

Growing Baldock

Environmental Statement Volume 2: Figures & Appendices

Chapter 4: Transport

Appendix 4.2 Framework Travel Plan

REPORT

Growing Baldock

Framework Travel Plan

Client: Urban&Civic

Reference: PC7029-ITP-XX-XX-RP-TP-0002

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by Haskoning

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Appendices

Appendix A – East Midlands Gateway Case Study

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1 Introduction

This Framework Travel Plan has been prepared by ITP by Haskoning on behalf of Urban&Civic in association with an Outline Planning Application for the Growing Baldock development. This is a phased development that seeks to deliver:

- Up to 3,200 homes
- Up to 16 hectares of employment land
- A mixed-use local centre
- Up to two primary schools, one SEND school, and one secondary school
- A health hub and other community facilities
- Extensive green infrastructure and active travel networks
- Two new railway crossings and an internal street network

The Local Planning Authority is North Hertfordshire District Council (NHDC), and the Local Highway Authority is Hertfordshire County Council (HCC). National Highways is the Strategic Highway Authority, with responsibility locally for the A1(M).

The Framework Travel Plan will act as a live document; elements will need to be reviewed and updated as progress is made with the outline planning application and further application stages. ITP has prepared the Framework Travel Plan in line with HCC's *Travel Plan Guidance*¹ and the Department for Transport's *Good Practice Guidelines: Delivering Travel Plans through the Planning Process*².

The Framework Travel Plan is a core component of a Vision-Led strategy outlined in the accompanying Transport Assessment. The Framework Travel Plan will play a pivotal role in delivering the sustainable transport outcomes required by local and national policy. The Framework Travel Plan sets out a proactive approach to encouraging residents, commuters and students to adopt sustainable travel behaviours, reducing reliance on single-occupancy vehicles and promoting public transport, car sharing, walking, wheeling and cycling. The successful implementation of the Framework Travel Plan is essential to help minimise traffic impacts both within and beyond the development footprint, supporting a healthier, more accessible and environmentally responsible community.

1.1 Report Structure

Following this section, this report has the following structure:

- **Chapter 2** covers background information including site audit information,
- **Chapter 3** covers the mobility vision for the site,
- **Chapter 4** covers the scope of the Framework Travel Plan,
- **Chapter 5** defines the aim and objectives of the Framework Travel Plan,
- **Chapter 6** defines the Framework Travel Plan targets,
- **Chapter 7** describes how the Framework Travel Plan will be implemented,
- **Chapter 8** describes how the Framework Travel Plan will be monitored, and
- **Chapter 9** provides a summary of the Framework Travel Plan.

¹ *HCC's Travel Plan Guidance*

² *Good Practice Guidelines: Delivering Travel Plans through the Planning Process*

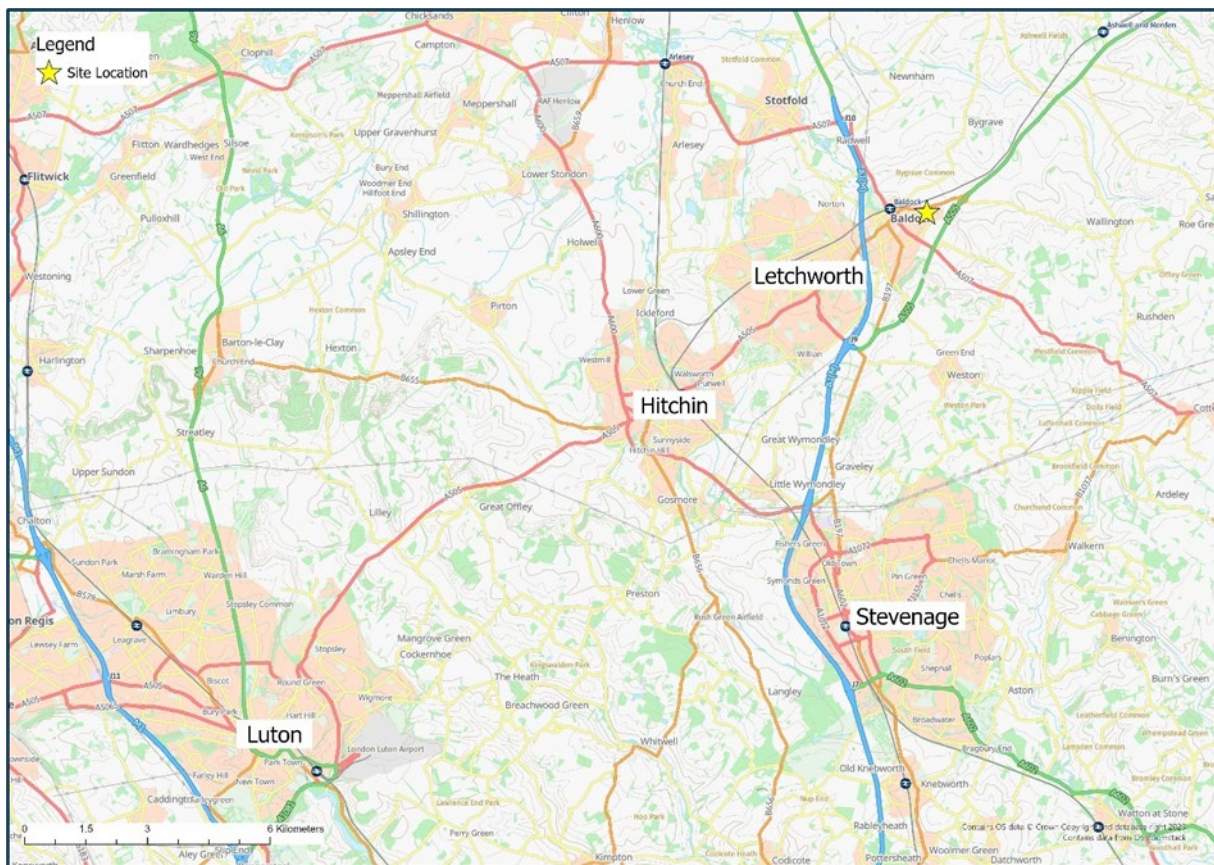
2 Background

This section of the Framework Travel Plan provides background information on the development site location and existing accessibility. Information is also provided regarding the proposed development and associated improvements for sustainable travel. Further details are available within the accompanying Transport Assessment.

2.1 Site Location and Existing Accessibility

Baldock is situated northeast of Letchworth Garden City and Hitchin, with approximately 3 km and 6.5 km respectively between town centres. The larger towns of Stevenage and Luton lie 10 km south and 20 km southwest, respectively. **Figure 2-1** below shows Baldock in relation to the wider geographical area.

Figure 2-1: Site Location and Local Towns



Four 'land packages' form the Growing Baldock development, these are detailed further in **Figure 2-2** below:

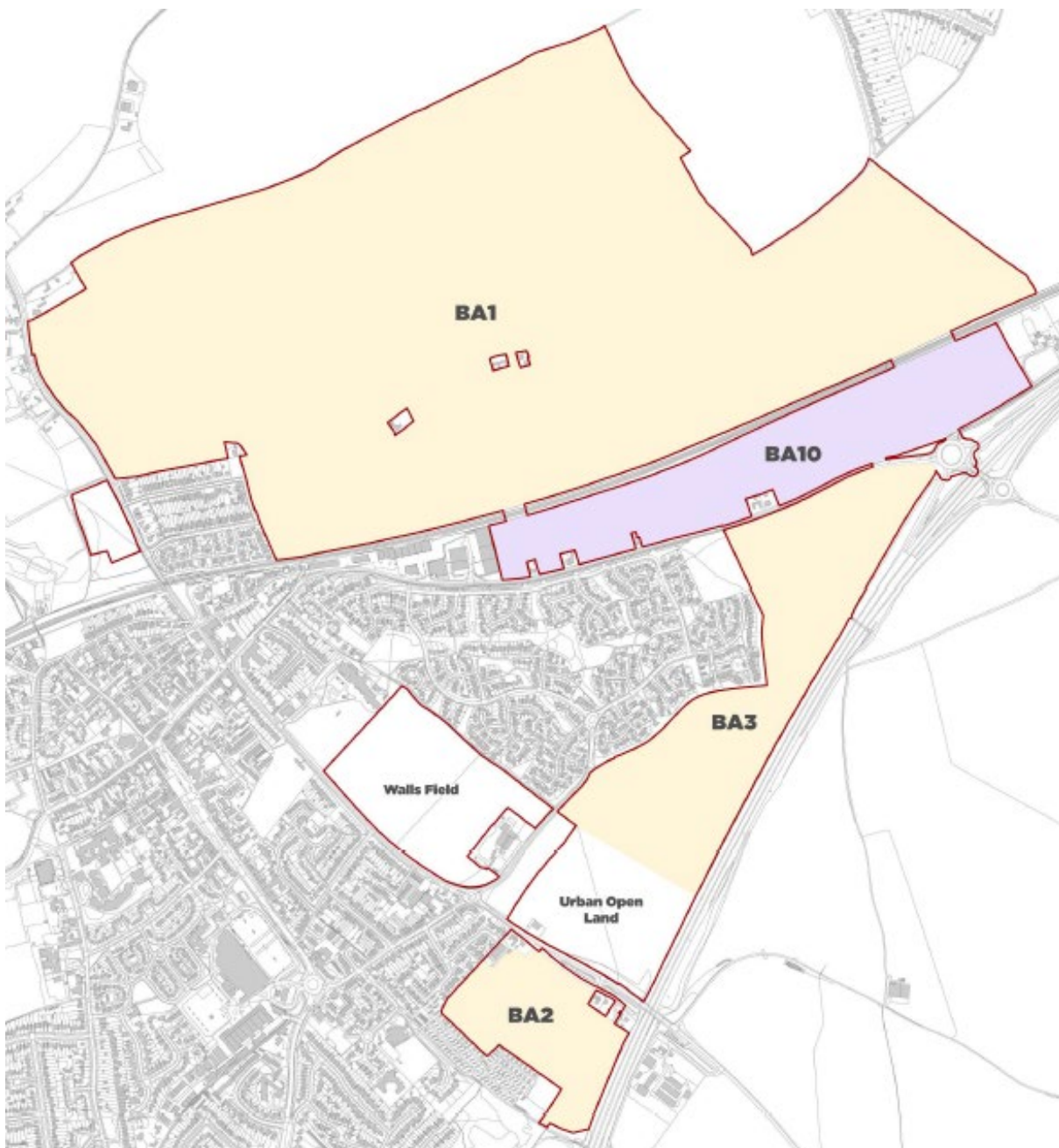
- The Hitchin to Cambridge railway bounds Site **BA1** to the south, and North Road borders it to the west. A public bridleway runs along the northern boundary of the site, which lies on agricultural land about 1 km northeast of central Baldock,
- Clothall Road borders Site **BA2** to the north, and the A505 runs along its eastern edge. This southern-most land package sits on empty agricultural land to the southeast of Baldock town centre,



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- Site **BA3** is located on agricultural land around 1 km east of the town centre. It is bounded by the A505 to the east and by existing development to the west. Royston Road and Clothall Road bound the north and south of the site respectively, and
- The Hitchin to Cambridge railway borders Site **BA10** to the north, and Royston Road runs along its southern edge. The site sits on agricultural land between Sites BA1 and BA3, about 1 km east of Baldock town centre.

