



Residential Framework Travel Plan  
Northstowe - Phase 1 Development  
Gallagher / HCA

14 February 2012

UNITED  
BY OUR  
DIFFERENCE



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# 1 Introduction

## 1.1 PREAMBLE

1.1.1 WSP has been commissioned by Gallagher and the Homes and Communities Agency (HCA) to provide travel planning advice to support their promotion of the new town of Northstowe in Cambridgeshire. This Residential Framework Travel Plan (RFTP) supports the application by Gallagher for a Phase 1 development at Northstowe comprising; up to 1,500 dwellings, a primary school, a mixed-use local centre (including a community building and provision for non-residential institutions, financial and professional services, shops, cafes and restaurants, drinking establishments and hot food takeaways), leisure, community, residential institutions, cultural, health and employment provision (business, general industry and storage & distribution) including a household recycling centre, formal and informal recreational space and landscaped areas.

1.1.2 This RFTP aims to encourage the sustainable travel of Phase 1 Residents at Northstowe and sits alongside a Workplace Framework Travel Plan (WFTP) and School Framework Travel Plan (SFTP). These can be extended to include further phases as the new town of Northstowe develops.

1.1.3 The RFTP has been produced in accordance with Cambridgeshire County Council's draft Residential Travel Plan Guidance (December 2010) and is in line with our 'Travel Plan Scoping Note (3/11/11)', which was developed through discussions with Cambridgeshire County Council (CCC), South Cambridgeshire District Council (SCDC) and the Highways Agency (HA).

## 1.2 THE SITE

1.2.1 The primary development site is situated immediately north-east of Longstanton and is approximately 10km north-west of the centre of Cambridge. The site itself is currently partially open land, but in the main is occupied by the 18 hole Cambridge Golf Club and its associated facilities. The site location can be seen in Figure 1.

1.2.2 The northern border of the site is formed by the Cambridgeshire Guided Busway (CGB) which has rural land to its north. The south-western border of the site is the settlement of Longstanton, with residential buildings and a school backing onto the site. Northstowe will eventually extend into the land to the east of the site but it is currently rural, with Rampton Road approximately 200m further east and then the former airfield site.

1.2.3 The north-west of the site is bordered by the B1050 Station Road which runs south to north. On the western side of Station Road there is a small amount of development.

1.2.4 The Northstowe RFTP will demonstrate the joint promoters' commitment to ensure that the future residents of Northstowe will be encouraged to display sustainable travel behaviour. This Travel Plan sets out the intentions of the promoters and the measures that will be implemented at the site to encourage sustainable travel amongst residents.

1.2.5 The Travel Plan will be an evolving document that will change and develop over time to reflect the changing characteristics of the site in relation to resident turnover and changing travel patterns.

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### 1.3 DEVELOPMENT PROPOSALS

1.3.1 The Phase 1 development at Northstowe provides a unique opportunity for the construction of a sustainable mixed use development.

1.3.2 In 2007, Gallagher Longstanton Ltd and English Partnerships (now the HCA), submitted an outline application for the wider Northstowe new town development, along with a full applications for elements of the proposed infrastructure. The application was registered and remains current.

1.3.3 This RFTP supports a new planning application for Phase 1 of the wider new town. A summary of land uses included within Phase 1 are set out below:

- Up to 1,500 residential dwellings
- A three form entry primary school
- A mixed-use local centre
- B1, B2 and B8 employment
- A sports hub
- Public open space
- Allotments
- Associated infrastructure.

1.3.4 The mix of residential development has been estimated below, offering 35% of housing as affordable dwellings:

- 25% 2 Bedrooms
- 46% 3 Bedrooms
- 22% 4 Bedrooms
- 7% 5+ Bedrooms
- Elderly care provision (C2)

1.3.5 The estimated trajectory for the Phase 1 residential build-out is set out in Table 1.1 below:

**Table 1.1: Indicative Residential Build-out Trajectory**

Year	2014	2015	2016	2017	2018	2019	2020	2021	TOTAL
Build-out in year	100	175	275	360	350	160	60	20	1500
Cumulative Total	100	275	550	910	1260	1420	1480	1500	1500

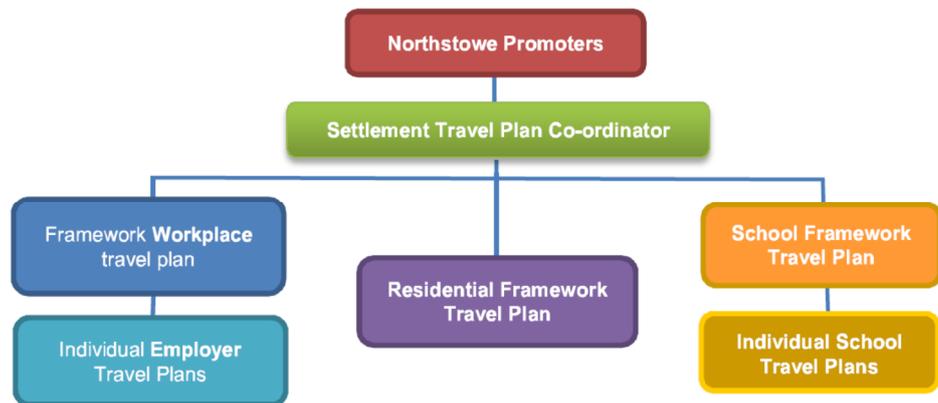
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## 1.4 OVERARCHING TRAVEL PLAN MANAGEMENT

1.4.1 To ensure consistency across the travel plans at Northstowe and to ensure that the travel plans can be rolled out beyond Phase 1, the joint promoters of Northstowe will appoint a Settlement Travel Plan Co-ordinator (STPC).

1.4.2 The role of the STPC will be to oversee the roll-out of the RFTP, SFTP and ensure that employers locating to Northstowe meet the requirements of the WFTP. Smaller employers will be able to procure the assistance of the STPC, to directly help with their Travel Plan (if required), but larger employers will be required to have their own internal co-ordinator to ensure uptake of the plan within the company. For clarity, a diagram setting out the proposed overarching management hierarchy of Northstowe's Travel Plans is set out in Diagram 1.1:

**Diagram 1.1 – Overarching Northstowe Travel Plan Management**



1.4.3 In providing the above management structure CCC, SCDC and the HA will have a central point of contact with regards to Travel Planning at Northstowe. As further phases of Northstowe come forward the STPC will ensure current measures used in Phase 1 are expandable to incorporate the wider settlement. This will enable efficiencies to be made and achieve interworking between the different elements of Northstowe, thereby ensuring a fully sustainable development in both the short and longer term.

1.4.4 The STPC will be in place 6 months before residential / employment unit sales commence, to enable training of sales staff and to prepare any materials needed to promote the site's sustainable travel options from the very beginning. The role and work of the STPC will be commensurate with the tasks required. Initially this will be part time, and may be undertaken directly by the Promoters using suitably trained staff. The role may need to be expanded depending on future developments at Northstowe. Alternatively the position of the STPC may form part of a wider Northstowe role, i.e. combined with, say, a Community Support position or an Employment Co-ordinator. The promotion of the site as a sustainable development from the outset will be crucial for Travel Plan success. All sales staff will be fully trained to enable the Travel Plans to be advertised as a benefit to the development and to ensure buy-in from prospective residents and employers locating to Northstowe.

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## 1.5 STRUCTURE OF THIS REPORT

1.5.1 The remainder of the RFTP is set out in the following sections:

- Chapter 2 provides a background to Travel Plans and their benefits;
- Chapter 3 covers a brief review of the relevant policy and guidance;
- Chapter 4 outlines the aims, objectives and RFTP vision;
- Chapter 5 describes the existing site conditions and future opportunities at the site;
- Chapter 6 sets out the RFTP targets required to achieve the objectives;
- Chapter 7 defines the 'Toolkit of Measures' proposed to meet the objectives of the RFTP;
- Chapter 8 outlines a programme for implementation of the proposed measures, management of the Travel Plan and details on funding; and
- Chapter 9 discusses the monitoring mechanism for the Travel Plan.

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## 2 Background to Travel Plans

### 2.1 WHAT IS A RESIDENTIAL TRAVEL PLAN

2.1.1 A Residential Travel Plan (RTP) is a long-term strategy to encourage residents of a development to travel by sustainable transport options, and reduce their reliance on the private car. The Department for Transport's (DfT) "Making Residential Travel Plans Work Summary Guide, July 2007" defines a RTP as:

*"A package of measures designed to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. They are an important tool to help deliver accessible, sustainable communities and offer clear benefits to all the parties involved – public, private and the community. They involve meeting the access needs of residents in a new way and require partnerships between developers, local communities and new residents".*

2.1.2 RTPs seek to increase sustainable travel at residential developments by:

- *Reducing the need to travel*
- *Reducing single-occupancy car travel*
- *Providing and encouraging the use of more sustainable travel choices, such as walking, cycling, public transport, car sharing and car clubs (from CCC's RTP Guidelines, December 2010)*

2.1.3 The DfT's Travel Plan Pyramid (below) helps demonstrate how successful Travel Plans are built on the firm foundations of a good location and site design. Additional hard and soft measures then need to be integrated into the design, marketing and occupation of the site. Where appropriate, car parking restraint can be an important means of reducing car use. The bottom two layers of this pyramid provide the foundation for a reduction in car usage and are an integral part of the development strategy for Northstowe.

### The travel plan pyramid



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## 2.2 BENEFITS OF A RESIDENTIAL TRAVEL PLAN

2.2.1 The benefits, to both residents and the wider local community, of an effective RTP, include:

- Improved air quality through reduced congestion as a result of the use of alternative modes to the private car;
- Better use of existing infrastructure as road space is made less congested as a result of fewer cars;
- Cost savings for car sharers – by sharing journeys with neighbours/friends, residents can benefit from sharing the cost of the fuel consumed through making these journeys; and
- Improved quality of life for residents – achieved through healthier lifestyles i.e. replacing shorter car journeys with walking; better air quality; less stress etc. (this includes residents of the development site and of the local area).

2.2.2 A summary of benefits arising from the introduction of a successful RTP (including benefits to residents, visitors to a site and the wider community) is illustrated in Diagram 2.1 below:

**Diagram 2.1 – Potential Travel Plan Benefits**



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## 3 Policy Background

### 3.1 INTRODUCTION

3.1.1 The sustainability of new development has become of paramount importance and a significant amount of guidance has been produced on promoting more sustainable transport options such as walking, cycling and public transport, whilst advocating a reduction in the use of the private car. This section outlines the national and local policy context and best practice guidance under which this RFTP has been prepared.

