



DECEMBER
2025

Framework Travel Plan

Land East of Pirton

Iceni Projects Limited on behalf of
Gladman Developments Ltd

December 2025

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ON BEHALF OF GLADMAN
DEVELOPMENTS LTD

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Framework Travel Plan
LAND EAST OF PIRTON

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1. INTRODUCTION

- 1.1 Icen Projects Ltd has been appointed by Gladman Developments Ltd (the 'Applicant') to prepare a Framework Travel Plan report to support an outline planning application for the erection of up to 130 dwellings. All matters reserved except for means of access., hereafter referred to as 'the site'. As part of the planning application submission, details regarding bus, cycle and pedestrian opportunities for the site have also been provided.
- 1.2 This FTP identifies a range of outline initiatives that will be supplemented by targets and details of other matters to be discussed and agreed for inclusion within a final Travel Plan Welcome Pack (TPWP).
- 1.3 This FTP represents a commitment by the developer to ensure a TPWP is adopted by the occupier of the site. Once the occupiers are confirmed, they will submit a final TPWP prior to their occupation that is in accordance with this FTP.
- 1.4 The methodology used in the preparation of this FTP principally follows the Department for Transport (DfT) document 'Travel plans, transport assessments and statements in decision-taking' (October 2014), which forms part of the Planning Practice Guidance. Reference has also been made to 'Hertfordshire's Travel Plan Guidance for Business and Residential Development' during the writing of this FTP.
- 1.5 This FTP includes a range of measures to encourage sustainable travel to and from the site, some of which will be implemented as part of the development and some of which will require further detail within the TPWP to be agreed upon prior to occupation of the development.
- 1.6 The following range of indicative measures have been considered for inclusion:
 - Residents travel packs for travel information, including public transport timetables and car-sharing information;
 - Personalised travel planning for residents;
 - Provision of public transport information;
 - Information on Hertfordshire County Council (HCC) backed transport schemes;
 - Provision of maps and information on national, local and off-road cycling routes in the county;
 - Public transport discounts;
 - Cycle training for residents;
 - Vouchers for residents using public transport;

- Bicycle Users' Group (BUG);
 - Cycle maintenance clinics; and
 - Car sharing.
- 1.7 The Action Plan for the FTP is outlined in **Table 7.1** and sets out the type of measures to be included, the responsibility of providing them and the timescales within which each measure should be implemented. This table will be updated to include all agreed measures with timescales and responsibilities for implementation when the final TPWP is provided.

What is a Travel Plan?

- 1.8 Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.
- 1.9 Travel Plans (TP) and TPWPs are an important element of the Government's integrated transport strategy. They are a means of managing the transport generated by a development or site and implementing measures to reduce identified adverse effects of such transportation.
- 1.10 A TP or a TPWP is essentially a series of initiatives that are introduced by an organisation to provide all users of a site with an enhanced range of sustainable transport opportunities. The overriding objectives of TPs are to reduce the level of single-occupancy car use for all journeys and to maximise the use of other sustainable modes of travel such as walking, cycling, and public transport.

Benefits of a Travel Plan

- 1.11 The most easily identifiable benefits of a TP or a TPWP are those that are directly related to reductions in vehicle use; namely proportionally less congestion, noise, air pollution and accidents.
- 1.12 However, a broader range of more intangible benefits can accrue from the implementation of TP initiatives. Depending on the characteristics of each development, such benefits can include:
- Healthier residents and visitors;
 - Energy savings – through reduced fossil fuel use;
 - Improved use of public transport – through TP and TPWP initiatives;
 - An improved environment for pedestrians and cyclists;
 - Cost savings – to residents as travel becomes more efficient; and

- Improved quality of life – through time savings achieved as a result of less congestion and reduced stress.

1.13 The four stated objectives of this FTP are:

- Generate fewer single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel to and from the site;
- Encourage safe and viable alternatives for accessing the site for residents;
- To reduce the environmental impact associated with development traffic by raising travel awareness amongst residents and encouraging the use of alternative modes to private cars; and
- Reduction in overall vehicle mileage.

2. PROPOSED DEVELOPMENT

- 2.1 A full description of the proposed development scheme is contained in the supporting documents accompanying the planning application. The following description is pertinent in transport terms.

Access Arrangements

- 2.2 It is proposed for vehicular access to be facilitated via Cooper Elms Road by an extension to the existing carriageway into the development site. It is also proposed to extend the two footways which currently exist on the north and south side of Coopers Elms into the development site.
- 2.3 A snapshot of the proposed vehicle access arrangement is shown at **Figure 2.1** below. The complete plan is included within the submitted Transport Assessment.