Figure 2-2: Growing Baldock Land Packages



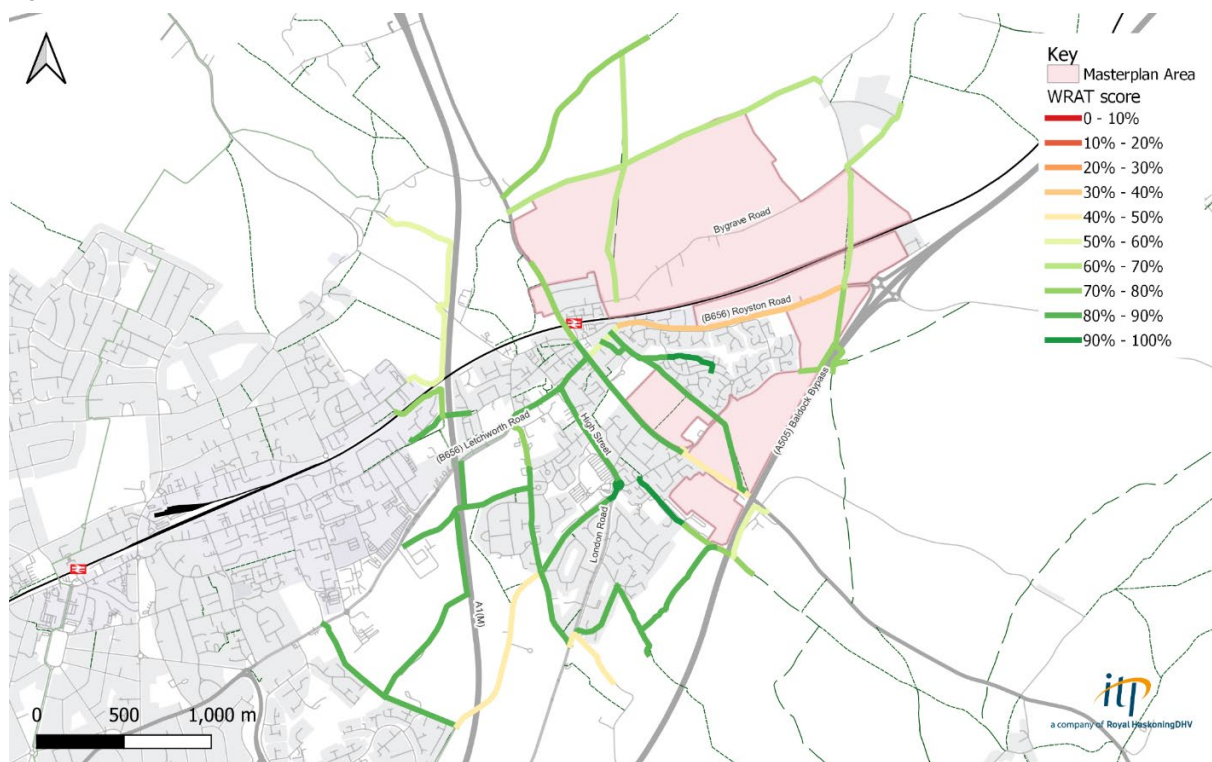
The accompanying Transport Assessment includes further details regarding accessibility and public transport/active travel connections to the site. The following sections provide a summary of this information, which is pertinent to the Framework Travel Plan.

2.1.1 Walking and Wheeling

A Walking Route Audit Tool from the Department for Transport (DfT) assessed the accessibility of walking routes in the proposed development area. Of the 42 links audited for walking purposes, the results ranged from 40%-98%, with an average of 78%. Comfort, particularly width, was a lower-scoring category, both in terms of the width of footways and crossings, while links fared well against directness and safety indicators. The lower score for comfort is something to consider relating to residents and visitors who may use a wheelchair or a pushchair, as decreased width may limit their options for travelling actively.

Figure 2-3 below shows a visual summary of the results. Roads around central Baldock generally performed the best. The lowest-scoring link was Royston Road. Links in the immediate vicinity of the development also scored positively, indicating the potential for walking for short and medium length journeys is high.

Figure 2-3: WRAT Audit Results



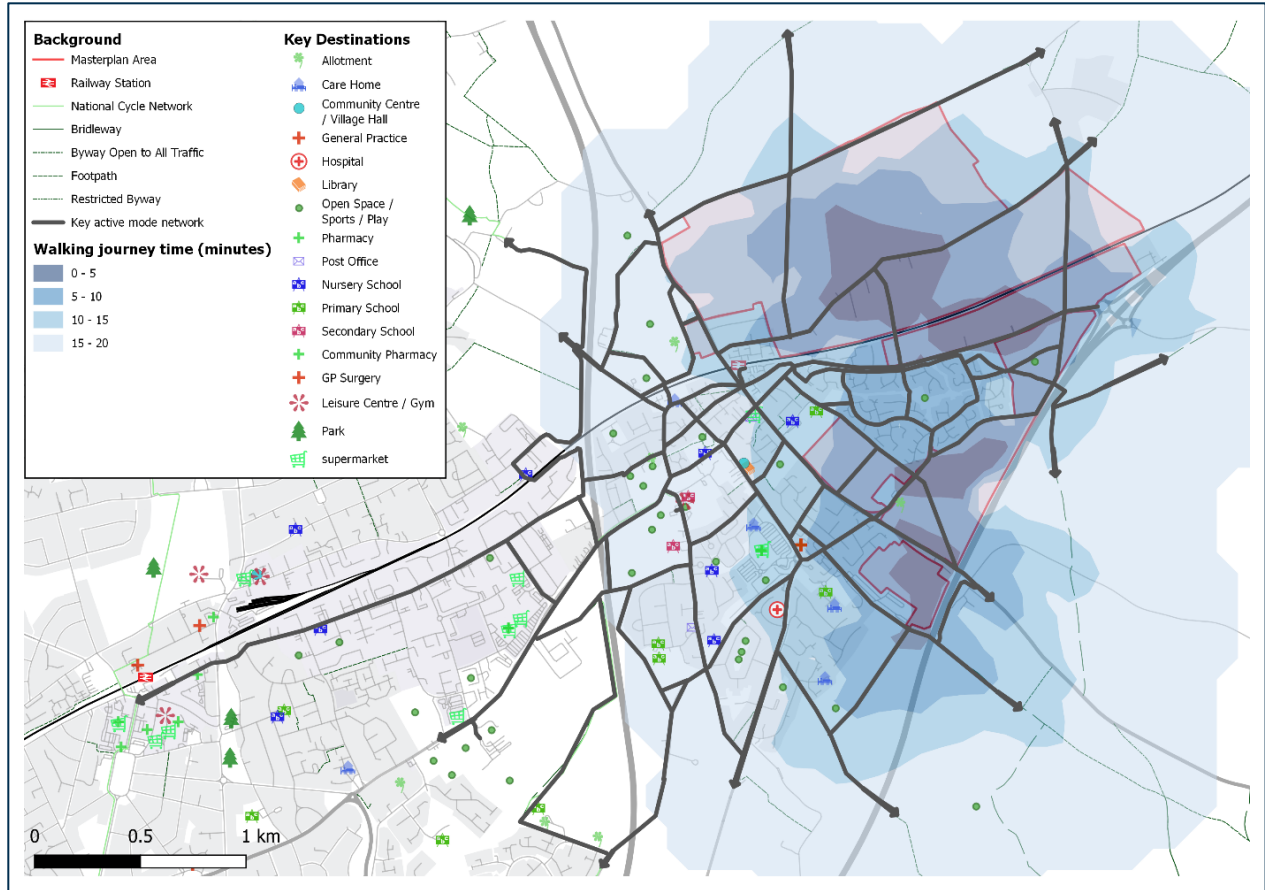
A bridleway heads north out of Baldock through the west of site BA1, with another bridleway forming the northern boundary of the site. A footpath crosses the south east of site BA1, crossing the railway at grade to do so. This right-of-way continues south over Royston Road into the north of site BA2 as a bridleway. This connects to the bridleway bridge over the A505 and to Wallington Road. Another footpath traverses the south of site BA2, connecting to the Clothall Road Bridge over the A505.

Footpaths and bridleways offer car-free active travel journeys to the north, east and south on a dense network of footpaths, bridleways and byways. Several footpaths and bridleways connect the outskirts of Letchworth to Baldock.

Figure 2-4 below shows walking journey times from the sites. Sites are well located, with the majority of facilities within Baldock town centre located less than a 20-minute walk from the higher density areas of the sites. Sites are located in a suitable location to maximise opportunities to connect into Baldock town

centre and facilitate an increase in walking trips in and around the town. Facilities include groceries, leisure shopping, healthcare, sports facilities, schools etc.

Figure 2-4: Walking Journey Time from Site



2.1.2 Cycling

Two cycling audit tools have been used to assess the accessibility of cycling routes in the proposed development area: LTN 1/20 Cycling Level of Service Tool for links and LTN 1/20 Junction Assessment Tool for junctions. ITP assessed 26 links specifically for cycling and found an average score of 57%, with individual scores ranging from 33% to 77%. Five of these links had at least one critical fail, within the categories of risk of collision, motor traffic speed and kerbside conflict. High levels of HGVs and a general lack of cycle lanes and space for cyclists were a common occurrence on links around the town.

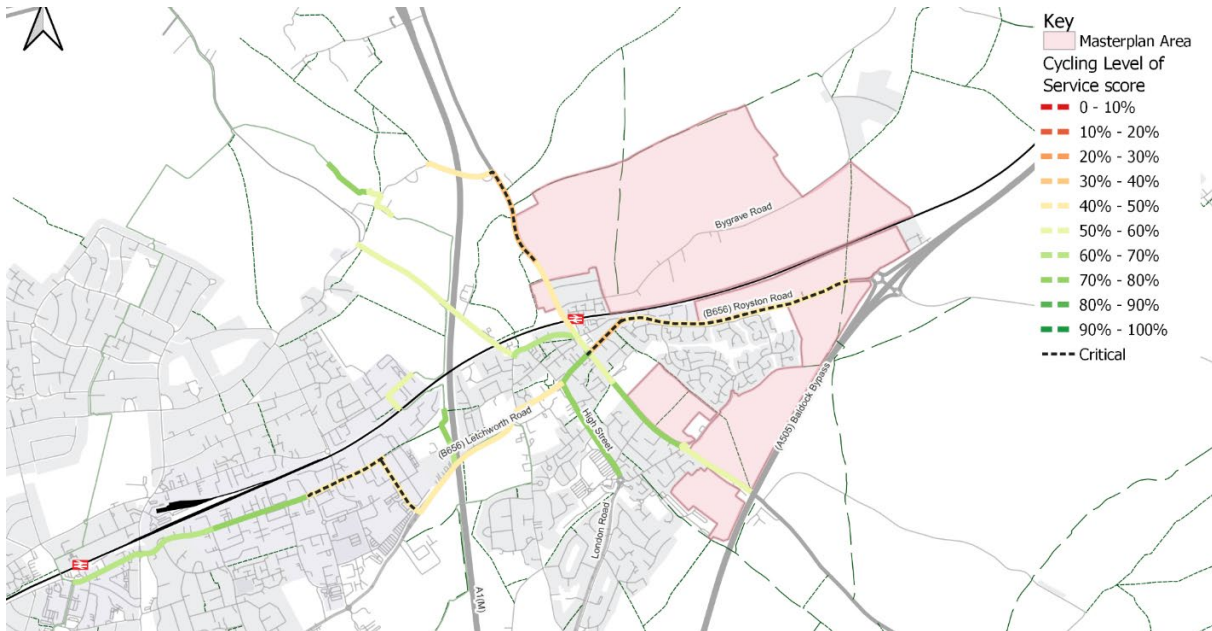
Figure 2-5 below shows a visual summary of the results. Baldock requires improvements for cycling, as the road surfaces were of fair quality, but cyclists generally shared the road with vehicles due to a significant lack of segregated infrastructure. Aside from cycle parking on the High Street, there were almost no dedicated cycle parking provisions.

Issues highlighted by the cycling audit tools indicate the Framework Travel Plan will need to include actions that help address any concerns or barriers related to cycling for leisure or commuting purposes. The developer will promote and market any new cycling infrastructure or facilities implemented as part of the Framework Travel Plan action plan.

Route 12 of the National Cycle Network (NCN), running from Enfield to Peterborough, passes through western Baldock. The route facilitates mostly car-free cycling journeys north to the settlements of Stotfold

and Henlow, and south to Stevenage, Welwyn and London. There is no dedicated cycle infrastructure on any of the roads immediately surrounding the development site.