### 3.2 NATIONAL POLICY GUIDANCE

3.2.1 The role of travel planning is recognised nationally and several policy and guidance documents have been published for both developers and government bodies alike. The following guidance documents will assist in the production of this RFTP and are summarised below:

The policy guidelines which will inform this Travel Plan are listed below:

- Delivering Travel Plans through the Planning Process (DfT, April 2009)
- The Essential Guide to Travel Planning (DfT, October 2007)
- Making Residential Travel Plans Work (DfT, June 2007)
- Making Residential Travel Plans Work: Good practice guidelines for new development (DfT, September 2005)
- Making Smarter Choice Work (DfT, 2005)

3.2.2 This RFTP will therefore be prepared in the context of established national and local policy guidance and best practice.

#### DRAFT NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

3.2.3 The draft NPPF was published in July 2011. It seeks to simplify and decentralise planning decisions. It outlines an over-arching principle being the presumption in favour of sustainable development, embracing economic sustainability into decision making.

3.2.4 The NPPF suggests there is “...no necessary contradiction between increased levels of development and protecting and enhancing the environment, as long as development is planned and undertaken responsibly”. It states, “Decision-takers at every level should assume the default answer to development proposals is “yes”, except where this could compromise the key sustainable development principles set out in this framework”.

3.2.5 The key Transport messages include:

- “...facilitating development but also contributing to wider sustainability ...”
- “The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel”.
- “The planning system should therefore support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of transport”.
- “...development should not be prevented or refused on transport grounds unless the residual impacts of development are severe...”

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## CREATING GROWTH, CUTTING CARBON: MAKING SUSTAINABLE LOCAL TRANSPORT HAPPEN (DFT, 2011)

3.2.6 The Local Transport White Paper sets out the Government's vision for a sustainable local transport system that supports the economy and reduces carbon emissions. It explains how the Government is placing localism at the heart of the transport agenda, taking measures to empower local authorities when it comes to tackling these issues in their areas.

3.2.7 The Local Transport White Paper states that the Government's vision is for:

*"A transport system that is an engine for economic growth but one that is also greener and safer and improves quality of life in our communities. By improving the links that move goods and people around, and by targeting investment in new projects that promote green growth, we can help to build the balanced, dynamic low carbon economy that is essential for our future prosperity"*

3.2.8 The White Paper forms part of the Government's overall strategy to tackle carbon emissions from transport. It states that action taken locally is best placed to support economic growth and deliver near term reduction in transport-related carbon emissions. This can be achieved by providing people with options to choose sustainable modes for everyday local transport choices to, for example, help boost economic growth by facilitating access to local jobs.

3.2.9 Travel plans are noted as being a key means for promoting travel choices to a wide audience and encouraging a change in travel behaviour towards greater use of sustainable modes of travel.

## PLANNING POLICY GUIDANCE 13 – TRANSPORT (DFT)

3.2.10 Planning Policy Guidance Note 13: Transport (PPG13), published in March 2001 and updated in January 2011, provides advice on transport for new developments. The objectives of PPG13 are to integrate planning and transport at the national, regional, strategic and local level to:

- Promote more sustainable transport choices for both people and for moving freight;
- Promote accessibility to jobs, shopping, leisure and services by public transport, walking and cycling;
- Reduce the need to travel, especially by car; and
- Increase personal choice by improving the alternatives and to secure mobility that is sustainable in the long term.

3.2.11 PPG13 emphasises the key themes of sustainable development that have emerged in recent years. It advises that planning applications for major developments should be accompanied by a Transport Assessment, which includes details of access by walking, cycling and public transport.

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## PLANNING POLICY STATEMENT 1: DELIVERING SUSTAINABLE DEVELOPMENT

3.2.12 Planning Policy Statement 1: Delivering Sustainable Development (PPS1), published in January 2005, sets out an overarching planning policy on the delivery of sustainable development in the planning system.

3.2.13 Much importance is placed on sustainable development in planning. Paragraph 3 states that: *“Sustainable development is the core principle underpinning planning.”*

3.2.14 PPS1 describes several key objectives to achieve sustainable development in planning including, inter alia:

- Social cohesion and inclusion
- Protection and enhancement of the environment
- Prudent use of natural resources
- Sustainable economic development

3.2.15 PPS1 provides an outline of the means by which sustainable development and patterns of inclusive urban and rural development should be achieved. These are:

- Making suitable land available for development in line with economic, social and environmental objectives;
- Making contributions to sustainable economic development;
- Protection and enhancement of the natural and historic environment and existing communities;
- Ensuring a high quality development via good and inclusive design and the efficient use of materials; and
- Ensuring that development supports existing communities and contributes to the creation of safe, sustainable and liveable communities with good access to employment, facilities and services.

## MAKING RESIDENTIAL TRAVEL PLANS WORK: GOOD PRACTICE GUIDELINES (DFT, SEPTEMBER 2005)

3.2.1 The government issued the above guidance in an effort to ensure RTPs become more common place within the planning process. The publication defines a RTP as:

*‘A package of measures designed to reduce the number and length of car trips generated by a residential development, while also supporting more sustainable forms of travel and reducing the overall need to travel’.*

3.2.2 Travel plans are an increasingly important tool in the delivery of sustainable development, currently a key Government objective, and the DfT acknowledges that the implementation of Residential Travel Plans will be critical to its delivery.

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## MAKING SMARTER CHOICES WORK – (DfT, 2005)

3.2.3 Subsequent to the Transport White Paper, the Department for Transport (DfT) report 'Making Smarter Choices Work' signals continued government support for a range of measures aimed at raising awareness of alternative modes of travel to private car use, and actively encouraging the use of a wider range of travel modes amongst individuals.

3.2.4 These measures include travel plans, travel awareness campaigns, car sharing initiatives, and individualised travel marketing. Contemporary transport policy now recognises the impact that such measures can have in encouraging a shift in modal choice, particularly when accompanied by demand management restraints on single-occupancy car use.

## 3.3 REGIONAL POLICY

### EAST OF ENGLAND PLAN

3.3.1 The Localism Bill was enacted in November 2011, thereafter becoming the Localism Act. Different parts of the Act will, however, come into effect at different times over the coming months. The Act enables Regional Spatial Strategies, including the East of England Plan, to be abolished, but this will be undertaken by statutory order by the Government in due course (it is currently understood that this will be around March / April 2012), subject to consultation.

3.3.2 Whilst the East of England Plan remains part of the development plan until it is formally abolished, the Government has advised that the proposed abolition of Regional Spatial Strategies should be regarded as a material consideration by local planning authorities when deciding planning applications. It should therefore be afforded limited weight in the determination of this planning application and therefore policies within it have not been referred to. Reference is, however, included to relevant policies within the core strategy, which takes account of regional policy

## 3.4 LOCAL POLICY

### CAMBRIDGESHIRE LOCAL TRANSPORT PLAN 3 (LTP3)

3.4.1 LTP3 replaces the previous LTP2, and was formally adopted in March 2011. It covers the period 2011-2026 and contains two main elements, a Policies and Strategy part outlining objectives and strategies to overcome the challenges in the county, and a short term three year Implementation Plan which details programmes for delivery of transport improvements to the network.

3.4.2 The Policies and Strategies part of the plan translates the issues into a set of eight challenges, which include:

- Challenge 2: Reducing the length of the commute and the need to travel by private car.
- Challenge 3: Making sustainable modes of transport a viable and attractive alternative to the private car.

3.4.3 The associated Implementation Plan details funding, county-wide programmes, and monitoring methods, and will be reviewed on an annual basis over its three year period.

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SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL (SCDC) - CORE STRATEGY  
DPD (ADOPTED JANUARY 2007)

3.4.4 The Core Strategy replaces the previous Local Plan adopted in February 2004, as part of the Government's new legislation for development plans. It holds a vision for South Cambridgeshire for which new developments must meet a set of targets and objectives. Inter alia, these are:

- To provide an adequate and continuous supply of land for housing and employment, to meet strategic requirements, in sustainable locations;
- To locate development where access to day-to-day needs for employment, shopping, education, recreation, and other services is available by public transport, walking and cycling thus reducing the need to travel, particularly by private car;
- To create a sustainable small new town close to but separate from the villages of Longstanton and Oakington connected to Cambridge by a high quality rapid transit system along the route of the disused St Ives railway. The new town will make best use of previously developed land; and
- To provide and enable provision of enhanced infrastructure to meet the needs of the expanded population.

SCDC DEVELOPMENT CONTROL POLICIES DPD (ADOPTED JULY 2007)

3.4.5 As part of the Local Development Framework, the Development Control Policies were adopted in July 2007 and cover the period up to 2016. With regard to transport, the key objectives are derived as part of policies on Development Principles, Economy & Tourism, and Travel.

3.4.6 The objectives set out in the Development Principles section have been derived with the aim to "achieve attractive, high quality sustainable places where people want to work, live and relax". Inter alia, these are:

- To ensure essential infrastructure is provided appropriately (**Policy DP/a**);
- To ensure all new development makes appropriate provision of services and infrastructure to meet its needs (**Policy DP/f**).
- That all development proposals provide, as appropriate to the nature, scale and economic viability:
  - appropriate access from the highway network that does not compromise safety, enhanced public and community transport and cycling and pedestrian infrastructure;
  - Car parking, with provision kept to a minimum; and
  - Safe and secure cycle parking.

3.4.7 In relation to the transport objectives contained in the Economy & Tourism section, SCDC aim "to reduce commuting distances and the need to travel, particularly by car, by bringing home and workplace closer together, and by encouraging employment opportunities in accessible locations, or accessible by sustainable modes of travel".