Figure 2.1 – Proposed Highway Arrangement



3. SUSTAINABLE TRAVEL MODES

Site Location

- 3.1 The site is located on the east side of Pirton, a village located approximately 5km north of Hitchin and currently comprises an open field with an agricultural use. Bridleway 'Pirton 21' forms the southern boundary, open fields form the eastern boundary, and a single dwelling forms the northern boundary. A recently constructed residential development is to the west of the site, which achieved planning approval in May 2015 under reference number 15/01618/1 (Cala Homes development).
- 3.2 The location of the site can be seen at **Figure 3.1**.

Figure 3.1 – Site Boundary (indicative)



- 3.3 Drovers Way is the main internal road through the Cala Homes development which the site would be accessed from, via Coopers Elms. The roads are typically quiet in nature as they only serve the residential development itself and do not connect to or serve other developments or uses.
- 3.4 Footways exist on both sides of Drovers Way up to Coopers Elms, at which point they terminate, and the road becomes a shared surface. A new footway has been constructed which connects with Drovers Way in the very northern section of the site. The new footpath routes along the eastern boundary of the Cala Homes development and join Hambridge Way, the bridleway to the south.

- 3.5 An emergency access is located at the very southern end of Drovers Way which joins Hambridge Way. At the northern end, Drovers Way forms a junction with Holwell Road.
- 3.6 The existing accesses and connections described above can be seen from **Figure 3.2**.

Figure 3.2 – Site context



- 3.7 Holwell Road forms part of a route towards the centre of Pirton where some amenities are located. The road is a two-way working single carriageway road which connects Pirton to Holwell. In the vicinity of the site, Holwell Road serves a bank of residential properties on the southern side, which are located to the west of the junction with Drovers Way.
- 3.8 As part of the recently constructed scheme, a new footway has been provided from the site access which terminates at the existing properties to the west, whereby residents are then required to walk in the carriageway.

3.9 This is considered to be common practice in rural locations whereby both pedestrians and vehicles are aware of the arrangement and therefore act appropriately, including walking within the opposing lane to the traffic.

3.10 **Figure 3.3** includes a photograph of Holwell Road, which was taken whilst on site in January 2025.

Figure 3.3 – Holwell Road



3.11 Royal Oak Lane also forms part of the route to local amenities within the High Street, which forms a priority junction with Holwell Road. The road is similar in nature with respect to it being very low trafficked, however, is a more typical residential road servicing properties on both the east and west side.

3.12 High Street, which contains the majority of local amenities, is accessible from the southern end of Royal Oak Lane. The road is subject to a 30mph speed limit although actual speeds would appear to be lower due to on-street parking and the built-up character of the area, both of which contribute to a strong sense of place and help calm traffic. Footways are present along both sides of the road although they are intermittent in places.

- 3.13 Hambridge Way, forming the southern boundary of the site, provides frontage to several homes and access to Elm Tree Farm Close, a relatively recent residential development. As the road becomes a bridleway and eventually transitions into the Icknield Way Trail, traffic volumes and speeds are low. Despite the absence of footways, the limited traffic makes the road suitable for walking and cycling. It is also worth reiterating that the emergency access associated with the Cala Homes development is located here to the west of the site.

Walking and Cycling Assessment

Walking

- 3.14 The footways within the site and the Cala scheme are in an adequate state of repair, allowing journeys to be undertaken safely on foot at all times.
- 3.15 The '*Manual for Streets*' (*MfS*) document identifies walkable neighbourhoods as being those typically characterised by having a range of facilities within an 800m (10 minute) walk distance, although 800m not being the maximum limit, with walking offering the greatest potential to replace short car trips, particularly those under 2km.
- 3.16 **Figure 3.4** highlights the location of some local facilities / amenities in context with the site, followed by **Table 3.1** which sets out approximate distances from the centre of the site. As set out, there are three route options available, however the walking and cycling distances are via the main access and through the emergency access at the southern end of the Cala Scheme.