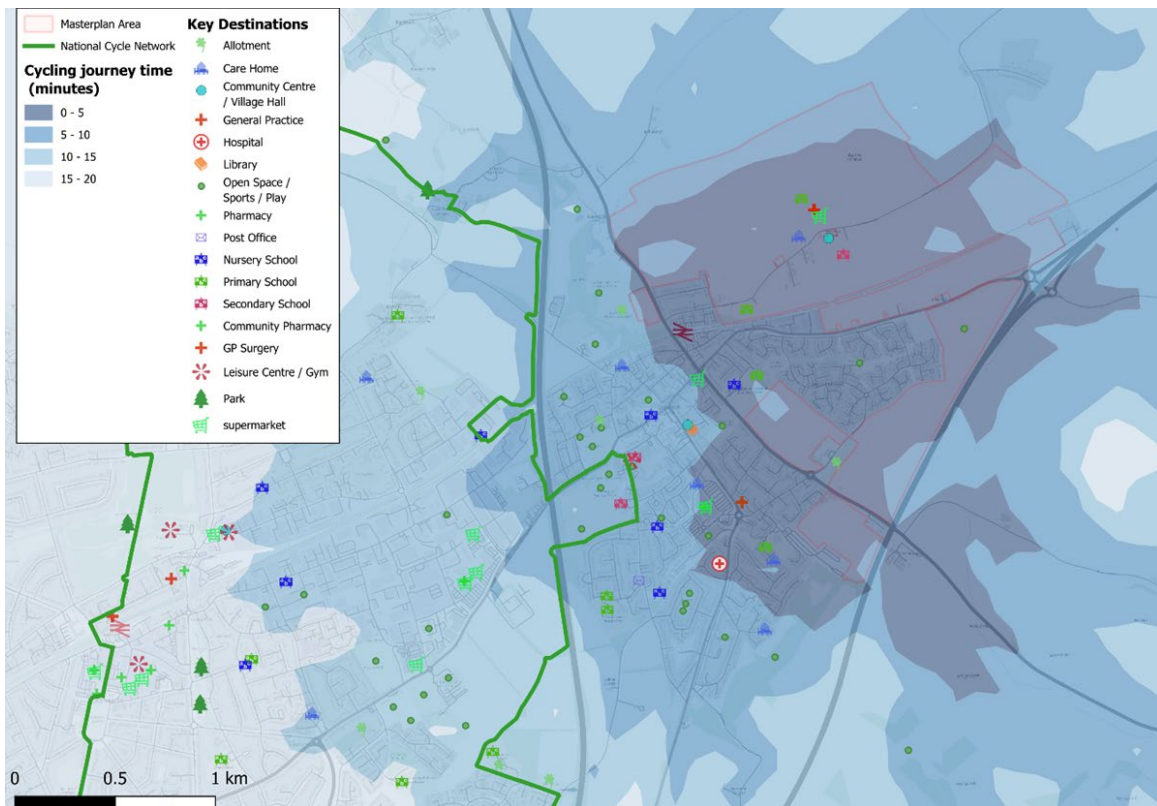
Figure 2-5: Cycling Level of Service Audit Results



Most of Baldock's existing town lies within a 20-minute cycle of the proposed developments, indicating the development is well placed to maximise opportunities for cycle trips in and around Baldock, despite some issues identified in the cycling audits.

Figure 2-6 below shows cycling connections surrounding the development site and key destinations within a 20-minute cycle.

Figure 2-6: Cycle Connections from Site



2.1.3 Rail

The development site benefits from Baldock railway station, which is easily accessible. Trains run frequently to London, Cambridge, Brighton and Peterborough. Baldock railway station is located in the centre of the proposed development land packages, making it easy to access and providing significant opportunities to access the proposed development by rail, including connections via walking, cycling or bus. Proposed improvements to the East Coast Main Line, expected with the December 2025 timetable update, will enhance services at Baldock railway station by increasing peak-time trains, reducing journey times, and better spacing departures.

Thameslink and Great Northern services serve Baldock railway station, which sits on the Hitchin to Cambridge line. Typical service frequency is summarised in **Table 2-1**.

Table 2-1: Summary of Rail Services at Baldock Station

Operator	Destination	Trains Per Hour (peak services)	Trains Per Hour (off-peak services)	Journey Time (approx.)
Thameslink & Great Northern	Cambridge	4	4	0h 30m
	London Kings Cross	2	1	0h 55m
	Brighton via London	2	2	2h 00m
	Peterborough (via Hitchin)	3	3	1h 25m

Baldock station provides sheltered cycle parking in a secure location with CCTV, further encouraging rail users to travel to the station by bicycle and reducing the need for amendments to the current car parking arrangements, that serve those travelling from surrounding villages without the same sustainable transport infrastructure. There is currently stepped access to both platforms, which presents a barrier to prevent

those with mobility issues or pushchairs from using rail services. **Figure 2-7** shows cycle parking available at Baldock railway station.

Figure 2-7: Cycle Parking At Baldock Railway Station



2.1.4 Bus

There are multiple bus services serving roads local to the development, with several bus stops surrounding the development land packages. These services and frequencies are summarised in **Table 2-2** below with **Figure 2-8** indicating the geography of the routes.

Table 2-2: Summary of Bus Services Accessible from Site

Service	Operator	Route	Direction	First Bus	Last Bus	Frequency	Sunday Service?
37	Vectare	Stevenage – Hitchin – Letchworth – Baldock – Buntingford	Stevenage	07:22	17:22	1 bus every 2 hours	No
			Buntingford	09:00	18:45	1 bus every 2 hours	No
90	Richmond's Coaches	Letchworth – Baldock – Ashwell – Royston	Letchworth	09:25	N/A	1 bus per day	No
			Royston	13:25	N/A	1 bus per day	No
91	Richmond's Coaches	Letchworth – Baldock – Ashwell – Royston	Letchworth	07:28	16:17	4 buses per day	No
			Royston	08:34	17:30	4 buses per day	No
98	Arriva Kent Thameside		Hitchin	07:03	18:25	1 bus per hour	Yes, 1 bus per 2 hours

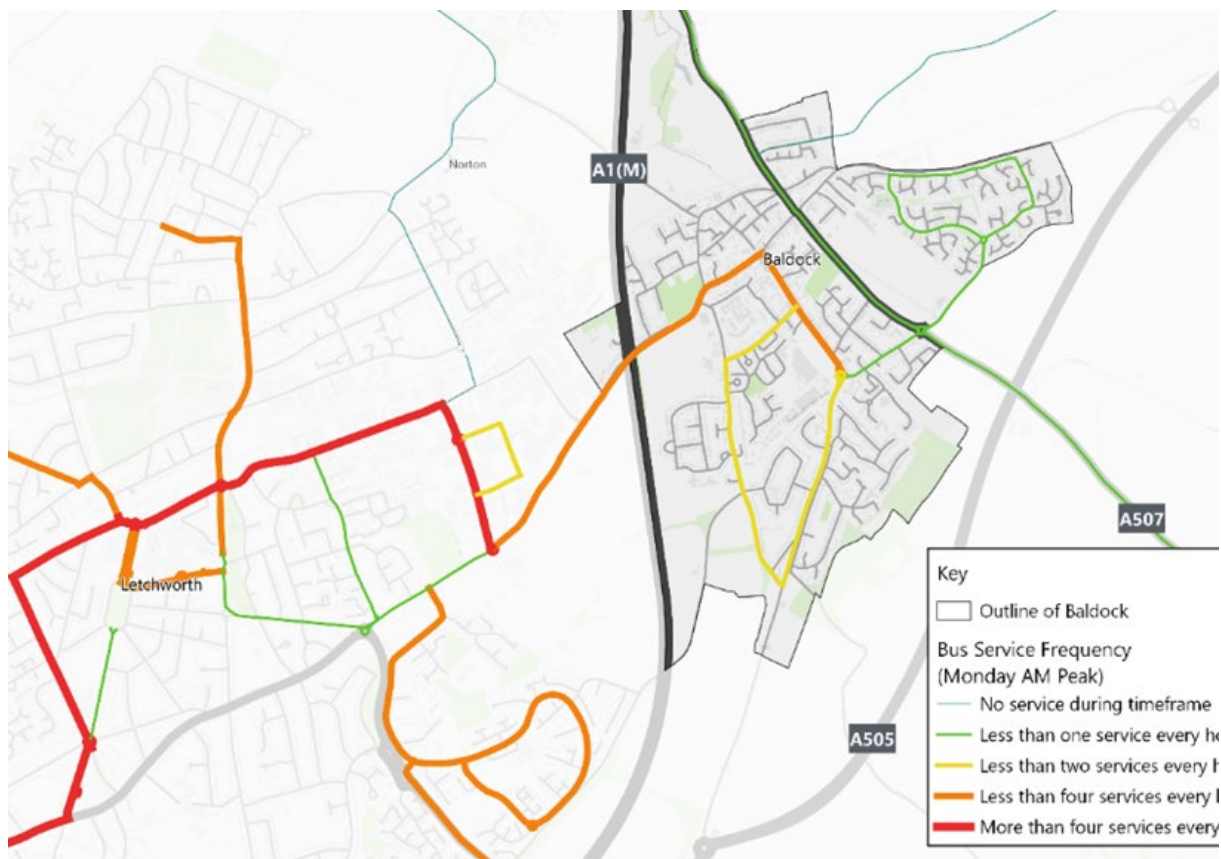
Service	Operator	Route	Direction	First Bus	Last Bus	Frequency	Sunday Service?
		Hitchin – Letchworth - Baldock	Baldock	06:30	17:55	1 bus per hour	Yes, 1 bus per 2 hours

The existing bus services are not adequate to meet the needs of the existing area, with infrequent services that do not run throughout the week. Under the current operation, the bus service provided is not a suitable alternative to travel by private car.

The low frequency of these services during peak hours is reflected in the low mode share of travel to work data. Based on the 2021 Census, shared modes such as bus, minibus or coach had some of the lowest mode share at 0.3% across Baldock (this compared to 0.9% in 2011).

Most existing bus stops close to the development site do not provide seating or shelter; this can present a barrier to encouraging bus travel.

Figure 2-8: Local Bus Routes



2.1.5 Local Highway Network

The development is located on land between the A1(M) to the west and the A505 to the east, providing connectivity between the locality and the wider region, including connections to Stevenage, London and the Midlands. The A505 provides connections to Cambridge, East Anglia, Hitchin and Luton.



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2.2 Proposed Development

The Growing Baldock sites include NHDC Local Plan allocation sites BA1, BA2, BA3 and BA10, which are shown in **Figure 2-2**. The Framework Travel Plan has been prepared in association with the following planning application.

“Outline planning application with all matters reserved except for means of highway access into the development from the A505/Royston Road, North Road and Clothall Road ;, for up to 3,200 homes, up to 16ha of employment, waste and leisure infrastructure, a mixed use local centre, up to 1 secondary school, up to 2 x primary schools, up to 1 SEND school, health hub, green infrastructure (including parks, formal sports provision, play, habitat areas, informal open space and structural planting), internal street network, access junctions and railway crossing, public transport infrastructure, pedestrian/cycle network (including PRow diversions, active travel routes, mobility hubs and crossing of the railway), utilities and drainage infrastructure (including diversions of existing and provision of new infrastructure, pumping stations, sustainable drainage, primary substations, rising main/strategic sewer and renewable energy infrastructure), ground remodelling/earthworks and any necessary demolitions.”

The proposed development site benefits from proximity to the existing town of Baldock and access to high-quality public transport and active travel connections. The proposed development is set out in **Table 2-3**.

