



# Land North of Pound Farm, London Road, Hitchin

## Travel Plan

Client: Elivia Homes

i-Transport Ref: JCB/BC/LM/ITL200569-002B R

Date: 05 August 2025

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**i-Transport LLP**

33 Queen Street  
London  
EC4R 1AP

Tel: 0204 531 3660

[www.i-transport.co.uk](http://www.i-transport.co.uk)

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# Quality Management

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## Contents

|                  |                                                |           |
|------------------|------------------------------------------------|-----------|
| <b>SECTION 1</b> | <b>Introduction</b>                            | <b>1</b>  |
| <b>SECTION 2</b> | <b>Objectives and Benefits</b>                 | <b>5</b>  |
| <b>SECTION 3</b> | <b>Existing Conditions and Travel Patterns</b> | <b>7</b>  |
| <b>SECTION 4</b> | <b>Measures</b>                                | <b>13</b> |
| <b>SECTION 5</b> | <b>Management and Implementation</b>           | <b>18</b> |
| <b>SECTION 6</b> | <b>Targets and Monitoring</b>                  | <b>20</b> |
| <b>SECTION 7</b> | <b>Action Plan</b>                             | <b>23</b> |

## Tables

|                                                                      |    |
|----------------------------------------------------------------------|----|
| Table 3.1: Local Bus Frequency                                       | 9  |
| Table 3.2: Local Rail Services                                       | 10 |
| Table 3.3: Proportions of Trips per year by Journey Purpose          | 10 |
| Table 3.4: Residential Model Split – North Hertfordshire 012 and 013 | 11 |
| Table 3.5: Residential Multi-Modal Trip Generation                   | 12 |
| Table 6.1: Target 1 – Reduce Vehicle Trips                           | 20 |
| Table 7.1: Action Plan                                               | 23 |

## Figure

|                   |                           |
|-------------------|---------------------------|
| <b>Figure 1.1</b> | <b>Site Location Plan</b> |
|-------------------|---------------------------|

## Drawing

|                        |                                                                   |
|------------------------|-------------------------------------------------------------------|
| <b>ITL9262-GA-024L</b> | <b>Site Access Arrangement with Traffic Calming and Bus Stops</b> |
|------------------------|-------------------------------------------------------------------|

## SECTION 1 Introduction

### 1.1 Background

- 1.1.1 This Travel Plan (TP) has been prepared by i-Transport LLP on behalf of Elivia Homes Limited for the permitted residential development at Land north of Pound Farm, London Road, Hitchin, North Hertfordshire.
- 1.1.2 The permitted development includes a total of 84 homes split over three phases.
- 1.1.3 This TP has been prepared in line with latest guidance as a requirement of the Section 106 agreement of the hybrid application. Hertfordshire County Council (HCC) is the local highway authority where approval is sought on this TP.
- 1.1.4 This TP should be read in conjunction with the original Transport Assessment for the hybrid planning application (*Ref: ITL9262-007*) with Phase 1 in detail, and the Transport Statement for the Reserved Matters application for combined Phases 2 and 3 (*Ref: ITL200569-001*).
- 1.1.5 This document replaces the previous Framework Travel Plan, which was created for the purpose of Phase 1 of the hybrid application on the site.

### 1.2 Site Location

- 1.2.1 The site is located to the south of Hitchin town centre within the St Ippolyts area and to the east of London Road (B656). The London Road provides a route towards Hitchin town centre to the north and south towards Codicote and Welwyn. The site is surrounded by existing residential properties along its northern edge and partially along its southern edge. The site is directly adjacent to London Road on its western edge and has woodland including Ippolitts Brook on the eastern side. A site location plan is included in **Figure 1.1**.

**KEY**

■ **SITE BOUNDARY**

1.3.1 This TP has been prepared in accordance with Hertfordshire's Travel Plan Guidance (March 2020). Its purpose is to provide a 'manual' for the Travel Plan Coordinator (TPC) who will oversee the implementation and development of the measures set out in this document, which will seek to provide a long-term strategy for encouraging residents and visitors to reduce their dependency on travelling as single occupancy car drivers in favour of more sustainable modes.

1.3.2 As the travel behaviours of future residents and visitors are not yet known, provisional targets are provided to progressively decrease the proportion of single occupancy car trips to destinations made by residents. Implementing the Travel Plan prior to occupation of the site will encourage the uptake of measures and formation of new travel habits from the moment of first residence. A baseline household travel survey will be undertaken after 50% occupation. The results of the baseline survey and any adjustment to targets will be provided to HCC's Travel Plan Officer for approval within three months of the travel survey being undertaken.

## 1.4 Relevant Transport Policy

### National Policy

- 1.4.1 The National Planning Policy Framework (NPPF) December 2024 sets out the definition of a Travel Plan as:

***“A long-term management strategy for an organisation or site that details how agreed sustainable transport objectives are to be delivered, and which is monitored and regularly reviewed. ”***

- 1.4.2 The NPPF requires that sites that will generate significant amounts of movement must provide a Travel Plan.

- 1.4.3 The National Planning Practice Guidance (PPG) is a government published web-based planning guidance resource that was launched in March 2014. This FTP has been prepared in accordance with the requirements of PPG, which states at Paragraph 003:

***“Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling)”***

***“Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.”***

### Local Policy

#### HCC Local Transport Plan 4 2018-2031

- 1.4.4 HCC’s Local Transport Plan (LTP) 4 was adopted in May 2018 and sets out the local transport policy for the county from 2018 to 2031. The LTP provides policies designed to help deliver safe and sustainable travel throughout the County whilst promoting the policies and vision set out in the Local Plan.