Figure 3.4 Local Facilities Plan



Table 3.1 – Local Facilities

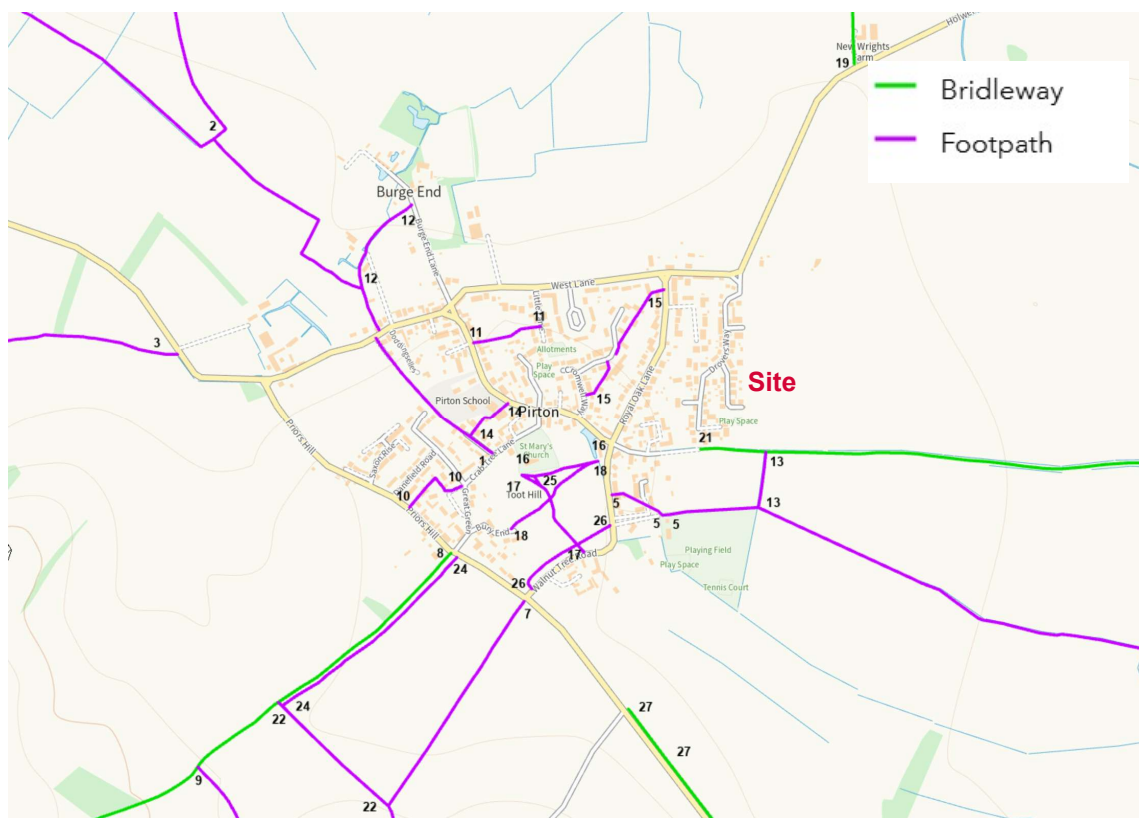
Local Facility / Amenity	Approximate Distance from site	Approximate Walking Time (minutes)	Approximate Cycle Time (minutes)
Playground	100m	2	1
Post Office and Village Store	780m	10	2
Playground	900m	11	3
The Fox Public House	850m	11	3
Village Hall	910m	11	3
Pirton School	940m	12	3
Methodist Church	1,000m	13	3
St Marys Church	950m	12	3
Motte & Bailey Public House	1,130m	14	4
Sports & Recreation Ground	950m	12	3

Note: Walking time based on 80m per minute. Cycling time based on 320m per minute

- 3.17 It has been shown that a number of local amenities are located within the 2km acceptable walking distance, with the furthest being Motte & Bailey Public House, which is c.1,130m from the site and therefore well within the walking distance outlined in MfS.

- 3.18 As outlined earlier within this section, the roads which residents would need to walk along are low trafficked, given the village nature of the site, and, as such, create an appealing environment for users wishing to walk / cycle to the amenities.
- 3.19 In addition to the local footways and footpaths linking the site to the local community, there are a number of Public Rights of Way (PRoW) routes through and around Pirton, offering good linkage to the wider area and the local residential neighbourhood. Some are surfaced and have been observed as being well used by local residents as connections through the village.
- 3.20 An extract taken from the HCC PRoW map is shown at **Figure 3.5**, which shows there are many PRoW routes within the vicinity of the site and Pirton.

Figure 3.5 – Extract from HCC Interactive Public Rights of Way Map



Cycling

- 3.21 Cycle use is considered a feasible means of transport over short to medium distances. It is potentially influenced by many of the same factors as walking but will also be influenced by route conditions, route topography, traffic levels and secure cycle parking at the destination. These conditions are beginning to have less of an effect on cycling with the increased sales and use of electric bikes.
- 3.22 The availability of traffic-free cycle routes that are direct and safe can have a positive effect on cycling levels. Future residents may likely wish to cycle to local facilities, including to schools, places of

worship, public house, local shop and post office. The surrounding roads are considered suitable for cyclists given the number and speed of vehicles in the vicinity are relatively low and the width of the road allow cars to pass. In addition, Bridleway 021 bounds the site to the west, which is available for cyclists, albeit a leisure route.