The flexible land use on BA3 will comprise one of the following three options:

Option 1 – Knights Templar expansion and relocation to BA3

- Relocation and expansion (up to 12FE) of Knights Templar school to BA3. BA3 to accommodate SEND school and secondary school

Option 2 – Knights Templar expansion

- Expansion of Knights Templar on existing site (up to 10FE). BA3 to accommodate SEND school and residential (c. 250 units)

Option 3 – Additional secondary school on BA3

- Provision of additional secondary school (up to 5FE) on BA3. BA3 to accommodate SEND school, secondary school and residential (c.90 units)

Table 2-3: Schedule of Land Uses by Plot (2040 full development)

Land Use Type	Land Use	Floorspace	Dwellings	Other
BA1				
Dwellings	C3		2,750	
Shops	A1-A3	700 m ²		
Financial & Professional Services				
Restaurants & Cafes				
Drinking Establishments	A4-A5	800 m ²		
Hot Food Takeaways				
Office	B1(a)/ B1(b)	550 m ²		
Hotel / Residential Institutions	C1-C2	3,500 m ²		
Leisure	D2	1,150 m ²		
Pub	Sui Generis	750 m ²		
Education – Primary School	F1			2no. 3-form
Community	F2	500 m ²		
Nursery	E(f)	550 m ²		
BA2				
Dwellings	C3		Circa. 200, with scope for up to 250	
BA3 (Option 1)				
Education – Secondary School	F1			1no. 12-form
Education – SEND School	F1			150 pupils, 50 staff
BA3 (Option 2)				
Dwellings	C3		248	
Education – SEND School	F1			150 pupils, 50 staff
BA3 (Option 3)				
Dwellings	C3		86	
Education – Secondary School	F1			1no. 5-form
Education – SEND School	F1			150 pupils, 50 staff
BA10				
Medical Centre	E	6,000 m ²		
Waste transfer station and Vehicle Depot	B2	1.4ha		
Office	E	20,000 m ²		
Light Industrial	E	26,500 m ²		
Industrial	B2	26,500 m ²		
Gym	E(d)	5,000m ²		

The delivery of the Growing Baldock development will take place in phases over a period of 15-20 years, an indication of the proposed phasing is detailed below but this will depend on a number of factors as progress occurs through planning and into delivery.

- **Phase A** – Development is likely to start with the homes at BA2, which is close to existing infrastructure,
- **Phase B** – While BA2 is being built out, work will begin to prepare BA1 for construction – putting in services and construction routes and building west to east from a purpose-built construction access off North Road. Alongside this, work will start to bring forward green spaces. A primary school will be delivered alongside the new homes. The timing of health services is expected to be agreed through planning, and this will influence when the mixed-use employment area (BA10) comes forward,
- **Phase C** – Phase C will see the central section of BA1 being built, along with key work on road connections and the railway bridge. North of the railway line will include the local centre, which will include a community centre, shops and café. South of the railway line, work will continue in BA10 to deliver the central employment zone, and
- **Phase D** – The final phases will see the completion of the area north of the railway line and the delivery of employment space. By this time, a firm decision on the education strategy will have been made, enabling the secondary school options to be delivered according to an agreed timetable. Alternatively, this area (known as BA3) will be the final area where homes are built. By this time, a firm decision on the education strategy will have been made, enabling the secondary school options to be delivered according to an agreed timetable. Alternatively, this area (known as BA3) will be the final area where homes are built.

2.2.1 Proposed Walking and Cycling Infrastructure and Improvements

An Active Travel Strategy has been prepared as part of the vision-led approach for Growing Baldock. The Active Travel Strategy is covered in detail within the accompanying Transport Assessment. Key links and improvements are detailed below:

- Railway Overbridge – Separated shared use path (for pedestrians, cyclists and equestrian users), as well as a route for motor vehicles,
- Active Travel Underpass – Travel crossing, providing a dedicated route across the railway line for cyclists and pedestrians,
- Bygrave Road – Delivering a walking, wheeling and cycling greenway via the existing Bygrave Road,
- Royston Road Segregated Route – Provision of segregated footway and cycle track along Royston Road and provision of local cycle infrastructure,
- North Road Segregated Route – Provision of a segregated two-way cycle route,
- Station Road – Enhanced pedestrian space with more footway provision and dedicated cycle waiting areas, and
- Active Travel Spine – Connecting Baldock, the local centre and Clothall Common.

2.2.2 Proposed Public Transport Infrastructure and Improvements

A Public Transport Strategy has been prepared as part of the vision-led approach for Growing Baldock. The Public Transport Strategy is covered in detail within the accompanying Transport Assessment. Key improvements are detailed below:

- New Shuttle Bus Service – Providing a key connection between existing rail service from Baldock railway station and the housing and amenities associated with Growing Baldock. The first phase of the shuttle bus will involve one bus, which will provide frequent service, and stop infrastructure at the railway station and new bus stops within the development sites, and
- Bus Gate – Bus gate provision from Royston Road and North Road.

2.3 Mobility Vision

A Mobility Vision has been prepared for the Growing Baldock proposals. The vision reflects the need to deliver growth, guided by a clear vision, and in a way that embeds active and sustainable travel first, while being place and masterplan led. This approach aligns with the vision-led principles that the National Planning Policy Framework (NPPF) promotes.

The Mobility Vision is as follows:

Growing Baldock will be a place that prioritises quality of life over traffic movement. Walking, cycling and public transport will be a competitive mode of travel, with connections enhanced to key destinations, benefitting existing communities and businesses in the town. Through masterplan plan design, mix of uses and delivery of new infrastructure, the need to travel off-site will be reduced, with non-car options being the first choice when travel is required, encouraging active, healthy lifestyles.

The key principles within the Mobility Vision will feed into the aim and objectives of the Framework Travel Plan.

2.4 Trip Generation and Census Data

The accompanying Transport Assessment details the anticipated trip generation of Growing Baldock. The anticipated trip generation figures are based on vision-led principles and have been agreed with HCC. The vision-led scenario uses a bespoke Mode Shift Model (MSM) to account for anticipated modal shift resulting from sustainable transport interventions.

Table 2-4 below summarises the trip generation figures associated with the development that are relevant to the target setting within the Framework Travel Plan.

Table 2-4: Resultant Total Trip Generation Comparison

Scenario	Mode	BaU with D&P		Vision-led		Difference	
		Trips	Mode Share	Trips	Mode Share	Trips	Mode Share
2033 with development	Vehicle	6,082	71%	5,521	65%	-561	-7pp
	Public Transport	888	10%	891	10%	+4	+0pp
	Active Travel	1,544	18%	2,102	25%	+557	+7pp
2040 with development (option 1)	Vehicle	20,116	55%	15,522	42%	-4,594	-13pp
	Public Transport	3,961	11%	4,694	13%	+733	+2pp
	Active Travel	12,557	34%	16,418	45%	+3,861	+11pp
2040 with development (option 2)	Vehicle	18,878	69%	14,194	52%	-4,684	-17pp
	Public Transport	2,497	9%	3,270	12%	+773	+3pp
	Active Travel	6,063	22%	9,974	36%	+3,911	+14pp



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Baldock residents used private vehicles for 71% of all commuting trips, according to 2021 Census data. A significant portion of these trips remain within Baldock, and the local towns of Letchworth, Hitchin and Stevenage. It is important to note that these figures should be treated with caution as the 2021 Census was conducted during the Covid-19 pandemic and associated restrictions.

Census 2021 car ownership data demonstrates car ownership levels above the national average. In Baldock, 85% of households own at least one car, compared with 76.5% nationally. **Table 2-5** indicates that the largest proportion of households own one car or van and that the average number of car ownership is around 1.4 cars per household.

Table 2-5: 2021 Census Car Ownership Data

Category	Baldock
No cars or vans in household	15%
1 car or van in household	45.4%
2 cars or vans in household	29.5%
3 or more cars or vans in household	10.1%

It is important to note that while car ownership is high in Baldock, car ownership does not necessarily convert to car use. Studies undertaken have indicated that the relationship between car parking spaces and car ownership is not linear.

3 Scope of Framework Travel Plan

HCC's *Travel Plan Guidance* indicates that mixed-use or phased developments with multiple occupants require a Framework Travel Plan. The Site-Wide Travel Plan Coordinator will centrally administer the overall objectives and targets for the entire development site, which the Framework Travel Plan will clearly outline. An example case study for a Framework Travel Plan is included in **Appendix A** which sets out the approach taken for successful site-wide travel plan coordination.

The Framework Travel Plan covers all residential, employment and educational sites included within the outline planning application for Growing Baldock in relation to site allocations BA1, BA2, BA3 and BA10.

Table 3-1 below provides further information on these allocations.

Table 3-1: Site Descriptions

Site	Description
BA1	c.2,800 homes, strategic housing site (includes mixed-use local centre, GP surgery, primary education provision)
BA2	c.200 homes, housing allocation
BA3	Option 1: secondary school, SEND school
	Option 2: c.248 homes, SEND school
	Option 3: c.86 homes, secondary school, SEND school
BA10	up to 16 hectares, employment allocation

Different site uses will require tailored Full Travel Plans for each individual housing development, educational establishment, or workplace/employment site, as travel requirements and movements will vary accordingly. This is a standard approach, and the level of detail presented in the Framework Travel Plan at this stage is appropriate for the outline planning application phase.

The Framework Travel Plan monitoring period will be from first occupation at the Growing Baldock development site until five years following full occupation. The estimated build-out period for Growing Baldock at the time of writing is 15-20 years, meaning the Framework Travel Plan will need to cover this period as a minimum. Individual site Full Travel Plans will need to follow a monitoring period of five years post-occupation.

3.1 Full Travel Plans

All individual site occupiers who come forward as part of future development plans will need to prepare and implement Full Travel Plans for residential, educational or workplace developments. Each Full Travel Plan should comply with and be consistent with the wider targets and requirements laid out in the Framework Travel Plan.

Developers must agree on detailed trigger points for baseline monitoring and Full Travel Plan submission in liaison with HCC, ensuring they align with the anticipated build-out schedule and development size. For workplace developments, the trigger point for baseline monitoring and submission of a Full Travel Plan will be within three months of first occupation.

Developers must agree on the trigger point for baseline monitoring and Full Travel Plan submission for educational developments in liaison with HCC. Full Travel Plans for educational establishments should be incorporated into the Modeshift STARS National Accreditation Scheme. Programmes to build new schools and to redevelop or expand existing ones are an opportunity to ensure sites are well designed to support active and sustainable travel. This is particularly pertinent to the educational proposals as part of Growing Baldock.



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3.2 Transport Assessment Outcomes

The Framework Travel Plan supports some of the key issues identified in the Transport Assessment, such as:

- Cycle Safety and lack of Segregated Infrastructure (in particular at junctions)
- Inadequate Cycle Parking
- Inadequate Crossing Facilities and Insufficient Walking Space
- Poor Bus Stop Infrastructure

The forecast impact of development-related traffic on the local highway network has been assessed in the Transport Assessment for the 2033 interim, 2040 Option 1 and Option 2 scenarios. A Monitor and Manage Framework is proposed to ensure that the planned infrastructure is delivered at the right time and that where unforeseen impacts arise, that the strategy can be updated.

3.3 Physical Measures

A package of physical interventions has been developed to support the Growing Baldock masterplan, that promotes the use of non-car modes, while reducing dependency on journeys undertaken by private vehicle trips. The Monitor and Manage Framework will monitor the transport impacts resulting from the implementation of the masterplan as it is built out and agree when targeted physical interventions are required.

A summary of the proposed physical intervention packages by development phases, is presented in **Table 3-2**. The interventions include schemes to be implemented by the client and/or other delivery partners (HCC, NHDC, Network Rail) prior to the scheduled completion year, as well as potential interventions which would only be considered post-completion to remedy any unforeseen residual impacts.

While it is not considered likely to be required, remedial measures to mitigate any unforeseen residual impacts post-completion may also include the potential upgrade/optimisation of the intervention packages provided prior to completion. The effectiveness of the interventions provided prior to completion will be monitored by the Transport Working Group (details in **Section 6.4**) throughout the lifetime of the Monitor and Manage Framework.

