 area indicates that 28% of those living in flats do not own a car.

Local highway network

- 3.34 Along the southern site frontage, Back Lane is a two-way single carriageway road, which runs from Graveley to Weston in an east-west orientation. Adjacent to the site, Back Lane has an average width of 4.6m and is subject to the national speed limit. The carriageway width however narrows to a single lane in places to the west of the site becoming unsuitable for HGVs. The road continues north and runs along the eastern boundary of the Site before extending to the village of Weston, which is located approximately 3km to the north of the Site.
- 3.35 To the east of the Site, Haybluff Drive is a cul-de-sac with a width of approximately 5.5m. To the north the road terminates immediately to the south of Back Lane, without providing through access. Whilst to the south Haybluff Drive connects to Mendip Way and Cotswold Drive via a 4-arm roundabout.

- 3.36 Mendip Way is a single carriageway residential road with a width of approximately 6.7m. The road forms a crescent through the Great Ashby residential estate, linking to Bray Drive to the west before connecting to Great Ashby Way via a roundabout. To the east, Mendip Way also connects to Great Ashby Way at a roundabout. Along its length, priority junctions provide access to the adjacent residential area.
- 3.37 There is extensive residential on carriageway parking on Mendip Way, Haybluff Drive and Bray Drive, which effectively narrows the available carriageway width in places.
- 3.38 To the south of the site, Calder Way intersects Back Lane. Calder Way is a single carriageway with an average width of 4m, benefitting from traffic calming in the form of traffic humps along its length.
- 3.39 Calder Way intersects Orwell Avenue at its southern extent. Orwell Avenue is residential in character and provides access to residential housing to the north-west and to Great Ashby Way to the south-east.
- 3.40 Great Ashby Way is a single carriageway local distributor road with a nominal width of between 6.5m and 7.3m. At its western extent, Great Ashby Way connects to Canterbury Way via a 3-arm roundabout and at its eastern extent connects with Gresley Way and Glanville Crescent via a 3-arm roundabout. There are several roundabout junctions along its length providing access to the wider residential network and the Pin Green Industrial Estate.
- 3.41 At its western end, Great Ashby Way intersects with Canterbury Way at a 3-arm roundabout. To the south of this Canterbury Way intersects with A1072 Martins Way and Grace Way at a 4-arm roundabout. At its eastern end Great Ashby Way joins Gresley Way before it intersects with A1072 Martins Way via a 3-arm roundabout.
- 3.42 The A1072 Martins Way is a distributor road that runs east-west from the A602 Hitchin Road in the east to Gresley Way in the west. In the vicinity of the junction with Canterbury Way, Martins Way is a dual-carriageway road with 7.6m carriageway width and a 3.5m wide kerbed central reserve.

4 Objectives and Targets

- 4.1 This chapter of the FTP sets out the objectives alongside the broad targets for the Site, reflecting the stage at which the document has been developed.

Objectives

- 4.2 There are several objectives that this FTP will hope to address through its implementation:
- Achieve fewer single occupancy vehicle trips to and from the development;
 - Provide high quality infrastructure that encourages greater use of sustainable travel modes such as walking, cycling and public transport;
 - To encourage car sharing thereby reducing the number of single occupancy trips;
 - To promote the health benefits of walking and cycling with a broad ranging choice of formal and recreational facilities;
 - To provide a safe cycle and pedestrian friendly environment within the proposed development linked to the existing and enhanced off-site cycle and pedestrian infrastructure; and
 - To maximise accessibility to public transport from the development for all journey purposes.

Targets

- 4.3 The success of the Travel Plan will be measured by a set of targets which will seek to reduce the proportion of single occupancy vehicle trips through the increase in travel by sustainable modes.
- 4.4 As the development is new, there is no baseline to which the Travel Plan targets can be set. As such, the forecast vehicular trips presented within the Transport Assessment, submitted in support of this scheme, represent a figure by which the success of the Travel Plan could be measured.
- 4.5 A main objective of the FTP is to reduce single-occupancy car trips generated by the development; instead increasing the number of non-car modes of transport. An indicative target would be a 20% reduction in the number of car trips forecast in the Transport Assessment.
- 4.6 It is important that the Travel Plan is monitored on a regular basis to ensure the key objectives and targets are being met. This includes evolving the document to keep up with changing circumstances. The targets within this framework should be updated through an initial travel survey of which would be undertaken following the occupation of the 75th dwelling.