Local Public Transport

Buses

- 3.23 The nearest bus service is 89 which routes between Hitchin and Henlow Camp. There are no formal bus stops with shelters within Pirton but, instead, it is recognised as a ‘hail and ride’ service.
- 3.24 The service routes along Holwell Road, past the north west corner of the Site, as well as Royal Oak Lane and High Street where residents can wait and hail the bus service.
- 3.25 **Table 3.1** outlines the frequency of the service, correct at the time of writing.

Table 3.1. – Bus Service (towards Hitchin)

Service	Towards Hitchin		Towards Henlow Camp	
	Weekday Service	Saturday Service	Weekday Service	Saturday Service
89	06:54	08:34	09:15	09:16
	07:56	09:19	12:11	12:11
	09:19	10:19	12:50	12:50
	10:19	12:14	14:31	14:31
	12:14	13:54	16:13	16:30
	13:54	14:34	17:40	17:30
	14:34		18:57	

- 3.27 The journey time using the 89-bus service from Pirton to Hitchin is approximately 15 – 20 minutes and provides residents onward sustainable connections, either by additional bus services or from Hitchin Train Station.

Train

- 3.28 Hitchin is the nearest railway station, which is location approximately 6km to the south. It can be reached by bus as outlined above and also by bicycle in approximately 24 minutes. The station provides 176 cycle storage spaces, supporting convenient access to the rail network for cyclists.
- 3.29 Operated by Great Northern, Hitchin station lies on three key rail routes. Route 1 runs from Cambridge to London King’s Cross via Stevenage, Welwyn Garden City, and Finsbury Park. Route

2 follows a similar path from Peterborough to London King's Cross, also passing through Stevenage, Welwyn Garden City, and Finsbury Park. Route 3 travels from Letchworth Garden City to London Moorgate via Stevenage, Hertford North, and Finsbury Park.

- 3.30 All three routes converge at Letchworth Garden City, Hitchin, and Stevenage, with Routes 1 and 2 continuing together to King's Cross, while Route 3 diverts toward Hertford North, reconnects at Finsbury Park, and then branches again toward Moorgate.
- 3.31 Routes 1 and 2 offer frequent services, including express trains that can reach London King's Cross in under 30 minutes, making them a practical option for commuters, particularly those travelling to London. For residents of the site, a multimodal journey involving cycling from Pirton to Hitchin or travelling by bus and then taking the train could enable travel to King's Cross in just over an hour each way.
- 3.32 In contrast, Route 3 is less suited to peak-time commuting due to limited service, with only one train in each direction during peak hours. However, its hourly inter-peak frequency may make it a useful option for leisure travel.

4. OBJECTIVES AND TARGETS

The Focus of the Travel Plan

- 4.1 This FTP is primarily focused on residents of the site and the majority of measures proposed are intended to encourage travel using sustainable modes.
- 4.2 This focus has been adopted because the Government's main goal for TPs has been towards residents and employers, and as such, it is considered realistically more feasible to evaluate travel patterns and successfully implement quantifiable initiatives with residents than with the more variable visitor trips.

Objectives

- 4.3 There are a number of objectives that the implementation of the FTP is intended to help fulfil:
- To influence the travel behaviour of residents.
 - To generate fewer single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel;
 - To reduce the number of short-trip car journeys;
 - Reduction in overall mileage;
 - To help improve the health of residents; and
 - Accommodating those journeys that need to be made by car.

Targets

- 4.4 The objectives given previously provide the framework for the FTP measures. Where applicable, targets can be included in an FTP to help achieve the identified objectives and there are two main types that are applicable. The most easily demonstrated is the commitment to deliver the package of measures set out in the plan. These measures are set out in the next chapter and include initiatives to promote increases in the use of cycling, walking, car-sharing and public transport.

- 4.5 The second form of a target is aspirational and related to proportional changes in the travel modes used to get to the site. At this stage, it is difficult to define exactly the aspirational targets in advance of the development opening, as the modal split of residents is not known. However, possible targets could be to reduce the number of single-occupancy car trips between 5% - 10% over a five-year period. The results of any resident travel questionnaire surveys (to be undertaken within 6 months of the residential units being 50% occupied) will provide more accurate information on the prevailing travel choices of residents and hence will provide a basis for the setting of aspirational targets in a later revision of the TPWP. Resident surveys will also be undertaken to ascertain travel habits to enable mode share targets to be set.
- 4.6 TPs are evolving documents that need to remain adaptable to changing practices and local conditions and, therefore, the targets will be given over varying timescales. **Table 7.1** at the end of this report details the proposed measures and the respective timescales.
- 4.7 Based on the evaluation of similar sites and using the primary objectives of the FTP, the key FTP targets are outlined in **Table 4.1**.

