Framework Travel Plan

Land South of A507 and West of Buntingford

East Hertfordshire

PREPARED BY:
Jubb Consulting Engineers Ltd.

FOR:
Hallam Land Management

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1 Project Information

1.1 Project Information

Client	Hallam Land Management

1.2 Project Details

Project Name	Land South of A507 and West of Buntingford
Location	Buntingford, East Hertfordshire
Jubb Project Number	23161

1.3 Report Details

Version	2
Status	For Planning
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1.4 Project Authorisation

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1	Feb 2024	Draft
2	Jun 2024	For Planning

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2 Executive Summary

2.1.1 This Framework Travel Plan (TP) has been prepared to provide support to an 'Outline planning application for development of employment land (flexible use B2, B8, E(c) and E(g)), informal open space, associated works and infrastructure including a new access from A507, with all matters reserved save for access'.

2.1.2 This document is an 'interim' document, rather than a 'full' TP, as the development has yet to be built and occupied, and accordingly, the specific demographics and travel needs/characteristics of the future users are unknown.

2.1.3 Upon occupation, the content of this document will be updated and tailored to the specific requirements of the development. This will be a 'living document' that will evolve in response to the changes in travel needs and attitudes over time.

2.1.4 The core aim of the Framework TP is to have a positive influence on the travel behaviours of all users of the development by maximising opportunities for trips to be made using sustainable modes. This aim is supported by a number of key objectives, with indicative targets for the achievement of mode shift over a five-year monitoring period.

2.1.5 The Framework TP has been prepared in compliance with national and local policy and guidance outlining key targets, responsibilities, and a range of initiatives and measures that are designed to:

- Reduce the need to travel by car, thus reducing pollution and traffic in the area;
- Facilitate good access to key day-to-day destinations and surrounding residential areas;
- Achieve the greatest mode shift away from single-occupancy car journeys through cooperation with Hertfordshire County Council (HCC) and other relevant organisations;
- Provide on-site facilities to encourage the usage of walking, cycling and public transport as appropriate; and
- Promote a healthier lifestyle for residents, visitors and the wider community.

2.1.6 The implementation and management of the Framework TP will be overseen by a Travel Plan Coordinator (TPC). The TPC will be 'hands-on', actively implementing and monitoring the TP. The TPC will be appointed prior to first occupation. It will be the responsibility of the developer to appoint and fund the TPC.

3 Introduction

3.1 Preamble

3.1.1 Jubb has been commissioned by Hallam Land Management to provide transport and highways advice in relation to a proposed employment led development on land to the west of Buntingford.

3.1.2 The site lies within the administrative boundary of East Herts District Council (EHDC) in its role as Local Planning Authority (LPA) and HCC in its role as Local Highway Authority (LHA).

3.1.3 A Transport Assessment (TA) has also been prepared and forms part of the submission.

3.1 Development Proposals

3.1.1 The proposed development is for up to 27,420sqm of employment floorspace in a mix of employment uses (flexible use B2, B8, E(c) and E(g)).

3.1.2 The proposals include one main vehicular access to the site accessed off the A507 Baldock Road on the southern boundary that has been designed in accordance with relevant local and national standards.

3.1.3 Beyond this outline stage, the approach taken in developing the layout design for the site will serve to maximise movement via active modes of travel. The inclusion and proximity of high-quality pedestrian and cycle routes to the development will play an important role in connecting the development to the surroundings.

3.2 What is a Travel Plan?

3.2.1 TPs 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. They are intended to be living documents that are implemented, regularly monitored and reviewed, and should have an identified owner.

3.2.2 For new developments, it is important that sustainable travel measures are in place prior to opening/occupation of a new development as travel habits in favour of walking, cycling and public transport are more readily established from the outset.

3.2.3 The benefits of an employment TP can include:

- Provision of greater choice and opportunities for site access by non-car travel modes;
- A better understanding of the travel habits and travel to work arrangements of staff;
- Reduced impact on surrounding roads and access points and reduced demand for parking spaces;
- Local environmental improvements from reduced traffic, air pollution and noise impact;
- Reduced travel and transportation costs for individuals;
- Achievement of environmental standards for businesses;
- Ensuring adequate provision for staff without access to a car or with mobility impairment; and
- Provision of opportunities for active, healthy travel.

3.3 Scope and Structure of Report

3.3.1 This document is an ‘interim’ document, rather than a ‘full’ TP, as the development has yet to be built and occupied, and accordingly, the specific demographics and travel needs/characteristics of the future users are unknown. Upon occupation, the content of this document will be updated and tailored to the specific requirements of the development to form a full TP. This will be a ‘living document’ that will evolve in response to the changes in travel needs and attitudes over time.

3.3.2 The structure of this TP is as follows:

Section 4 Considers the development in the context of relevant national and local planning and transport policies.

Section 5 Provides a comprehensive review of the sustainability credentials of the site in transport terms.

Section 6 Provides an overview of the development proposals.

Section 7 Sets out the core aims and objectives of the TP and sets an initial target for the reduction in Single Occupancy Vehicle (SOV) use for travel associated with the development.

Section 8 Outlines the roles and responsibilities of parties for the management of TP matters.

Section 9 Describes the measures that are proposed in order to meet the aims, objectives and targets of the TP.

Section 10 Sets out a strategy for the monitoring and evaluation of the success of the TP against proposed targets.

Section 11 Draws together the proposed measures, monitoring and review proposals into an action plan that identifies who will be responsible for the delivery of each element of the TP.

4 Transport Planning Policy

4.1 Introduction

4.1.1 This section provides a review of the existing and emerging planning and transport policies relevant to the proposed development at the national and local level. The review encompasses the following:

- National Planning Policy Framework (NPPF);
- National Planning Practice Guidance (NPPG);
- East Herts District Plan (2018); and
- Hertfordshire County Council Travel Plan Guidance (2020).

4.1.2 The development proposals have been prepared with due consideration for this planning policy framework, appropriate to the level of the application.

4.2 National Planning Policy Framework (NPPF)

4.2.1 The NPPF sets out the central government's planning policies for England and how these are expected to be applied at a local level. It provides a framework within which locally prepared plans for housing and other development are produced. Originally published in March 2012, the NPPF has had numerous revisions, with the most recent being (at the time of writing) in December 2023. The document sets out the Government's planning policies for England and how these should be applied.

4.2.2 The NPPF states that the "purpose of the planning system is to contribute to the achievement of sustainable development", which itself is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." The NPPF is based on a "presumption in favour of sustainable development", as detailed in paragraphs 7 and 11.

4.2.3 Considering transport, the NPPF guides that transport issues should be considered at the earliest stage of development proposals. It is noted that *'the planning system should actively manage patterns of growth'*, with significant development sited '*on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes*.'

4.2.4 Paragraph 114 of the NPPF also states the following:

> "In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:
>
> *a) Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
> *b) Safe and suitable access to the site can be achieved for all users;*
> *c) The design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and*
> d) *Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree."*

4.2.5 Paragraph 117 states that all development expected to generate significant amounts of movements should be required to provide a TP and the planning application should be supported by a TA or Transport Statement (TS). This planning application is supported by a TA and TP, as per NPPF and HCC guidance.

4.2.6 Crucially, paragraph 115 states that "development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe."

4.2.7 The NPPF is supplemented by Planning Practice Guidance relating to the preparation of TAs, TS' and TPs, first published in March 2014. The guidance states that these are required for all developments that generate significant amounts of movements, and that the development of these is an iterative process, as each may influence the other. The guidance states that producing these documents provides a means to assess, and mitigate, the negative transport impacts of development; in this way, sustainable development can be achieved. The guidance sets out that whilst TPs promote the implementation of sustainable travel into the planning process, TAs / TS' assess the potential transport implications of developments and significantly whether the residual transport impacts of a proposed development are 'severe'.

4.2.8 This TP demonstrates that there are, with proposed improvements, existing opportunities to use sustainable transport to travel to / from the site. The access arrangements will integrate with off-site provision and therefore, will facilitate the take-up of sustainable modes and ensures that safe and suitable access can be achieved for all future users. The accompanying TA demonstrates that the transport impact of the proposed development will not be 'severe' under the terms set out in the NPPF.

4.3 National Planning Practice Guidance (NPPG)

4.3.1 Published in 2014 and updated periodically, the Government's Planning Practice Guidance *Travel Plans, Transport Assessments and Statements* outlines the fundamental principles that form the basis of Travel Plans, Transport Assessments, and Transport Statements. The guidance states that producing these documents provides a means to assess, and mitigate, the negative transport impacts of development; in this way, sustainable development can be achieved.

4.3.2 As mentioned within Paragraph 117 of the NPPF, all development that is expected to generate a significant number of movements should provide a TP. The NPPG states that:

"In determining whether a Travel Plan will be needed for a proposed development the local planning authorities should take into account the following considerations:

- *the Travel Plan policies (if any) of the Local Plan;*
- *the scale of the proposed development and its potential for additional trip generation (smaller applications with limited impacts may not need a Travel Plan);*
- *existing intensity of transport use and the availability of public transport;*
- *proximity to nearby environmental designations or sensitive areas;*
- *impact on other priorities/ strategies (such as promoting walking and cycling);*
- *the cumulative impacts of multiple developments within a particular area;*
- *whether there are particular types of impacts around which to focus the Travel Plan (eg minimising traffic generated at peak times); and*
- *relevant national policies, including the decision to abolish maximum parking standards for both residential and non-residential development."*

4.4 East Herts District Plan 2011-2033

4.4.1 The East Herts District Plan was adopted in October 2018 and covers the period from 2011 to 2033. The District Plan sets out the key objectives and the overall principles for development within the district for the plan period up to 2033. The District Plan has 10 strategic objectives that include:

1. *To mitigate the effects of climate change by reducing carbon dioxide emissions, supporting decentralised, low carbon and renewable energy and reducing the risk of flooding.*
2. *To encourage safe and vibrant mixed communities that provide for the needs of all East Herts residents including the young, the elderly and vulnerable people.*
3. *To balance the housing market by delivering a mix of market, low cost, and affordable homes and accommodating the housing needs of an ageing population.*

4. *To protect the countryside from inappropriate development and to protect and enhance the historic environment of East Herts, promoting good design that creates a distinctive sense of place.*
5. *To foster entrepreneurial endeavour through educational attainment and encourage small and medium enterprises through maximising existing employment opportunities and clusters and supporting rural diversification.*
6. *To improve access opportunities, minimise the need to travel, and encourage necessary journeys to be made by sustainable means to ease congestion and help reduce East Herts' carbon footprint.*
7. *To meet the needs of all of East Herts' communities by maintaining and improving existing facilities and providing new facilities including for arts, culture, community, leisure, entertainment, recreation, faith and health.*
8. *To improve the health and wellbeing of all East Herts' communities and to reduce health inequalities.*
9. *To reduce water consumption, increase biodiversity and protect and enhance the quality of existing environmental assets by, inter alia, creating new green spaces and networks of high quality green space for both recreation and wildlife.*
10. *To ensure that development occurs in parallel with provision of the necessary infrastructure, including enhancement and provision of green infrastructure.*

4.4.2 The District Plan also recognises the importance of sustainable transport within East Herts and how a "…strong emphasis will be placed on seeking the provision of new bus, cycle and pedestrian transport routes and networks in addition to extending and strengthening existing provision, including through supporting community-led transport schemes." In order to support the overall vision of the East Herts District Plan, there are six key issues that need to be addressed in regard to sustainable transport:

1. *Minimising the need to travel;*
2. *Increasing choice and availability of sustainable transport options;*
3. *Prioritising sustainable travel modes in new developments;*
4. *Increasing connectivity and integration of sustainable transport modes;*
5. *Encouraging healthy communities by supporting walking and cycling;*
6. *Reducing congestion and carbon-dioxide emissions to improve air quality and health benefits for the District's residents and visitors (see also Policy EQ4 Air Quality).*

4.4.3 In terms of Travel Plans, within Chapter 18 of the District Plan it states that 'Travel Plans are an essential tool for facilitating development by creating sustainable transport access to, from and around a site. They are effective in managing travel demand, with the potential to contribute to a significant reduction in local and national traffic.'

4.4.4 In addition, in paragraph 18.1.7 it states that new developments should be located "…in close proximity to employment, retail, educational and leisure facilities and services, where good passenger transport exists, or where infrastructure and service provision can be improved."