- 1.4.5 The LTP recognises the importance of Travel Plans as key documents in promoting sustainable modes of travel. The relevant policy set out in LTP4 is Policy 3: ‘Travel Plans and Behaviour Change’. It states:

***“The county council will encourage the widespread adoption of travel plans through:***

***a) Working in partnership with large employers, businesses and other organisations to develop travel plan and implement Smarter Choices measures.***

***b) Seeking the development, implementation and monitoring of travel plans as part of the planning process for new developments.” (HCC LTP4, 2018).***

**Hertfordshire County Council Travel Plan Guidance**

1.4.6 Hertfordshire's Travel Plan Guidance (March 2020) notes that Travel Plans are an important tool in HCC's strategy to achieve the goals and objectives set out in LTP 4. It explains HCC's requirements for Travel Plans, ensure developments across the county support sustainable transport and minimise their negative impacts. This document is prepared as a Full Travel Plan for residential development (specifically related to the permitted developments Section 106 Agreement).

**1.5 Structure of Travel Plan**

1.5.1 The remainder of this TP is structured as follows:

- Section 2 – Objectives and Benefits.
- Section 3 – Existing Conditions and Travel Patterns.
- Section 4 – Measures.
- Section 5 – Management and Implementation.
- Section 6 – Targets and Monitoring.
- Section 7 – Action Plan.

## SECTION 2 Objectives and Benefits

### 2.1 Objectives

2.1.1 This TP sets out the sustainable transport strategy for the development. In line with national and local government guidance, the headline aims for the plan are as follows:

- To reduce the number of single occupancy car journeys to the site.
- To improve accessibility to the site by non-car modes of transport.

2.1.2 The TP has the following objectives:

- i To reduce reliance on single occupancy car journeys.
- ii To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to using private cars.
- iii To facilitate access to key amenities.
- iv To influence the level of private car journeys to and from the site in order to reduce air pollution and the consumption of fossil fuels.
- v To promote walking and cycling as a beneficial to both residents' health and environmental health.

### 2.2 Benefits

2.2.1 The TP will provide benefits for residents, the local community and the environment. These benefits include:

#### Residents

- Increased travel choice; a wider range of travel options; savings and benefits for residents can be achieved. A TP can lead to greater social inclusion enabling those who do not have access to a car to travel to and from the site more easily.
- A more accessible site – encouraging travel by the most sustainable modes can help the site to become more accessible and safer for all residents and visitors. This can also help the surrounding area become a more attractive place to work and live.

- Health benefits: many alternative forms of travel include an element of movement and exercise that can lead to an improved level of fitness amongst residents. Improved levels of fitness can help businesses that employ residents by improving morale and reducing health related absences.

#### **Local Community**

- Less congestion on local roads: encouraging future residents to travel by non-car modes and increase the uptake of more trips made by active modes and public transport can help reduce the number of private vehicle trips and thus reduce the number of vehicles on the road and in turn reducing congestion on the local highway network.
- Positive publicity: a TP can improve links with the local community.

#### **Environment**

- Local environment improvements: benefits of improved air and noise quality from the reduced congestion, pollution and noise, also creating a more attractive and healthier place to work and live.

**2.2.2** Overall, it is anticipated that the TP, combined with infrastructure measures designed to promote sustainable transport, will result in benefits for residents of the site and the wider community in the vicinity of the development.

## SECTION 3 Existing Conditions and Travel Patterns

3.1.1 This section of the TP summarises the site location, existing pedestrian and cycle provision, and nearby public transport services.

### 3.2 Site Location & Access

3.2.1 The site is located to the south of Hitchin town centre within the St Ippolyts area and to the east of London Road (B656). London Road provides a route towards Hitchin town centre to the north and south towards Codicote and Welwyn. It is surrounded by existing residential properties along its northern edge and partially along its southern edge. The site is directly adjacent to London Road on its western edge and has woodland including Ippolitts Brook on the eastern side.

3.2.2 A singular point of vehicular access to the site in the form of a compact roundabout access junction will be provided from London Road (B656), south of the existing junction of Mill Lane. Footways will be provided on both sides of the carriageway.

### 3.3 Walking and Cycling Provision

#### Walking

3.3.1 Walking offers a realistic option for journeys to work or leisure including to the nearest public transport nodes. It is particularly suitable for short distances of around 800m, but also offers the greatest potential to replace car trips less than 2km.

3.3.2 In the immediate vicinity of the site, there is a footway on the eastern side of London Road (B656) present along the entire length of the road adjacent to the site. This footway leads south where an uncontrolled crossing point exists across London Road at the junction with The Crescent, which includes a pedestrian refuge with keep left bollards, tactile paving and dropped kerbs. That crossing is approximately 1.6m wide. Further south is a signalised pedestrian crossing across London Road situated just north of the junction with Brookend Lane and Waterdell Lane. This signalised crossing includes tactile paving, dropped kerbs and is approximately 3.2m wide.

3.3.3 The footway leading from the site edge northwards along London Road connects with Broadmeadow Ride, where uncontrolled crossing points with dropped kerbs are provided, including towards Millfield Lane (private road). This footway continues northwards along London Road on the eastern side towards Hitchin rail station.

### **Cycling**

- 3.3.3.1 Cycling provides a sustainable mode of travel suitable particularly for journeys over short to medium distances, typically for journeys less than five kilometres but still up to eight kilometres. Cycling is influenced by many the same factors as walking but will also be influenced by route conditions, route topography, traffic levels and secure cycle parking at destinations.
- 3.3.3.2 There are no existing National Cycle Network (NCN) routes in Hitchin. The closest is to the east, NCN route 12 which runs in sections from Enfield Lock in north London to Spalding via Stevenage, St Neots and Peterborough. Route 12 is within approximately 4.6km (a 17-minute cycle ride) from the site and combines a mixture of traffic-free and on-road paths and is signed in both directions.
- 3.3.3.3 Other routes are present to the west and south of the site, although not part of the National Cycle Network, are classified as local on-road routes.
- 3.3.3.4 Many of the streets into Hitchin are residential in nature and have low speed limits, ideal for cycling.