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3.4.8 The objectives set out in the travel section are focussed around the aim “to promote more sustainable travel choices, to improve access to major trip generators by non-motorised modes, and to reduce the need to travel, especially by car”. With these challenges in mind, SCDC seek:

- To provide a transport system that meets the needs of the economy **(Policy TR/a)**;
- To reduce the need to travel, and where travel is unavoidable, to increase the use of sustainable modes **(Policy TR/b)**;
- To promote the use of more sustainable modes of travel such as public transport, community transport, walking and cycling by making such modes more integrated, highly accessible, safer and more attractive to use **( PolicyTR/c)**;
- To promote sustainable travel by ensuring new development takes place in locations with, or with potential for, good accessibility by non-motorised modes to facilities and services and ensuring provision for all transport modes **(Policy TR/d)**;
- To minimise the amount of car parking provided in new developments, within the context of maximum parking standards, compatible with its location and availability of alternative transport modes, to avoid over-reliance on the car **(Policy TR/e)**;
- To promote a healthy lifestyle through travel choice **(Policy TR/f)**;
- To reduce the environmental impact of travel, to conserve energy and reduce air pollution by limiting the growth in road traffic **(Policy TR/i)**; and
- To provide transport proposals that protect or enhance the built and natural environment. **(Policy TR/j)”**

3.4.9 Policy TR/1 (Planning for More Sustainable Travel) states that:

- New developments will not gain planning permission if there is to be a material increase in travel demands and insufficient levels of accessibility by non-car modes;
- The Council will seek to ensure every opportunity is taken to improve accessibility to non-motorised modes by:
  - securing appropriate public transport improvements
  - securing design proposals which promote integrated travel and access by non-motorised modes
  - minimising the amount of car parking provision in new developments
  - ensuring new developments are located and designed with permeable layouts to facilitate walking, cycling and public transport interchanges
  - requiring safe and secure cycle parking
- The LTP road user hierarchy will be taken into account to ensure adequate emphasis is placed on the relevant modes.

3.4.10 Policy TR/2 states that car parking should be provided in accordance with maximum standards and for some locations where accessibility is good, the Council will seek to reduce the permitted level of car parking for new developments.

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3.4.11 In relation to mitigation, Policy TR/3 states that new developments should minimise impact on levels of travel, noise and pollution through providing adequate integrated transport infrastructure. Transport Assessments and Travel Plans will be required for all major developments, with the Travel Plan having measurable outputs related to targets or aims in the LTP, and providing monitoring arrangements.

3.4.12 In support of Non-Motorised Users (NMUs), SCDC seek to ensure that all new developments are located and designed to facilitate and encourage short distance trips between home, work, schools and for leisure, in accordance with Policy TR/4.

#### SCDC NORTHSTOWE AREA ACTION PLAN (ADOPTED JULY 2007)

3.4.13 The Northstowe Area Action Plan (NAAP) provides site specific policies for the areas of land developed for Northstowe. Policies relating to the provision of transport at Northstowe are set out in Section D7, and consider the necessary components of providing sustainable and efficient transport networks.

3.4.14 **Policy NS/11** considers alternative transport modes. The Cambridgeshire Guided Busway and other bus services will provide public transport within Northstowe. The whole development is required to be within 400m walking distance of general bus stops and 600m easy walking distance of the dedicated local busway. To support the operation of these services, an initial subsidy for a 12 month period after occupation will be required.

3.4.15 To promote the use of non-motorised modes **Policy NS/11** states that cycle parking should be provided in line with the minimum standards set out in Appendix 2 of the DPD.

3.4.16 For non-motorised modes, public rights of way (PROW) routes are encouraged between Northstowe and regional cycle network route 24. Existing foot, cycle and bridleways should be widened where possible. New links are also encouraged between Northstowe and villages within 5km radius

#### CCC DRAFT CAMBRIDGESHIRE RESIDENTIAL TRAVEL PLAN GUIDANCE – SUPPLEMENTARY GUIDANCE (DEC, 2010)

3.4.17 CCC in liaison with the City and District Councils in Cambridgeshire have produced draft residential travel plan guidance which is intended for use by developers, their consultants and any other stakeholders involved in the residential travel planning process.

3.4.18 The aim of the Cambridgeshire Residential Travel Plan Guidance is to provide a background on Residential Travel Plans (RTPs), to explain the residential travel planning process and to specify the local requirements for RTPs. Alongside the guidance provided, the document also contains templates and examples to demonstrate how RTP requirements can be met.

3.4.19 In developing this RFTP, the CCC guidelines have been referenced and as such this plan aims to represent best practice and meet the requirements of CCC.

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### 3.5 SUMMARY

3.5.1 This chapter has set out the context for policy and guidance considered relevant to inform this RFTP. Both central and local government have set clear aims for sustainable development and it is the aim of this Travel Plan to identify how the development of Northstowe will support these aims.

3.5.2 In this regard, this RFTP is intended to be a strategic management tool designed to accommodate the development's specific transportation needs. Its purpose is to encourage prospective residents and visitors to think about how, why and when they need to travel, ensuring that all reasonable measures are taken to minimise any adverse impact of their travel on the development and wider community.

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## 4 Travel Plan Aims & Objectives

### 4.1 RESIDENTIAL FRAMEWORK TRAVEL PLAN VISION

4.1.1 To support the planning and transport policy objectives, this RFTP will aim:

***'To create a sustainable, community driven environment for residents, which promotes a range of lifestyle and travel choices and reduces reliance on the private car'***

4.1.2 The overarching scope of this RFTP is to assist in reducing the amount of car travel to and from the whole site. This will in turn reduce traffic impacts on the surrounding highway network, to the benefit of lower congestion, better air quality and road safety in the local area. The measures proposed within this document will not only bring associated benefits to Northstowe and its residents, but will also help to mitigate the impacts of the development on the wider local community.

### 4.2 TRAVEL PLAN OBJECTIVES

4.2.1 In pursuit of this vision, and in light of the aim of both national and local policy, the RFTP will be supported by a number of objectives, as set out below:

- Reduce the impact and frequency of single-occupancy car travel on the local community;
- Encourage greater use of sustainable transport in preference to the use of the private car, including walking and cycling for local journeys;
- Increase accessibility of the site to a wide range of people including those who are less mobile;
- Protect and enhance the environment in and around the site;
- Provide a unique selling tool, promoting the site; and
- Promote a lifestyle to residents which includes healthy and sustainable living.

4.2.2 The objectives will work towards the vision of the Travel Plan by informing a package of measures that focus on promoting access to the site by sustainable modes of transport as an alternative to the private car from the outset. It is intended that this will develop residents' and visitors mind-sets to consider sustainable travel alternatives for everyday trips instead of single occupancy car travel.

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# 5 Site Conditions and Travel Opportunities

## 5.1 INTRODUCTION

5.1.1 This section of the RFTP identifies the existing conditions surrounding the Northstowe Phase 1 development site. The purpose of this section is to illustrate current conditions and highlight any issues, such as local accessibility to employment areas and key local services that can be addressed by the Travel Plan and the accompanying Transport Assessment.

5.1.2 Furthermore, this Section identifies existing opportunities for encouraging sustainable travel to/from the development site from the outset.

## 5.2 SITE LOCATION

5.2.1 The whole Northstowe site is identified in the NAAP. The primary area of this Phase 1 development is shown in Figure 1. It is located to the north-east of Longstanton and near the villages of Over, Willingham, Rampton and Oakington. To the north of the site there is the recently opened Cambridgeshire Guided Busway (CGB) and CGB Park and Ride site.

5.2.2 The site is approximately 10km north-west of the centre of Cambridge and currently incorporates an 18 hole golf course and agricultural land. The northern border of the site is formed by the CGB which has unoccupied land to its north. To the east of the site is rural land, with Rampton Road approximately 200m beyond and then the former airfield, although this area will eventually be incorporated into Northstowe. The south-western border of the site is the existing settlement of Longstanton, with residential buildings and a school backing onto the site.

5.2.3 At the north-west the site is bordered by the B1050, Station Road, which runs from the north of Cambridgeshire south to the A14. On the western side of Station Road there is a small area of Phase 1 development and then more open land which according to the NAAP can eventually form part of Northstowe. Junction 29 of the A14 is located just under 4km south of the site near Bar Hill.

5.2.4 Other settlements in the vicinity of the site include; Oakington which is 3km south-east of the site, Rampton 2.6km to the north-east, Cottenham 3.5km to the east and Willingham which is 2.5km to the north.

## 5.3 NON-MOTORISED USERS (NMU)

5.3.1 This Section summarises the existing conditions for Non-Motorised Users (NMUs) in the vicinity of the Phase 1 development, in particular, the facilities and conditions for pedestrians, cyclists and equestrians.

5.3.2 In addition to facilities for NMUs within the highway environment, there are a number of public footpaths, bridleways and byways within the site and the surrounding area. These PROWs currently provide opportunities for healthy exercise, sustainable transport and recreation for pedestrians, equestrians and cyclists in the existing surrounding communities. These routes, and those provided in the highway context, are all considered below.

5.3.3 The existing infrastructure, in terms of providing links to settlements close to Northstowe, is summarised in Table 5.1 below. The table demonstrates that existing provision for NMUs does exist on most corridors. Indeed, some settlements benefit from both highway NMU and PROW links. However, Over, Swavesey and Bar Hill do not currently have any dedicated link to the Northstowe site for NMUs.

**Table 5.1: Summary of Existing NMU and PROW Links from Northstowe**

Destination	Approximate Distance from Site Perimeter	Existing Provision (tick indicates a direct route)			
		Highway NMU provision	Footpath	Bridleway	Byway
Longstanton	Adjacent to site	✓	✓	-	✓
Rampton	1.5 km	-	-	-	✓
Oakington	2.5 km	✓	✓ (disused)	✓ (disused)	-
Willingham	2.5 km	✓	-	-	-
Over	3 km	-	-	-	-
Cottenham	3.5 km	✓	-	-	✓
Swavesey	3.5 km	-	-	-	-
Bar Hill	3.5 km	-	-	-	-
Histon/Impington	4 km	✓	✓	✓	-
Girton	5 km	✓	✓	-	-

5.3.4 The importance of walking as a leisure and health activity is widely recognised, and it is important that high quality leisure walking opportunities are provided for Northstowe residents, both on site and off site. Therefore, all existing routes which fall within the 2km walking catchment have been surveyed to ascertain the existing conditions and improvements identified where appropriate within the transport strategy.

5.3.5 Included in the route assessments are dedicated footpaths and PROW further afield, in order to account for potential leisure journeys. This includes the following routes which are shown on Figure 2.

- Longstanton public footpath (from St Michael's Lane to Station Road);
- Longstanton to Rampton PROW (from Rampton Road to Cuckoo Lane);
- Rampton to Histon PROW; and
- Oakington to New Close Farm/Hatton's Road PROW.