4.5 Hertfordshire County Council Travel Plan Guidance

4.5.1 The HCC Travel Planning Guidance sets out the requirements and standards for the delivery of TPs through the planning process in Hertfordshire. It states that "*Travel Plans should be produced to support all developments generating significant amounts of movement and/or where other local circumstances make one necessary."*

4.5.2 As stated within HCC's TP guidance, TPs *"…should be developed to deliver an agreed set of objectives."* Examples of such objectives include to:

- *Improve accessibility by non-car modes*
- *Reduce the need to travel*
- *Minimise single occupancy car travel*
- *Support commercial viability of public transport*
- *Reduce congestion*

- *Improve the local environment (including air quality and climate change)*
- *Reduce the cost of travel*
- *Improve health and wellbeing*
- *Improve road safety*

4.5.3 In terms of the TP thresholds stated within the guidance, HCC require a Full Travel Plan for the development thresholds listed below:

Land Use	Travel Plan Statement	Full Travel Plan
A2 **(E(c))**	>100<2500 sqm	2500 sqm
B2	>2500<4000 sqm	>4000 sqm
B1 **(E(g))**	>1500<2500 sqm	>2500 sqm
B8	>3000<5000 sqm	>5000 sqm

Table 4.1: Development Thresholds

4.6 Summary

4.6.1 In light of the context set out above in the review of relevant national and local policies and guidance, this TP will demonstrate the suitability of the site for the development proposals.

4.6.2 The core theme of sustainability is a common thread throughout the policies, not least the potential of sustainable travel modes, comprising walking, cycling and public transport, to replace the use of the private car, particularly for short, local journeys.

5 Site Accessibility Audit

5.1 Introduction

5.1.1 This section provides a description of the site location and examines the level of accessibility to and from the site for all modes. The accessibility audit is in keeping with current national, regional and local planning policies which highlight the importance of integrating land-use, transport and planning decisions to address the needs of both present and future communities to create developments with good access to local infrastructure.

5.1.2 The sustainability of the site is considered regarding the provision of alternative modes of transport to the car, including walking, cycling and public transport.

5.2 Site Location

5.2.1 The site as proposed development is located to the west of Buntingford, East Hertfordshire. The site is bounded by the A10 to the east, the A507 Baldock Road to the north and by open land to the west and south. An 'Application Boundary Plan', prepared by David Lock Associates, is shown in **Figure 5.1**. This is also included as **Appendix A** to this TA.

5.2.2 The A507 Baldock Road bounds the site to the north and is the main distributor road providing access to Buntingford from the west. The A507 runs on an east-west alignment providing access to Baldock, Shefford and up to the M1 at Ridgmont Interchange. To the east, the A507 finishes at the Baldock Road Roundabout junction with the A10. The B1038 Baldock Road keeps running on an eastbound direction towards the town centre.



Figure 5.1 – Application Boundary Plan

5.3 Complementary Uses for Employment

5.3.1 This section provides a comprehensive review of the sustainability credentials of the site, encompassing a review of accessibility to existing complementary services and facilities as well as opportunities for trips to and from the site to be made by sustainable modes.

5.3.2 The site is located in close proximity to Buntingford and a selection of the existing local facilities and services both within and surrounding the town centre. **Figure 5.2** presents a non-exhaustive overview of the range of facilities and services that are located within 2km from the site, reflecting the distance identified in Manual for Streets (MfS), which is referred to as '*(...) walking offers the greatest potential to replace short car trips, particularly those under 2 km (...)*' in paragraph 4.4.1.

5.3.3 **Figure 5.2** also demonstrates that, while most or all of the local facilities and services are located well within 2km from the site, there are several local facilities located within close proximity and which include the MFG Howegreen grocery store, along with a Costa Coffee, a Greggs bakery, a car dealership, petrol station and several EV charging spaces accessed off the B1038 Baldock Road, along with a wide residential area within Buntingford.

5.3.4 It is worth noting that these distances are taken from the centre of the site. Due to the size of the application site, a significant percentage of the distance within the 2km isochrone is included within the application site. In reality, the facilities shown in **Figure 5.2** are within close proximity to the application boundary.

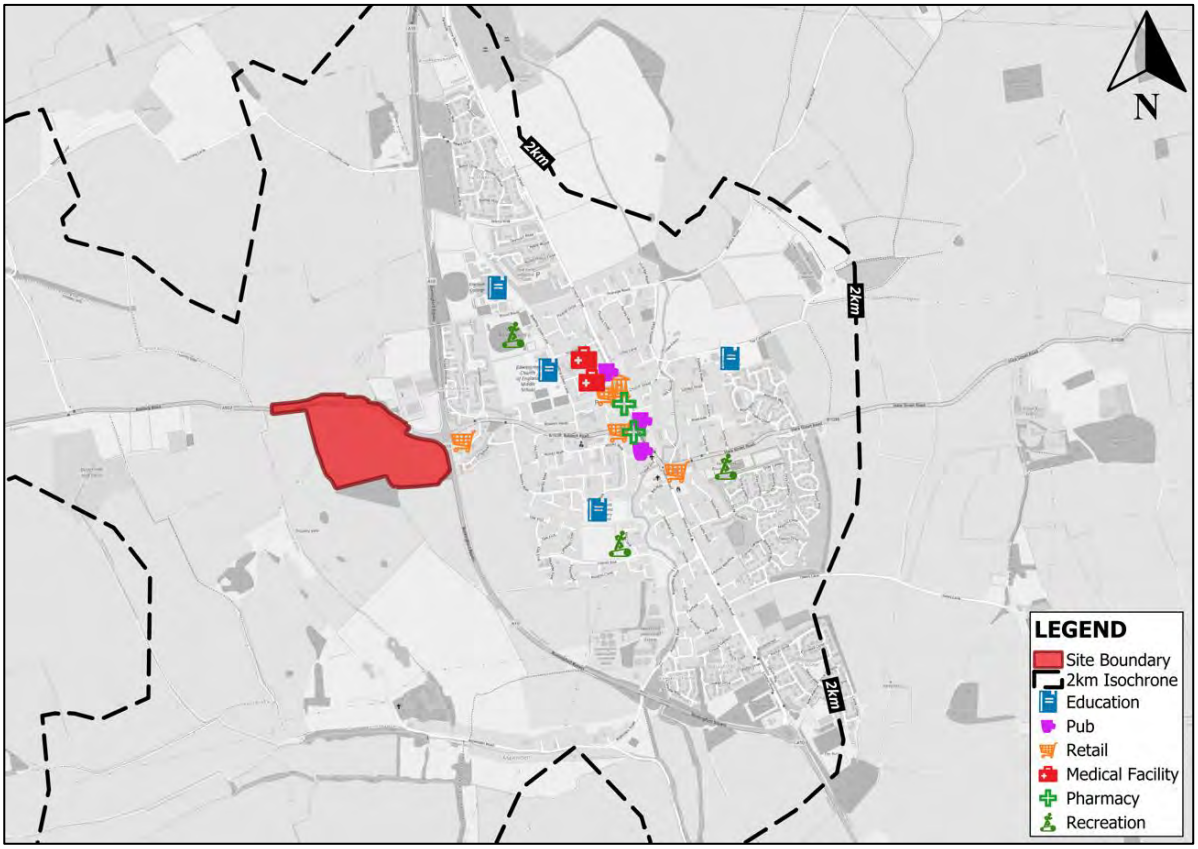


Figure 5.2 – 2km Isochrones with Existing Services and Facilities

5.3.5 **Table 5.1** summarises the walking distance from the centre of the site to these provisions. Again, these distances have been measured from the centre of the site and follow the existing walking routes.

5.3.6 Also included in the table are the estimated walking journey times calculated using a walking speed of 1.4 meters per second (abstracted from Institution of Highways and Transportation's [IHT] *Guidelines for Providing for Journeys on Foot*, 2000), and a cycling speed of 4 metres per second.

Service / Facility	Location		Distance (m)	Time (min)	Time (min)
Retail					
MFG Howegreen	A10, Buntingford	SG9 9EG	900	11	4
McColl's	Baldock Rd	SG9 9BL	1500	19	6
Sainsbury's Local	65-67 High St	SG9 9AE	1700	21	7
Co-op Food	Station Rd	SG9 9HT	1800	23	8
Education					
Freman College	The Causeway	SG9 9BT	1100	14	5
Millfield Primary and Nursery School	Monks Walk	SG9 9DT	1600	20	7
Edwinstree Middle School	Norfolk Rd	SG9 9AW	1600	20	7
Layston Primary School	The Causeway	SG9 9EU	2100	26	9
Public House					
Black Bull	16 High St	SG9 9AG	1600	20	7
The Crown	17 High St	SG9 9AB	1700	21	7
The Falcon Buntingford	69 High St	SG9 9AE	1700	21	7
Medical Facility					
Dr NSP Handysides - Orchard Surgery	Baldock Rd	SG9 9DL	1300	16	5
Buntingford Medical Centre	White Hart Cl	SG9 9DQ	1600	20	7
Dr M Partington - The Medical Centre	The White Hart Cl	SG9 9DQ	1600	20	7
Buntingford Dental Clinic	23 High St	SG9 9AB	1600	20	7
Pharmacy					
Lloyds Pharmacy	29 High St	SG9 9AB	1600	20	7
K & M Shah Chemist	55 High St	SG9 9AD	1700	21	7
Leisure					
Norfolk Road Playing Field	Bowling Green Lane	SG9 9BT	1100	14	5
Seth Ward Community Centre	Monks Walk	SG9 9DT	1600	20	7
Hare Street Road Recreation Ground	Station Rd	SG9 9HT	1800	23	8

Table 5.1: Distances to Services and Facilities

5.3.7 As shown in **Table 5.1**, the whole of the town lies within a 2km walk of the site, which means that most of the employees would be within walking distance from the town. Furthermore, the nearest education, health, retail and leisure facilities can also be reached within a 20-minute walk of the site. Many of these destinations could be required on a day-to-day basis for people commuting to the site, notably the education and retail facilities as part of multi-purpose trips, and as such walking offers an alternative to the use of the car for journeys to these locations.

5.3.8 Given this assessment, it is reasonable to conclude that the site presents the opportunity for the creation of a sustainable development, being well-related to the existing town of Buntingford and the amenities located within, and as a result there will by no means be a reliance on the use of the private car for day-to-day trips to these destinations. It is considered that the information contained within this TP demonstrates that the site presents the opportunity for the creation of a sustainable development.

5.4 Pedestrian Accessibility

5.4.1 There is a shared cycle-footway that connects Buntingford to Buntingford Business Park with a crossing on the A10 and which runs on the northern side of the A507 Baldock Road. This 3m wide shared cycle-footway provides dropped kerbs and tactile paving on the crossing of the A10 and the splitter island of the Baldock Road Roundabout operates as a pedestrian/cycle refuge.

5.5 Cycling Accessibility

5.5.1 Cycling is recognised as one of the most sustainable modes of transport, with it generally acknowledged as having the potential to replace car trips for journeys up to 5km. This is supported by Manual for Streets 2 (MfS2), which clearly identifies the contribution that cycling can make to transport sustainability and accessibility, identifying this mode of travel as a good substitute for short car trips, particularly those under 5km.

5.5.2 As discussed in **Section 5.4**, a shared cycle-footway measuring approximately 3m in width is provided on the northern boundary of the A507 Baldock Road and connects the Buntingford Business Park with Buntingford. Towards the town centre, once the cyclists have crossed the A10, the shared cycle-footway continues for approximately 50m before rejoining the B1038 Baldock Road carriageway. **Figure 5.3** shows the routing of this shared cycle-footway.

5.5.3 Cycling improvements are taking place in Buntingford. **Figure 5.3** shows the routing of an additional shared cycle-footway that HCC have provided along London Road as part of Active Travel England's funding for improving active travel connections in the County (further discussed in the following **Section 5.6**).

5.5.4 Furthermore, Buntingford local highway network is comprised of residential streets with 30mph vehicle speed limits and surrounded by quiet country roads and lanes which are considered safe for cycling.