5 Measures and Initiatives

- 5.1 This chapter of the Framework Travel Plan identifies some of the potential measures and initiatives that may be implemented to influence the modal choice for journeys to and from the Site.

Management

- 5.2 A management company will be appointed by the developer to manage the development once it is occupied. It would be envisaged that management of the Travel Plan would be incorporated into their responsibilities. Details of the management of the Travel Plan would be included in the Final Travel Plan.

Travel Plan Coordinator

- 5.3 Central to the success of a Travel Plan is the appointment of a Travel Plan Coordinator (TPC). The TPC would be appointed by the developer prior to the initial occupation of the development. The TPC will be responsible for the implementation, communication, monitoring and management of the Travel Plan.
- 5.4 The TPCs role will involve:
- Overseeing the development and implementation of the Travel Plan;
 - Raise awareness of the Travel Plan through effective marketing through a range of media such as newsletters and leaflet drops;
 - Collecting data and information regarding the local bus service timetables, changes to services and any amendments made;
 - Acting as the main point of contact for residents on Travel Plan matters;
 - Liaison with external organisations such as Parish Councils, North Hertfordshire District Council and Hertfordshire County Council;
 - Control the budget for the development of the Travel Plan and ensure this is used efficiently;
 - Arranging travel surveys to be undertaken when necessary; and,
 - Managing the setting up of the car share scheme.
- 5.5 The TPC may be supported by an appointed consultant who would provide technical and administrative support in addition to making submissions and liaising with the local and highway authority.

Provision of travel information

- 5.6 Following the completion of the residential development, a welcome pack will be issued that would present to new residents a summary of the details contained within the Travel Plan. Information regarding sustainable and active transport would also be available in the on-site sales office during the period when the houses are being marketed and sold. Sales staff would be trained to promote sustainable travel prior to the opening of the sales office.
- 5.7 Regular newsletters would be distributed to residents promoting Travel Plan initiatives such as cycle training, walk to work/school weeks etc.

Residential travel vouchers

- 5.8 Hertfordshire County Council's Travel Plan Guidance requires residential travel vouchers to be provided to first residents to provide an incentive to utilised active and sustainable travel. It would be envisaged that the value of the voucher be set at the cost of 2 months bus travel in the Stevenage Area. This would equate to the cost of £116.00 per dwelling, which would be the cost of two Stevenage Plus Bus monthly tickets.
- 5.9 This voucher could be utilised to purchase the Plus Bus tickets or utilised to for cycling or walking equipment or other items that would support residents travelling by sustainable and active travel modes. Details of how the voucher could be redeemed would be contained within the Residential Travel Pack.

Measures to promote walking

- 5.10 The proposed development will include good quality pedestrian and cycle routes which will link to the surrounding pedestrian and cycle infrastructure that surrounds the Site. A further S106 contribution (to be agreed) would be made to improve offsite sustainable travel connections to the Site.
- 5.11 Measures and initiatives that would aim to increase the number of those walking and cycling may include:
- Residents will be provided with information on safe pedestrian routes through the residential travel information packs;
 - The health benefits of walking will be promoted through the travel packs;
 - Information will be provided on national campaigns such as Walk to Work Week and Walk to School Week;

- Promotion of events from other organisations promoting walking include Sustrans and the British Heart Foundation; and
- Initiatives for residents will be investigated by the Travel Plan Coordinator such as organised walking buses to local schools.

Measures to promote cycling

- 5.12 The detailed layout of the Site will provide cycle routes ensuring good quality facilities through the Site and links to the existing cycle infrastructure and adjoining developments.
- 5.13 The Travel Plan Coordinator will ensure the cycle storage facilities are in place and fully functional upon first occupation. Cycle storage is provided within each home as presented in the planning application. For houses with a garage or car port the cycle parking is provided within these. Houses without garages have a lockable sheds with a cycle bar inside. The blocks of flats within the development each have a cycle store.
- 5.14 The measures outlined below are designed to promote cycling:
- Each household has cycle storage in accordance local parking guidelines;
 - Information on national campaigns such as Bike Week and Cycle to Work Day (September) will be provided;
 - Ensure cycle training and cycle repair workshop are promoted to residents;
 - Ensure that a Bicycle Users Group (BUG) is created and promoted;
 - A Section 106 contribution will be made to extend the Stevenage Beryl Bike scheme into the development and/or the Great Ashby area.
 - A Section 106 contribution will be made to improve cycle links to the town centre;
 - Improvements will be made to Botany Bay Lane to promote cycling with Great Ashby;
 - Provision of Stevenage Cycle Map in Residential Travel Information Pack; and
 - Up-to-date information and advice concerning safe cycle routes will be provided to residents through the Residential Travel Information Pack.