Public Footpath adjacent to Magdalene Close

#### 5.4 PEDESTRIAN NETWORK

5.4.1 Pedestrian conditions in Longstanton are generally good with footways provided on all streets and traffic calming on the High Street. Similar provision is present on Rampton Road, providing one of the main routes into the Northstowe site.

5.4.2 Additionally the public footpath from St Michael's Lane to the south-east of Longstanton, across Rampton Road and through the golf course to Station Road north of the village, provides a route adjacent to the new development. This route is off-road, unsurfaced and narrow through stiles and other access barriers.

5.4.3 There is an existing link via a PROW running from the end of Rampton Road to Rampton village, which crosses the CGB line. On the Longstanton side of the CGB line the path is unsurfaced. The section to the east of the line is similarly unsurfaced and suitable for use as a leisure route. The path is a reasonable width (about 2m) throughout. There is no footway where the PROW emerges onto Cuckoo Lane although the road is a dead end providing vehicular access only to a breakers yard.



Rampton PROW at Cuckoo Lane

5.4.4 Pedestrian conditions in Rampton are generally good albeit Cuckoo Lane does not provide a footway.

5.4.5 The Rampton to Histon PROW links to the Longstanton route from Cuckoo Lane and runs through farmland south of Rampton, crossing Oakington Road halfway between Oakington and Cottenham. It is unsurfaced but reasonable in width (greater than 2m for much of its length). This route is likely to be used for leisure purposes only.

5.4.6 Access to Willingham for all non-motorised modes is via the B1050 corridor. This corridor does not have a footway along the section from the end of the High Street to Station Road where it crosses the CGB line. Traffic flows are relatively high along this route making it less attractive.

## 5.5 CYCLING NETWORK

5.5.1 Routes linking the Phase 1 development with surrounding villages have been identified as providing infrastructure for cycle journeys. Distances to some of the destinations shown on Figure 3, are in excess of what might normally be considered a 'reasonable cycling distance' for assessment purposes. However, it is important to recognise that the topography and existing 'cycling culture' in Cambridgeshire (particularly in the areas surrounding Cambridge) means that cycling is likely to be a realistic option, particularly for commuting trips, to a number of destinations outside the standard 5km catchment. In addition to the more direct links, the cycle provision map on Figure 3 has included existing PROW and bridleways with a view to potential leisure trips associated with the development.



*A number of junctions between Longstanton and Bar Hill do not present a cycle-friendly design.*

5.5.2 Conditions for cyclists within Longstanton itself are generally good. Traffic flows are relatively light on Longstanton High Street, and the traffic speed is managed by traffic calming. Lane widths are adequate and a route is signed as part of the National Cycle Network.

5.5.3 The CGB, for which the public transport aspect will be detailed below, boasts an adjacent wide smooth blacktop surface which offers a traffic-free cycling super highway. The route runs along the northern perimeter of the site, heading east to Oakington, Histon and Cambridge, and west to Longstanton Park & Ride and Swavesey. From Swavesey it continues as a granular surface past the Fen Drayton Nature Reserve to the St Ives Park & Ride. Most stops along the guided section of The Busway provide covered, well lit and CCTV monitored cycle parking, providing an ideal opportunity for cyclists to both commute to work, or to use this route for leisure purposes.



Longstanton High Street: conditions are relatively good for cyclists, with low traffic speeds assisted by some existing traffic calming



Advance stop lines are provided on the Regional Cycle network route at Oakington cross roads

5.5.4 Regional route 24 also provides a link for cyclists from Longstanton to Cambridge, via Oakington and Girton. Conditions for cyclists within Oakington itself are generally good and traffic volumes are considered to be acceptable. This route utilises a shared use footpath between Oakington and Girton. At Girton, although the route moves onto the carriageway, traffic must abide by a 30mph limit which is complemented by a traffic calming scheme. The heavily utilised route continues through to Cambridge, generally functioning well and providing a safe environment for cyclists with the context of a busy radial corridor.

## 5.6 PUBLIC TRANSPORT NETWORK

5.6.1 The CGB runs along the northern boundary of the site and a stop has been built adjacent to the site. The CGB was opened in August 2011 with weekday services at approximately 10 minute intervals. The details of these services are shown in Table 5.2.

5.6.2 In addition to the CGB services the Citi 5 operates around the area. It currently runs between Cambridge and St Ives via Girton, Oakington, Bar Hill, Longstanton, Willingham, Over, Swavesey, Fen Drayton, and Fenstanton. The Citi 5 offers a 20 minute frequency of service between Bar Hill and Cambridge and on the hour it extends to St Ives and the villages on-route. This extended service is known as the 'Citi 5 in the Fens' service and passes through Longstanton. These details are shown in Table 5.2 and Figure 4.

**Table 5.2: Existing Bus Services in the Vicinity of Longstanton**

Route No	Operator	Route Description	Daytime frequency and first and last departures*
A / B Alternating services A & B during day  Service B only during evening	Stagecoach in the Fens	Trumpington P&R – Addenbrooke’s – Central Cambridge – St Ives - Huntingdon	Day Services (Every 10mins) First Bus 0558 Last Bus 1901  Evening Services (Hourly) First Bus 1843 Last Bus 2336
C / D Service D on early morning services only	Whippet Coaches	Cambridge Rail Station – Central Cambridge – Longstanton – St Ives	Day Services (Hourly) First Bus 0653 Last Bus 1840
Citi 5	Stagecoach	City Centre – Girton – Bar Hill – Longstanton – Willingham – Over – Swavesey – Fenstanton – St Ives	Day Services (every 20 mins to Bar Hill, hourly to St Ives) First Bus 0605 Last bus 2305
<b>Citi 5 Improvements with Development</b>		<b>Extended to Serve Longstanton, Northstowe and CGB – linkage to Tesco at Bar Hill</b>	

## 5.7 RAIL NETWORK

5.7.1 The closest railway station to the site is Cambridge station, which is located approximately 14km south-east. The station is operated by National Express East Anglia. Patronage at the station in the year 2009/10 was approximately 7.7 million passengers which represented an increase of 26% when compared with five years previously.

5.7.2 Cambridge station is staffed 24 hours a day, seven days a week. The ticket office is open from 05:00 until 23:00 during the week and there are also self-service machines available. The station has a number of accessible facilities for people with impaired mobility and eight of the 435 spaces in the station car park are designated for disabled use.

5.7.3 A large amount of cycle parking is provided at the station, and this includes 20 secure storage lockers.

5.7.4 Services from the station provide frequent coverage to a range of destinations. A breakdown of these destinations, frequency of service in peak time periods and the associated journey times are shown in Table 5.3 below.

**Table 5.3: Summary of Cambridge Rail Station (direct) Services**

To (AM) / From (PM)	Frequency		Journey Time (min)
	AM Peak	PM Peak	
London Kings Cross	2	2	49
London Liverpool Street	3	4	76
Ipswich	1	1	81
Stansted Airport	1	1	29
Leicester	1	2	107
Birmingham New Street	1	1	158
Norwich	1	1	79

Source: National Rail Enquiries

## 5.8 ACCESSIBILITY TO FACILITIES AND LOCAL SERVICES

5.8.1 The Phase 1 development will be providing a number of local facilities such as a mixed-use local centre and primary school. The wider Phase 1 development also creates the opportunity for people to live and work within Northstowe, either in the employment sites or through home working. The development is therefore aimed at enhancing sustainability through the internalisation of everyday trips and the encouragement of walking and cycling in undertaking these trips.

5.8.2 In addition to these local facilities the site has a degree of accessibility to other facilities which are located in the surrounding area. Some of these are within reasonable walk and cycle distances and exploit the potential for walking, cycling and public transport to deliver high levels of transport sustainability appropriate to the nature of the proposed development.

5.8.3 This section considers the opportunities to access local facilities from the site including education, employment, leisure and retail, by means other than the private car. Figure 5 shows the location of key land uses in the context of the site. To provide an idea of the accessibility of the site distances to external facilities have been measured from a central point whereas internal distances are only an approximate average.

5.8.4 When considering the accessibility of existing facilities, the rural nature of the site has been taken into consideration. For example some local facilities are within accepted walking thresholds, but have not been included as walking to them may require using a road which has no footway. However, these same facilities can be sufficiently accessed by bike.

5.8.5 Guidance given by the Institution of Highways and Transportation (IHT) in their publication '*Guidelines for Providing for Journeys on Foot, 2000*' suggests that in terms of commuting, walking to school and recreational journeys, walk distances of up to 2,000 metres can be considered, with the desirable and acceptable distances being 500 and 1,000 metres respectively.

5.8.6 For non-commuter journeys the guidance suggests that a walk distance of up to 1,200 metres can be considered reasonable, with the desirable and acceptable distances being 400 metres and 800 metres respectively. The guidance suggests a 'typical' walking speed is approximately 4.8kph.

5.8.7 For cycling, a typical cycling speed of 1,200 metres every five minutes has been assumed, which equates to a distance of 5km based on a 20 minute cycle ride.

#### EDUCATION

5.8.8 Within the local area there are several education facilities within a reasonable distance of the site. These are summarised in Table 5.4 below and compared with the new proposed primary school at the Phase 1 development.

**Table 5.4: Accessibility to Education Facilities**

Facility Name	Facility Type	Distance	Walk Time (mins)	Cycle Time (mins)
<b>Northstowe Phase 1 Primary School</b>	<b>Primary School</b>	<b>Average 400m</b>	<b>5</b>	<b>2</b>
Hatton Park Primary School	Primary School	1,600m	20	7
Mad Hatters Pre-School	Pre-School	1,600m	20	7
Old Buttery Day Nursery	Pre-School	3,400m	N/V	14
Honeypot Pre-School	Pre-School	3,800m	N/V	16
Willingham Primary School	Primary School	3,800m	N/V	16
Phoenix School	Pre-School / Primary School	3,900m	N/V	16
Scallywags Day Nursery	Pre-School	4,100m	N/V	17
Oakington CofE Primary School	Primary School	4,100m	N/V	17
Swavesey Primary School	Primary School	4,900m	N/V	20
Swavesey Pre School	Pre-School	4,900m	N/V	20
Swavesey Village College	Secondary School	5,000m	N/V	21

N/V = Walking route not considered viable

## HEALTH

5.8.9 A number of health facilities are accessible from the proposed development site either by foot or by bicycle. These have been identified and presented in Table 5.5.