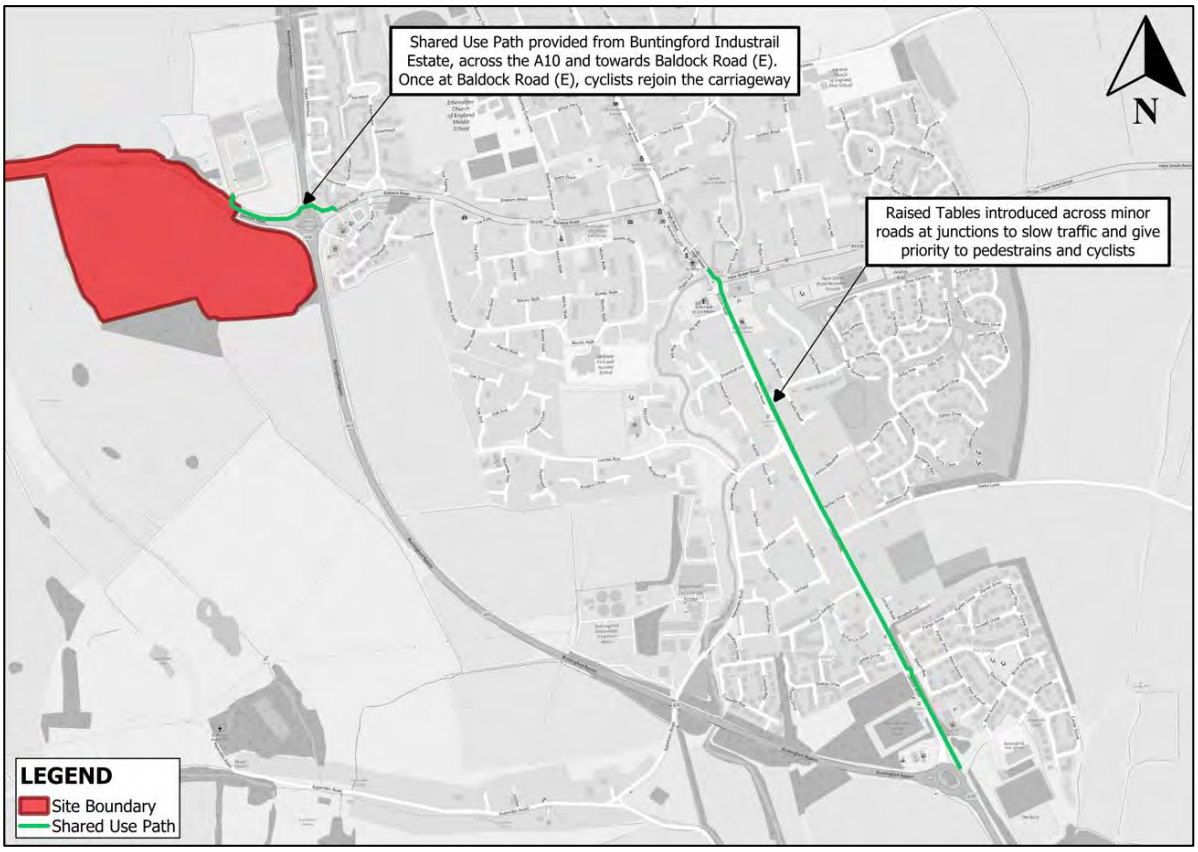


Figure 5.3 – Existing Local Cycle Network

5.5.5 Whilst there are no National Cycle Routes within the area, almost all of Buntingford falls within 2km of the site (**Figure 5.2**), with the remaining areas and some neighbouring settlements including Cottered, Westmill and Buckland falling within 5km of the site (21-minute cycle).

5.5.6 As discussed, this distance is widely recognised as a reasonable cycling distance and therefore facilities, services, and all of the residential area within Buntingford along with nearby settlements, lie within a reasonable cycling distance of the site.

5.5.7 It can therefore be concluded that the local facilities are situated within a reasonable distance to the site for cycling which could result in less requirement to travel by private car.

5.5.8 As part of the scheme, it is also proposed to extend the existing shared cycle-footway available along the A507 Baldock Road to serve the site. It is therefore expected that the existing accessibility for cyclists will be improved as this scheme is progressed.

5.6 Active Travel Improvements

5.6.1 Since November 2020, Active Travel England's active travel fund awarded HCC funds to improve the active travel connections around the County making it easier and safer to walk and cycle thus improving the health, air quality, road safety, the local economy and traffic congestion within Hertfordshire.

5.6.2 Within Buntingford, improvements along London Road started in October 2022. These improvements include:

- The provision of a shared use path for walking and cycling along the eastern side of London Road/ Station Road/ High Street;
- Provision of raised tables installed across minor roads at junctions to slow traffic approaching London Road and give priority to pedestrians and cyclists;
- Provision of a new raised Zebra crossing at Hare Street;

- Provision of five additional raised crossing points along London Road to better connect the neighbourhoods on either side of the main road;
- Provision of five additional parking spaces opposite Downhall Ley;
- Introduction of a 30mph speed limit along the entirety of London Road;
- Realignment of the Aspenden Road junction by narrowing the carriageway and modifying the central island to improve the pedestrian crossing experience;
- Provision of a pair of bus stops to both sides of the road near the A10 roundabout along with a new footway along the western side of the road and a zebra crossing. These facilities will serve a new First School development close to the roundabout.

5.7 Bus Accessibility

5.7.1 The site is located in close proximity to the routes of the existing bus services that pass through Buntingford, and as a result the site is well-placed to access these existing bus services for day-to-day journeys to and from the site.

5.7.2 **Figure 5.4** identifies the location of the bus routes within close proximity to the application site and which also travel through Buntingford.

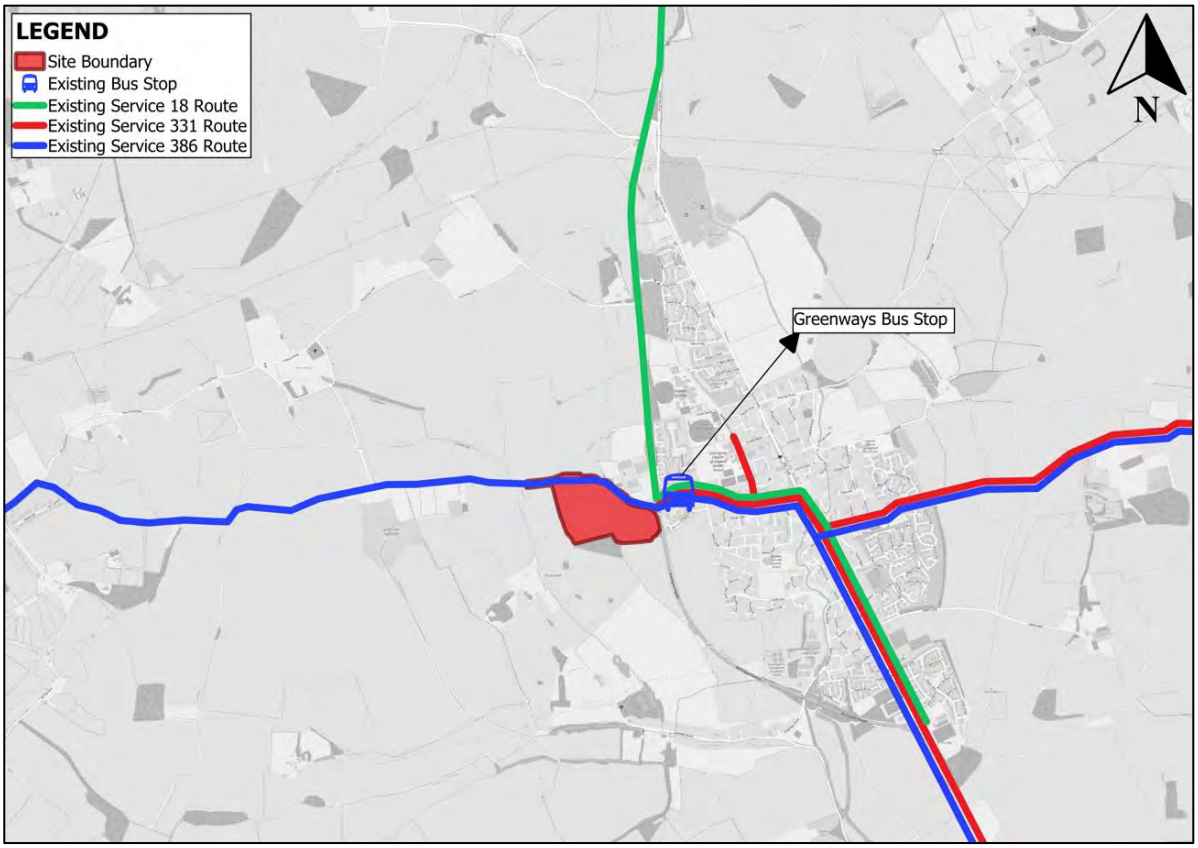


Figure 5.4 – Existing Bus Routes

5.7.3 As **Figure 5.4** illustrates, the closest pair of bus stops, named 'Greenway', are located on the B1038 Baldock Road and well within walking distance from the centre of the site.

5.7.4 Three regular bus routes (their routing has been identified in **Figure 5.4**) serve the 'Greenway' bus stops and an initial review of existing bus services has been carried out and is provided in **Table 5.2**.

Service	Route	Operating Days	Operator	Approximate Frequency
18	Royston Sassoon Drive (W) - Buntingford London Rd opp Kingfisher Park	Monday - Saturday	Richmond's Coaches	Every 2 hours
331	Hertford - Buntingford	Monday - Saturday	Arriva Hert and Essex	Hourly
386	Bishops Stortford - Stevenage	Monday - Saturday	Central Connect	Five times a day

Table 5.2 - Summary of Bus Services

5.7.5 There are additional services provided on Bowling Green with two additional bus services operating on schooldays only with one daily service on each direction to serve students on their daily education trips.

5.7.6 It is evident from the above review that Buntingford is connected to nearby towns in the surrounding area including Hertford, Royston and Letchworth via public transport. As a result, there is an opportunity to encourage the use of the existing bus services for day-to-day journeys to and from the site.

5.7.7 It can therefore be concluded that there is a regular bus service provision accessible from the site and within appropriate walking distance. The proposed scheme also proposes improvements in this regard to encourage and facilitate the use of bus services.

5.8 Local Highway Network

5.8.1 The A507 Baldock Road is a two-way principal road that bounds the application site to the north, and with connects the A10 with the towns of Baldock, Hitchin, Letchworth and Stevenage. It has the national speed limit by the section bounding the site.

5.8.2 The A10 is a single carriageway two-way road subject to national speed limit that bounds the application site to the east. This runs northbound to Cambridge via Royston and southbound to London passing by within close proximity to Hertford and Ware.

5.8.3 Ermine Street provides an access to Buntingford from the A10 to Buntingford town centre. This is a two-way single-carriageway road that is subject to national speed limit up to the junction Hummerston Close and 30mph further south.

5.8.4 High Street starts from the mini-roundabout with Ermine Street to the north and runs on a southbound direction and up to the mini-roundabout with Hare Street. High Street crosses the town centre and has a number of traffic calming features to encourage drivers to keep low vehicle speed limits.

5.8.5 High Street meets the B1038 Baldock Road at a priority junction. Baldock Road provides access to the A10 from the town centre on a westbound direction. It has a 30mph vehicle speed limit up to the junction with Greenways and has a national speed limit further west.

6 Development Proposals

6.1 Introduction

6.1.1 This Framework TP relates to the proposals for the provision of an employment led development at the application site accessed off the A507 Baldock Road, to the west of Buntingford. This section of the TP outlines the development proposals with particular consideration given to access to and from the site onto the surrounding public highway network.

6.1.2 The application proposal includes the provision of 4.71ha of employment land which will provide for approximately up to 27,420sqm of employment floorspace in a mix of employment uses (flexible use B2, B8, E(c) and E(g)), with all matters reserved except for access. A Land Use Components Plan, prepared by David Lock Associates, is shown in **Figure 6.1** below. This is also included as **Appendix B** to this report.



Figure 6.1 – Land Use Components Plan

6.1.3 Although layout is a reserved matter, the proposed scheme is being sensitively designed to provide a high quality layout and environment maximising transport sustainability and integration. The internal road network is to be engineered with particular emphasis on the creation of safe routes around the site facilitating easy access by foot and cycle.