Table 3-2: Physical Intervention Packages and Indicative Schedule

Intervention Package	Indicative Delivery	Delivery Partners	Benefit
Proposed interventions			
Building a new road across the railway line to link North Baldock with Royston Road and the A505 *	2033/34	U&C, HCC, Network Rail	Reduce through-traffic that doesn't benefit Baldock
Introducing traffic gating at North Road BA1 access *	2028	U&C, HCC	
Introducing a single lane alternating traffic system under the Station Road railway bridge	2028	U&C, HCC	
Supporting lower speed limits on North Road, Station Road and Clothall Road	TBC	HCC	
Supporting extension to 7.5t environmental weight restriction	TBC	HCC	
Capacity improvements at A1(M) Junction 9 and signalling Letchworth Gate entry	2028	U&C, HCC, National Highways	
Constructing North Road / Station Road segregated cycle route	2028	U&C, HCC	Create a 'Walk and Cycle First' town
Constructing Royston Road segregated cycle route	2033/34	U&C, HCC	
Improving access to the station via a new northern entrance from North Road and BA1	TBC	Network Rail, HCC	
New pedestrian and cycle underpass *	2033/34 (assumed to be delivered in parallel with multi-modal bridge)	U&C, Network Rail	
Downgrading of Bygrave Road to creating walking and cycling green lane *	2034/35 (not prior to BA1 access road completion)	U&C, HCC	Improve connections between Baldock and the nearby villages through new road, cycle, and bus links
Introducing onsite mobility hubs to provide sustainable transport options *	2028	U&C, HCC	
Improvement of existing bus services through additional services	2028	U&C, HCC	
Introducing full Baldock Flyer shuttle bus loop	2034/35 (not prior to BA1 access road completion)	U&C, HCC	
* Intervention associated with development delivery			
Potential Interventions to be Considered Post-Completion†			
Introducing additional turning restrictions at Station Road / Whitehorse Street Junction	TBC	U&C, HCC	Reduce vehicle traffic and encourage active and sustainable travel
Town Centre Parking Restriction Review	TBC	HCC, NHDC	
Norton Road Traffic Calming, Filtered Permeability or Point Closure	TBC	U&C, HCC	
† Potential interventions only to be considered if additional mitigation is deemed necessary.			



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4 Aim and Objectives

To achieve the targets outlined in the Framework Travel Plan (detailed in **Chapter 6**), clear aims and objectives that explain the document's intended purpose and the actions we will take to meet them are provided. Using a combination of *HCC's Travel Plan Guidance*, *Hertfordshire Transport Survey Findings*³ and the Mobility Vision, ITP has defined the aim and objectives for the Framework Travel Plan. It is important to note that at this stage of the planning process, a Framework Travel Plan will provide a high-level of detail and overarching objectives, further detail will come forward as part of the production of Full Travel Plans for each individual residential, educational and workplace development site.

4.1 Aim

The Framework Travel Plan, in conjunction with the Transport Assessment, aims to ensure that 50% of all trips associated with the development are made by sustainable modes, encouraging non-car options as the first choice for travel. This acts as the overarching aims of the Framework Travel Plan, and more granular targets, which can be monitored in greater detail, are included in **Chapter 5**.

4.2 Objectives

To achieve the overarching aim of this Framework Travel Plan, the supporting objectives are:

- To deliver the action plan which includes measures that are commensurate with Growing Baldock and will promote and encourage sustainable travel or reduce the need to travel.
- To increase awareness of sustainable travel options and include suggestions for marketing and promotion,
- To encourage a shift from single-occupancy vehicle trips to more sustainable trips (e.g. walking, cycling and public transport) across short, medium and longer journey lengths,
- To encourage active travel (particularly for shorter journeys) to support and promote healthier lifestyles by providing new and improved active travel connections within the development footprint and,
- To introduce a new bus services part of Growing Baldock to provide further opportunities for residents, students, employees and visitors to travel via public transport.

Our bespoke targets in **Chapter 5** of the Framework Travel Plan will support the objectives.

³ <https://www.hertfordshire.gov.uk/doc/roads/hertfordshire-council-transport-report-v1.0-a.pdf>

5 Targets

ITP has developed targets to support the aim and objectives of the Framework Travel Plan, based on *HCC's Travel Plan Guidance*. Targets set within the Framework Travel Plan will be broader than targets included within individual sites' Full Travel Plans. Targets included within individual sites' Full Travel Plans will both align and feed into the overarching Framework Travel Plan targets. The Site-Wide Travel Plan Coordinator will administer the overarching Framework Travel Plan targets centrally. **Table 5-1** below lists the relevant targets along with associated indicators for each development type.

It is important to note that the trip generation figures detailed in **Chapter 2** have been produced using a vision-led approach and a Mode Shift Model, therefore an envisaged level of mode shift has already been incorporated into the figures. The targets detailed in **Table 5-1** therefore, go beyond what has already been assessed and demonstrate an ambitious approach to behaviour change within the Growing Baldock development. The targets in **Table 5-1** sit beneath the overarching aim of the Framework Travel Plan as detailed in **Section 5.1**.

Further information on the monitoring of targets in **Table 5-1** is provided in **Section 7.3** and **Chapter 8**.

Table 5-1: Framework Travel Plan Targets

Development Type	Target	Indicator(s)
Residential	At least 30% of households have at least one occupant who travels by public transport weekly for medium/long trips At least 40% of households have at least one occupant who travels by walking or cycling weekly for short trips	% of short trips made by walking or cycling % of medium/long trips made by public transport % of short, medium and long trips made by car sharing % of short, medium and long trips made by single-occupancy vehicle
	Number of peak-hour trips	Automatic Traffic Count Surveys
Educational	At least 40% of students will travel to the institution by active travel modes, public transport or park and stride	% of student trips made to the institution by walking, cycling, wheeling, public transport and park and stride
	At least 30% of staff will travel to the institution by active travel modes, car sharing or public transport	% of staff trips made to the institution by walking, cycling, public transport and car sharing
Workplace*	At least 35% of staff will travel to work via active travel modes, public transport or car sharing	% of commuting trips made by walking, cycling, public transport and car sharing % of trips removed due to home or remote working
Development-Wide	Achieve an average of 40% occupancy on the shuttle bus by the time 75% of the site is built out and operational.	Weekly patronage statistics
		Tracking of ridership growth % increase
		% uptake of free / discounted ticket incentive
	Achieve an increased awareness of sustainable travel modes across residents, students and employees	% of people aware of sustainable transport options % of people aware of how to find further information such as timetables, cycle route maps etc. - Number of promotional or marketing materials provided to residents, students and employees to help promote sustainable modes

* Bespoke targets for individual Full Travel Plans linked to workplaces will also need to include separate targets for visitor, business, freight and delivery travel.



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6 Implementation

6.1 Overview

This section outlines how the Framework Travel Plan will be implemented via a combination of the Site-Wide Travel Plan Coordinator and individual site Travel Plan Coordinators. All Travel Plan Coordinators will have the opportunity to attend or provide updates to the wider Transport Working Group.

Chapter 7 covers the Action Plan for the Framework Travel Plan, which details measures that will assist the Site-Wide Travel Plan Coordinator and individual site Travel Plan Coordinators in meeting the Framework Travel Plan's overall aim, objectives and progress towards reaching targets.

6.2 Site-Wide Travel Plan Coordinator

A Site-Wide Travel Plan Coordinator will oversee and implement the monitoring of the Framework Travel Plan once planning permission is granted. ITP is fulfilling this role up to planning determination.

For the Framework Travel Plan to be successful, the appointed Site-Wide Travel Plan Coordinator should be an enthusiastic advocate of the travel planning process and the ability to encourage partnerships and work closely with external bodies such as local authority officers will be vital. The Site-Wide Travel Plan Coordinator will be responsible for a wide range of tasks, including but not limited to:

- Implementation and promotion of the Framework Travel Plan at a site-wide level,
- Liaising with the developers of each residential, educational and workplace site to gain their initial support and commitment to the aim, objectives and target of the Framework Travel Plan, including the commitment and understanding of the need to produce individual Full Travel Plans for any sites they oversee,
- Guiding developers through the process of developing individual site Full Travel Plans or Occupier Travel Plans and coordinating the approvals process via HCC,
- Management and coordination of Transport Working Group meetings,
- Overseeing the delivery of site-wide measures detailed in **Table 7-1** as part of the action plan implementation and ensuring those responsible for wider measures are progressing these,
- Managing the Framework Travel Plan budget,
- Acting as a single point of contact for transport-related advice and information to developers and occupiers,
- Liaising with individual site or occupier Travel Plan Coordinators and third parties such as public transport operators, local authority representatives, National Highways etc. on travel planning matters, and
- Monitoring the success of the Framework Travel Plan in achieving its aim and objectives by coordinating baseline and annual monitoring, all of which should be reported to the Transport Working Group.
- Monitoring and collation of data associated with the Monitor and Manage Framework and associated reporting to aid decision-making.

6.3 Site Travel Plan Coordinators

Due to the nature of the Growing Baldock development, there will likely be several Residential Travel Plan Coordinators, School Travel Plan Coordinators and Workplace Travel Plan Coordinators. It will be the responsibility of these individual Site Travel Plan Coordinators to develop a Full Travel Plan for their residents, staff and students, based around the principles, aim, objectives and targets set out in the Framework Travel Plan.

Full Travel Plans must be prepared prior to the occupation of each individual site and updated once an agreed build-out or occupation phase has been reached, upon liaison with HCC. The individual or occupier Travel Plan Coordinators must implement and maintain the Full Travel Plan, conducting baseline and annual surveys and updating progress towards targets annually. Individual site Travel Plan Coordinators will submit each Full Travel Plan to HCC for review and approval.

Each individual site or occupier will nominate a named Travel Plan Coordinator who will act as the lead contact and will be responsible for delivering site-specific travel plan measures, liaising with the Site-Wide Travel Plan Coordinator on issues which are relevant to the development site as a whole.

The Site-Wide Travel Plan Coordinator will provide the necessary resources, advice and support to ensure Full Travel Plans are successfully implemented at each individual site.

Developers working on similar parcels of land (particularly residential sites) will collaborate and partner when selecting a Travel Plan Coordinator. Collaboration will help ensure consistency and alignment with the overarching Framework Travel Plan and maximise available resources. The Site-Wide Travel Plan Coordinator can support developers throughout this process if needed.

6.4 Transport Working Group

A Monitor and Manage Framework supports the vision-led transport strategy associated with the Growing Baldock development. It will do this by responding to travel behaviour, based on survey data and analysis, as the development is built out. It will allow for recommendations to be made to ensure the mode share ambitions are met and create organisational structures that allow key local stakeholders to be involved in decision-making.

The Monitor and Manage Framework will be managed by the Site Wide Travel Plan Coordinator, who will take overall responsibility for its implementation. A Transport Working Group will be formed and will be the body that reviews the work of the Site Wide Travel Plan Coordinator and the operation of the transport network around the site as it is built out, in order to make decisions on the phasing and delivery of defined travel plan measures. The Transport Working Group will be established by the Site Wide Travel Plan Coordinator, reporting to the applicant team and engaging with the local planning and highway authorities.

Based on future monitoring and best-practice guidance, the Monitor and Manage Framework will act as a mechanism from which to, if required, adjust physical intervention trigger points as well as the final mitigation measures provided, as identified by the S106 agreement or otherwise. This approach would provide ongoing review of phasing and mitigation from first occupation through to a defined future point, post-completion. The overall level of mitigation provided would be subject to the S106 agreement secured.

Further detail regarding the administration of the Monitor and Manage Framework will be secured through the S106 agreement. This would include an allowance for the Site Wide Travel Plan Coordinator to commission monitoring, analysis and reporting, as well as organise Transport Working Group meetings. It should be noted that Transport Working Group members will not be paid for their roles.

Provision for the costs of the implementation of the Travel Plan and the Monitor and Manage Framework will be included in the S106 agreement.



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7 Action Plan

To achieve the overall aim and objectives, the Framework Travel Plan includes specific measures. The proposed measures are split by mode and include information on who will be responsible for each measure. In addition, information on timescales and an indication of how each measure will be monitored is provided. The proposed measures are set out in **Table 7-1** below.

A dedicated Framework Travel Plan fund will be set up to ensure the delivery of associated measures and infrastructure improvements required as part of the Growing Baldock development. Funding will be secured via S106 contributions. **Table 7-1** includes indicative budget costs to help inform the S106 process. These are subject to market changes and inflation.

The proposed measures will help meet the overall Framework Travel Plan targets and align with the Growing Baldock guiding principles. The Framework Travel Plan focuses on existing proposed development infrastructure improvements and behavioural change measures to encourage modal shift.

The Site-Wide Travel Plan Coordinator will oversee most of the measures listed in **Table 7-1**, while individual site Travel Plan Coordinators will be responsible for implementing specific measures as part of their Full Travel Plans. While some measures are included for individual sites, this is not an exhaustive list, individual site Travel Plan Coordinators should refer to *HCC's Travel Plan Guidance* for further site-specific measures and utilise knowledge of their individual sites and what may work best.