- 5.15 The Travel Plan Coordinator will liaise with a local cycle shop to determine possible discounts or incentives, such as Dr Bike services that may be offered. Details of local cycle shops will be provided through the development website and contained in the Residential Travel Information Pack.

Measures to promote and facilitate public transport use

- 5.16 As part of the mitigation associated with the development a S106 contribution will be provided to allow a new bus service to be introduced (the SB12). This bus service will route along Mendip Way and

provide a public transport link between Great Ashby to Lister Hospital and the town centre. New bus stops will be created on Mendip Way, so that residents can access the new bus service.

- 5.17 Each occupied household within the development will be given the opportunity to utilise the travel voucher to obtain tickets for two months bus travel within the Stevenage area upon moving into their home. The tickets allow travel on local bus services and may be claimed up to 6 months following first occupation of each dwelling.

Car sharing

- 5.18 The Travel Plan Coordinator will promote the county-wide car sharing website <https://liftshare.com/uk/community/hertfordshire>, which is specific to the local area. Details of the website and the benefits car sharing can offer will be promoted to residents through the Residential Travel Information Packs.
- 5.19 Residents will also be made aware of national online car sharing services such as BlaBlaCar www.blablacar.co.uk, which is often convenient for more infrequent and longer distance journeys.

Car clubs

- 5.20 Car club spaces will be provided with the development and the membership of these car clubs will be promoted through the Travel Plan. Details of the car club operating these vehicles will also be provided in the residential Travel Pack.

Administration

- 5.21 Administration of the Travel Plan involves the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties are specific to the TPC, in the interests of confidentiality, and will include the regular updating of the Travel Plan document. Specifically, the TPC will maintain:
- Details of travel patterns derived from the regular Travel questionnaires that are to be retained for input to the review process;
 - Feedback from the monitoring procedures maintained for input to the review process;
 - Copies of historic review reports retained for reference purposes and for analysis of the longer term effectiveness of the TP;
 - A correspondence file to keep all communications made in respect of the on-going management of the TP; and
 - A record of travel related incidents, meetings, comments and general observations of the TPC to be retained for input to any review process.

6 Action Plan

- 6.1 This section of the Travel Plan introduces the proposed Action Plan that will be put in place to support the Aims and Objectives outlined within Chapter 3. The action plan is set out in Table 6.1 below.

Table 6.1 Action Plan

	Measures	Timescales	Who?
Travel Plan Set Up			
1	Appointment of Travel Plan Coordinator	Prior to site completion	Final operator
2	Production of Welcome Pack	Prior to occupation. For distribution to all first residents	Developer/Travel Plan Co-ordinator
3	Conduct initial travel surveys	3 months after occupation of 75 th home	Travel Plan Coordinator
4	Submit Final Travel Plan for Review	Within 6 months of the completion of the 75 th home	Travel Plan Coordinator
5	Provision of vouchers for bus/sustainable travel	Within Travel Pack	Travel Plan Coordinator
Walking and Cycling Measures			
6	Provision of walking and cycling maps	Within Travel Pack and, Newsletters.	Travel Plan Coordinator
7	Provide S106 contribution to improvements to local walking and cycling network	Before Occupation	Developer
8	Provision of cycle storage	Prior to occupation	Developer
9	Promotion of walking / cycling information	Within 3 months of site completion and occupation	Travel Plan Coordinator
10	Creation of walking and cycling groups	Within 3 months of site completion and occupation	Travel Plan Coordinator
Passenger Transport Measures			
11	Provision of up-to-date bus timetables and information through newsletters	Within 3 months of occupation	Travel Plan Coordinator
12	Introduction of SB12 bus service	To be confirmed	Developer
13	Provision of vouchers for bus/sustainable travel	Within Travel Pack	Travel Plan Coordinator / Final Operator
Car Based Measures			
14	Car share database set up and publicised.	Within 12 months of opening the development	Travel Plan Coordinator
15	Introduction of car club cars spaces within the development.	To be confirmed	Developer
Promotional Measures			
16	Promotion of national and local Travel awareness events	On-going	Travel Plan Coordinator

Monitoring and review			
17	Monitor the Travel Plan on each anniversary of the occupation of the 75th dwelling for a minimum of either 5 years or one year after the occupation of the final dwelling, whichever is longest.	Annually	Travel Plan Coordinator
18	Consultation with Hertfordshire County Council on the progression of the Travel Plan	Annually	Travel Plan Coordinator

7 Residential Travel Pack

- 7.1 This section of the Travel Plan will detail the Residential Welcome Pack for the proposed development alongside its purpose and contents for the sites' residents.