6.1.4 As such, extensive pedestrian, cycle and public transport improvements have been proposed as part of the application to connect the site with the rest of Buntingford without the need to use the private car. Whilst designed to provide appropriate access in isolation, these proposed measures would be complemented by the proposals for residential development to the north of the A507 Baldock Road and which would form part of a separate application.

6.2 Proposed Vehicular Access

6.2.1 The application site is proposed to be accessed off the A507 Baldock Road via a roundabout junction.

6.2.2 The proposed site access layout is shown in **Figure 6.2**. This is included as **Appendix C** to this report.

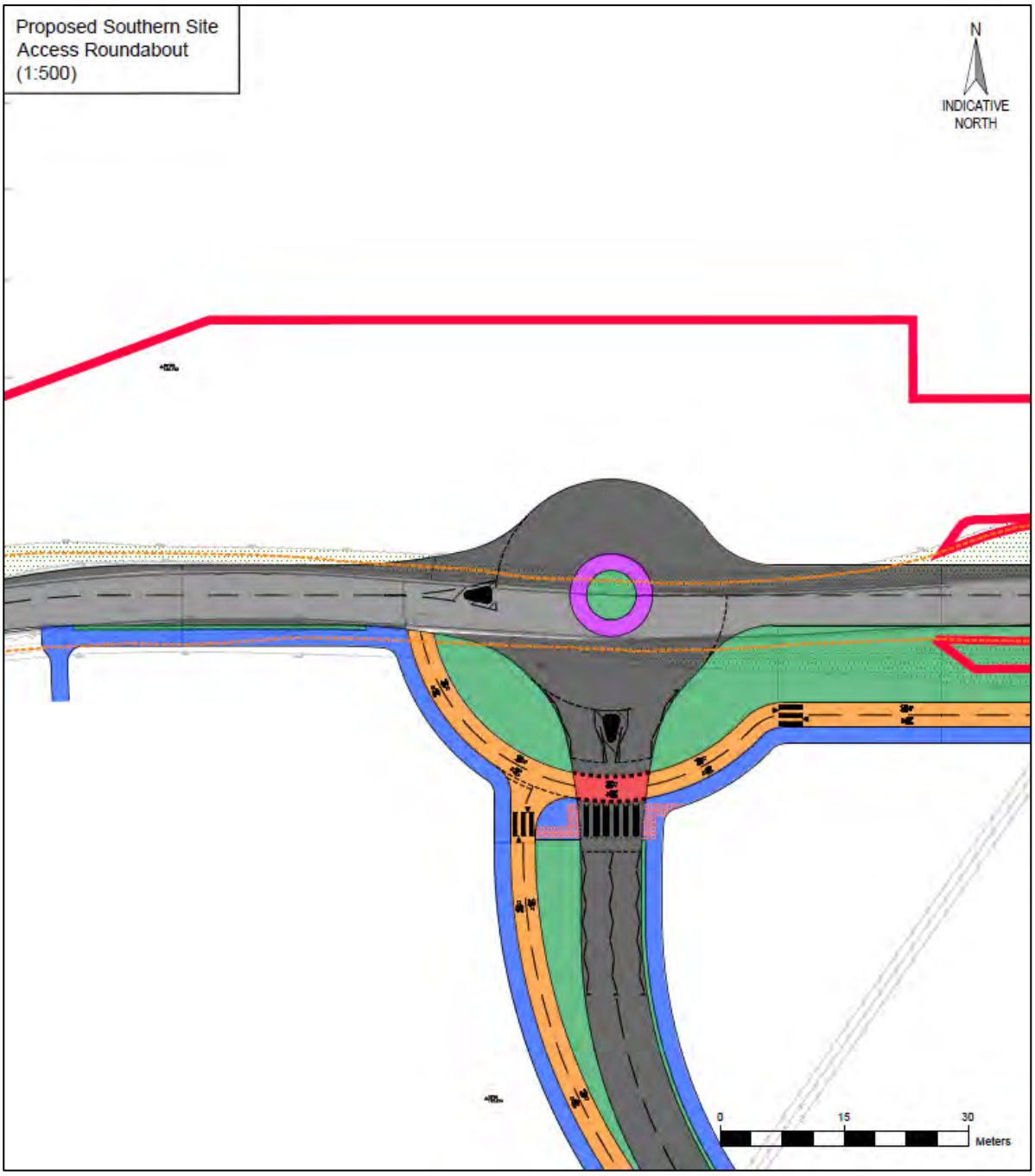


Figure 6.2 – Proposed Access off A507 Baldock Road

6.2.3 The proposed access off the A507 Baldock Road will consist of a continental roundabout junction that will provide access to the site. The roundabout junction has been designed in compliance with DMRB standards.

6.2.4 It is proposed to include segregated footways and cycle paths on the eastern and southern approaches to the roundabout junction, with a formal crossing and parallel cycle crossing on the southern arm of the junction. The crossing will include dropped kerbs, tactile paving and zig zag lines on its approach to the junction. These have been designed in accordance with the LTN 1/20 'Cycle Infrastructure Design' guidance.

6.2.5 It is clear from the access design layout proposed that priority has been placed on the provision of high-quality pedestrian and cycle infrastructure to access the proposed development.

6.2.6 The proposed layout will place priority to pedestrians and cyclists, and will encourage and promote the use of more sustainable modes of transport to and from the site, reducing the need to use the private car and, hence, the traffic impact on the surrounding public highway network.

6.2.7 The A507 Baldock Road will also see a number of traffic calming features to encourage lower vehicle speeds on its eastern section. It is proposed that a 30mph vehicle speed limit is introduced along the A507 for a section to the east of the access to the Buntingford Business Park and up to further west of the proposed access roundabout junction.

6.3 Proposed Walking and Cycling Access

6.3.1 It is considered long-standing good practice that a reasonable distance of 2km has been supported by the previous PPG13 planning policy; whilst this guidance is superseded the threshold is still widely recognised and this figure is still accepted as being suitable for walking to replace short journeys. **Table 5.1** above shows a wide number of local services and facilities that can be reached within 2km from the application site.

6.3.2 Cycling has the potential to replace short car journeys for distances under 5km. Manual for Streets 2 (MfS2) clearly identifies the contribution that cycling can make to transport sustainability and accessibility, identifying this mode of travel as a good substitute for short car trips, particularly those under 5km.

6.3.3 The proposed development provides an opportunity to extend and improve the local pedestrian and cycle network in the western area of Buntingford. This will promote walking and cycling as convenient and realistic modes of transport.

6.3.4 It is proposed to provide pedestrian and cycling facilities throughout the site to enhance permeability and connect directly to the existing shared cycle-footway that runs on the A507 Baldock Road between Buntingford and up to the access to Buntingford Business Park.

6.3.5 The pedestrian and cyclist access strategy will allow for the continuous access for pedestrians and cyclists taking advantage of the existing shared cycle-footway running on the northern section of the A507 Baldock Road.

6.3.6 It is proposed to upgrade this section of shared cycle-footway to provide segregated pedestrian and cycle routes in accordance with Local Transport Note 1/20 'Cycle Infrastructure Design' (2020) running on the northern side of the A507 Baldock Road from the crossing of the A10, which is proposed to be upgraded to a Toucan crossing in order to provide a safe and convenient access to pedestrians and cyclists.

6.3.7 The proposed pedestrian and cycle paths are proposed to be extended along the southern section of the A507 Baldock Road up to the proposed roundabout junction providing access to the site, creating a high-quality sustainable infrastructure. The proposals would also include a raised parallel pedestrian and cycle crossing across the access to Buntingford Business Park and a Toucan crossing to help pedestrians and cyclists across the A10.

6.3.8 The improvements proposed in terms of new pedestrian and cycling infrastructure mean that the town centre and most of the residential area within Buntingford will be reached within convenient pedestrian and cycling distances via high-quality segregated footways and cycle tracks, which will be connected to Buntingford by a Toucan crossing ensuring the safe and quick access across the A10.

6.3.9 The proposed improvements will also provide a significant improvement to the existing conditions of pedestrians and cyclists in the local area to the west of Buntingford.

6.4 Public Transport Access

6.4.1 The location for new bus stops on both sides of the A507 Baldock Road have been proposed as potential improvements to encourage the use of bus services to and from the development. These would be designed in accordance with the relevant guidance.

6.4.2 These bus stops would complement the extensive proposals for pedestrian and cycle facilities providing access to the site, in order to foster the use of more sustainable modes of transport between the site, Buntingford, and other towns accessible by bus such as Hertford.

6.4.3 Conversations with Arriva Group are currently taking place and more details on the public transport improvements will be provided in due course.

6.5 Off-site Highway Works

6.5.1 As part of the scheme, it is proposed to provide additional improvements along the A507 Baldock Road, the A10 and the B1038 Baldock Road, and therefore facilitating access along the main route connection between the site and the residential areas in Buntingford.

6.5.2 The proposed measures would include the following (measures provided on an eastbound direction) and up to the A10:

- Dragon's teeth traffic calming feature on the approach to the roundabout junction providing access to the site;
- It is proposed to reduce the existing vehicle speed limit on the A507 Baldock Road to 30mph to the west of the roundabout junction providing access to the site and up to the roundabout junction with the A10;
- Extension of segregated pedestrian and cycle path infrastructure between the access to Buntingford Business Park and the site;
- Parallel pedestrian and cycle crossing to the west of the access to Buntingford Business Park;
- Formal parallel pedestrian and cycle crossing at the access to Buntingford Business Park;
- Upgrade of the existing shared cycle-footway between the A10 and the access to Buntingford Business Park to segregated pedestrian and cycle path improvements; and
- Provision of Toucan crossing on the A10 to the north of the Baldock Road Roundabout junction.

6.5.3 These measures would be complemented with those proposed as part of the adjacent residential proposal to the north of the A507 Baldock Road, and which would comprise additional pedestrian and cycle crossings to the east and west of the proposed roundabout junction providing access to both sites. These would significantly extend the length of the segregated pedestrian and cycle network to the west of Buntingford and would promote walking and cycling as safe, efficient and convenient modes of transport between the sites and the town of Buntingford.

6.5.4 In this case, the proposed roundabout junction would be designed with the principles of 'Dutch' roundabouts in mind, which have been shown to significantly reduce the number of collisions involving vulnerable road users and improve the highway safety credentials of the junctions. This uses short turning radii to encourage low vehicle speeds and only one circulating vehicle lane on each approach to the junction. It will have kerb-segregated cycle lanes circulating around the outside of the roundabout and cyclists would have priority on all entry and exit lanes. It would also have pedestrian Zebra crossings across each arm, which would be parallel to those of the cycle paths. Due to the safety benefits and priority that these junctions bring to pedestrians and cyclists a number of them are being proposed in the UK, with proposals for one of them already in Hertfordshire (Hemel Hempstead).

6.5.5 The proposed improvements that would also be delivered along with the residential application proposed to the north of the A507 Baldock Road would comprise the following:

- Vehicle connection via a northern arm to the 'Dutch' roundabout access;
- Pedestrian crossing to the west of the roundabout junction providing access to the site;
- Footway to the west of the roundabout junction to connect to the pedestrian crossing;
- Cycle crossing to the west of the roundabout junction; and
- Pedestrian crossing to the east of the roundabout junction.

6.5.6 On top of these improvements, the proposed measures are also proposed east of the A10. These are currently provided as an indicative design and would be subject to further conversation with HCC:

- Gateway feature at the entrance to Buntingford via the B1038 Baldock Road to incorporate and extend the 30mph vehicle speed limit, which currently starts between the junctions of the B1038 Baldock Road with Deacons Place and Greenways;
- Relocation of the bus shelter on the northern section of the B1038 Baldock Road to provide for an improved pedestrian connection;
- Raised crossing to facilitate the crossing of pedestrians and people with mobility impairment between the junctions of the B1038 Baldock Road with Deacons Place and Greenways;
- Raised crossing on Monks Walk at the two approaches to the junction of the B1038 Baldock Road with Monks Walk;
- Priority narrowing on the B1038 Baldock Road to the east of the junction with Monks Walk (west);
- Change in texture/colour at The Folly by the junction with the B1038 Baldock Road to denote the crossing by pedestrians;
- Raised crossing on the B1038 Baldock Road to the east of the junction with Monks Walk (east); and
- Relocation of parking spaces on the B1038 Baldock Road opposite the junction with Bowling Green Lane to facilitate the circulation of pedestrians.