Table 4.1 Travel Plan Targets

Target	Action	Timescale
Aim to reduce single-occupancy travel by 5%	Provide up to date information of public transport and local pedestrian and cycle routes, the promotion of schemes and groups, the provision of cycle parking for each dwelling	Within 3 Years of the Initial Survey
Aim to reduce single-occupancy travel by 10%	Continual provision of information and ensuring there is consistently strong communication between residents and the Travel Plan Coordinator to ensure the Travel Plan remains a high priority	Within 5 Years of the Initial Survey

- 4.8 **Table 4.2** provides an estimation on how future employees would travel to the Site. The data is based on the 2011 Census Method of Travel to Work data for the employees of the 'North Hertfordshire 014' Middle Super Output Area, which incorporates the Site. This data should only be taken as a guideline as surveys of the actual employees will be undertaken once the development is occupied.

Table 4.2 Travel Plan Targets Based on 2011 Census Data*

Mode of Travel	Baseline	Year 1 Target	Year 2 Target	Year 3 Target	Year 4 Target	Year 5 Target
Train	10.3%	10.7% (+0.4%)	11.1% (+0.8%)	11.5% (+1.2%)	11.9% (+1.6%)	12.3% (+2%)
Bus, Minibus or Coach	1.5%	1.9% (+0.4%)	2.3% (+0.8%)	2.7% (+1.2%)	3.1% (+1.6%)	3.5% (+2%)
Taxi	0.2%	0.30%	0.30%	0.30%	0.30%	0.30%
Motorcycle, Scooter or Moped	1.0%	0.70%	0.70%	0.70%	0.70%	0.70%
Driving a Car or Van	74.7%	72.7% (-2%)	70.7% (-4%)	68.7% (-6%)	66.7% (-8%)	64.7% (-10%)
Passenger in a Car or Van	4.4%	4.8% (+0.4%)	5.2% (+0.8%)	5.6% (+1.2%)	6.0% (+1.6%)	6.4% (+2%)
Bicycle	1.4%	1.8% (+0.4%)	2.2% (+0.8%)	2.6% (+1.2%)	3.0% (+1.6%)	3.4% (+2%)
On Foot	6.6%	7.0% (+0.4%)	7.4% (+0.8%)	7.8% (+1.2%)	8.2% (+1.6%)	8.6% (+2%)
Total	100%	100%	100%	100%	100%	100%

*Percentages subject to rounding errors.

4.9

5. TRAVEL PLAN MANAGEMENT

- 5.1 In order to ensure that the TP is as successful as possible, it is essential that it is managed in such a way that all parties are aware of the aims and objectives and also the options available to them in terms of travelling to and from the site using sustainable modes of transport. It is important that there is a point of contact for residents and the local authority and also a driving force behind the implementation of the measures contained within the plan. To achieve this, a Travel Plan Co-ordinator will be appointed.

The Travel Plan Co-ordinator and Associated Support

- 5.2 The TP will be implemented under the control of a Travel Plan Co-ordinator (TPC), who will work in conjunction with HCC, the local community and other interested parties for the continuing progression of the TP. The TPC will be appointed prior to the first occupation of the development, however, until such time that the final TPWP is prepared, the interim contact in relation to this FTP will be James Denton, Gladman Developments Ltd.

- 5.3 The role of the TPC will be as follows:

- To promote and encourage the use of travel modes other than the car, including publicity;
- To provide a point of contact and travel information for residents;
- To ensure that all relevant information is provided to all residents and that up-to-date information is clearly displayed within the TP travel packs;
- To promote the car-sharing scheme within the site;
- To arrange for travel surveys to be undertaken where necessary;
- To provide a point of contact with transport operators and officers of the Council and work with other local businesses to pursue joint plans and initiatives where relevant.
- the TPC will attend a meeting with HCC's Travel Plan team to introduce and use the Modeshift Starts travel plan accreditation platform.

- 5.4 It is anticipated that 2 days per month will be dedicated to the TPC role, but this will be confirmed in the Final TP to be submitted prior to occupation.

Monitoring and Review Mechanisms

- 5.5 An objective of TPWPs is that there will be an on-going improvement process including annual monitoring to be conducted at the end of each year following the opening of the site. The whole TPWP will then be reviewed in consultation with HCC. The TPC will form a contact point for communication with the local authority.

- 5.6 The travel habits of residents will act as the baseline data with regular monitoring being undertaken so that an indication of changes over time can be assessed.
- 5.7 The Travel Plan will be reviewed annually, with a report submitted to HCC within three months of data collection.