**Table 5.5: Accessibility to Health Facilities**

Facility Name	Facility Type	Distance	Walk Time (mins)	Cycle Time (mins)
Longstanton Branch Surgery	GP	1,800m	23	8
Willingham Medical Practice	GP	3,800m	N/V	16
The Surgery, Swavesey	GP	4,900m	N/V	20
Willingham Pharmacy	Pharmacy	3,900m	N/V	16
Clive Jones Dental Surgery	Dentist	1,300m	17	6
Mr Gwain King & Mrs Antoinette King	Dentist	1,400m	N/V	6

N/V = Walking route not considered viable

## LEISURE AND RECREATION

5.8.10 In the locality of the site, there are several leisure and recreation opportunities which are accessible by walking or cycling. Table 5.6 summarises these.

**Table 5.6: Accessibility to Leisure and Recreation Facilities**

Facility Name	Distance	Walk Time (mins)	Cycle Time (mins)
<b>Northstowe Sports Hub</b>	<b>Average 400m</b>	<b>5</b>	<b>2</b>
Longstanton Sports Club	1,800m	23	8
Longstanton Bowls Club	1,800m	23	8
Longstanton Tennis Club	1,800m	23	8
Swavesey Village College Community Sports Centre	5,000m	N/V	21

N/V = Walking route not considered viable

5.8.11 In addition to the facilities shown in Table 5.6, there are many clubs and societies in the area which do not operate on a full-time basis, instead providing classes and recreation opportunities from different venues for a period on a regular basis. Such facilities include:

- Histon & District Angling Society
- Longstanton Cricket Club
- The Fitness Class
- Willingham Keep Fit

## RETAIL

5.8.12 Immediate convenience shopping requirements will be possible on the Phase 1 development however they can also be fulfilled by any of the several facilities which are situated within a convenient cycle ride of the site. Table 5.7 summarises these facilities.

**Table 5.7: Accessibility to Retail Facilities**

Facility Name	Distance	Walk Time (mins)	Cycle Time (mins)
<b>New Local Centre</b>	<b>Average 400m</b>	<b>5</b>	<b>2</b>
Longstanton Post Office and Village Store	1,400m	18	6
Willingham Post Office	3,500m	N/V	15
Co-operative Food Store	3,600m	N/V	15
One Stop	3,800m	N/V	16
Costcutter	4,700m	N/V	20

N/V = Walking route not considered viable

5.8.13 In addition to the above, the local town of Bar Hill hosts a large Tesco supermarket which can be reached from Longstanton via the 'Citi 5 in the Fens' bus service.

## 5.9 SUMMARY

5.9.1 It is evident that the facilities and layout of the Phase 1 development offer significant opportunities to reduce car based journeys. On average, the main facilities all lie within a 5 minute walk or 2 minute cycle time. This will enable an internalisation of trips and the enabling of a large proportion of the residential population to access day to day services through sustainable travel, particularly walking, cycling and public transport. In addition residents will be able to access a variety of facilities and services within the immediate catchment.

5.9.2 The site is also still well located to provide access to the wider range of services found in the outlying villages and through the proximity of the CGB, a fast, reliable alternative to the car in respect of journeys to Cambridge.

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## 6 Travel Plan Targets

### 6.1 TRAVEL PLAN TARGETS

6.1.1 Setting targets is essential to provide a purpose and focus for the RFTP. Targets should be SMART (Smart, Measurable, Achievable, Realistic and Timely).

6.1.2 To help guide the progress of the RFTP, a number of targets have been adopted that will be reviewed by the appointed STPC in line with the monitoring timetable detailed in Chapter 9. These targets are divided amongst those relating to delivering outputs and those related to achieving outcomes:

- **Output targets** – These targets are related specifically to undertaking certain actions by a particular date, or trigger point. They will help to ensure that the STPC remains on course with the delivery of the different measures contained within this RFTP.
- **Outcome targets** – These targets are specifically related to the anticipated outcomes of implementing the travel plan measures and initiatives.

### 6.2 OUTPUT TARGETS

6.2.1 The initial output target of the RFTP will be to actively promote the Travel Plan to new residents and in doing so:

- **Achieve a 25% minimum take up rate of bike and bus vouchers by first household occupiers within 1 year of full build out**

6.2.2 During this initial implementation period the STPC will use their reasonable endeavours to achieve or exceed this minimum target of take up. As part of the monitoring process it is anticipated that CCC and SCDC will take into account the level of commitment and effort put into the RFTP process if targets are not achieved.

### 6.3 OUTCOME TARGETS

6.3.1 The outcome targets of the travel plan will be to:

- **Achieve a milestone of 10% reduction in the mode share of car trips by the end of year 5 from occupation of first 250 dwellings.**

6.3.2 Table 6.1 below shows the proposed baseline modal share targets for this RFTP. These have been developed through use of the Cambridge Sub-Regional Model (CSRM) and indicate the future forecast mode share for the local area. The output from the CSRM allows for a comparison to be drawn of the effect of the Northstowe Phase 1 development on the modal share in the area, inclusive of Longstanton.

6.3.3 The Do Minimum Scenario (assuming no development at Northstowe and no associated highway infrastructure) is broadly consistent with 2001 Census data and reveals comparative travel trend characteristics of a semi-rural environment, close to a major town.

6.3.4 The Scheme Scenario (assuming development of Northstowe Phase 1, associated improvements to the local highway network and improved frequency/access of the Citi 5 service) represents a 'With Northstowe Phase 1' scenario and hence a more than doubling of the resident and working population of the area.

6.3.5 In this scenario the travel demand and therefore mode share by car rises to 68%. However, no Travel Plan measures have been assumed in this scenario and hence it is this base upon which targets from the RFTP have been made.

**Table 6.1 Existing and Proposed Targets**

Mode	CSRM Do Minimum Mode Share	CSRM Scheme Scenario Mode Share	Future Target Mode Share
Train	1%	1%	<b>1%</b>
Guided Bus	5%	3%	<b>8%</b>
Bus	3%	2%	<b>5%</b>
Car Driver	65%	68%	<b>58%</b>
Pedal Cycle	4%	3%	<b>5%</b>
Walk	22%	23%	<b>23%</b>
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

6.3.6 The targets set in Table 6.1 are intended to form a reasonable benchmark for the monitoring of the RFTP at this stage and will be reviewed following the completion of the first residential survey, after the 250<sup>th</sup> occupation. Final targets will then be agreed with CCC, SCDC and the Highways Agency (HA) using the survey results and the identification of a true base modal split for the development.

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# 7 Travel Plan Measures

## 7.1 INTRODUCTION

7.1.1 This section of the RFTP outlines a variety of measures that will be implemented at Northstowe in order to achieve the Travel Plan vision and objectives identified in Chapter 4 and Travel Plan targets set out in Chapter 6. These measures are initially aimed at supporting the Phase 1 delivery of Northstowe but also aim at providing scope for future extension of these measures to support further phases of Northstowe in the future.

7.1.2 Whilst some measures are 'physical' in nature, others are more orientated towards promotion and management once the development is completed. It is planned that a combination of both approaches will contribute towards achieving a desirable modal split and ultimately offer future residents and visitors a greater choice of sustainable travel options to and from the site.

7.1.3 The promoters of Northstowe will appoint an overarching Settlement Travel Plan Co-ordinator (STPC) who will take overall responsibility for the RFTP and ensure direct implementation of the proposed measures, as well as ensuring the collation of information required for the promotional material. A detailed discussion on the management of this Travel Plan is provided in Chapter 8.

7.1.4 The following sections outline a selection of measures that will be implemented at Northstowe to ensure that a variety of suitable, easily accessible alternatives to single-occupancy car use are available and attractive to residents. With the proposed measures in place, the development will help to contribute towards national and local sustainability objectives.

7.1.5 The initiatives proposed are by no means exhaustive. Travel Plans are expected to evolve in response to new travel and transport issues that may arise, and as such, future changes will require a review of current measures if this RFTP is to remain effective.

## ENCOURAGING SUSTAINABLE TRAVEL

7.1.6 To encourage sustainable travel amongst residents of the development, the measures used must be considered attractive and convenient. The key elements of encouraging sustainable travel, to be delivered through the Northstowe RFTP, are detailed below.

## 7.2 DESIGN AND LAYOUT

7.2.1 The internal layout of the development, the provision of safe, well lit, pedestrian and cycle routes, alternative leisure routes and the provision of a range of services within the development all encourage the use of non-car based modes of travel. Referring back to the Travel Plan Pyramid these provide the base levels or foundation of this pyramid.

## 7.3 PROMOTION AND MARKETING

7.3.1 In order to promote the sustainable transport choices that will be available to residents living in this development, sales staff will be fully competent in explaining the measures that will be put in place as part of the Travel Plan. Staff will therefore promote the RFTP and the sustainable location of the development from the outset, ensuring early buy-in from residents.

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7.3.2 Sales and marketing literature aimed at prospective buyers of homes will also highlight the sustainable nature of the development in terms of its location and connectivity to the surrounding local area and the CGB. It will also advertise the health benefits associated with walking and cycling.

7.3.3 A Travel Plan information board will be located within the sales office and later in a communal and central area of the occupied development. This will help to raise awareness of residents and visitors of alternative transport choices and highlight further the benefits of sustainable travel associated with the development location.

7.3.4 In order to further promote the success of the Travel Plan, and to evoke a sense of involvement among residents, the STPC will co-ordinate a forum for positive and negative feedback with regard to the Travel Plan. The STPC will then monitor the progress of this group and assess what is and is not working for this development. Any resulting Travel Plan initiatives will then be communicated and promoted to the forum.

7.3.5 To involve the community, in combination with the resident's forum, the STPC will run two sustainable travel events a year for the 5 years following the occupation of 250 dwellings; these will be linked with national green events as listed in Appendix A.

#### 7.4 PROVISION OF INFORMATION

7.4.1 A key objective of the Travel Plan is to inform residents of alternatives to driving their cars to and from the development. In order to encourage the use of sustainable modes of transport, it is essential that residents are provided with information on these modes upon occupation of the site.

7.4.2 Aside from promotion and marketing, residents could also be made aware of available sustainable travel choices via a range of mediums which will ensure that the widest possible audience is engaged. Sources of travel information for residents will include the following.

##### NORTHSTOWE SETTLEMENT WEBSITE

7.4.3 The joint promoters of Northstowe will be responsible for the creation of a dedicated internet site for the Northstowe Settlement which will focus on providing appropriate, up-to-date information on the sustainable travel options available for accessing the site.