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Table 7-1: Framework Travel Plan Action Plan and Measures

Measure	Responsibility	Timescales	Monitoring	Budget Cost
<i>Multi-Modal, General and Management</i>				
Appointment of a Site Wide Travel Plan Coordinator.	Developer	Pre-occupation	Travel Plan	Covered by TPC funding
Appointment of individual site/occupier TPCs.	Developers of individual sites	On occupation	Travel Plan	Covered by TPC funding
Development of Full Travel Plans for individual sites.	TPCs with SWTPC support	On an agreed % of occupation	Travel Plan	Covered by TPC funding
The Growing Baldock development will include a Health Hub with a GP and community facilities. The Site Wide Travel Plan Coordinator will engage with the Health Hub at the earliest opportunity to explore how social prescribing can encourage local residents to adopt active travel for health benefits.	SWTPC	Pre occupation of health hub	Travel Plan	Covered by TPC funding
The Growing Baldock development will include new and enhanced allotments, the developer will install basic Sheffield stand cycle parking here to encourage active travel for local trips.	Developer	Pre occupation	Installation TWG	£500
Economy and Skills are a key consideration for the Growing Baldock development and supporting people to access employment and training will be an important aspect of the Framework Travel Plan. The Site Wide Travel Plan Coordinator will liaise with the Local Authority, Job Centres and Training Providers and Operators to investigate setting up free or discounted bus tickets for those travelling to training or job interviews.	SWTPC	Pre-occupation	Travel Plan Patronage Statistics	Covered by TPC funding
The developer should install parcel collection and drop-off facilities at key locations within the Growing Baldock development to reduce the need for residents to drive to access these services.	Developer	Pre-occupation	Installation TWG	Potential for operator to finance
The developer will provide high-speed broadband to maximise the opportunity for home working.	Developer	Pre-occupation	Installation TWG	Potential for operator to finance
The Site Wide Travel Plan Coordinator will attend and/or report into the Transport Working Group.	SWTPC	Ongoing	Attendance	Covered by TPC funding
Installation of Mobility Hubs within the Growing Baldock development. Mobility Hubs are designated locations that bring together multiple modes of transport in one accessible place, making it easier for people to switch between different types of travel.	Developer	On an agreed % of occupation	Installation TWG	£20,000-50,000, per hub
Site Wide Travel Plan Coordinator to facilitate the creation of a virtual active travel user group, this could be set up via a Facebook page or WhatsApp group, depending on levels of interest.	SWTPC	On an agreed % of occupation	Travel Plan	Covered by TPC funding



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Measure	Responsibility	Timescales	Monitoring	Budget Cost
<i>Marketing and Promotions</i>				
Site Wide Travel Plan Coordinator and individual site Travel Plan Coordinators will offer personalised travel planning advice for those looking to make a new journey or try out a new mode of transport.	SWTPC/TPCs	On occupation	Travel Plan # of people provided advice	Covered by TPC funding
Individual Residential, Educational and Workplace Travel Plan Coordinators will produce dedicated Travel Information Packs for residents, employees and students. The packs will lay out information on all modes of transport including maps, timetable information, ticket prices and more.	TPCs	Pre-occupation	Travel Plan # of packs disseminated	Covered by TPC funding
Site Wide Travel Plan Coordinator and individual site Travel Plan Coordinators will work with organisations to include sustainable travel information on their website and to install real time information in waiting or reception areas.	SWTPC/TPCs	On occupation	Travel Plan	Covered by TPC funding
Site Wide Travel Plan Coordinator and individual site Travel Plan Coordinators will produce posters and promotional materials to help increase awareness of sustainable travel options across the Growing Baldock development.	SWTPC/TPCs	On occupation	Travel Plan	Covered by TPC funding
Site Wide Travel Plan Coordinator to organise an annual pop-up event or roadshow in a key location within the development to speak to residents, students and employees about sustainable travel. The event will include free information and advice, discounted or free tickets for public transport trials and competitions. There are multiple examples of how in-person engagement can result in a direct increase in the uptake of sustainable travel, including the Travel Derbyshire project led by ITP By Haskoning. A case study is available to view here .	SWTPC	On an agreed % of occupation	Travel Plan # of people attending event Uptake of free tickets	Covered by TPC funding
Individual site Travel Plan Coordinators will deliver Travel Plan training to sales office teams at residential developments.	TPCs	Pre-occupation	Travel Plan # of staff trained	Covered by TPC funding
Community noticeboards will be set up to display transport and travel information in local centres.	SWTPC	On occupation	Travel Plan	Covered by TPC funding
The Site Wide Travel Plan Coordinator and individual site Travel Plan Coordinators will engage in and promote national activities such as Walk to School Week, Clean Air Day, Cycle to Work Week etc.	SWTPC/TPCs	Ongoing	Travel Plan	Covered by TPC funding
Promote and provide instructions to Baldock residents for how to use the Mobility Hubs and where they are located.	SWTPC	Once installation is completed	Travel Plan	Covered by TPC funding
<i>Walking and wheeling</i>				
As detailed within the accompanying Transport Assessment, provision of well-lit, safe footpaths in and around the Growing Baldock development.	Developer	Pre-occupation	Installation TWG	Covered by development



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Measure	Responsibility	Timescales	Monitoring	Budget Cost
As detailed within the accompanying Transport Assessment, provision of adequate pedestrian access points.	Developer	Pre-occupation	Installation TWG	Covered by development
Produce maps of the local Baldock area highlighting walking routes and connections. Including information on the proposed Greenway, further details are available on the development website: Green space and nature – Growing Baldock .	SWTPC	On occupation	Travel Plan	Covered by TPC funding
Consider setting up a local walking group with residents to organise social walking groups.	SWTPC	On an agreed % of occupation	Travel Plan	Covered by TPC funding
Provision of incentives via individual site Travel Plan Coordinators to encourage walking e.g. umbrellas, personal alarms.	TPCs	On an agreed % of occupation	Travel Plan # of incentives provided	£500 per site
<i>Cycling</i>				
The Site Wide Travel Plan Coordinator and developer will continue discussions with Sustrans in relation to the connection of the site to the National Cycle Network	SWTPC/Developer	Ongoing	Creation of connection	Covered by TPC funding
As detailed within the accompanying Transport Assessment, provision of improved cycle routes and segregated routes in and around the Growing Baldock development.	Developer	Pre-occupation	Installation TWG	Covered by development
As detailed within the accompanying Transport Assessment, provision of adequate cycle access points.	Developer	Pre-occupation	Installation TWG	Covered by development
Cycle audits highlighted concerns and barriers related to cycling. The Site Wide Travel Plan Coordinator and individual Travel Plan Coordinators will significantly promote any new or improved cycle routes and facilities to help address these issues.	SWTPC/TPCs	On occupation	Travel Plan	Covered by TPC funding
Produce maps of the local Baldock area highlighting cycling routes and connections / cycle parking facilities / bike shops etc.	SWTPC	On occupation	Travel Plan	Covered by TPC funding
Organise bi-annual Dr Bike sessions at easy to access / local centres within the overall development to provide people with free bike maintenance and advice. Individual site Travel Plan Coordinators should consider including further Dr Bike sessions if demand is high.	SWTPC/TPCs	On an agreed % of occupation	Travel Plan # of attendees at events	£350 per half day session
The developer will provide cycle and scooter parking at residential, educational, and workplace developments. The developer should ensure the cycle parking is sheltered and covered by CCTV wherever possible.	Developer	Pre-occupation	Installation TWG	Covered by development



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Measure	Responsibility	Timescales	Monitoring	Budget Cost
Individual site Travel Plan Coordinators will arrange to organise cycle training sessions for both children and adults to increase the skills and confidence of those who have never learnt to ride a bike or those who have not cycled for a long period of time.	TPCs	On an agreed % of occupation	Travel Plan # of people trained	£25 - £50 per child/adult
Provision of shower facilities, changing rooms and locker facilities at employment sites for cyclists.	Developers	Pre-occupation	Installation TWG	£7,000-£10,000 per workplace
Provision of Cycle2Work scheme at individual employment sites.	TPCs/HR	On occupation	Travel Plan # of applicants to scheme	Covered by company benefit funding
The Site Wide Travel Plan Coordinator will create a bingo card or family activity linked to the proposed greenway route, encouraging parents, guardians, and children to spot features such as wildlife, bikes, trees, and pets along the way.	SWTPC	On an agreed % of occupation	Travel Plan # of bingo cards disseminated	Covered by TPC funding
Provision of cycle/scooter docking stations across the Growing Baldock development.	Developer	Pre-occupation	Installation TWG	Potential for operator to finance
Organise cycle or scooter hire free trials or discounted hire.	SWTPC	On an agreed % of occupation	Travel Plan Uptake of trials or discounts	Covered by TPC funding
<i>Public Transport</i>				
Provision of high-frequency shuttle bus connecting the development site to Baldock railway station and Baldock town centre. Read about the successful shuttle bus launched as part of the East Midlands Gateway site-wide travel plan measures here .	Developer	On an agreed % of occupation	Route in operation TWG	£250,000-£300,000 per bus per year
Include a bus taster ticket for the shuttle service when it starts at an agreed number per household or unit (to be discussed with HCC).	SWTPC/Operator	On an agreed % of occupation	Travel Plan	£85,000 (based on one per household)
The developer will construct new bus stop infrastructure within the Growing Baldock development and commit to improving existing bus stops in the local area. The developer should include seating, shelter, and timetable information at frequently used stops to encourage greater bus usage. Wherever possible, the developer should also install real-time information boards as part of the bus stop infrastructure.	Developer	On an agreed % of occupation	Installation TWG	£20,000-£50,000 per bus stop
Produce or collate existing bus and rail timetable information, route information, ticket prices etc. and display in prominent areas / circulate via individual site Travel Plan Coordinators.	SWTPC/TPCs	On occupation	Travel Plan	Covered by TPC funding



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Measure	Responsibility	Timescales	Monitoring	Budget Cost
Site Wide Travel Plan Coordinator to open up conversations with rail and bus operators to consider any wider season ticket offers that may be available to provide to new residents. Individual workplace site Travel Plan Coordinators should liaise with HR to set up salary sacrifice schemes to help with the cost of public transport season tickets.	SWTPC/TPCs/HR	On an agreed % of occupation	Travel Plan Uptake of discounts or schemes	Covered by TPC funding/ Covered by company benefit funding
<i>Car Sharing, Electric Vehicles and Car Parking</i>				
The developer will introduce a car club within the Growing Baldock development and Travel Plan Coordinators will provide new residents with paid Car Club membership to encourage them to use the scheme.	SWTPC/TPCs	On an agreed % of occupation	Travel Plan	£10,000-£15,000 per car per year until commercially viable
Create/purchase a car sharing scheme/platform for the development as a whole to enable people to find potential car share matches.	SWTPC	On an agreed % of occupation	Travel Plan # of sign ups	£3,000 (+ annual licence fee)
Consider the demarcation of dedicated car sharing spaces at educational institutions and workplaces to offer guaranteed parking spaces for those who car share. Systems will also need to be set up to ensure legitimate use of the car share bays.	Developers/ SWTPC/TPCs	Pre-occupation	Travel Plan # of marked spaces	£500 - £1,000 per site
Ensure adequate provision of electric vehicle charging facilities per home.	Developer	Pre-occupation	Installation TWG	Covered by development
<i>Monitoring</i>				
Individual site Travel Plan Coordinators will complete baseline surveys to understand mode share, based on phasing and occupation levels agreed with HCC.	SWTPC/TPCs	On an agreed % of occupation	Travel Plan Survey data	Covered by TPC funding
Individual site Travel Plan Coordinators will plan annual surveys for each site based on the agreed time period.	SWTPC/TPCs	Annually	Travel Plan Survey data	Covered by TPC funding
ATC surveys will be organised by individual site Travel Plan Coordinators.	TPCs	Frequency to be agreed with HCC	Travel Plan ATC data	£400-£500 per survey location
To help capture wider real-time traffic movements, fixed real time AI cameras (such as VivaCity) will be deployed at key junctions or locations across the development site.	SWTPC	Frequency to be agreed in TWG	Camera data	£1,000-£2,000 per year per location
Full Travel Plans associated with schools must take part in the Modeshift STARS platform and initiative.	TPCs	Annually	Travel Plan Modeshift STARS	Free
Submission of Site-Wide Travel Plan Monitoring Report to summarise the key deliverables across the development site and progress towards targets.	SWTPC	Biannually	Travel Plan	Covered by TPC funding