## **3.4 Public Transport Provision**

### **Bus Services**

- 3.4.1 The nearest existing bus stops to the site are located along London Road to the north of the site (approximately 400m from the site access), just south of the junction with Newlands Lane and Blackhorse Lane. Other bus stops are located south of the site also along London Road, near to the junction of Brookend Lane and Waterdell Lane. The northern bus stops can be accessed via the existing eastern footway along London Road; with the southern bus stops (northbound service) can be accessed via a signalised crossing or an uncontrolled crossing point across London Road. The northern bus stops have recently (in 2024) been upgraded to bus cage road markings, accessible kerbs and include a pedestrian crossing with dropped kerbs and tactile paving to the northbound bus stop.
- 3.4.2 The existing bus stops along London Road are within a reasonable walking distance of the entire site. Furthermore, walking through the site will be promoted by design of appropriate footways linking to the existing footpath on the eastern side of London Road, to encourage both walking as a standalone mode and walking to public transport services.

- 3.4.3 These four bus stops are served by the 304, 314 and 315 bus services operated by Centrebus. The 304 routes between Hitchin and St Albans, via Kimpton and Wheathampstead. The 314/315 routes between Hitchin and Welwyn Garden City, with the 314 routing via Codicote and Knightsfield, whilst the 315 via Whitwell and Kimpton also. A summary of the bus frequencies is provided in **Table 3.1**.

**Table 3.1: Local Bus Frequency**

| Service | Route                                                                          | Typical Daytime Off-Peak Frequency<br>(buses per hour per direction) |
|---------|--------------------------------------------------------------------------------|----------------------------------------------------------------------|
| 304     | St Albans – Sandridge - Wheathampstead<br>– Kimpton – Hitchin                  | Every 2-3 hours                                                      |
| 314     | Welwyn Garden City – Codicote – Hitchin                                        | Every other hour                                                     |
| 315     | Welwyn Garden City – Knightsfield –<br>Codicote – Kimpton – Whitwell - Hitchin | Every other hour                                                     |

Source: Centrebus, accessed July 2025.

- 3.4.4 The table above demonstrates that buses route to Hitchin town centre totalling at a service approximately every hour, with an approximate journey time of five minutes. Southbound journey times to Welwyn Garden City and St Albans take approximately 40 minutes and 1 hour respectively.
- 3.4.5 As part of the development two new bus stops are to be provided adjacent to the site along London Road, one for existing northbound services and one for existing southbound services. These will become the closest bus stops for the entire site.

### Rail Services

- 3.4.6 The closest railway station to the site is Hitchin Station, circa 2.8km from the site, which is on the East Coast Mainline and is served by Great Northern services and Thameslink services between London King's Cross and Cambridge, Peterborough, Letchworth Garden City, Horsham and Brighton.
- 3.4.7 A summary of the rail services available at Hitchin station is provided in **Table 3.2**.

**Table 3.2: Local Rail Services**

| Destination            | Average Duration | Typical Daytime Off-Peak Frequency (trains per hour) |
|------------------------|------------------|------------------------------------------------------|
| London Kings Cross     | 47 mins          | 2 trains per hour                                    |
| Cambridge              | 36 mins          | 3 trains per hour                                    |
| Peterborough           | 45 mins          | 2 trains per hour                                    |
| Letchworth Garden City | 28 mins          | 1 train per hour                                     |
| Horsham                | 2 hr             | 2 trains per hour                                    |
| Brighton               | 1hr 56 mins      | 2 trains per hour                                    |

Source: National Rail, accessed July 2025.

- 3.4.8 The above table demonstrates that several rail services to key employment destinations such as London and Cambridge are accessible every hour, with journey times mostly under 45 minutes.

### 3.5 Existing Travel Characteristics

#### Journey Purpose

- 3.5.1 When promoting sustainable transport, it is important to consider the reasons why future residents of the development will make journeys. The Department for Transport's National Travel Survey identifies the proportion of all trips by purpose as set out in **Table 3.3**.

**Table 3.3: Proportions of Trips per year by Journey Purpose**

| Journey Purpose              | Proportion of Trips |
|------------------------------|---------------------|
| Leisure                      | 27%                 |
| Shopping                     | 18%                 |
| Commuting / Business         | 15%                 |
| Education / Escort Education | 13%                 |
| Personal Business            | 9%                  |
| Other Escort                 | 9%                  |
| Other (including Just Walk)  | 9%                  |

Source: Table NTS0409 Average number of trips and distance travelled by purpose and main mode: England, 2002 onwards, National Travel Survey 2023.

#### Local Travel Patterns

- 3.5.2 Data from the 2011 Census has been analysed to provide an accurate representation of the potential modal split of the residential development during peak periods. The 2021 Census was considered as more recent data; however, this was undertaken during the COVID-19 pandemic,

resulting in approximately half the sampled working population to be in the “Work mainly at or from home” category, severely distorting the results. Therefore, the 2011 Census is used instead.

**3.5.3** The site is situated within the North Hertfordshire 014 Middle Super Output Area (MSOA), which includes a large area south and west of the site and land surrounding Hitchin to the north. However, it does not include Hitchin itself, only smaller settlements such as Preston, King’s Walden, Breachwood Green, Whitwell, Great Offley, and Hexton. Therefore, the MSOA in which the site is located does not have representative travel patterns and mode choices, with the households in the Census output area being situated far from the town of Hitchin with fewer local amenities and public transport options available.

**3.5.4** The MSOA to the immediate north west of the site (North Hertfordshire 012) covers the western side of Hitchin, and the MSOA to the immediate north of the site (North Hertfordshire 013) covers the southern part of Hitchin including Whitehill, Oakfield, Sunnyside, Wymonley and Benslow. These two output areas (being located adjacent to the site and covering parts of Hitchin) provide a more representative area of housing in which to derive travel mode split data from. Therefore, a combination of the two MSOA (012 and 013) have been used to derive travel mode splits.

**3.5.5** The resulting modal split is presented in **Table 3.4**.

**Table 3.4: Residential Model Split – North Hertfordshire 012 and 013**

| Main Mode of Travel            | Census Modal Split (%) |
|--------------------------------|------------------------|
| Rail                           | 16.0%                  |
| Bus, minibus or coach          | 2.4%                   |
| Taxi                           | 0.4%                   |
| Motorcycle, scooter or moped   | 0.6%                   |
| Driving a car or van           | 60.6%                  |
| Passenger in a car or van      | 4.5%                   |
| Bicycle                        | 1.9%                   |
| On foot                        | 13.2%                  |
| Other method of travel to work | 0.4%                   |
| <b>Total</b>                   | <b>100%</b>            |

Source: 2011 Census ‘Travel to Work’ data for MSOAs North Hertfordshire 012 and 013.