7.4.4 The internet site will serve as a 'one-stop-shop' for the dissemination of site-wide sustainable travel information to residents, as well as acting as a source of information for visitors. Information on the website will include details of local public transport routes, local amenities and facilities, walking and cycle maps and a link to online car sharing opportunities.

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## RESIDENTS WELCOME PACKS

7.4.5 Upon occupation of the development, residents will receive a 'Sustainable Travel Information Welcome Pack'. Through the information provided in the welcome pack, residents of the development will be in a better position to make informed choices about how they choose to travel to and from the development. The pack will include:

- An overview of the objectives and structure of the RFTP, why the Travel Plan is in place and what advice is available with regard to sustainable transport options;
- A Northstowe resident's loyalty card which will aim to provide discounts to the onsite facilities and services also being developed as part of the wider Northstowe Development site. This card will aim to encourage residents to shop locally rather than travel further afield.
- A summary of the benefits that having a Travel Plan brings, to individuals, the community and to the environment;
- Details of incentives being offered to residents to encourage sustainable travel;
- Contact details of the STPC, should residents have any transport or travel problems, or ideas they wish to discuss;
- Up to date public bus and rail timetables. If necessary these will be simplified and produced as pocket guides to make them easier to use and to carry in everyday travel;
- Details on how to access and register with the countywide car share database;
- Pedestrian and cycle route maps from the development to and from the surrounding area, not forgetting access to the nearest local facilities (such as schools, doctors and dentist surgeries, the post office etc.), bus and railway stations;
- Details of local taxi companies;
- Details on how to get involved in the Travel Plan Forum;
- Brief summary note about the status of the local School Travel Plans, including any noteworthy initiatives that have been implemented and within which parents could become involved;
- Details of the sites Bicycle User Group and the Cambridge Cycling Campaign (Camcycle); and
- Information on which broadband providers are available from the exchange server serving the site and their residential unit.

7.4.6 Welcome packs will be provided to each new occupier for the first five years following first occupation, this will include new occupiers to dwellings which are sold within this period.

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## PERSONALISED TRAVEL PLANNING

7.4.7 A variety of advisory leaflets will be provided in the Welcome Pack to explain to new residents the available sustainable transport options advocated in the RFTP.

7.4.8 To help residents understand and make use of this wealth of information, within 3 months of initial occupation, residents will be visited by a Travel Advisor who will explain the RFTPs aims and measures and offer residents a service of personalised journey planning, based on their individual lifestyles and in light of the sustainable transport options available for their everyday journeys.

7.4.9 It is hoped that this process will make residents consider how they currently travel and promote alternative methods for their journeys to work, school and when accessing other local amenities. Personalised journey planning will also make residents who might not otherwise use public transport realise there are local services available that can suit their needs.

7.4.10 The Travel Advisor team will be managed by the STPC and residents will be able to contact the STPC if they have any specific or on-going sustainable travel related queries, following their initial visit from the Travel Advisor team.

## 7.5 PROMOTION OF ON SITE FACILITIES

7.5.1 One of the key benefits of the Northstowe development, promoted to residents at the initial sales phase, will be development of a range of ancillary facilities which will be directly linked to the areas of residential housing. These facilities are expected to create a sizeable internalisation of trips and include facilities such as a local retail and community centre, primary school, employment centre and sports hub.

7.5.2 To encourage residents to make use of these on site facilities, help create a local patronage for businesses and to encourage sustainable local journeys, a Northstowe resident's loyalty card will be made available to residents (through the Welcome Packs). The card will aim to provide a degree of discount for onsite facilities across Northstowe with discounts being negotiated by the STPC once occupiers of the facilities and services are known. Information on these facilities will also be distributed to residents within the welcome packs (and website) to ensure residents know what facilities exist and how they can be accessed sustainably.

## 7.6 MEASURES TO PROMOTE WALKING AND CYCLING

7.6.1 The master plan for the site will be prepared in consideration of the principles set out in the Manual for Streets (MfS) and MfS2, ensuring that the needs of pedestrians and cyclists are considered from the earliest possible stage. Site design and reduced vehicle speeds will help to provide priority to these road users and improve safety and security. A connected network of pedestrian and cycle routes will be provided along key desire lines. In particular, these routes will connect with those external to the site and to public transport waiting facilities.

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## WALKING

7.6.2 In order to promote high levels of walking for local journeys to and from the Northstowe development, the following measures are proposed:

- Information on walking routes and maps will be provided to each household upon occupation of the development. This will ensure that all new occupants have clear information on local walking routes to help encourage journeys by this mode from the outset. It is intended that this information will be distributed as part of a 'sustainable travel welcome pack' for each household;
- Provision of a network of new footpaths and cycleways feeding into the existing network, and hence making the development more accessible on foot from a wider catchment area. The network of footpaths and cycleways will also incorporate measured fitness trails. The segregation of uses will be defined by different paving materials and coloured surfaces.
- The STPC will liaise with the relevant South Cambridgeshire District Council Officer to ensure that off-site pedestrian routes are appropriately maintained;
- Where possible, provision will be made for less mobile and disabled user access within the development.

## CYCLING

7.6.3 The Northstowe residential development aims to be 'bike friendly' and will offer cyclists (and pedestrians) good accessibility to the surrounding area and the wider community via the measures discussed below.

7.6.4 The NCN Regional Route 24 and CGB cycle path offers dedicated cycle routes in the vicinity of the site with the opportunity to access surrounding villages and Cambridge City Centre. At a more local level, to ensure that cycling is encouraged within the development, a network of connecting footpaths, fitness trails and cycleways will be implemented with connections to the new school, local centre and other proposed facilities within the development.

7.6.5 With regard to provision of cycle parking, secure and covered cycle parking spaces will be provided onsite for use by residents and their visitors. A proportion of these spaces will be located in secure buildings for sole use by residents, whilst other spaces will be provided in covered shelters for visitors. The precise quantity will accord with SCDC cycle parking standards. Cycle parking will also be provided within the site at each of the ancillary land uses to encourage cycling for shorter journeys.

7.6.6 Information on safer routes and cycle lanes, as well as public transport providers who accept bicycles on their services will be provided within the residents' welcome packs, and on the travel plan information board. This will help to promote cycling for regular use as well as recreational activities.

7.6.7 As part of the on-going operation of this Travel Plan, a review of the use of the provided cycle parking spaces will be undertaken. This will coincide with a residents' survey to identify levels of cycle ownership. The results of the survey will be discussed in consultation with CCC and SCDC. If the results show that there is a shortfall in on-site cycle parking or a suppressed desire to own a cycle due to a lack of facilities, remedial action will be discussed in consultation with CCC / SCDC.

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7.6.8 In addition to the above, the following cycling measures will be implemented:

- The STPC will include information leaflets within the sustainable travel welcome packs on the benefits of cycling, CCC cycle promotions and cycle routes within the local and wider Cambridgeshire area;
- The Sustrans, Cyclestreets.net and other cycling campaign websites will be actively marketed to all residents of the Northstowe development via the community notice board and household letter drops;
- The STPC will liaise with the CCC Cycling Officers in order to provide cycle training opportunities for new residents of the development;
- The STPC will monitor the use of cycling parking facilities for residents and seek solutions to provide additional parking facilities if there is sufficient demand.

7.6.9 To further encourage journeys to and from the site using bicycles the promoters of Northstowe will fund vouchers worth £50 (redeemable in a local or onsite bike shop) to contribute towards the cost of a new bicycle or for accessories/repairs. Vouchers will be issued to first occupiers of each household, and subsequently to no more than two further new occupiers within five years of first occupation.

7.6.10 For Northstowe residents, the developer will provide cycling safety courses for pre-school and school children in combination with CCC. A 'bike doctor' will also be encouraged to attend Longstanton Park and Ride on a regular basis to undertake bike maintenance and repairs. In addition, the STPC will organise cycle events throughout the year.

7.6.11 It is envisaged that the above measures will ensure that the uptake of cycling by residents of the Northstowe development is consistently encouraged and will help to sustain the level of interest in cycling beyond the developer's commitment to the implementation and monitoring of the RFTP.

## 7.7 MEASURES TO PROMOTE PUBLIC TRANSPORT USE PUBLIC TRANSPORT STRATEGY

7.7.1 The Northstowe Phase 1 site is located adjacent to the route of the CGB, which opened in August 2011. The CGB provides a public transit system along the disused Cambridge to St Ives railway line between Huntingdon and Cambridge. A park and ride stop is immediately to the north of the Phase 1 development site. The CGB offers the provision of up to 16 services per hour, in each direction, between the park and ride and Cambridge, with a further six services per hour extending north to Huntingdon.

7.7.2 In addition to the CGB, the 'Citi 5' bus service, which currently provides a 20 minute frequency of service between Bar Hill and Cambridge will be extended to Longstanton and into the Northstowe site. This will provide a secondary key linkage to Cambridge City Centre but also the large Tesco supermarket located at Bar Hill as shown in Figure 6.

7.7.3 Through the above provision, in combination with the CGB, all houses at Northstowe will be within 400m of a bus service offering at least a 20 minute frequency of service to Cambridge City Centre, provide excellent opportunity for residents to travel by bus and providing a convenient link to the national rail network.

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## PUBLIC TRANSPORT PROMOTION

7.7.4 To promote the excellent public transport opportunities present at Northstowe, each dwelling will be offered the opportunity to receive a complementary one month bus pass for use on the CGB and Citi 5 service. Application forms will be provided within the welcome packs, encouraging people, who may not previously have considered public transport an option, to use this form of transport for their daily commute.

7.7.5 As part of the Personalised Travel Plan service, Travel Advisors will offer residents the provision of public transport information specifically tailored to their daily journeys/commute. This could have the potential to significantly reduce unnecessary car-based journeys from the site arising from a lack of public transport information.

## 7.8 MEASURES TO PROMOTE EFFICIENT CAR USE

### CAR PARKING PROVISION

7.8.1 The implementation of a wide range of potential measures at the Northstowe site will have an impact on reducing the need for residents to undertake journeys by car and actively encourage the use of more sustainable modes. Car parking standards for the site will generally be in accordance with SCDC residential vehicular parking standards but recognise the specific characteristics of the site.

### CAR SHARING

7.8.2 Car sharing aims to eliminate single-occupancy vehicle trips and thus reduce the number of vehicles on the road network. Resultant benefits include, among others, less congestion and possible reductions in vehicle based CO2 emissions.