6.5.7 The proposed improvements detailed in this section have been grouped and split in **Table 6.1**, which shows what would be comprised under the proposed application, and along with the residential application to the north of the A507 Baldock Road:

Proposed Improvements	Proposed Employment Led Development	Employment Led and Residential Led Developments Combined
A507 Baldock Road	Continental 'Dutch' Roundabout	Continental 'Dutch' Roundabout
	Pedestrian and cycle crossings on southern approach to roundabout junction	Pedestrian and/or cycle crossings on all approaches to roundabout junction
	Reduction of vehicle speed limit	Reduction of vehicle speed limit
	Provision of footways and cycle paths on southern side of A507 with a pedestrian and cycle crossing to the west of the access to the Buntingford Business Park	Provision of footways and cycle paths on both sides of A507, along with 3 pedestrian and cycle crossings
	Pedestrian and cycle crossing on access to Buntingford Business Park and across A507	Pedestrian and cycle crossing on access to Buntingford Business Park and across A507
	Provision of bus stops on both sides of A507	Provision of bus stops on both sides of A507, and connecting bus stops and a mobility hub within the residential led proposals
	Upgrade of existing shared cycle-footway to segregated footway and cycle paths	Upgrade of existing shared cycle-footway to segregated footway and cycle paths
A10	Provision of Toucan crossing	Provision of Toucan crossing
B1038 Baldock Road	Proposed improvements (par. 6.5.6) (indicative at this stage)	Proposed improvements (par. 6.5.6) (indicative at this stage)
Throcking Lane		Realignment of junction / Reduction of vehicle speed limit
PRoW Cottered Footpath 041		Pedestrian bridge across A10

Table 6.1 – Proposed Improvements for Proposed Development and Combined with Residential Application

6.5.8 **Figure 6.3** shows the proposed access improvements on the A507 Baldock Road proposed for the employment led development and stated in **Table 6.1** above. This is shown in **Appendix C** to this report.

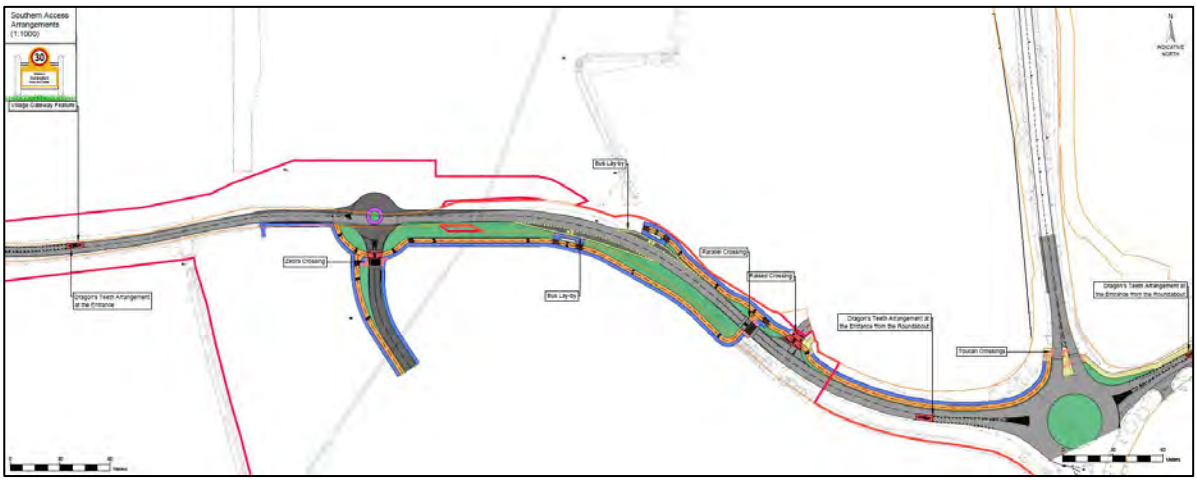


Figure 6.3 – Proposed Highway Improvements – A507 Baldock Road: Employment Led Development

6.5.9 **Figure 6.4** shows the proposed highway improvements to the A507 Baldock Road proposed for the combined employment and residential led developments and stated in **Table 6.1** above. This is also included as **Appendix D** to this report.

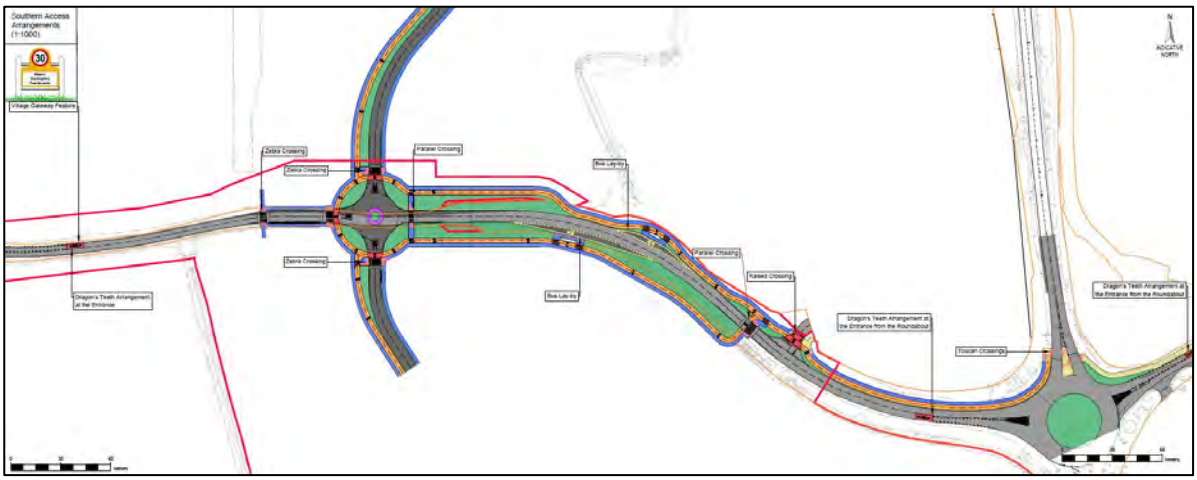


Figure 6.4 – Proposed Highway Improvements – A507 Baldock Road: Combined Developments

6.5.10 **Figure 6.5** and **Figure 6.6** show the proposed improvements on the B1038 Baldock Road. These are also included as **Appendix E** to this report.



Figure 6.5 – Proposed Off-Site Improvements – B1038 Baldock Road (West)



Figure 6.6 – Proposed Off-Site Improvements – B1038 Baldock Road (East)

6.6 Vehicle Parking Provision

6.6.1 Car parking will be provided in line with local policy, in particular the 'Updated Vehicle Parking Standards' SPD document from the East Hertfordshire Local Plan, adopted in July 2015. The updated car parking standards state that:

> '*There will be an initial presumption for the required car parking standard to be applied. Developers proposing car parking above or below these levels should provide robust evidence to support their case*.'

6.6.2 This approach is corroborated by Policy TRA3 'Vehicle Parking Provision' of the Local Plan, which states that:

> 'I. *Vehicle parking provision associated with development proposals will be assessed on a site-specific basis and should take into account the provisions of the District Council's currently adopted Supplementary Planning Document 'Vehicle Parking Provision at New Development.'*

6.6.3 The proposed development is located in a 'Zone 4 Accessibility Zone', which applies to all areas outside of the main settlements, and therefore it would be expected that 75-100% of the parking requirements would be provided. These standards are as follows:

Use Class	Description	Car Parking Standards
A2 Financial and professional services	Banks, building societies, estate agencies	1 space per 30 m² GFA
B1 Business	B1 (a) offices	1 space per 30m² GFA
	B1 (b) research and development, high tech/B1 (c) light industry	1 space per 35 m² GFA
B2 General Industry	General industry	1 space per 50 m² GFA
		1 lorry space per 200m² GFA to 1 lorry space per 1,000 m² GFA (to be determined on a case by case basis)
B8 Storage and distribution	Wholesale distribution, builders merchants, storage	1 space per 75 m² GFA
		1 lorry space per 200m² GFA (minimum 1 space) to 1 lorry space per 500 m² GFA (to be determined on a case by case basis)
Business Parks	Mixed B1/B2/B8 (unless heavily orientated to B8) for use where individual land-use components are not known	1 space per 40m² GFA

Table 6.2 – Vehicle Parking Standards

6.6.4 These standards also provide for disabled spaces as follows:

- Employment generating development:
- i) up to 200 space car park: Individual spaces for each disabled employee plus 2 spaces or 5% of total capacity, whichever is greater
- ii) more than 200 space car park: 6 spaces plus 2% of total capacity

6.6.5 The proposed provision will be discussed with the Highway Authority and the standards to be applied will be agreed. This is the approach that has been accepted by the Local Highway Authority for the neighbouring planning application 3/23/1447/OUT.

6.6.6 Electric vehicle charging points will also be provided on-site in accordance with Building Regulations 2010 Approved Document S 'Infrastructure for the Charging of Electric Vehicles' (2021 Edition), which states that:

> '*For new buildings other than residential or mixed-use buildings with more than 10 parking spaces, both of the following apply.*
>
> *a. One electric vehicle charge point must be provided for the building.*
>
> *b. At least one in every five remaining parking spaces must be provided with cable routes.*'

6.7 Cycle Parking Provision

6.7.1 Cycle parking will also be provided in line with the 'Updated Vehicle Parking Standards' SPD document from the East Hertfordshire Local Plan.

6.7.2 The standards refer to 'Minimum Cycle Parking Standards' to be provided and the 'zonal system' does not apply for cycle parking. The standards are as follows:

Use Class	Description	Car Parking Standards
A2 Financial and professional services	Banks, building societies, estate agencies	1 short-term space per 200 m^2 GFA plus 1 long-term space per 10 full-time staff
B1 Business	B1 (a) offices	1 short-term space per 500m^2 GFA plus 1 long-term space per 10 full-time staff
	B1 (b) research and development, high tech/B1 (c) light industry	
B2 General Industry	General industry	1 short-term space per 500m^2 GFA plus 1 long-term space per 10 full-time staff
B8 Storage and distribution	Wholesale distribution, builders merchants, storage	1 short-term space per 10 full-time staff
Business Parks	Mixed B1/B2/B8 (unless heavily orientated to B8) for use where individual land-use components are not known	1 short-term space per 500 m^2 GFA plus 1 long-term space per 10 full-time staff

Table 6.3 – Cycle Parking Standards

6.7.3 The proposed provision will be discussed with the Highway Authority and the standards to be applied will be agreed.

6.8 Conclusion

6.8.1 The proposed development is located within 2kms from the town centre in Buntingford and most of the residential area. It is therefore located within the recommended walking distances to replace short car trips.

6.8.2 Furthermore, a wider area is comprised within 5km, which is the recommended distance for cycle trips to replace car trips. This would include the whole extent of Buntingford plus a number of additional residential settlements.

6.8.3 The proposed development will provide an extensive improvement to the pedestrian and cycle networks provided to the west of Buntingford, which will make walking and cycling more accessible, safe and convenient for employees. The improvements proposed comprise the following:

- **Site Access Scheme and Parking**: Access to the site will be provided by a roundabout junction off the A507 Baldock Road, designed in compliance with the standards set out in the DMRB. A number of traffic calming features are proposed to reduce the existing vehicle speed limit on the A507 Baldock Road to 30mph on the approach to the site access.
- **Pedestrian and Cycle Facilities and Routes**: Pedestrian and cycle access to the development site will be significantly improved by the upgrading of the existing shared cycle-footway that runs on the northern side of the A507 Baldock Road up to Buntingford Business Park to a segregated pedestrian and cycle path network and a significant extension to connect to the site, along with a crossing on the A507. The proposed improvements also include a Toucan crossing on the A10.
- **Public Transport**: It is proposed to provide new bus stops on both sides of the A507 Baldock Road to serve the proposed development. The existing bus services provided are considered suitable to provide access to the town and main destinations in the area.

6.8.4 Therefore, the current accessibility and convenience from the site to encourage walking, cycling and public transport as main modes of transport will be significantly improved. On top of that, the proposed development could also bring improvements along the B1038 Baldock Road.