Travel Surveys

- 5.8 Questionnaire surveys of the residents' travel patterns will be undertaken as part of the review process on an annual basis, commencing six months after the residential development is 50% occupied. These will be of a more basic nature, seeking to determine any change in the modal split and uptake of TP initiatives. An example of a travel questionnaire is attached at **Appendix A1**.
- 5.9 In addition to this, a multimodal traffic survey will be undertaken at the same time to support the questionnaire survey and provide a daily profile of travel habits associated with the site.
- 5.10 Baseline modal split and associated targets will be updated and reviewed following the completion of baseline survey data and these will be used to monitor the effectiveness of the Travel Plan.

Sustaining Interest

- 5.11 It is important to sustain interest and commitment to the TP to ensure its success. The TPC should be proactive in ensuring information is available and up-to-date and that residents are aware of the TP and the travel options available to them.
- 5.12 The initiation of residents walking and cycling user groups will assist in sustaining interest in sustainable travel, with members taking an active role in promoting and encouraging active travel.

Marketing and Communication

- 5.13 In addition to the initiatives already outlined with the TP, there will be an ongoing marketing and communication of information following the launch.

On-going Marketing

- 5.14 The TP will be launched on the opening of the site and will be continually marketed through the provision and updating of travel information and leaflets. The information contained within the travel packs will be periodically reviewed and updated and reissued as appropriate.

Funding

- 5.15 The implementation of the TP, once agreed with HCC, is to be funded by the developer. This will include all cycle parking provision and accommodating facilities within the site and all costs associated with the implementation, management, marketing and monitoring of the TP.
- 5.16 The ongoing monitoring of the TP measures will illustrate their effectiveness in meeting the objectives of the plan. In the event that the TP is not on track to meet its targets, the annual review will outline any additional or remedial measures that may be used to get back on track. Remedial measures could include:
- Allocation of resources for further promotional activities;
 - Funding further improvements to infrastructure for non-car modes, such as additional cycle parking spaces for residents.
- 5.17 Given that this is an FTP prepared for an outline planning application it is difficult to quantify a budget for remedial measures. This information will be provided within the final TPWP to be prepared as part of any relevant reserved matters.

6. TRAVEL PLAN INITIATIVES

- 6.1 In order to ensure that the opportunities for a modal shift can be realised there are a number of measures that will be implemented and encouraged by the TPC.

Measures to Reduce Car Use for Residents

- 6.2 The parking provision across the site will be in accordance with local parking standards. Parking will be provided at a level to ensure that residents do not need to park on the surrounding highway.
- 6.3 The aim of this FTP is not to inhibit car ownership, but to encourage people to think about their travel choices and, where practical, using alternative modes of travel, particularly for short journeys within Pirton that can be made on foot or cycle.
- 6.4 The following measures will be considered to reduce car use for future residents of the proposed development;
- Information on public transport links;
 - Potential discounts on bus and train travel;
 - Promotion of local car share and walking buddy schemes;
 - Promotion of local and national sustainable travel events, such as walk to work and cycle to work week.

Cycle Parking

- 6.5 Secure and covered cycle parking will be provided for residents and visitors at convenient locations within the site in accordance with HCC standards. This provision will be reviewed periodically.

Provision of Travel Information

- 6.6 In order to promote the use of these sustainable modes further, information relating to potential means of non-car access to the site will be included within travel packs provided on the occupation of the site. All residents will be made aware of this information to increase awareness of the travel options available to them. The travel packs will hold up to date information about the TPWP and the reasons for implementing it, including:
- Information on health benefits;
 - Cycle routes;
 - Pedestrian access;

- Public transport links;
- Bus and train timetables and contact information;
- Bus discount vouchers;
- Details of council-run transport schemes such as free school transport;
- Details of any discounts secured at local cycle shops;
- Details of local car share and walking buddy schemes;
- Contact details of local sustainable transport groups and organisations; and
- Details of local and national sustainable travel events, such as walk to work and cycle to work week.

Measures to Promote and Facilitate Cycling

- 6.7 There are currently no formal cycle routes within the vicinity of the site but due to the
- 6.8 lightly trafficked residential roads surrounding the site, the use of cycles is encouraged.
- 6.9 Consideration will be given to providing the following facilities to further encourage cycling to and from the site:
- Provision of secure and covered cycle parking in accordance with parking standards to be contained within the curtilage of houses either within garages where provided or cycle stores located in rear gardens;
 - Information on the local cycle network routes to be provided to residents by including this information on maps made available within travel packs;
 - Health benefits of cycling promoted in Travel Packs;
 - Financial benefits of commuting by bike outlined;
 - Promote a bicycle users group (BUG). To be undertaken by the TPC to commence on opening;
 - Promote a cycle buddy scheme to encourage residents to cycle to work and local places of recreation with other residents;
 - Details of any discounts available at local cycle stores (to be negotiated by the TPC);
 - Provide details of cycle training offered by Hertfordshire County Council;
 - <https://www.hertfordshire.gov.uk/services/health-in-herts/keep-active/cycle-training/cycle-training.aspx>
 - Provide details of local cycling clubs; and
 - Provide details of cycle to work week.