Note: Numbers may not sum due to rounding.

- 3.5.6 The main mode of transport for travelling to work amongst nearby residents is the private car, with 61% of the population doing so. It is noteworthy however that over 30% of people travel to work via sustainable modes of transport, with 18% choosing to travel by public transport and 15% choosing to walk or cycle. As such, the nearby sustainable transportation options provide existing residents of this area with a choice of transportation modes.

### 3.6 Trip Rates and Generation

- 3.6.1 The likely trip generation of the development is set out in further detail In Section 5 of the original Transport Assessment (*document reference: ITL9262-007E*). A summary of the residential multi-modal trip generation (based on 84 dwellings) is provided in **Table 3.5**.

**Table 3.5: Residential Multi-Modal Trip Generation**

| Main Mode of Travel            | Census Modal Split (%) | Trip Generation (84 units) |           |           |                            |           |           |
|--------------------------------|------------------------|----------------------------|-----------|-----------|----------------------------|-----------|-----------|
|                                |                        | AM Peak Hour (08:00-09:00) |           |           | PM Peak Hour (17:00-18:00) |           |           |
|                                |                        | In                         | Out       | Two-Way   | In                         | Out       | Two-Way   |
| Rail                           | 16%                    | 3                          | 10        | 13        | 8                          | 3         | 11        |
| Bus, minibus or coach          | 2%                     | 0                          | 2         | 2         | 1                          | 1         | 2         |
| Taxi                           | 0%                     | 0                          | 0         | 0         | 0                          | 0         | 0         |
| Motorcycle, scooter or moped   | 1%                     | 0                          | 0         | 0         | 0                          | 0         | 0         |
| Driving a car or van           | 61%                    | 11                         | 38        | 49        | 30                         | 13        | 43        |
| Passenger in a car or van      | 4%                     | 1                          | 3         | 4         | 2                          | 1         | 3         |
| Bicycle                        | 2%                     | 0                          | 1         | 2         | 1                          | 0         | 1         |
| On foot                        | 13%                    | 2                          | 8         | 11        | 6                          | 3         | 9         |
| Other method of travel to work | 0%                     | 0                          | 0         | 0         | 0                          | 0         | 0         |
| <b>Total</b>                   | <b>100%</b>            | <b>18</b>                  | <b>62</b> | <b>80</b> | <b>49</b>                  | <b>22</b> | <b>71</b> |

Source: TRICS and i-Transport calculations

- 3.6.2 The development could generate some 49 two-way vehicle trips in the morning peak hour, comprising 11 arrivals and 38 departures; and 43 two-way vehicle trips in the evening peak hour, comprising 30 arrivals and 13 departures.

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## SECTION 4 Measures

### 4.1 Overview

4.1.1 A number of measures, initiatives and provision of infrastructure will be delivered to facilitate and encourage sustainable travel awareness and usage amongst residents and visitors. These will aim to reduce unnecessary travel and reduce the reliance on private car trips by influencing travel behaviours in favour of walking, cycling and public transport from the outset.

4.1.2 This section provides details to the infrastructure to be provided at the site and the 'soft' measures to be implemented. These measures will collectively contribute to achieving the targets and meeting the main aims and objectives of the TP.

### 4.2 Site Layout and Infrastructure

4.2.1 The objectives of the overall site access strategy are to achieve:

- Safe and suitable access to the site.
- The take-up of opportunities for sustainable transport modes, to reduce the need for major transport infrastructure.
- Improvements within the transport network that cost effectively limit the significant impacts of the development.

4.2.2 The following site layout and infrastructure elements have been included in the site design to meet the site access objectives:

#### Walking and Cycling

4.2.3 Pedestrian and cyclist links will be provided between the new development and the existing footway network in the surrounding residential areas. The internal site layout will provide footways along the main spine road through the development, connecting with existing infrastructure. Further, access to the residential properties will be via low-speed shared space and private drives.

4.2.4 The internal streets within the development have been designed to encourage low vehicle speeds, creating an environment suitable for cycling and walking.

- 4.2.5 The existing footway on the eastern side of London Road outside of the site is to be widened to 3m to provide a shared pedestrian/cycle path, this will lead across the site access arm of the roundabout via a raised table crossing.

#### **Public Transport**

- 4.2.6 The development includes two new bus stops, to be undertaken as part of the Section 278 works, these will be located directly outside Phase 1 of the development on London Road, north of the site access roundabout, one bus stop for existing northbound services and one for existing southbound services. The design and location of these bus stops are shown on the site access drawing **ITL9262-GA-024L**. The two new bus stops will include the following related design features:

- A bus flag with timetable information.
- Bus stop shelters for waiting passengers.
- Bus cage markings.
- A new pedestrian crossing across London Road with dropped kerbs, tactile paving, and a refuge island with keep left bollards.
- An area of hardstanding on the west side of London Road for passengers to access the northbound bus stop via the pedestrian crossing.

- 4.2.7 The introduction of new bus stops adjacent to the site means that residents of the entire development will be within a short walking distance of bus stops for existing services (maximum 350m distance/4 minutes). To encourage the use of public transport, walking through the site is promoted by design of appropriate footways linking to the widened pedestrian/cycle path on London Road.

#### **Traffic Calming**

- 4.2.8 Traffic calming will be provided along London Road as part the development, this will complement the design of the access into the site. The traffic calming measures include five sets of visual narrowing's achieved by road markings and anti-skid coloured surfacing (each spaced circa 80m apart).
- 4.2.9 The proposal for traffic calming is to make the local area safer by slowing existing vehicle speeds along London Road and, by enhancing the environment through slower vehicle speeds, help promote the use of alternative travel modes such as walking and cycling.