7 Aims, Objectives and Targets

7.1 Introduction

7.1.1 This section outlines the specific aims and objectives of the Framework TP. Targets are also set for the reduction in SOV use. It is important to set aims, objectives and targets in order to set strategic direction and to enable progress to be monitored.

7.2 Core Aim

7.2.1 The core aim of this Framework TP is to have a positive influence on the travel behaviours of all users of the development by maximising opportunities for trips to be made using sustainable modes.

7.3 Objectives

7.3.1 The following objectives align with the core aim of the Framework TP and will shape the measures and initiatives proposed in the plan:

- Provide staff and visitors with up-to-date and relevant information on accessibility to and from the site by all modes so that they can make an informed decision about the way they travel.
- Minimise the number of SOV trips made by staff and visitors to the site.
- Provide staff with measures and initiatives targeted towards making travel by sustainable modes easier.
- Effectively manage the on-site parking resource.

7.4 Targets

7.4.1 Targets are measurable goals which are set in order to assess whether the objectives of the Framework TP are being achieved. Targets must be SMART, i.e., Specific, Measurable, Achievable, Realistic and Timebound.

7.4.2 The TA submitted as part of this planning application assumes that the Framework TP, in combination with the delivery of high quality sustainable transport access infrastructure, will result in a 15% reduction in car trips. This has therefore informed the overall objective of this Framework TP to reduce SOV use across the entire development. Measures are proposed (as discussed in **Section 9**) to maximise opportunities for sustainable travel from day one of occupation.

7.4.3 The indicative baseline modal split is as follows:

Mode	Mode Split
Vehicles	64%
Car Share	13%
Walk	12%
Bicycle	7%
Public Transport	5%
Total	**100%**
*Summation errors due to rounding	

Table 7.1: Indicative Baseline Mode Split

8 Management, Marketing and Consultation

8.1 Introduction

8.1.1 This section describes the structure of the Framework TP and the roles and responsibilities of parties for the management of travel planning matters across the development.

8.1.2 Successful impact of the Framework TP and use-specific TPs will be dependent upon buy-in and implementation by all responsible parties demonstrating a commitment to sustainability which will need to motivate all stakeholders, including residents and external groups. It is therefore imperative that appropriate time and resources are allocated to ensure it can achieve its aims and objectives.

8.1.3 The Framework TP will guide the approach to travel planning across the entire development through establishing an overarching strategy to sustainable transport. This is supported by the aims and objectives outlined in **Section 7**.

8.2 Framework Structure

8.2.1 The Framework TP will form the basis for full subsidiary TPs to be prepared and implemented for individual employment land uses (should they be required). These TPs would contain tailored measures appropriate to their respective land use and will be prepared prior to first occupations and submitted to HCC for approval.

8.3 Framework Management

Travel Plan Coordinator

8.3.1 A TPC will be appointed in order to manage the implementation of the Framework TP across the whole site. This is likely to be a requirement of a planning condition/obligation and the contact details of the TPC will be provided to HCC following their appointment. The following details of the TPC will be provided:

- Name and role within organisation;
- Postal address; and
- Telephone number and email address.

8.3.2 The TPC will be designated and funded by the developer prior to first occupation so that occupiers can 'hit the ground running' by having a number of measures to encourage sustainable travel already in place.

8.3.3 The role will be a part-time commitment, although there are likely to be periods when more time is required of the TPC, particularly as elements of the development are first occupied. The key responsibilities of the TPC will include:

- Act as the central point of contact for all matters regarding the Framework TP;
- Manage the implementation of the Framework TP across the whole site;
- Provide sustainable travel information;
- Oversee the implementation of subsidiary TPs (if required) for the development;
- Undertake/oversee monitoring in accordance with the strategy set out in **Section 10**;
- Liaise with HCC in implementing the TP;
- Conduct regular reviews of the Framework TP and update as necessary to ensure that it remains relevant to the site and aligns with any developments in policy and best practice guidance; and
- Submit monitoring reports to HCC.

Steering Group and Partnership Working

8.3.4 A steering group could be set up to provide a forum for the TPC to meet and discuss progress of the Framework TP and to provide collective support. Members will be encouraged to continue to engage with this group. The meetings will be used to discuss the success of the Framework TP, ongoing marketing and promotion, and the preparation and undertaking of monitoring surveys. The forum could also be used to discuss and agree additional collaborative measures to support and promote sustainable travel.

8.3.5 The TPC will establish partnerships with other external resources and maintain links and lines of communication to keep up to date on the information, initiatives and new technology in sustainable travel. Key partners include:

- HCC – to provide support, advice and guidance on sustainable transport options and initiatives in order to try to ensure the Council's sustainable transport goals and objectives are met.
- Public Transport Operator(s) – to provide the latest information on the frequency, routeing and fares associated with the passenger transport in Buntingford and wider Hertfordshire.
- Cycle Shops – to offer discount on bikes, cycle equipment and training courses.

8.4 Marketing and Consultation

8.4.1 The prospective staff and visitor travel behaviour can be heavily influenced by the benefits arising from a TP; therefore, it will be promoted as a positive addition by the developer's sales staff, who will be briefed on the sustainable aspects of the development.

8.4.2 During the site induction process the benefits on offer will be outlined and any promotional discounts and giveaways aimed at promoting green travel highlighted. They will also explain the need for sustainable travel, describing the various travel options and local facilities available.

9 Measures and Initiatives

9.1 Introduction

9.1.1 This section outlines the measures that are proposed in order for the Framework TP to meet the aims, objectives, and outcomes set out in **Section 7**.

9.1.2 The TP should include consideration of the following measures, appropriate and proportional to the size and impact of the proposed development, with those selected determined by the specific locality and nature of the site:

- Promotion of walking;
- Promotion of cycling;
- Promotion of public transport use;
- Measures to minimise single occupancy car travel; and
- Marketing and communications.

9.1.3 These measures are linked to the stated objectives and seek to provide site-specific transport opportunities, with the aim of improving accessibility and offering viable and desirable sustainable travel choices.

9.2 Improving Information and Awareness

9.2.1 The delivery of site-wide measures will be the responsibility of the TPC. Potential measures should not be limited to the following, and new technologies should be harnessed as they arise to ensure the Framework TP is utilising the most up-to-date initiatives and infrastructure. It will be the responsibility of the TPC to investigate and liaise with potential commercial providers.

Development Website

9.2.2 A core objective of the Framework TP is to provide all users of the development with up-to-date and relevant information on accessibility to and from the site by all modes so that they can make an informed decision about the way they travel. This must be updated throughout the lifetime of any TP to ensure information is accurate at all times.

9.2.3 A travel information page as part of the main development website will act as the central resource for all matters regarding the Framework TP. It will contain the following information:

- Information on accessibility to the site by all modes, including walking / cycling route maps and public transport maps, timetables and ticketing;
- Contact details for the TPC;
- Links to external sources of information (such as Traveline and 'Herts Liftshare' website);
- Sustainable travel calendar of events and activities to raise awareness and encourage participation;
- Sustainable travel offers and discounts;
- Health and environmental benefits of traveling sustainably;
- Progress in implementing and monitoring of the Framework TP; and
- Details of local cycling retailers.

9.2.4 There are a number of benefits to providing this resource. It is widely accessible, efficient to maintain and keep up-to-date, and ensures consistency across the development in terms of the approach to sustainable travel. It is envisaged that the website will develop a brand that will promote awareness of the Framework TP for the site as a whole. This will be fostered across any TP materials used at the development.

Travel Information Pack

9.2.5 Travel Information Packs (TIPs) will be provided to all new staff, intended to complement the development website. The development website will be signposted in the TIP as a 'one-stop shop' for sustainable travel information and resources going forward. The TIP will serve as an introduction to the sustainable travel culture adopted across the site, prompting staff to consider all available travel options during employment at the site.

9.2.6 To encourage sustainable mode shift, the TIPs will include relevant travel information together with contact details of the TPC. The TIP could:

- Set out reasons to use sustainable transport, emphasising the health and environmental benefits;
- Explain how individuals can travel sustainably, including methods of driving to reduce emissions;
- Contain a list of web addresses for useful sites associated with buses, cycling, walking and car sharing, as well as that to the site webpage;
- Useful walking and cycling advice, providing a map presenting the cycle and pedestrian links to local amenities;
- Advertise any free or discounted passes and goods that are being used to promote bus and cycle use; and
- A leaflet working out how much money you can save from not using your car.

Travel Information Board

9.2.7 A dedicated notice board helps provide a focal point for information and dissemination. This could potentially be provided in an area generally accessible to staff such as a building's foyer or reception area. The notice board would display details of the plan and progress towards the targets. It could be used to publicise events such as 'Bike to Work Day' and 'car free days' plus provide details of public transport and cycle way networks. It could include information on:

- The progress in implementing the TP;
- An event calendar listing national and local travel events;
- The best walking and cycling routes in the area connecting with the site;
- Cycle shops in the area;
- Taxi company information;
- Bus route information including timetables;
- Information on public transport season tickets and passes; and
- Information about becoming part of a steering group.

Personalised Travel Planning

9.2.8 Personalised Travel Planning (PTP) could be administered centrally by the TPC. This could be offered to users of the site in order to actively shape their travel behaviours prior to habits being formed. There would also be the opportunity to request 'top up' sessions. PTP would provide tailored information to users of the site so that they receive information most relevant to their potential travel patterns.

9.3 Walking and Cycling

9.3.1 Specific design measures and physical infrastructure relating to walking and cycling are set out at **Section 6**.

9.3.2 Considering the site accessibility by sustainable means of travel, it is felt that there is a great opportunity to boost the number of cyclist and pedestrian journeys. To maximise the proportion of the walking and cycling journeys, potential recommendations are proposed as follows:

- Facilitate good quality, safe and secure cycle parking storage within the site and public open space, as well as essential maintenance equipment such as bicycle pumps. The demand of cycle parking could be monitored and reviewed each year with additional facilities provided if increased demand is observed;
- Highlight the best walking and cycling routes in the area with maps and posters on the travel information webpage and the travel information board;
- Arrange a 'Cycle Clinic' at regular intervals in partnership with a local cycle retailer providing a free service for the staff travelling by bike;
- Emphasise the health and economic benefits of walking/cycling through distribution of suitable leaflets/campaigns;
- Provide information on local cycle hubs and cycle training; and
- Offer cycle proficiency training for staff.

9.3.3 Walking and cycling promotional events and general campaigns will be marketed via the development website, TIP and TIB, and potentially via leaflet drops. Potential events include:

- World Car Free day;
- Cycle to Work Day; and
- Walk to Work Day.

9.3.4 The opportunity to obtain discounts to be offered to new staff for the purchase of bicycles/bicycle equipment at local retailers in order to encourage uptake and participation of cycling will be investigated.

9.3.5 The TPC will seek to liaise with HCC Cycling Officers to provide cycle training opportunities for new staff at the development.

9.4 Public Transport

9.4.1 Staff will be made fully aware of the opportunities available to them via the development website, TIP and TIB. Public transport routes and timetables will be provided in the TIPs and on the development website. The TPC will ensure that this information remains relevant to staff and is kept up to date through periodic reviews.

9.4.2 The TPC will liaise with local bus operators to investigate the provision of bus taster tickets or discounts to staff at the development.

9.4.3 Useful resources (such as Traveline and National Rail) will be promoted via the development website, TIP and TIB.

9.5 Car-Related Measures

Car Sharing

9.5.1 Car sharing offers the potential to reduce SOV use through encouraging people to travel together. The TPC will promote existing car share databases via the development website, TIP and TIB. HCC operate a car share database called 'Herts Liftshare' (https://liftshare.com/uk/community/hertfordshire) whereby future staff of the development could register and become part of a lift share group. This will help to reduce the overall number of car journeys being made and would encourage staff to lift share. The TPC would be responsible for promoting 'Herts Liftshare' as well as providing information on the benefits of car sharing.

Car Club

9.5.2 The promotion of a car club scheme would provide an alternative to car ownership and would benefit the environment, as well as providing the opportunity for staff to use an electric car as and when required without having to own a car. The TPC could undertake discussions with existing car club operators in the area to determine the suitability of a car club within the development.