Measures to Promote Walking

- 6.10 Measures aimed at increasing the viability of walking to/from the site will be based around consideration of the provision of the following facilities and benefits prior to the opening of the site:
- Information on the 'on and off highway' pedestrian network routes to be provided to residents by including this information on maps which is to be produced by the occupiers and made available within travel packs;
 - Promote a 'walking buddy' scheme for residents, similar to car-sharing to be implemented by the TPC on opening;
 - Health benefits of walking promoted in travel packs;
 - Provide details of local ramblers/walking groups;
 - Improvements to existing footway; and
 - Provide details of walk to work week.

Measures to Promote and Facilitate Public Transport Use

- 6.11 Increased accessibility to, and use of, public transport is considered to be a key element of any TP. The site benefits from good public transport accessibility, with bus services accessible within a reasonable walking distance of the site.
- 6.12 Travel packs will be provided to residents and will include the following to encourage public transport use:
- Provide up-to-date public transport information including timetables and bus and train company contact information within travel packs;
 - Provision of discounted bus travel vouchers in travel packs;
 - Improved links to bus stop locations will be provided by the proposed new footway; and
 - Provide information on council-run transport schemes such as free school transport.

Car Sharing

- 6.13 Car sharing is a good means of reducing single-occupancy car use and is likely to form a key initiative for residents commuting to/from Hitchin Station. The main benefits of car sharing are as follows:
- Reduction in travel costs;
 - Reduced demand for car parking;

- Reduction in wear and tear on vehicles;
- An opportunity to socialise with neighbours;
- Shared driving and reduced stress; and
- Fewer cars on the road, so less congestion and pollution.

6.14 The main reasons for not wanting to car share are often found to be as follows:

- Fear of not being able to get home;
- Reduced flexibility to meet job requirements;
- Less freedom to combine trips to and from the destination with other journeys; and
- Difficulties in keeping to agreed schedules.

6.15 **Table 6.1** provides an indication of the annual costs that a driver would incur and the savings they could make just on fuel by car sharing.

Table 6.1 Indicative Fuel Costs Per Annum

Distance from Work	Driver Only*	Sharing with One*	Sharing with Two
10 km (6 miles)	£750	£375	£250
20 km (12 miles)	£1,500	£750	£500
30 km (20 miles)	£2,250	£1,125	£750
40 km (25 miles)	£3,000	£1,500	£1,000

*Based on a 1600cc engine with petrol at 150p per litre doing 10km to the litre working 250 days per annum.

6.16 The practicalities of car sharing for residents may be limited due to the varying start and finish times and destinations of residents. However, the developer, through the TPC, will endeavour to promote car sharing for residents within 6 months of opening to encourage those driving from home to nearby locations to offer lifts to neighbours.

6.17 Given the complexity of matching potential car sharers, residents will be encouraged to sign up to Hertfordshire Liftshare, a car share club for people living and working in Hertfordshire. Full details can be obtained on the car share website; [Liftshare in Hertfordshire](#)

Personal Travel Planning

- 6.18 The TPC will offer Personal Travel Planning (PTP) to all residents. Through a brief discussion and completion of a questionnaire, the TPC will be able to advise on potential changes residents could make to the way they travel for different journey purposes with a view to reducing single-occupancy car trips. As with car sharing, reducing the number of car trips made will result in lower expenditure on fuel and improved health and wellbeing for residents from walking and cycling. The TPC will provide relevant maps, contact details and timetable information to enable each individual recipient of PTP to have all of the information they need to travel more sustainably.

7. SUMMARY & CONCLUSIONS

- 7.1 The measures and initiatives recommended within this FTP are considered to be sufficient to encourage residents of the proposed development to travel in a sustainable manner by promoting and securing initiatives and incentives which would minimise the need to travel by private car.
- 7.2 The monitoring and review process will ensure the plan remains a live document and will sustain the necessary efforts for it to reach its objectives.
- 7.3 The overriding objectives of TPs are to reduce the level of single-occupancy car use for all journeys and to maximise the use of other sustainable modes of travel such as walking, cycling, and public transport.
- 7.4 This framework identifies that the site has good opportunities for residents to use existing modes of transport other than the car.
- 7.5 **Table 7.1** overleaf sets out the FTP measures proposed such as methods to reduce car use and promotional material to encourage sustainable travel. The table also lists timescales for the measures proposed and who is responsible for implementing them.