### **Cycle Parking**

- 4.2.10 Cycle parking will be provided across the site in line with current standards set out in NHDC Local Plan.
- 4.2.11 For individual dwellings, cycle parking provision will be provided for residents and visitors within the dwelling curtilage (garden or garage). For residents, 1 secure covered space is to be provided per dwelling (none if a garage or secure area is provided within curtilage of the dwelling). For visitors, if no garage or secure area is provided, then 1 covered and secure space per dwelling will be located in the communal area for visitors.

### **Car Parking**

- 4.2.12 Car parking for the development will be provided in line with the car parking requirements set out in NHDC's emerging Local Plan.
- 4.2.13 In total, 230 car parking spaces are to be provided, with 88 spaces confirmed to be within phase 1, and 142 spaces in phases 2 and 3. This provision is broken down between phases 1 and 2/3 respectively as follows:
- 179 total (64 in phase 1 and 115 in phases 2 and 3) allocated car parking spaces of which;
    - 130 total (43 in phase 1 and 87 in phases 2 and 3) are parking spaces/carports
    - 49 total (21 in phase 1 and 28 in phases 2 and 3) are garage spaces;
  - 51 total (24 in phase 1 and 27 in phases 2 and 3) are visitor spaces.
- 4.2.14 Electric Vehicle (EV) charging infrastructure within the development will also be provided in line with the planning condition (11) for the hybrid consent:
- Prior to occupation of each new dwelling, or accompanying garage, an EVCP shall be installed.
  - Visitor or unallocated parking spaces will have an EVCP on the basis of one charge point per 10 allocated spaces.

## **4.3 Soft Measures**

- 4.3.1 A range of measures will be used to encourage the use of active travel alongside car-sharing and public transport options. The publicity and promotion of these measures is set out in the following sub-sections:

### **Residents Travel Information Pack**

- 4.3.2 The first occupier of each household will be provided with a residents' travel information pack. The pack will pull together information on walking, cycling and public transport in the area and contain information about the objectives of the TP, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport.
- 4.3.3 The pack will also contain details of the Travel Plan Co-ordinator (TPC) and the overall aims and benefits of the TP. The following items will be available via the resident's travel information pack:
- Information on the health benefits of walking and cycling.
  - Pedestrian, cycle and public transport network maps and information, including typical journey times, routes to local facilities.
  - Full set of published timetables for bus and rail services near the site.
  - Contact details of local taxi companies.
  - Information regarding local businesses selling bicycle, protective clothing and providing cycle maintenance services.
  - Information about car sharing, through the lift share website.
  - The offer of personalised travel planning for all new residents.
  - A sustainable travel voucher for every household (first occupier of each dwelling only) with residents being able to choose from a menu of incentives (contributions towards a bike/cycling equipment/bus or rail ticket).

### **Promotion of Walking and Cycling**

- 4.3.4 Information on the local walking and cycling routes as well as cycle journey planning resources will be made available to new residents through the resident's travel information pack. In addition, local and national initiatives such as 'Bike Week' will be publicised to encourage residents to participate in such events and the uptake of cycling.

### **Promotion of Public Transport**

- 4.3.5 Information on local public transport provision will be provided in the resident's information pack. This will include maps of the local bus services, location of new bus stops on London Road, timetable information and links to websites where residents are able to find the latest public

transport information, including Hertfordshire's Intalink website (<http://www.intalink.org.uk/>) which provides the latest bus information for Hertfordshire.

- 4.3.6 The residents' travel information pack will also contain information regarding Hitchin railway station, including timetable information, bus services serving the station, and ticket prices.

#### **Car-Sharing**

- 4.3.7 Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work. Car sharing provides many benefits including cutting the costs of journey to work, less congestion on the local highway network during the peak hours and less vehicle emissions thereby contributing to meeting local air quality targets. Residents will be provided with information about car sharing via the lift share website (<https://liftshare.com/uk>). A leaflet explaining the benefits of the car share scheme and how to register will be included in the residential travel information packs.

#### **Information Provision**

- 4.3.8 New residents will be provided with the travel information set out above during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development and contact details for the TPC (including secondary contact) who will be able to offer a personal journey planning service to new residents.
- 4.3.9 A website (or social networking site) will be set up to enable the dissemination of the information above. It will provide an interactive travel planning resource; for example, residents via a networking site will be able to discuss TP matters in an open forum. It could also be used to enable residents to post their own helpful information, advice and tips.

## SECTION 5      Management and Implementation

5.1.1 This section describes the responsibilities associated with implementing the TP. It aims to act as an instruction manual to the personnel involved.

### 5.2      Management

5.2.1 A Travel Plan Co-ordinator (TPC) will be nominated by the developer, the full contact details (including secondary contact to the TPC) as required in the Section 106 agreement, will be provided to HCC for written approval separately<sup>1</sup>. This will include the full particulars and curriculum vitae of the TPC, and the nature of their relationship to the landowner. The TPC will be based off site.

5.2.2 The TPC will take responsibility for the Travel Plan and will oversee the implementation of measures specified within it. The TPC role is expected to commit one to two days per month on average with time increased during the lead up to and during the surveying and monitoring periods, where approximately four to five days per month are expected.

### 5.3      Travel Plan Co-ordinator Roles and Responsibilities

5.3.1 The role of the TPC will involve:

- To manage the day to day delivery of the measures contained in Section 4.
- To market the TP to encourage interest and involvement of residents.
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes.
- To seek to negotiate discounts for residents with local cycle shops.
- To organise and undertake the annual monitoring of the Travel Plan in line with the strategy outlined in Section 6.
- To provide monitoring feedback to residents and to liaise with the local authority as necessary.

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<sup>1</sup> As per paragraph 7.1.2 (Schedule two Part II) of the Deed dated 15 March 2024.

## 5.4 Involvement of Residents

5.4.1 The involvement of residents will be key to the success of sustainable transport measures. The first owner of each dwelling will be provided with a residents' travel information pack on completion of their purchase as well as the offer of personalised journey planning advice from the TPC.

5.4.2 The TPC will be encouraged to liaise regularly with residents of the site, to understand their particular needs and concerns and to examine ways of addressing them. Copies of the TP will be made widely available to all users of the site, to ensure that people are fully aware of the objectives of the Plan and of the full range of measures.