Eco-driving

9.5.3 Eco-driving means smarter and more fuel-efficient driving and represents a new driving culture that makes best use of advanced vehicle technologies, while improving road safety and contributing to climate protection and pollution reduction. Information on eco-driving techniques will be provided to residents via the development website, TIP and TIB.

9.5.4 A Fuel for thought leaflet could also be provided to all those that choose to drive, to raise awareness of the cost of fuel.

10 Monitoring

10.1 Introduction

10.1.1 This section sets out a strategy for the monitoring and evaluation of the success of the Framework TP against proposed targets.

10.1.2 It is essential that the Framework TP has an effective strategy for monitoring and evaluation in place so that progress can be measured towards achieving targets and areas for improvement can be identified so that the Framework TP remains focussed and relevant to the changing needs of the development.

10.1.3 This Framework TP has been developed in accordance with policy and best practice guidance, but it is important that specific operational requirements currently unknown until the development is occupied are incorporated in the Framework TP going forward. The monitoring and evaluation strategy will ensure that the travel planning process is a management tool which responds to these contextual factors.

10.2 Baseline Travel Survey

10.2.1 As set out in **Section 7**, the TA assumes that the Framework TP will result in a 15% reduction in car trips generated by the proposed development. Baseline travel surveys will be undertaken to inform refined targets for specific land uses.

10.2.2 The primary form of monitoring for the site will be a questionnaire-based survey that will identify travel patterns to and from the site as well as existing travel behaviours and perceived barriers to travel by sustainable modes. The questionnaire survey will be distributed online via the development website and may be requested in paper form. Marketing and communication of the questionnaire survey will be required before and during its deployment to ensure that users of the site are aware of the survey and are encouraged to participate. Baseline surveys will be carried out at an agreed period of time following first occupations.

10.2.3 A minimum response rate will be agreed with HCC prior to commencement of baseline surveys. Further monitoring for the TP (if necessary) will be in compliance with HCC's methodology guidance and will be agreed with HCC prior to the baseline survey.

10.2.4 The results of the baseline surveys will be used to define targets for the TP, agreed between the TPC and HCC, which will be used to measure the success of the TP going forward.

10.2.5 Following data completion of the baseline surveys, the TPC will collate the data and prepare a report which disseminates the key findings.

10.3 Formal Monitoring

10.3.1 Annual monitoring will be undertaken based on HCC's guidance below:

- Workplace/Commercial TPs: In place following first occupation for a minimum of five years.

10.4 Review

10.4.1 The TPC will submit the monitoring report to HCC with recommendations for the next monitoring period. The purpose of the review is to remove unsuccessful incentives and alter their focus/replace them with measures that will achieve the TP targets. Progress against the targets will be measured and re-evaluated if progress is limited, or if targets are not considered to be sufficiently challenging.

10.4.2 Monitoring results will be submitted to HCC within 30 days of data collection in a Travel Plan Review document.

10.5 Communication

10.5.1 In order to promote continued awareness of the TP, outcomes of the monitoring and the review process will be communicated to all users of the development by the TPC through a number of information channels, including:

- Publishing the monitoring report on the development website or via email;
- Providing headline travel survey results through the development website, TIBs, email or a leaflet drop; and
- Advertising new measures and initiatives developed following annual monitoring.

10.6 Remedial Measures

10.6.1 In the event that an individual TP is shown to be underachieving during the formal monitoring period, a remedial strategy will be enacted which will implement measures targeted towards getting that TP 'back on track'. The decision to introduce a remedial strategy will follow review of the results of monitoring and will be a mutual decision between the TPC and HCC. A key trigger will be the failure to meet targets.

10.6.2 The package of measures included in the remedial strategy will be determined through review and assessment of the travel survey results which may assist to identify barriers to sustainable transport usage.

10.7 Legacy

10.7.1 Over the course of the formal monitoring period, it is anticipated that a culture of sustainable transport will be instilled in travel behaviour of users of the development and that the Framework TP will have continually evolved to meet the changing needs of the development and its users. The Framework TP is a 'living document', and it is the responsibility of the TPC and all relevant stakeholders to ensure that the content of the Framework TP is regularly reviewed and updated.

10.7.2 The process for monitoring provides the perfect opportunity for this form of evaluation to become embedded. Following the formal monitoring period, it is important that the Framework TP continues to positively shape people's travel behaviours. The requirement for a centrally funded TPC role will continue for the extent of the build period plus an additional five years, following completion.

11 Action Plan

11.1.1 This section draws together the proposed measures, monitoring and review proposals into an Action Plan that identifies who will be responsible for the delivery of each element of the TP. **Table 11.1** provides indicative timescales for the implementation of measures contained within this TP.

Action	Responsibility	Timeframe
Management and Delivery		
Appoint a TPC	Developer, secured through S106 agreement / planning condition	Prior to first occupation
Introduction of appropriate site-specific infrastructure such as covered, secure cycle spaces	Developer	Prior to first occupation
Marketing and Communication		
Creation of a travel information page on the development website, to be reviewed at regular intervals	Developer / TPC	Prior to first occupation, reviewed / updated quarterly
Creation of TIPs for staff	TPC	Prior to first occupation
Provision of TIB, populating with appropriate content, to be reviewed at regular intervals	Developer / TPC	Prior to first occupation, reviewed / updated quarterly
Promotion of events and campaigns	TPC	Ongoing, via the travel information page, leaflet drops and TIB
Communication of the key outcomes of the monitoring and review process	TPC	Following review of each monitoring report
Measures and Initiatives (those not already delivered via marketing materials above)		
Liaise with local retailers and travel operators to potentially provide discounts and offers to users of the development	TPC	Within the first year of occupation, thereafter ongoing
Monitoring and Evaluation		
Conduct a baseline questionnaire survey	TPC	To be agreed with HCC
Prepare a monitoring report summarising the key findings of the baseline travel survey	TPC	Within 30 days of data collection
Agree targets for the TP	TPC / HCC	Following review of baseline travel survey monitoring report

Table 11.1: Travel Plan – Action Plan

Appendix A: Application Boundary Plan

Site Boundary (13.28ha)

Path (um)
FB
45 to 55
Pond
Mast
Reservoir (covered)
Buntingford Business Park
El Sub Sta
SKEPES MEADOW
Tire Hill
125.9m
A 507
BALDOCK ROAD
A10
Ivy House
Oak View
Fairview
The Old Farmhouse
B 1038
The Thicket
Thistley Vale
Pond

Rev	Description	Date

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Client:

Hallam Land Management

Land West of Buntingford

Application Boundary Plan (South of Baldock Road)

Scale@ A3 :	Drawn:	Designed:	Approved:
1:2,500	ADW	SJP	SJP

0m 100m

Drawing Number:	Revision:	Date:
HLM082/020	C	30.05.24

50 North Thirteenth Street, Central Milton Keynes, MK9 3BP
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DAVID LOCK ASSOCIATES

Appendix B: Land Use Components Plan

- Site Boundary
- Other Land in Applicant's Control
- Employment
- Informal Open Space
- Proposed Structural Planting
- Infrastructure
- Existing Vegetation
- 'Buntingford Park'
- SuDS (Indicative)
- Indicative Structural Streets
- Access
- Potential Foul Water Pumping Station

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Client: Hallam Land Management

Land West of Buntingford

Land Use Components Plan (South of Baldock Road)

Scale@ A3 :	Drawn:	Designed:	Approved:
1:2,500	ADW	SJP	SJP

0m — 100m

Drawing Number:	Revision:	Date:
HLM082/019	E	10.06.24

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DAVID LOCK ASSOCIATES

Appendix C: Proposed Site Access Layout

Southern Access Arrangements (1:1000)



Village Gateway Feature

Dragon's Teeth Arrangement at the Entrance

Zebra Crossing

Bus Lay-by

Bus Lay-by

Parallel Crossing

Raised Crossing

Dragon's Teeth Arrangement at the Entrance from the Roundabout

Toucan Crossings

Dragon's Teeth Arrangement at the Entrance from the Roundabout

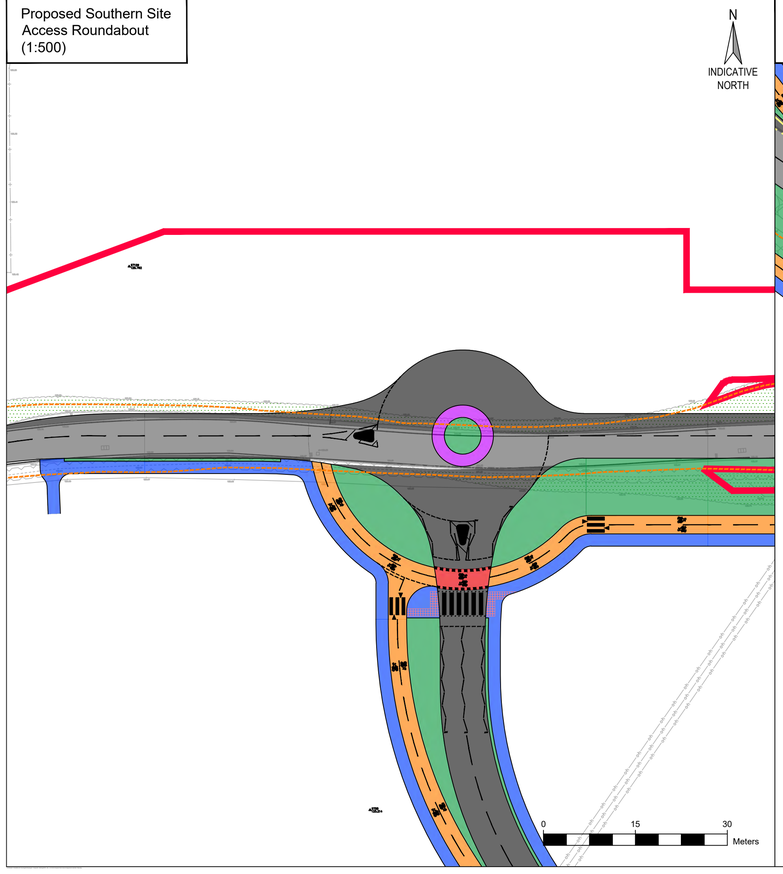
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INDICATIVE NORTH

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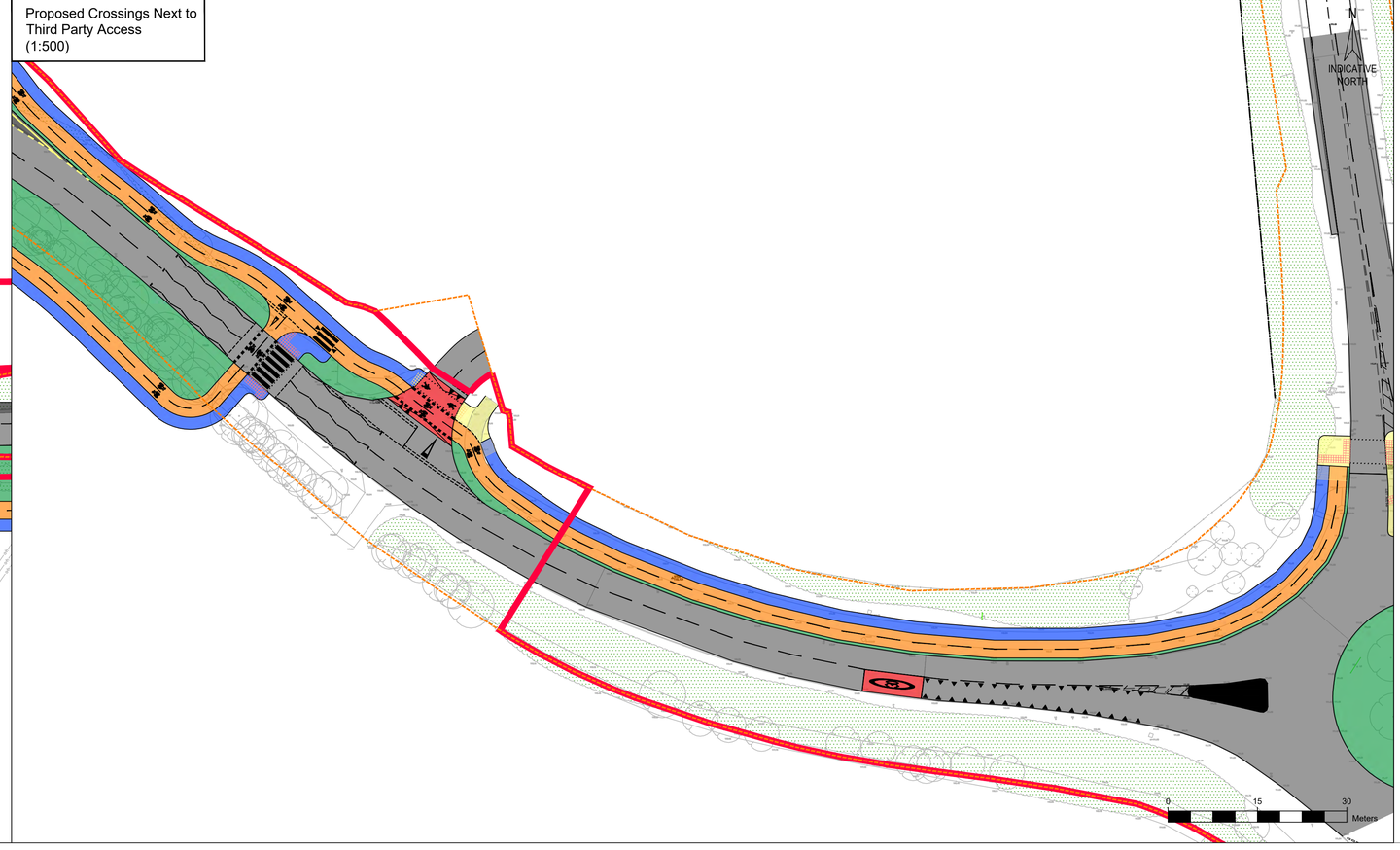
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- Site Boundary
- Highway Boundary
- Proposed Carriageway
- Existing Carriageway
- Proposed Cycleway
- Proposed Pedestrian Path / Footway
- Proposed Shared Pedestrian and Cyclist Path
- Existing Shared Pedestrian and Cyclist Path
- Verge
- Coloured Surface Treatment
- Overrun Area