7.8.3 Most commonly, shared journeys between residents would be for commuting purposes, or for undertaking the 'school run' for those with children. The schemes can work in two ways, namely:

- Informal encouragement – at this level, car sharing often occurs on its own i.e. between neighbours with common interests and or travel destinations. However to help actively encourage this, information regarding car sharing will be provided within the welcome packs for new residents from first occupation. Residents will therefore be encouraged to car share with their neighbours in this way.
- Formal Schemes – where individuals sign up to a central car sharing database, providing details of journeys they wish to undertake. They are then matched up with people (either drivers or passengers) who are undertaking journeys to the same, or nearby destinations, for an opportunity to share the journey in a single car.

7.8.4 At the county level, CCC in partnership with *Liftshare* operates the CamShare scheme (via [www.camshare.co.uk](http://www.camshare.co.uk)). This scheme offers a free car share matching service for people who live, work and travel in and around Cambridge. The service aims to help automate the matching process by actively suggesting neighbours or colleagues who could be potential car sharer partners.

7.8.5 An advisory leaflet will be provided to encourage residents to car share with their neighbours on an informal basis, and also provide instruction on how they can gain access to and register for the CamShare service. The STPC will be on hand to help any residents who may require assistance with registering on the database.

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7.8.6 Alternatively, a private car-sharing network could be established in partnership with CamShare. This may offer the advantage of helping residents of Northstowe to feel safer in joining a bespoke scheme within the community, and also allow for collecting and monitoring data directly relevant to residents of the development. The STPC will use the annual travel survey to evaluate the resident demand for a dedicated car sharing scheme.

#### ON SITE CAR CLUB

7.8.7 Car Clubs have the potential to be a complementary element of a public transport strategy. Benefits that can arise from community car clubs include:

- Greater choice, less hassle and reduced financial costs to the individual;
- Access to a car without having ownership;
- Increased sense of community and communal responsibility; and
- A sense of social inclusion within the participants

7.8.8 The promoters of Northstowe will seek to encourage a Cambridge car club operator (Street Car or Zipcar) to establish a car pool at the development and will promote this service via the Welcome Packs. It is anticipated that the car sharing will reduce the potential need for car ownership within the development.

#### RESIDENTIAL BROADBAND CONNECTIONS

7.8.9 The developer will provide all new houses with high speed broadband compatible telephone connection points, which will enable residents to subscribe to commercial internet/broadband services. This will help to facilitate home-working, internet shopping and assist in identifying car share companions via websites such as CamShare. The availability of local shopping outlets that offer home delivery services will be communicated through the welcome pack.

7.8.10 Residents will be provided with a pamphlet, in the welcome pack, of the available Broadband providers. This will enable the purchaser to select the most appropriate provider that suits their needs and budget.

#### 7.9 AREA WIDE TRAVEL PLAN MEASURES

7.9.1 In order to enhance the sustainability of the wider local area, and to help mitigate local peak vehicle trips on the A14, a package of measures will be implemented not just within the development site but also within the neighbouring local village of Longstanton. These measures will be advertised to current residents via a 'Sustainable Travel Pack' which will be posted to all residents of Longstanton and include details of the following area wide measures, which will be implemented through the STPC. Measures advertised to Longstanton residents within the pack will include:

- Promotional material on the increased frequency of the Citi 5 service and the benefits of the CGB;
- Promotional material on footway and cycleway improvements within the local area, particularly enabling sustainable access to the CGB;
- Promotion of CamShare and the greater opportunities to finding a local car share partner, through Northstowe doubling local residential and employment land use;

- 
- Promotion of discounted cycle services such as a bike doctor who will be encouraged to visit Longstanton Park and Ride on a regular basis;
  - Provision of a self-assessment questionnaire intended to help residents undertake personalised journey planning based on their individual lifestyles and in light of the available transport options for their everyday journeys. This measure will help Longstanton residents to reconsider using public transport in light of the improved Citi 5 service and make them aware of the local amenities being developed as part of the wider Northstowe development. Residents will therefore be encouraged to reconsider how they currently travel and promote alternative methods for their journeys to work, school and when accessing other local amenities of Northstowe.

7.9.2 To provide support to the above measures, Longstanton residents will be able to contact the STPC if they have any specific sustainable travel related queries.

#### 7.10 SUMMARY

7.10.1 This section has set out the range of measures which will be implemented for the Northstowe development in seeking to achieve the vision and objectives of the plan as set out in Chapter 4. A summary of these measures is set out in Table 7.1 below.

**Table 7.1: Summary of Residential Framework Travel Plan Measures**

Travel Plan Objective	Travel Plan Measure	Target Area
Information Provision	<ul style="list-style-type: none"> <li>• Training of sales and marketing staff</li> </ul>	All
	<ul style="list-style-type: none"> <li>• On-going promotion and marketing (including loyalty card)</li> </ul>	All
	<ul style="list-style-type: none"> <li>• Sustainable Travel Information – Resident Welcome Packs and development website</li> </ul>	All
	<ul style="list-style-type: none"> <li>• Personal Travel Planning (PTP)</li> </ul>	All
Promotion of Walking and Cycling	<ul style="list-style-type: none"> <li>• Provision of local pedestrian and cycle route maps – including access to local facilities</li> </ul>	↑ Walking mode share
	<ul style="list-style-type: none"> <li>• Provision of on-site cycle parking</li> </ul>	↑ Cycling mode share
	<ul style="list-style-type: none"> <li>• Provision of cycle training</li> </ul>	↓ Car Driver mode share
	<ul style="list-style-type: none"> <li>• Provision of connected and convenient on-site pedestrian and cycle routes</li> </ul>	↓ Car Driver mode share
	<ul style="list-style-type: none"> <li>• £50 bike voucher on application (1 per dwelling)</li> </ul>	
Promotion of Public Transport	<ul style="list-style-type: none"> <li>• Enhancement of Citi 5 service and connections to CGB</li> </ul>	↑ Bus mode share
	<ul style="list-style-type: none"> <li>• One month free bus travel voucher (1 per dwelling)</li> </ul>	↓ Car Driver mode share
	<ul style="list-style-type: none"> <li>• Promotion through marketing, PTP and Welcome Packs</li> </ul>	
Promotion of Efficient Car Use	<ul style="list-style-type: none"> <li>• Promotion of Car Sharing &amp; national car sharing organisations</li> </ul>	↑ Car Passenger mode share
	<ul style="list-style-type: none"> <li>• Encourage local car club to locate to Northstowe</li> </ul>	↓ Car Driver mode share
	<ul style="list-style-type: none"> <li>• Promotion of home shopping and home working</li> </ul>	↑ Work from Home mode share
	<ul style="list-style-type: none"> <li>• Provision of internet broadband connections to each dwelling</li> </ul>	↓ Car Driver mode share
Area Wide Measures	<ul style="list-style-type: none"> <li>• Sustainable Travel Packs – advertisement of improvements to local cycle and pedestrian facilities, and improvement to bus frequency</li> </ul>	All
	<ul style="list-style-type: none"> <li>• Self-assessment Personal Travel Planning (PTP)</li> </ul>	All
	<ul style="list-style-type: none"> <li>• Promotion of Camshare and car sharing with Northstowe residents/employees</li> </ul>	↑ Cycle & Passenger mode share
	<ul style="list-style-type: none"> <li>• Promotion of local cycle discounts available to wider area</li> </ul>	↓ Car Driver mode share
	<ul style="list-style-type: none"> <li>• Promotion of local amenities available at Northstowe</li> </ul>	

# 8 Travel Plan Management, Implementation & Funding

## 8.1 TRAVEL PLAN IMPLEMENTATION MANAGEMENT

8.1.1 The day-to-day responsibility for the implementation of this RFTP and the other Framework Travel Plans associated with the wider Northstowe development will lie with the STPC, who will be in place 6 months before residential/employment sales commence and whose role and input will be commensurate with the activities to be undertaken.

8.1.2 Once a STPC has been appointed contact details for this role will be provided to CCC, SCDC and HA. Should the holder of the STPC role change over the life of the RFTP all stakeholders will be informed.

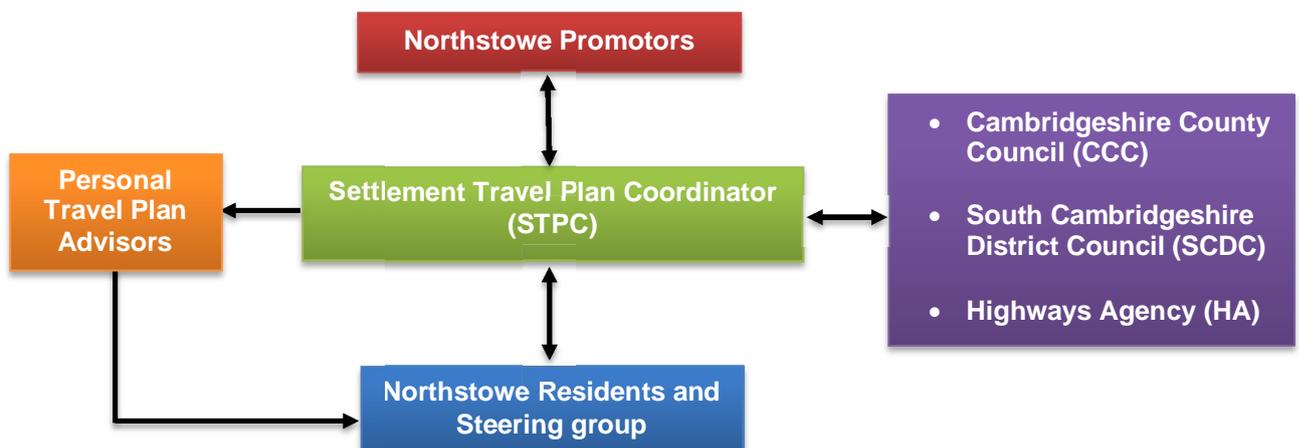
8.1.3 The STPC role in relation to the RFTP includes:

- Being the main contact for residents regarding the RFTP;
- Offering advice and information on travel and transport-related subjects to Northstowe residents, Longstanton residents (in relation to Area Wide Measures) and visitors;
- The day-to-day management of the RFTP; including delivery of measures and initiatives;
- Management of any Personal Travel Planning Advisors needed to implement the Personal Travel Planning within Northstowe;
- Undertaking monitoring and reporting on progress of the RFTP to CCC, SCDC and HA.