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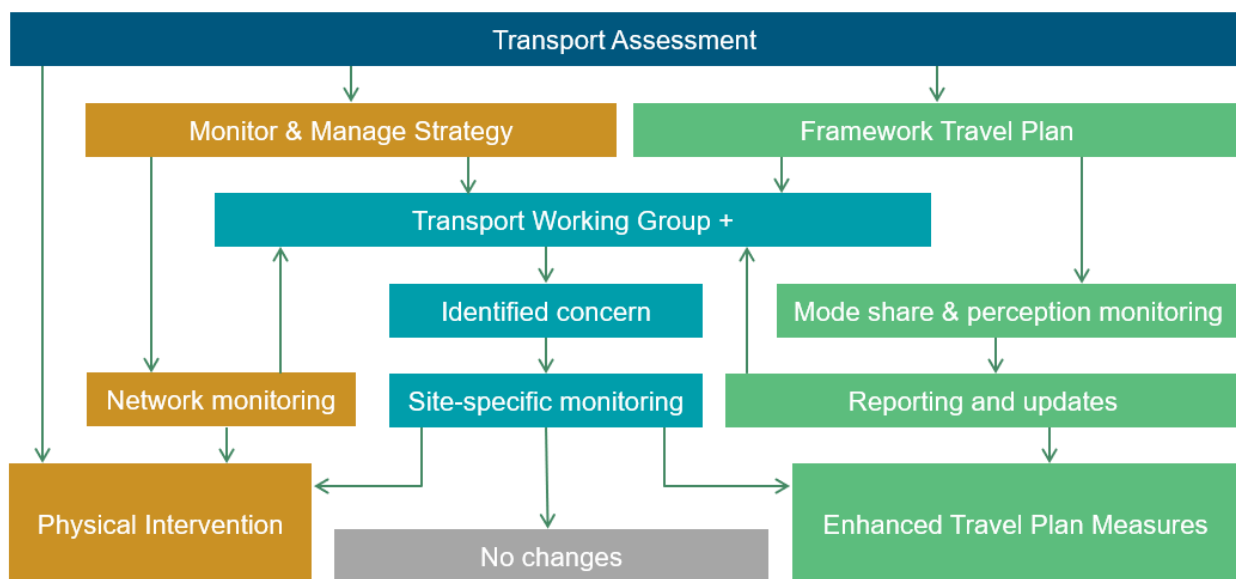
Measure	Responsibility	Timescales	Monitoring	Budget Cost
Submission of individual sites' Full Travel Plan Monitoring Reports to summarise key deliverables and progress towards targets.	TPCs	Annually	Travel Plan	Covered by TPC funding
Incentive or prize draws will be provided in order to encourage participation in baseline and annual travel surveys.	SWTPC/TPCs	Annually	Travel Plan	£100 per survey

8 Monitor and Manage

The primary purpose of the Monitor and Manage Framework is to determine the scope and phasing of physical interventions with a focus on uncertainty beyond the core package of measures agreed as part of S106 negotiations, alongside traditional Travel Plan target monitoring and accountability. It will do this by responding to travel behaviour, based on survey data and analysis, as the development is built out, reflecting on what was predicted to occur in the Transport Assessment. It will allow for recommendations to be made to ensure the mode share ambitions are met and create organisational structures that allow key stakeholders to be involved in the betterment of the development. The overall level of mitigation provided would be subject to the S106 agreement secured.

The Monitor and Manage Framework approach has been successfully developed at other large-scale development projects, including Urban&Civic's Waterbeach Barracks and Airfield Site, Cambridgeshire, which was granted outline permission in September 2019 (planning ref: S/0559/17/OL). A plan which presents the proposed structure of the Monitor and Manage Framework and how it relates to the traditional tasks of a Framework Travel Plan is presented in **Figure 8-1**.

Figure 8-1: Monitor and Manage Framework and Framework Travel Plan Structure



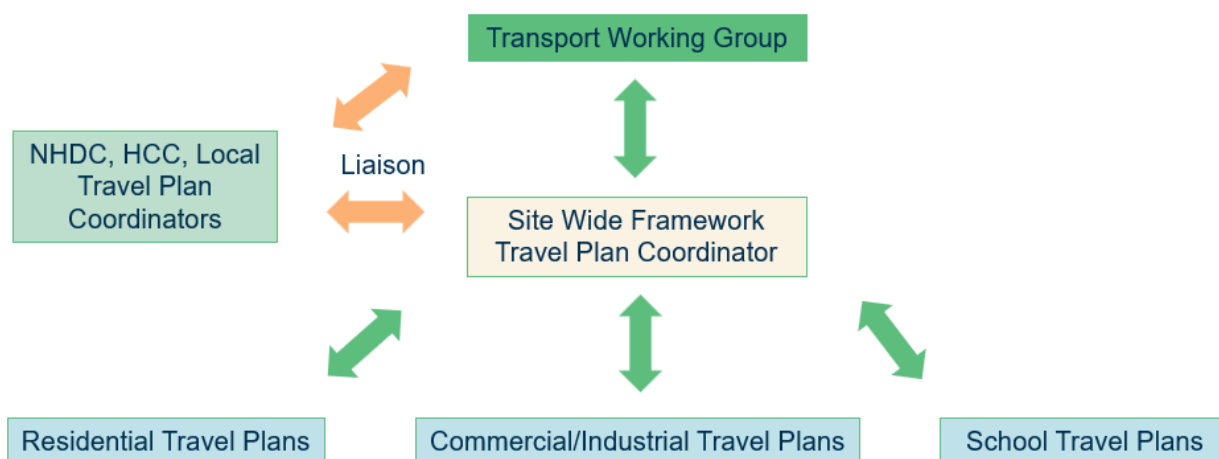
The methodology of data collection associated with on and off-site monitoring will be overseen on a day-to-day basis by the Site Wide Travel Plan Coordinator, and adjusted as required, throughout the lifetime of the Monitor and Manage Framework, which will be the same as a traditional Travel Plan implementation period. The monitoring information collected will be compiled within a biannual monitoring report, which will include recommendations to be assessed by the Transport Working Group. The proposed monitoring report, compiled by the Site Wide Travel Plan Coordinator, will include the following:

- Survey Analysis** – an assessment of all quantitative and qualitative data gathered to inform the Monitor and Manage Framework, and to guide the defined areas of interest of the Monitor and Manage Framework and Transport Working Group. This would include an analysis of the most recent data, as well as a comparison to previous data gathered, in order to understand any developing trends. It will also allow the Transport Working Group to request specific data on issues that have been raised elsewhere.

- **Target Monitoring** – an analysis of the survey data and progress against the Transport Assessment mode share expectations and Framework Travel Plan targets, for each phase, as the masterplan is built out.
- **Remedial Measures** – based on the monitoring results compiled and the set Transport Assessment mode share expectations and Framework Travel Plan targets, the Site Wide Travel Plan Coordinator would propose remedial measures, if required, which would be presented to the Transport Working Group for review.

The role of the Transport Working Group would be to review the monitoring reports and respond to recommendations made by the Site Wide Travel Plan Coordinator. A plan which illustrates the proposed relationship between the Site Wide Travel Plan Coordinator and the Transport Working Group is presented in **Figure 8-2**.

Figure 8-2: Monitor and Manage Framework Governance Structure



The mode split expectations, as set out in the Transport Assessment, acts as the expected minimum result. A core role of the Transport Working Group will be to assess whether the Transport Assessment mode share expectations are met for each phase as a minimum. If they are not, and then implicitly they are also behind the Framework Travel Plan mode share targets, the Site Wide Travel Plan Coordinator will consider what changes may need to be made to on and off-site physical interventions. The Transport Working Group will have the ability to adjust physical intervention trigger points as well as the final mitigation measures implemented.

The monitoring of the mode share outcomes could be assessed against the classification set out in **Table 8-1**. The table sets out how the performance of the monitor and manage framework could be evaluated, and sets out some potential action plans in the event that the monitor and manage framework underperforms.

Table 8-1: Monitor and Manage Framework Performance - RAG Assessment

Scenario		Indicative Action Plan
Exceeding both Transport Assessment mode share assumptions and all Framework Travel Plan targets	Green	Planned mitigation has been very effective to date, and intervention packages to be delivered in accordance with the initial schedule. No further potential interventions are required post-completion.
Exceeding or meeting Transport Assessment mode share assumptions but underperforming against some Framework Travel Plan targets	Amber	Planned mitigation has been effective to date; intervention packages to be provided broadly in accordance with the initial schedule. Minor amendments to the proposed intervention packages may be considered, only if on-going monitoring indicates this is required. No further potential interventions, as outlined in Table 3-2, are required post-completion; additional measures to be considered as part of the Framework Travel Plan.
Underperforming against Transport Assessment mode share assumptions	Red	Planned interventions have resulted in a failure to meet the Monitor and Manage Framework mode share expectations; remedial mitigation measures are required. Prior to completion, physical interventions planned for later phases could be expedited. Post-completion, if the implementation of all planned interventions results in an underperformance against the Transport Assessment mode share expectation, further interventions could be considered, which could include the additional interventions as outlined in Table 3-2.

8.1 Baseline Monitoring Surveys – Individual Sites

Individual site Travel Plan Coordinators will carry out baseline travel surveys at each site within the first three months of occupation or once that site reaches an occupancy level agreed with HCC (typically 50%), whichever comes first. It will be the responsibility of each developer / individual site Travel Plan Coordinator to disseminate the survey to residents/students/staff. The Site-Wide Travel Plan Coordinator will support this process by providing:

- A baseline travel survey template in digital and paper format to ensure there is consistency across all Full Travel Plans. An example travel survey is included in **Appendix B**. Marketing materials to promote the survey on digital screens or printed A4 posters, and
- Draft communications including proposed content for emails to help promote the survey.

All baseline and annual monitoring surveys conducted by individual site Travel Plan Coordinators should include an incentive and/or prize draw to encourage survey completion.

It will be the Site-Wide Travel Plan Coordinator's responsibility to collate all individual site survey results on a regular basis to provide a site-wide picture of mode share and travel patterns.

8.2 Annual Monitoring Surveys – Individual Sites

Following the baseline surveys, individual site Travel Plan Coordinators will need to conduct a travel survey to assess any change to mode share and travel patterns compared with the established baseline. As with the baseline survey, the Site-Wide Travel Plan Coordinator will provide a template survey to ensure consistency for monitoring purposes.

The Site-Wide Travel Plan Coordinator will compare the annual travel survey results against the Framework Travel Plan targets to measure travel behaviour change. It is important for the annual monitoring surveys to achieve a strong response rate; therefore, surveys should include an incentive or prize draw provided by individual site Travel Plan Coordinators.

The surveys will focus on monitoring modal split for a range of short, medium and long-distance trips and will aim to understand more about people's perceptions, motivations and barriers in relation to sustainable travel. Monitoring short, medium and long-distance trips will allow for a stronger demonstration of active travel, even if this is for shorter journeys. Monitoring perceptions, motivations and barriers will allow for improved targeting of future Framework Travel Plan or individual site Full Travel Plan measures.

For all individual sites, HCC requires a multi-modal traffic count to be conducted, which can be supported by travel surveys as detailed in **Section 8** and **Section 8.2**. When preparing a traffic count monitoring programme for individual sites, the methodology provided by HCC and outlined below should be considered. All traffic counts should be discussed and agreed with HCC.

- A site assessment should be completed, detailing site location, boundary (map/photos), identification of access points, site boundary integrity check (TRICS surveys may be required as opposed to simple traffic counts if the site does not have a clear boundary), and
- Counts should take place over one day, usually mid-week between Tuesday and Thursday. For employment sites, surveys should start one hour before the site opens and finish one hour after the site closes. Residential sites may use 12-hour (07:00 – 19:00) or 18-hour (06:00 – 22:00) counts, but any approach should be pre-agreed with HCC.