Proposed Southern Site Access Roundabout (1:500)



Proposed Crossings Next to Third Party Access (1:500)



Rev	Date	Description	By	Apvd
P2	12.06.24	Updated RLB	BT	RM
P1	21.02.24	Preliminary issue	JF	JD

PROJECT:
BUNTINGFORD

TITLE:
PROPOSED SITE ACCESS ARRANGEMENTS

CLIENT:
HALLAM LAND MANAGEMENT LTD

SCALE@A1:
Please Refer to the Drawing

PROJECT REF: 23161
STATUS: N/A
DRAWING No: 0010
REV: P2

Revision Referencing
P = Preliminary A = Approval T = Tender C = Construction

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Appendix D: Proposed Highway Improvements for Combined Employment Led and Residential Led Applications

Southern Access Arrangements (1:1000)



Village Gateway Feature

Zebra Crossing

Zebra Crossing

Zebra Crossing

Parallel Crossing

Bus Lay-by

Bus Lay-by

Parallel Crossing

Raised Crossing

Dragon's Teeth Arrangement at the Entrance

Dragon's Teeth Arrangement at the Entrance from the Roundabout

Dragon's Teeth Arrangement at the Entrance from the Roundabout

Toucan Crossings

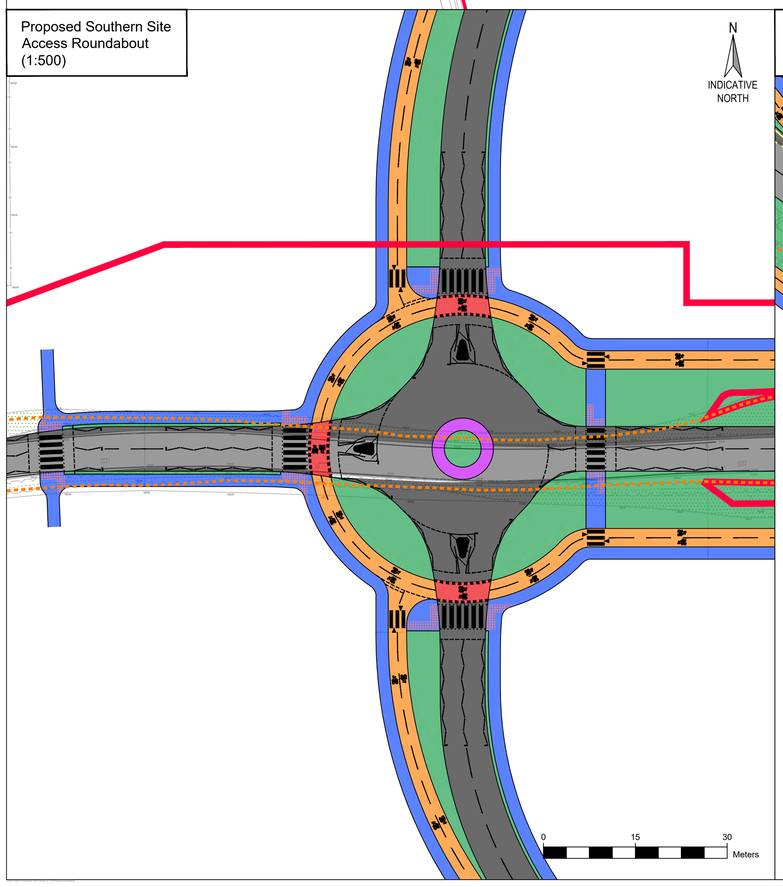
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INDICATIVE NORTH

0 30 60 Meters

LEGEND

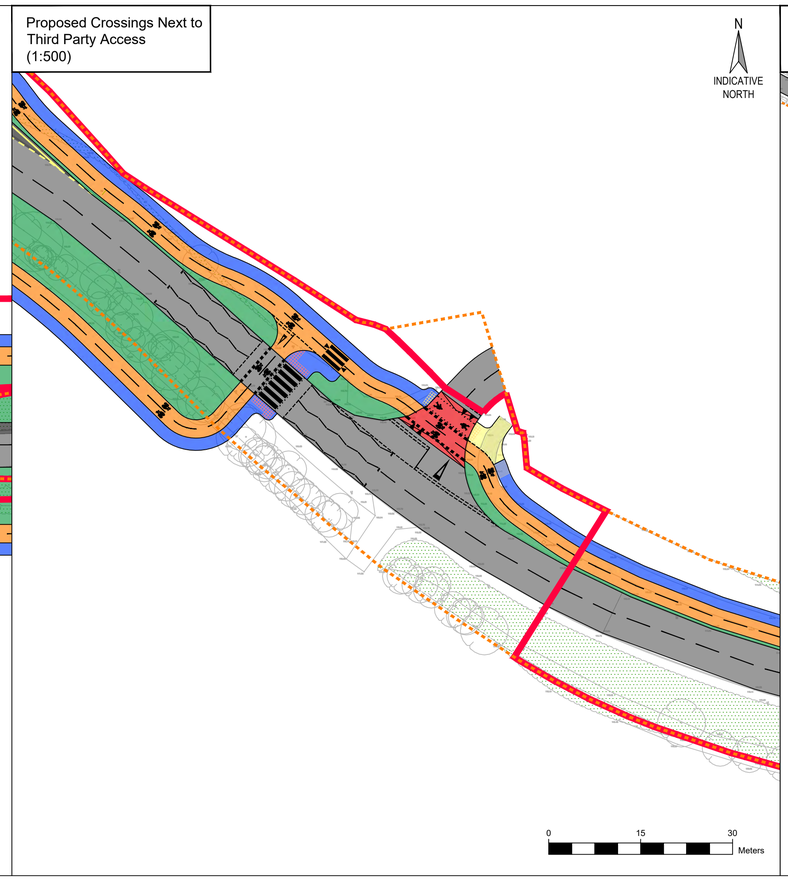
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- Highway Boundary
- Proposed Carriageway
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- Proposed Cycleway
- Proposed Pedestrian Path / Footway
- Proposed Shared Pedestrian and Cyclist Path
- Existing Shared Pedestrian and Cyclist Path
- Verge
- Coloured Surface Treatment
- Overrun Area

Proposed Southern Site Access Roundabout (1:500)



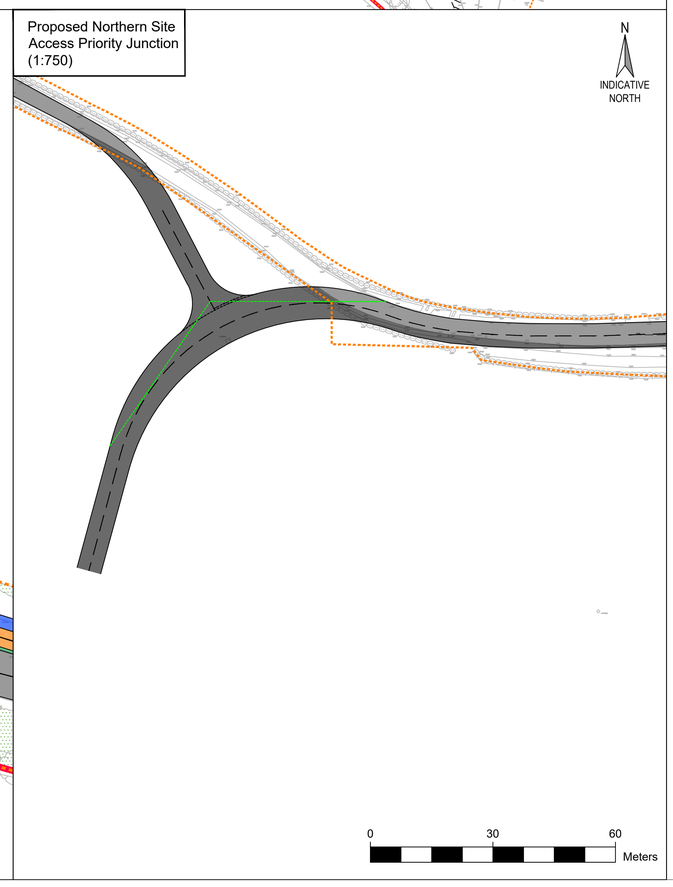
0 15 30 Meters

Proposed Crossings Next to Third Party Access (1:500)



0 15 30 Meters

Proposed Northern Site Access Priority Junction (1:750)



0 30 60 Meters

Rev	Date	Description	By	Apvd
P14	12.06.24	RLB Amendments	BT	RM
P13	14.05.24	RLB Amendments	AB	RM
P12	08.04.24	RLB Amendments	BT	RM
P11	25.03.24	RLB Amendments	BT	RM
P10	26.02.24	RLB Amendments	JF	MG
P9	21.02.24	RLB Amendments	JF	MG
P8	19.02.24	RLB Amendments	JF	MG
P7	17.02.24	RLB Amendments	JF	MG
P6	14.02.24	Amendments	MK	MG
P5	09.02.24	Amendments	MK	MG
P4	30.01.24	Amendments	MK	MG
P3	11.07.23	Added 3rd Site Access	MK	MG
P2	14.04.23	Minor Amendments	MK	MG
P1	27.03.23	Preliminary issue	MK	MG

PROJECT:
BUNTINGFORD

TITLE:
PROPOSED SITE ACCESS ARRANGEMENTS

CLIENT:
HALLAM LAND MANAGEMENT LTD

SCALE@A1:
Please Refer to the Drawing

PROJECT REF: 23161
STATUS: N/A
DRAWING No: 0001
REV: P14

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Appendix E: Proposed Off-Site Highway Improvements (B1038 Baldock Road)





KEY

- Highway Boundary
- Proposed Carriageway
- Existing Carriageway
- Proposed Coloured Surface Treatment
- Proposed Shared Pedestrian and Cyclist Path Extension
- Existing Footway
- Proposed Cycle Path
- Proposed Footway
- Verge

Rev	Date	Description	By	Apvd
P1	17.07.23	Preliminary issue	MK	MG

PROJECT:
BUNTINGFORD

TITLE:
ACTIVE TRAVEL CONNECTION TO BUNTINGFORD VILLAGE CENTRE

CLIENT:
HALLAM LAND MANAGEMENT

SCALE@A1:
Refer to the Drawing

PROJECT REF:
23161

DRAWING No:
003

REV:
P1

Revision Referencing
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