## 5.5 Funding

5.5.1 The Applicant will fund the following:

- The transport infrastructure outlined in Section 4.
- The TPC role for a period from at least 3 months prior to first occupation of the development until 5 years after 50% occupation.
- Sustainable travel vouchers per house, for the first occupiers, as per HCC's Travel Plan contribution requirement.
- The site wide monitoring surveys outlined in Section 6.

## SECTION 6 Targets and Monitoring

### 6.1 Overview

6.1.1 Targets are important as they give the TP direction from its inception, providing measurable goals. This section therefore identifies initial targets and the scope of a monitoring programme for the TP.

6.1.2 When setting site-specific targets, it is important that they are 'SMART' (Specific, Measurable, Achievable, Realistic and Time-bound) in order that the outcome can be quantified and an assessment of what the TP has or will achieve can be made.

### 6.2 Interim Target 1 – Reducing Single Occupancy Vehicle Trips

6.2.1 As one of the principal objectives of the TP is to reduce the reliance on the private car and reducing air pollution, it is appropriate to set targets which relate to these. It is also necessary to collect data to understand the baseline travel habits, against which the TP's progress can be measured. The baseline surveys will be undertaken following 50% occupancy of the development.

6.2.2 The target for vehicle movements has therefore been set as follows:

***To reduce the two-way traffic generation over a typical daytime weekday to 370 two-way movements within five years of full occupation of the development – i.e. a 5% reduction.***

6.2.3 The target reduction in vehicle trips for the site after five years are summarised in **Table 6.1**.

**Table 6.1: Target 1 – Reduce Vehicle Trips**

| Time Period                | Vehicular Trips (84 Dwellings) |     |         |
|----------------------------|--------------------------------|-----|---------|
|                            | In                             | Out | Two Way |
| Total Trips (0700-1900)    | 191                            | 198 | 389     |
| Total Trips (5% Reduction) | 182                            | 188 | 370     |
| Net Change (vehicles)      | 9                              | 10  | 19      |

Source: Consultant's Estimates. Note: Numbers may not sum due to rounding

### 6.3 Interim Target 2 – Increasing Sustainable Travel Mode

6.3.1 The second target will be to achieve an increase in the proportion of trips made by public transport, walking and cycling to and from the development site to achieve a 10% modal shift

in the fifth year. As such, the following mode share targets are proposed across the five-year period:

- Up to 50% occupation: minimum of 33.5% (in line with current Census levels).
- Year 1: 34.6% (to be reviewed following first survey).
- Year 3: 35.7% (to be reviewed following travel survey)
- Year 5: 36.9% (to be reviewed following travel survey).

**6.3.2** Whilst Census data has been used at this stage as a proxy for the likely mode share target for trips made from the development site, the actual mode shares that will occur will not be fully understood until the first baseline travel surveys have been analysed. However, it is sensible to set some interim mode share targets which can then be reviewed to ensure that they are SMART following the baseline surveys.

## **6.4 Action Targets**

**6.4.1** In addition to the traffic generation and mode share targets, it is important to identify a number of action targets which will ensure that the commitments made by the Applicant, through the TP are delivered. The action targets are as follows:

- Familiarise the TPC with the agreed monitoring process.
- Distribute Travel Plan Information Pack for new residents via the TPC.
- Undertake Travel Plan monitoring and reporting to HCC.
- Review measures to ensure that they remain appropriate.
- With agreement with HCC, updates to the TP with any necessary revisions to targets and measures.

## **6.5 Monitoring**

**6.5.1** The Travel Plan will be monitored and reviewed annually following the baseline surveys. It will be monitored in accordance with the HCC's Travel Plan guidance, this will comprise:

- Multi-modal counts in accordance with HCC specification; and
- Questionnaire surveys.

**6.5.2** The surveys will collect multi-modal count data for the site (single weekday 07:00-19:00 between a Tuesday and Thursday) which will enable the monitoring of targets and identify any

refinements to be made, if the plan is not on course. Following each round of surveys a review of the TP and targets will be undertaken.

- 6.5.3 The results of the monitoring surveys will be provided to HCC Travel Plan advisors within three months of the date of each survey. The results of the surveys can then be inputted into the Hertfordshire Travel Plan System for HCC to monitor and keep track of the Travel Plan. The organisation of the surveys will be the responsibility of the TPC.

## 6.6 Modeshift STARS

- 6.6.1 HCC holds a licence with Modeshift STARS which is a Travel Plan accreditation platform (DfT approved). This offers a platform to build a TP and manage it, awarding developments for their efforts to encourage sustainable modes of travel.
- 6.6.2 Prior to occupation, the TPC will attend a meeting with an HCC officer for an introduction to the Modeshift STARS platform.

## 6.7 Remedial Measures

- 6.7.1 Following each monitoring event, a review of the measures contained within the TP and their contribution towards achieving the targets will be undertaken. The targets themselves will also be reviewed having regard to changing travel patterns and characteristics.
- 6.7.2 Where it is agreed the targets are not being achieved or are no longer appropriate, revised measures will be identified to focus towards achieving revised or amended targets. The TPC will use reasonable endeavours to work with HCC to identify a strategy and to agree further reasonable actions to achieve success.

## 6.8 Enforcement

- 6.8.1 Should the TP targets not be met by the end of the monitoring period, the developer will use reasonable endeavours to work with HCC to identify a strategy which can include further actions to assist with meeting the targets.