8.3 Additional Monitoring – Site Wide

To supplement the travel surveys and traffic counts, further monitoring is essential to help evidence progress towards Framework Travel Plan targets including:

- Patronage data for the dedicated shuttle bus to understand usage levels and growth in the service,
- Car sharing platform usage data to understand the number of people using the site,
- Annual mapping of employee data for individual workplace Full Travel Plans to understand the employee catchment of sites and the relationship with existing public transport services,
- Quantitative data on car and cycle parking provision and occupancy,
- Quantitative data on delivery and servicing movements,
- Qualitative feedback from existing and prospective site users, including constraints and opportunities for improvement (this may be collated by Travel Plan Coordinators at events and relevant Travel Plan meetings etc.),
- Qualitative feedback on the measures implemented for modal shift, and
- Traffic, pedestrian and cycle counts.

9 Summary

The Growing Baldock Framework Travel Plan outlines a comprehensive strategy to support sustainable travel across a major mixed-use development comprising up to 3,200 homes, 16 hectares of employment land, educational institutions, community facilities, and green infrastructure. Developed in alignment with Hertfordshire County Council (HCC) and national guidance, the Framework Travel Plan is a live document designed to evolve alongside the phased delivery of the site over 15–20 years.

Vision and Objectives

The Framework Travel Plan is underpinned by a Mobility Vision that prioritises quality of life and sustainable transport. Its overarching aim is to ensure that 50% of all trips are made by non-car modes. Key objectives include:

- Promoting walking, cycling, wheeling, and public transport.
- Reducing reliance on single-occupancy vehicles.
- Enhancing awareness and accessibility of sustainable travel options.
- Delivering a new shuttle bus service and mobility hubs.

Targets and Implementation

Ambitious targets have been set for residential, educational, and workplace travel behaviours, including:

- 40% of households using active travel weekly.
- 35% of staff commuting via sustainable modes.
- 40% occupancy on the shuttle bus by 75% site build-out.

Implementation will be led by a Site-Wide Travel Plan Coordinator, supported by individual site Travel Plan Coordinators. A Transport Working Group will oversee delivery, monitor progress, and adjust interventions as needed.

Action Plan and Monitoring

The Framework Travel Plan includes a detailed action plan covering infrastructure improvements, behavioural change initiatives, and marketing. Measures include:

- Safe walking and cycling routes.
- Cycle parking and training.
- Bus stop upgrades and real-time information.
- Car sharing platforms and EV charging.
- Incentives and events to promote modal shift.

Monitoring will be conducted through baseline and annual surveys, traffic counts, and usage data. A Monitor and Manage Framework will guide adaptive responses to ensure targets are met, with performance assessed using a RAG system.

Conclusion

The Growing Baldock Framework Travel Plan provides a robust framework to embed sustainable travel into the development. Through coordinated planning, targeted interventions, and ongoing monitoring, it aims to achieve best in class outcomes for Baldock and its future residents.

Appendix A – East Midlands Gateway Case Study



East Midlands Gateway

SEGRO
LOGISTICS PARK
EAST MIDLANDS
GATEWAY

SEGRO

SLP-EMG.COM

Delivering sustainable transport options

SEGRO Logistics Park East Midlands Gateway is a 700-acre development. It incorporates a 50-acre strategic rail freight terminal and 6,000,000 sq ft of logistics accommodation which is currently occupied by Amazon, XPO Logistics, The Very Group, Kuehne + Nagel, Games Workshop and Maritime Transport. When the site is fully occupied, [East Midlands Gateway](#) will employ in excess of 7,000 people, making it a regionally significant employment hub.

ITP has been the Travel Plan Coordinator for the site since the planning stage and over the course of 8 years have supported SEGRO to:

- Develop a Travel Plan and Public Transport Strategy to gain planning consent for this Nationally Significant infrastructure project.
- Establish a Sustainable Transport Working Group of public and private sector organisations to oversee the delivery of the travel plan measures.
- Introduce innovative transport schemes including an electric shuttle bus and bike hire scheme
- Develop Travel Packs, information, and maps to promote sustainable transport.
- Help occupiers to develop Occupier Travel Plans and employee engagement events.

The impact of our work in the first year of occupation (2019) has been 20% higher sustainable travel use when compared against the Travel Plan targets. Our work was shortlisted for the CIHT's Transport Planning Award in 2020.



Gaining planning consent

In 2012, ITP were appointed by SEGRO to join their multi-disciplinary team of planners, engineers, architects, and lawyers to prepare the planning application for the site. We prepared the Site-Wide Travel Plan and the Public Transport Strategy, setting out how employees could be encouraged to car share, catch the bus or use active travel for the commute. Due to the size and scale of the development, it was deemed a Nationally Significant Infrastructure Project with approvals overseen by the Planning Inspectorate. Four years after the rigorous applications process started, planning permission was granted in 2016.



Partnership working

ITP were retained as the Site Wide Travel Plan Coordinators and our role evolved from planning to delivery, overseeing the implementation of all sustainable transport measures for the site.

We established a Sustainable Transport Working Group, bringing together the developer, six local authorities, six occupiers, Jobcentre Plus, East Midlands Airport and transport providers to discuss and agree long-term transport improvements.

When the first occupiers moved on-site in 2019, we supported them to prepare an Occupier Travel Plan, and provided them with information, incentives, and advice to help promote sustainable travel.



Delivering innovative solutions

Sustainable practices were incorporated into the site's design. Strategic upgrades to shared paths and a new signalised crossing point created safer, direct walk/cycle routes from nearby villages, and a high-quality bus interchange with real time information improved the employee experience when arriving by bus.

Alongside these infrastructure improvements, ITP coordinated the introduction of innovative transport services including an all-electric shuttle bus service and secured funding for electric bus charging and a bike share scheme delivered in partnership with local councils and cycling charities.

Measuring impact

Annual travel surveys, traffic counts, public transport satisfaction surveys and focus groups are carried out to assess the uptake in usage of sustainable modes of transport and to inform how transport investment should be spent over the travel plan period.

In the opening year alone, the proportion of employees using sustainable modes was 20-percentage points higher than anticipated, suggesting the measures in place are having the intended effect on influencing employee travel patterns.



Improving the way the world moves

Contact

For further information please contact:

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www.itpworld.net



by Haskoning

Appendix B – Example Travel Survey

Employee Travel Survey 2024

Amazon EMA1 is working to improve transport connections for associates travelling to work at East Midlands Gateway. We are keen to know more about how you travel to work currently and any issues you experience. Your views are important and we would be grateful if you could spare a few moments to complete this survey.

By completing this survey, you will be opportunity to opt into a prize draw to win Love2Shop vouchers. There will be three prize draw of £250, £150 and £100. The deadline for the survey is Sunday 29th September and the prize draw winners will be selected at the end of October 2024.

ITP is fully compliant with GDPR and the information you provide will only be used for purposes related to the East Midlands Gateway Travel Plan. If you have any questions about the survey please contact the Travel Plan Coordinator Matthew Tough at matthew.tough@itp.rhdhv.com



Scan me
to complete online

About your job

Q1. Please provide your full postcode (e.g. NG2 4FC)

Please specify

Q2. Do you work

☐ Full time

☐ Part time

Other

Please specify

Q3. Are you...

☐ A permanent employee

☐ A seasonal / temporary employee

Q4. Which best describes your working hours?

☐ Standard office hours
(e.g. 0900-1730 or 0800-1630)

☐ Shift patterns

Please specify

About your commute

Q5. Do you ever have access to a car as an option for travelling to work?

☐ Always

☐ Sometimes

☐ Never

Q6. In a typical week, what is the main way that you travel to work? Please only select one method of transport. If you do not follow a typical pattern of travel, please indicate how you travelled to work last.

☐ Walk

☐ Bicycle, e-cycle or adapted cycle

☐ Bus, minibus or coach

☐ Train

☐ Car share

☐ Drive (petrol)

☐ Drive (diesel)

☐ Drive (hybrid)

☐ Drive (electric)

☐ Taxi or minicab

☐ Motorcycle, scooter or moped

☐ Work from home

Other methods of travel

Please specify

Q7. Why do you choose to travel to work this way? (Please choose all that apply)

☐ Availability of bus services

☐ Car is needed for business trips

☐ Childcare Considerations

☐ Convenience

☐ Cost

☐ Employer allows flexible working

☐ Environmental concerns

☐ Fitness/exercise

☐ No alternative

☐ Personal safety

☐ Pre-existing health/disability

☐ Reliability

☐ Time saving

☐ Use of company vehicle

☐ Other (please specify)

Please specify

Q8.If your usual mode of travel is unavailable, how would you travel to work? (Please choose all that apply)

☐ Walk

☐ Bicycle, e-cycle or adapted cycle

☐ Bus, minibus or coach

☐ Train

☐ Car share

☐ Drive (petrol)

☐ Drive (diesel)

☐ Drive (hybrid)

☐ Drive (electric)

☐ Motorcycle, scooter or moped

☐ Taxi or minicab

☐ Work from home

☐ Other methods of travel

Please specify

If you have selected 'Drive (petrol)', 'Drive (diesel)', 'Drive (hybrid)' or ' Drive (electric)' please answer question 9, if not then please skip to question 10

Q9. What would encourage you to travel to work by bus, car sharing, cycling or walking (please tick all that apply)?

☐ More frequent bus services

☐ Information about bus routes

☐ More direct bus services

☐ A free one-week bus taster ticket

☐ Discounted season tickets

☐ Improved public transport waiting facilities

☐ Safer cycle / walk routes

☐ Information about walking / cycle routes

☐ Free bicycle maintenance sessions at work

☐ Confidence training for cycling

☐ Discounted bikes and safety equipment

☐ Having someone to cycle / walk with

☐ Secure cycle parking

☐ Changing facilities and showers

☐ Help to find a car share partner

☐ Information about car sharing

☐ Incentives / rewards for car sharing

☐ Car share bays close to the entrance

☐ Guaranteed ride home if stranded by car share partner

☐ Nothing

Your Gateway Shuttle Service

Q10. Are you aware of the free Gateway Shuttle bus service?

☐ Yes ☐ No

Q11. In a typical week how many days do you use the Gateway Shuttle service?

☐ 1 ☐ 5
☐ 2 ☐ 5+ times a week
☐ 3 ☐ Never
☐ 4



About You

Q12. Gender ☐ Male ☐ Female ☐ Prefer not to say ☐ Prefer to describe as

Q13. Age ☐ 16 - 17 ☐ 18 - 24 ☐ 25 - 34 ☐ 35 - 44 ☐ 45 - 54 ☐ 55 - 64 ☐ 65+ ☐ Prefer not to say

Future Contact

Q14. Please tick below and provide your contact details if you would be interested in:

- ☐ Participating in the prize draw for a £250, £150 or £100 Love 2 Shop voucher (Terms and conditions available on request from matthew.tough@itp.rhdhv.com)
- ☐ Receiving a one-week bus taster ticket. There are a select number of tickets available, so we may be in touch with you to find out more about why you would like a ticket.
- ☐ Receiving a personalised link to the East Midlands Gateway car share platform to find a colleague to share a lift to work with.
- ☐ Participating in-person discussion group later in the year to discuss transport options to East Midlands Gateway.

Contact Details

Q15. Please provide your details below if you would like to participate in the prize draw, receive a bus ticket or participate in a discussion group.

Name:

Email Address:

Postcode:

Thank you for completing this survey!

Here at Integrated Transport Planning Ltd, we take your privacy seriously. The information you provide will only be used for the purposes set out in the Introduction and will be shared with our client. In some circumstances, we may use a third party to process the data, in which case the data will remain within the European Economic Area and be processed in accordance with the requirements of the General Data Protection Regulation and other data protection laws. The data will be stored securely for a period of three years beyond the completion of our contract in case we are required to undertake any additional processing of the data. The data will then be destroyed. You have a right to request access to personal data we collect, and for it to be rectified, erased or restrictions placed on the processing of the data; you also have a right to data portability and to lodging a complaint with a supervisory authority. If you have any requests or queries in regard to your data, please do not hesitate to contact Matthew Tough at matthew.tough@itp.rhdhv.com or at ITPAdmin@itp.rhdhv.com or on 01733 334455. You may also view the privacy statement on our website at www.itpworld.net/privacy-policy.