Table 7.1 Action Plan

Issue		Measures proposed	Timescale	Responsibility
Measures to reduce car use		Appointment of a Travel Plan Co-Ordinator to be approved in writing by HCC	Pre- Opening	TPC
		Provide public transport and cycle route details to residents via travel packs	On Opening	TPC
		Provide information to residents about car-sharing schemes such as Liftshare in Hertfordshire	On Opening	TPC
		Provision of cycle parking at each unit for residents	On Opening	Developer
		Provision of Personal Travel Planning for all residents	On Opening	TPC
Measures to promote alternatives	General	Information within travel packs to include bus, train and cycle route plans and timetables, along with contact numbers of relevance (e.g. taxi firms)	On Opening	TPC
	Public Transport	Provide public transport route details and contact information via travel packs	On Opening	TPC
		Provide residents with information on discount vouchers for local bus services via travel packs	On Opening	TPC
	Walking	Information on the 'on and off highway' pedestrian network routes via travel packs	On Opening	TPC
		Promote a 'walking buddy' scheme for residents, similar to car sharing	On Opening	TPC
		Provide a high-quality pedestrian environment within the site	Pre-Opening	Developer
	Cycling	Secure and covered cycle parking will be provided for the development	On Opening	Developer
		Promote a Bicycle Users Group (BUG) for residents	On Opening	TPC
		Promote a Cycle Buddy Scheme	On Opening	Developer
Monitoring and Management		Annual Questionnaire Surveys of residents to be undertaken	To commence 6 months after occupation	TPC
		Annual review of the travel plan and its initiatives to be undertaken based on the data obtained from the above Questionnaire Surveys and multi-modal counts.	To commence 6 months after occupation	TPC

1. 'Pre-opening' – the relevant measure will be implemented prior to the completion of the relevant part of the new site
2. 'Within 'x' months' – following instigation of the travel plan for the relevant part of the site

TPC = Travel Plan Co-Ordinator

A1. EXAMPLE TRAVEL QUESTIONNAIRE

Resident Travel Questionnaire

We are undertaking this survey in order to understand the travel behaviour associated with the development. We would be grateful if you could complete the following questionnaire in order that we can ascertain how our residents travel to work. Your answers will be treated in confidence and will not be disclosed to third parties. The purpose of this survey is to assist in future planning and, as such, your answers are very important to us.

1. What is your employment status?

- | | | | |
|----------------|--------------------------|---------------|--------------------------|
| Employed | ☐ | Student | ☐ |
| Retired | ☐ | Unemployed | ☐ |
| Work from home | ☐ | Other (.....) | |

If you do not travel to work, please ignore the remaining questions.

2. Your work postcode

3. Do you have access to a car? ☐ Yes ☐ No

4. Do you have a full driving licence? ☐ Yes ☐ No

5. How do you normally travel to work? (Tick one box only)

- | | |
|---|--|
| ☐ Car driver (where do you park?.....) | |
| ☐ Car passenger (where do they park?.....) | |
| ☐ Dropped off by car driver | ☐ Bus (which route(s).....) |
| ☐ Train | ☐ Bicycle ☐ Walk |
| ☐ Motorcycle | ☐ Other (.....) |

If you do not drive to work, please ignore the remaining questions.

5. If you currently drive to work, could you, in theory, use any of the following options instead? (Tick all that apply)

- | | | |
|---|------------------------------------|------------------------------|
| ☐ Walk | ☐ Cycle | ☐ Bus |
| ☐ Train | ☐ Car-share | |
| ☐ None of these (if this is the case, please do not answer any more questions) | | |

6. Would you be prepared to travel using any of the options that are potentially available?

☐ Yes

☐ No (Please give reasons - tick all that apply)

☐ Distance from the site

☐ Inconvenience

☐ Personal security

☐ Lack of pedestrian routes

☐ Lack of cycle routes

☐ Frequency of public transport

☐ Medical

☐ Cost

☐ Other

7. What would encourage you to use other modes of transport to get to work? (Tick all appropriate)

☐ Improved cycle routes

☐ Improvements to bus services

☐ Improved cycle storage

☐ Improved pedestrian routes

☐ Walking buddy scheme

☐ Improved facilities at the site
(showers/lockers)

☐ Other

Thank you for completing this questionnaire.

Please return the completed form to [insert name of relevant person]

Please note: Icen Projects Limited take no responsibility for any actions arising from the use, or implementation, of this travel questionnaire