## SECTION 7 Action Plan

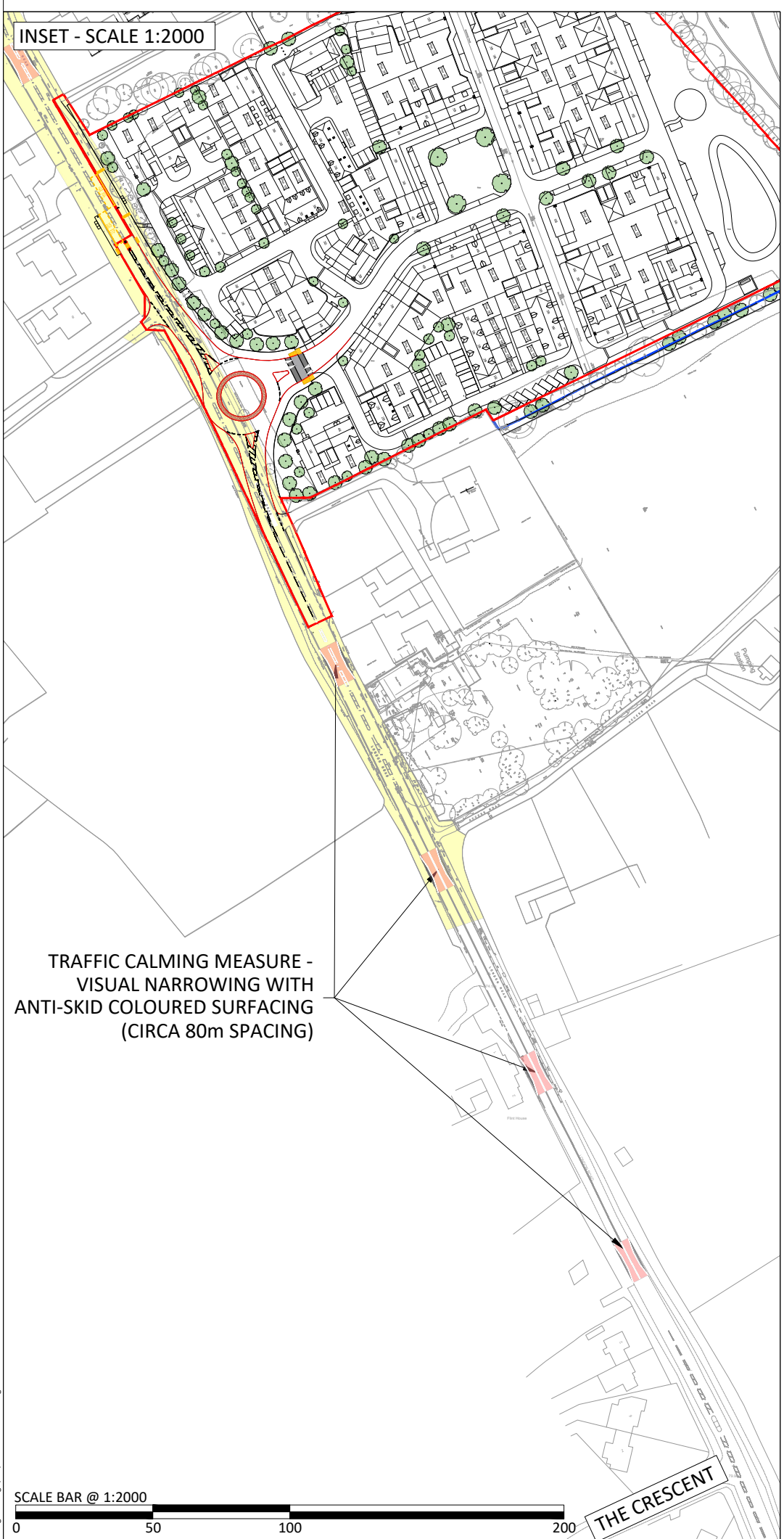
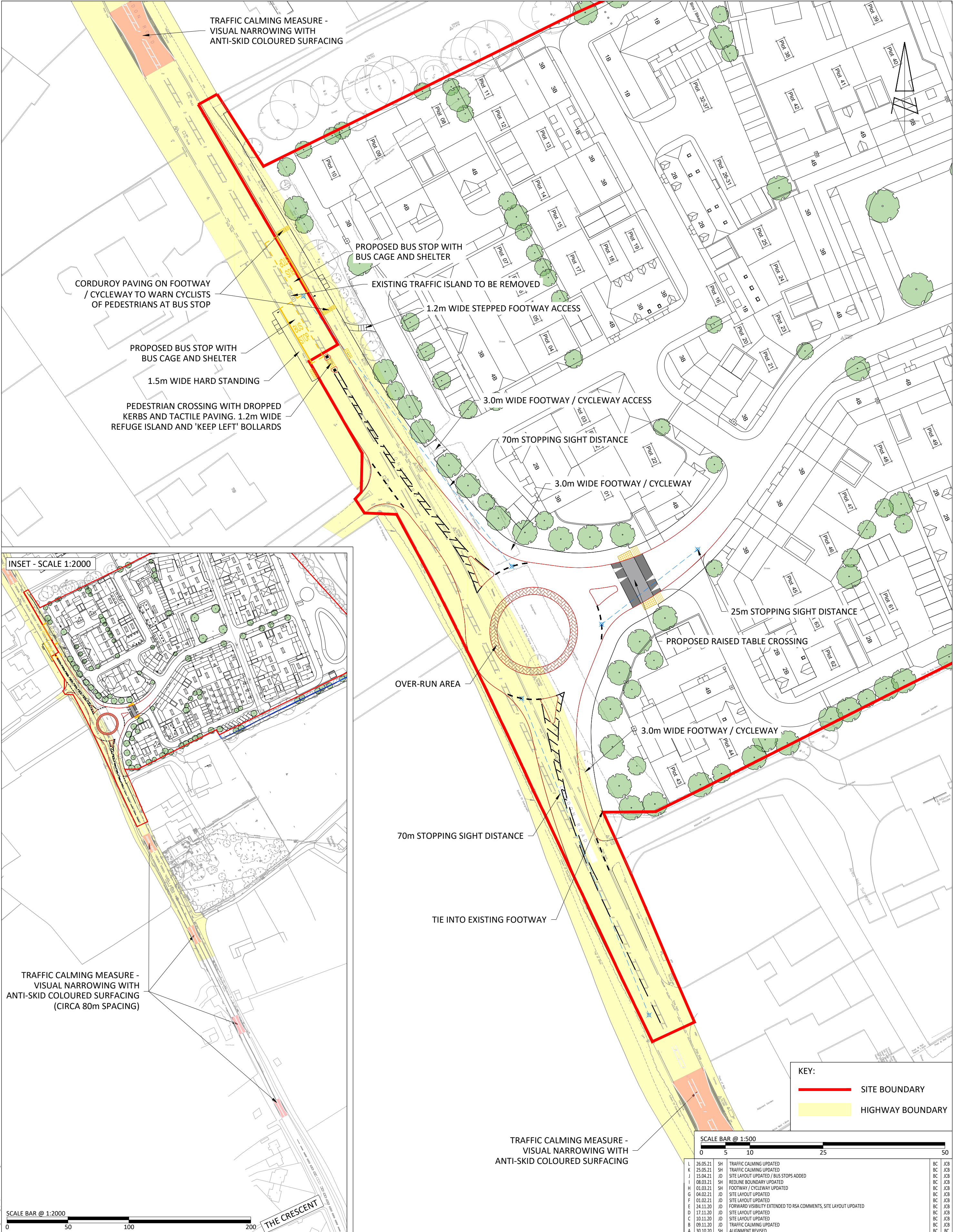
7.1 An Action Plan is presented in **Table 7.1** which provides a programme for delivering the measures.