Purpose of the Residential Travel Pack

- 7.2 A Residential Travel Pack will be provided to the first occupiers of the proposed development at Roundwood. This would allow those in the residential dwellings to be made aware of the Travel Plan and how it operates to serve the Site in the promotion of sustainable modal shifts.
- 7.3 A Residential Travel Pack is an ideal way to inform the occupiers of the targets and objectives identified in the Travel Plan and in turn increase the uptake in those who change their travel behaviours to be more sustainable and in line with the local targets.

Contents of the Residential Travel Pack

- 7.4 The Residential Travel Pack may include various summary elements of the Travel Plan including what the document is and how to access it alongside who to contact should there be any queries regarding the measures and initiatives implemented as a result for the Site, that being the Travel Plan Coordinator.
- 7.5 There would be sections dedicated to the services in the local area, acting as an in-depth introduction on what is on offer within the Great Ashby area and within Stevenage as a whole. There would also be sections on what would be available locally to facilitate sustainable travel and behaviour changes to the benefit of the whole community.
- 7.6 The Residential Travel Pack would also contain information as to how the bus taster tickets can be obtained. It would be proposed that the voucher would be equivalent to the value of 2 one-month bus ticket per dwelling, however the final value of the voucher will be decided on publication of the final Travel Plans.

8 Monitoring and Review

- 8.1 This section of the Travel Plan will detail the strategy to be put in place in order to ensure the long-term sustainability of the Plan.
- 8.2 The intent of the Framework Travel Plan is that there will be an ongoing improvement process. Improvements will be made in conjunction of annual monitoring of the plan, also reviewed with Hertfordshire County Council. Additional objectives and targets may be added if future reviews deem it to be necessary.

Monitoring and Review Mechanisms

- 8.3 Hertfordshire County Council's Travel Plan Guidance indicates that developers are required to commit to a long-term monitoring strategy for their Travel Plan. It would be envisaged that the initial travel survey of residents would be completed upon the occupation of the 75th dwelling, with repeat surveys carried out annually for 5 years or until 1 year following the completion of the final dwelling (whichever is longer). The monitoring surveys would include ATC surveys to record vehicle movements at the Site access points.
- 8.4 Following each monitoring surveys, a report would be produced which would include the results of the surveys, comments on the progress of the Travel Plan and possible updates to the objectives and targets of the Travel Plan.
- 8.5 If necessary, following the submission of these monitoring reports a meeting could be arranged with the County Council to discuss any alterations to the Travel Plan that may be required.
- 8.6 Overall, the aim of this monitoring and review method is to ensure compliance and change from the initiatives set out to create a real drive to increase sustainable modes of travel.

Consultation with Hertfordshire County Council

- 8.7 An agreement will be made between the management company and Hertfordshire County Council to organise annual consultation initiatives that will discuss the progress of the Travel Plan.

Remedial Actions

8.8 In the event that the proposed targets are not achieved within the five-year period of the Travel Plan, the Travel Plan coordinator will work alongside Hertfordshire County Council to determine remedial measures, which may include the following:

- Consideration of increasing cycle provision;
- Consideration of initiatives for public transport;
- Intensified travel planning promotion activity at the Site; and
- Other measures deemed appropriate at consultation.

Marketing and communication

8.9 In addition to the initiatives already outlined within the Travel Plan, there may be an ongoing marketing and communication of information following the implementation of the final Travel Plans, which shall promote its use and success to all those who occupy the Site.

9 Travel Plan Budget

- 9.1 The budget of the Travel Plan will be determined during the consultation period of the planning application, once any contributions to bus services or towards active travel improvements have been agreed. The budget will include the costs of the TPC, consultancy costs to support the TPC, the cost of the Residential Travel Vouchers and the cost to provide promotional material.