**Table 7.1: Action Plan**

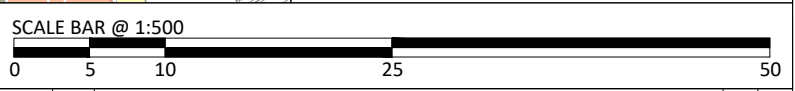
| Action                                                                                                            | Responsibility  | Timescale                                                                                |
|-------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------|
| Appoint TPC and provide all details to HCC                                                                        | Developer/TPC   | 3 months prior to first occupation                                                       |
| Install cycle parking spaces and associated facilities                                                            | Developer       | As plots are built out                                                                   |
| Site layout infrastructure, including footways, shared footway/cycle path, shared surfaces and car parking spaces | Developer       | As plots are built out                                                                   |
| Provision of Electric Car Charging Points                                                                         | Developer       | Prior to occupation                                                                      |
| Provision of broadband in homes                                                                                   | Developer       | Prior to occupation                                                                      |
| Provision of two new bus stops along London Road with associated agreed infrastructure                            | Developer / HCC | Prior to first occupation                                                                |
| Prepare the resident's Travel Plan information pack                                                               | TPC             | Prior to first occupation                                                                |
| Personalised Travel Planning Sessions                                                                             | TPC             | Ongoing, on first occupation                                                             |
| Initial baseline resident survey                                                                                  | TPC             | Following 50% occupation                                                                 |
| Review and/or update of the initial targets, following the baseline surveys                                       | TPC             | Following initial baseline survey                                                        |
| Organise multi-modal surveys to be undertaken                                                                     | TPC             | Annually following baseline surveys                                                      |
| Organise questionnaire surveys                                                                                    | TPC             | Annually following baseline surveys                                                      |
| Prepare summary report of the travel survey results to HCC.                                                       | TPC             | Ongoing, as appropriate. Results to be provided to HCC within three months of the survey |
| Conduct monitoring/review of the Travel Plan, including the mode share proportions against targets                | TPC / HCC       | Following receipt of surveys                                                             |
| Additional measures to be discussed, should targets not be met at the end of the TP                               | TPC / HCC       | Following 5 <sup>th</sup> year survey results                                            |

Source: Consultant's Estimates.

## Drawing



| KEY:                                             |                  |
|--------------------------------------------------|------------------|
| <span style="color: red;">—</span>               | SITE BOUNDARY    |
| <span style="background-color: yellow;"> </span> | HIGHWAY BOUNDARY |



| REV | DATE     | BY | DESCRIPTION                                                      | CHK | APD |
|-----|----------|----|------------------------------------------------------------------|-----|-----|
| L   | 26.05.21 | SH | TRAFFIC CALMING UPDATED                                          | BC  | JCB |
| K   | 25.05.21 | SH | TRAFFIC CALMING UPDATED                                          | BC  | JCB |
| J   | 15.04.21 | JD | SITE LAYOUT UPDATED / BUS STOPS ADDED                            | BC  | JCB |
| I   | 08.03.21 | SH | REDLINE BOUNDARY UPDATED                                         | BC  | JCB |
| H   | 01.03.21 | SH | FOOTWAY / CYCLEWAY UPDATED                                       | BC  | JCB |
| G   | 04.02.21 | JD | SITE LAYOUT UPDATED                                              | BC  | JCB |
| F   | 01.02.21 | JD | SITE LAYOUT UPDATED                                              | BC  | JCB |
| E   | 24.11.20 | JD | FORWARD VISIBILITY EXTENDED TO RSA COMMENTS, SITE LAYOUT UPDATED | BC  | JCB |
| D   | 17.11.20 | JD | SITE LAYOUT UPDATED                                              | BC  | JCB |
| C   | 10.11.20 | JD | SITE LAYOUT UPDATED                                              | BC  | JCB |
| B   | 09.11.20 | JD | TRAFFIC CALMING UPDATED                                          | BC  | JCB |
| A   | 30.10.20 | SH | ALIGNMENT REVISED                                                | BC  | JCB |

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CLIENT: OSPREY HOMES LIMITED

TITLE: PROPOSED SITE ACCESS ARRANGEMENT - 28m ICD COMPACT ROUNDABOUT WITH TRAFFIC CALMING ALONG LONDON ROAD BETWEEN THE CRESCENT AND BROADMEADOW RIDE

PROJECT: LAND NORTH OF POUND FARM, LONDON ROAD, HITCHIN

| FOR INFORMATION            |                            |                |
|----------------------------|----------------------------|----------------|
| DRAWN: SH                  | CHECKED: BC                | APPROVED: JCB  |
| PROJECT No: ITL9262        | SCALE @ A2: 1:500 / 1:2000 | DATE: 30.07.20 |
| DRAWING No: ITL9262-GA-024 | REV: L                     |                |



85 Gresham Street, London, EC2V 7NQ Tel: 020 3705 9215

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