8.1.4 The STPC will report to the Northstowe promoters on the progress of introducing the measures identified through this RFTP, the annual travel monitoring process and on-going progress against targets. This will both establish a formal internal review procedure of the RFTP and allow for management approval in the decision making process on the funding and implementation of any further Travel Plan measures.

8.1.5 The STPC will liaise directly with CCC, SCDC and HA to provide reports on progress in delivering the RFTP against the agreed targets. Clarification of the management structure across the whole Northstowe site is set out in Diagram 8.1 below:

**Diagram 8.1: Residential Framework Travel Plan - Management Structure**



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## 8.2 TRAVEL PLAN LONG TERM MANAGEMENT PLAN

8.2.1 To future proof the management and delivery of the RFTP in the longer term, a strategy will be set in place for the eventual handover of the RFTP from the STPC to the residents of the site through a Steering Group. This will be set up by STPC within 12 months of their appointment.

8.2.2 The Steering Group will initially comprise the Northstowe Promoters, STPC, CCC's Travel Plan officer in an advisory role, officers from SCDC, and other stakeholders as appropriate, e.g. HA, public transport operators, StreetCar and CamShare. It will also be very important to involve representatives of Northstowe's residents to assist with the long term sustainability of the RFTP.

8.2.3 The Steering Group will play an important background role during the early period of the RFTP. It will assist guiding the implementation, monitoring and review process, enabling necessary high level decisions to be made, and helping to secure partnerships and maintain momentum of the RFTP.

8.2.4 The Steering Group will include a formal management and review arrangement and a practical means of achieving strong and constructive partnerships. This would be important if the early monitoring of the RFTP indicates that the car mode share target is not being met, in which case the Steering Group will bring key stakeholders together, e.g. CCC public transport officers and public transport operators so that initiatives to encourage public transport use further can be developed.

8.2.5 The STPC will initially chair the Steering Group, which would meet every six months to monitor the implementation and management of the RFTP and take action as appropriate.

8.2.6 It is important to note that the Northstowe Promoters, through the STPC will remain responsible for delivering the RFTP from its initial implementation until final build-out of the site (which is estimated to be 8 years after 1<sup>st</sup> occupation). Therefore, there will be a clear line of responsibility to the STPC for achieving the target and objectives set out in Chapter 6.

8.2.7 On completion of Phase 1 (approximately 8 years after commencement) the STPC will pass full responsibility for the RFTP onto the Steering Group. The handover arrangements will be agreed by the Steering Group at least one year before the STPC is due to hand over the RFTP. Once this handover is completed, the Steering Group will comprise representatives of local residents, County and District transport officers and other key stakeholders that formed part of the Steering Group prior to handover.

8.2.8 The handover of the RFTP from the STPC will require strong links to be formed with local residents, so that the responsibilities of the STPC can be passed on. These links will be achieved through the close liaison between the STPC and local residents on a day-to-day basis, and also at the Steering Group meetings. Other meetings between the STPC and local residents may also be appropriate and these shall be held on request.

## 8.3 IMPLEMENTATION

8.3.1 Chapter 7 has outlined a series of measures to be delivered through the RFTP. In all cases the delivery of measures will be led primarily by the appointed STPC, with

funding responsibility lying with the Northstowe promoters. Table 8.1 summarises the implementation time line, and responsibility for delivery of the RFTP measures.

**Table 8.1: Northstowe RFTP Implementation Plan**

Travel Plan Measure	Responsible	Trigger Point / Time Scale	Measuring Success
• Appointment of Settlement Travel Plan Coordinator (STPC)	Northstowe Promoters	6 months before sales commence	Implementation of RFTP measures and achievement of targets
• Provision of connected and convenient on-site pedestrian and cycle routes	Northstowe Promoters	Provision within construction phase	Feedback from residents
• Provision of on-site cycle parking	Northstowe Promoters	Provision within construction phase	Annual monitoring of usage
• Provision of internet broadband connections to each dwelling	Northstowe Promoters	Provision within construction phase	Number of dwellings signing up to broadband
• Training of sales and marketing staff	STPC	2 weeks before residential sales commence	Number of residents aware of RFTP
• Sustainable Travel Information – Resident Welcome Packs and development website	Northstowe Promoters/ STPC	Prior to first occupation	Number of packs delivered vs. number of dwellings
• Provision of local pedestrian and cycle route maps – including access to local facilities	STPC	Upon first occupation	Annual monitoring of mode share for cycle and walking
• Promotion of Car Sharing & national car sharing organisations	STPC	Upon first occupation	Annual monitoring of mode share for car sharing
• Enhancement of Citi 5 service and connections to CGB	Northstowe Promoters	Upon occupation	Patronage levels and resident feedback
• Promotion of home shopping, loyalty card and home working	STPC	Upon occupation	Annual monitoring of retail and employment choices
• £50 bike voucher on application (1 per dwelling)	Northstowe Promoters/ STPC	Upon occupation	Number of dwellings vs vouchers requested
• One month free bus travel voucher (1 per dwelling)	Northstowe Promoters/ STPC	Upon occupation	Number of dwellings vs vouchers requested
• Personal Travel Planning (PTP)	STPC	PTP to commence at 10% site occupation	Resident questionnaire on travel choices before and after PTP
• Provision of child cycle training	STPC	Promotion to commence at 10% site occupation in combination with PTP	Number of resident children to undertake cycle training
• Northstowe Residential Travel Plan Steering Group	STPC	Set up 12 months after STPC appointment	Ability to attract residents to group

**Table 8.1 (Continued): Northstowe RFTP Implementation Plan**

Travel Plan Measure	Responsible	Trigger Point / Time Scale	Measuring Success
<ul style="list-style-type: none"> <li>Encourage Bike doctor to regularly visit Longstanton Park and Ride</li> </ul>	STPC	Aim to establish Bike Doctor at 50% occupation	Ability to sign up Bike Doctor
<ul style="list-style-type: none"> <li>Encourage local car club to locate in Northstowe</li> </ul>	Northstowe Promoters/ STPC	Aim to establish car club at 50% occupation	Ability to sign up a car club partner
<ul style="list-style-type: none"> <li>Area Wide Sustainable Travel Packs – advertisement of improvements to local cycle and pedestrian facilities, and improvement to bus frequency</li> </ul>	STPC	Issued to Longstanton residents upon 10% Northstowe occupation	Number of packs delivered vs. number of Longstanton dwellings
<ul style="list-style-type: none"> <li>Area wide self-assessment Personal Travel Planning (PTP)</li> </ul>			
<ul style="list-style-type: none"> <li>Area wide promotion of Camshare and car sharing with Northstowe residents/employees</li> </ul>			
<ul style="list-style-type: none"> <li>Area wide promotion of local cycle repairs and discounts including bike doctor</li> </ul>			
<ul style="list-style-type: none"> <li>Area wide promotion of local amenities available at Northstowe</li> </ul>			

#### 8.4 FUNDING

8.4.1 The joint promoters of Northstowe are committed to ensuring the sustainability of the development and, subject to the on-going viability assessment of the scheme, will commit to appropriate financial contributions within a S106 Agreement to ensure delivery of the measures identified in the RFTP. The financial contributions for the Phase 1 development will be directly attributable to the first phase of the development or otherwise apportioned from the level of financial contributions for the whole of the Northstowe new town development. Appropriate triggers for contributions and provision of obligations will need to be established with CCC as part of wider s106 discussions.

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## 9 Travel Plan Monitoring

### 9.1 MONITORING

9.1.1 Monitoring of the Travel Plan is important to understand the changing nature of residents' travel habits and the effectiveness of the RFTP measures in working towards the targets detailed in Chapter 6.

9.1.2 Initial mode share targets have been estimated from the local mode shares identified through the CSRM. This is the best current forecast of the type, number and mode of trips from the site before and after the development is operational and can be used to estimated targets before the site is occupied, providing a base for monitoring.

9.1.3 However, the most accurate data to inform the monitoring process will be derived from the annual resident travel surveys following the initial residential baseline surveys. The first of these surveys will be carried out once the 250th dwelling is occupied and will be used to ascertain base levels of resident travel patterns. After the base mode share has been ascertained, revised targets will be proposed to CCC, SCDC and HA, along with an updated 'Implementation Plan' to detail how these will be met. Detailed results of all monitoring will be made available to CCC's Travel Plan Officer. An example of a resident's travel survey is provided at Appendix B.

9.1.4 Following this initial survey, on-going monitoring will be repeated annually for 5 years during the main development stage to monitor progress and attainment of the mode share targets as set out within Chapter 6 of this Plan. Following this period the STPC will review progress (in consultation with CCC, SCDC, HA and the wider steering group) to determine whether monitoring is required to continue and at what regularity.

9.1.5 This timescale will be re-assessed dependent on the timing of delivery of Phase 2 of the Northstowe development.

9.1.6 Public Transport Patronage (PTP) levels to and from the site will be provided by the bus operator, using data recorded by the on-vehicle electronic ticketing machine, as part of the contract arrangements. A further indicator of initial public transport patronage levels will be provided by the take up of the discounted public transport vouchers offered to residents upon occupation of their dwelling.

9.1.7 The Travel Plan monitoring, as set out in Table 9.1, will form the main technical analysis to be included within the RFTP monitoring report and will specifically include (within the first 5 years of monitoring):

- Annual resident travel surveys to identify current modal split; and
- Annual Automatic Traffic Counts (ATC) at the site entrances, to identify trip rates.

9.1.8 Following each monitoring event, a monitoring report will be submitted to CCC and HA. The report will include:

- Reiteration of the RFTP objectives and targets;
- Monitoring methodology - how and when the data was gathered
- A summary of the results - presented in relation to the agreed targets
- A discussion on the progress against each target; and
- Proposed remedial measures to get the plan back on track, if concern that targets may not be met.

**Table 9.1 Monitoring Timescales**

Timescale	Monitoring Process	Coordinated by
Construction Phase – Prior to First Occupation	<ul style="list-style-type: none"> <li>■ Preparation of resident framework travel survey and methodology</li> </ul>	Northstowe Promoters / Settlement Travel Plan Coordinator
Occupation of 250 <sup>th</sup> Dwelling	<ul style="list-style-type: none"> <li>■ Traffic counts</li> <li>■ Resident surveys</li> <li>■ Collation of patronage data from bus operator</li> <li>■ Disseminate results to residents</li> <li>■ Preparation of Travel Plan Monitoring Report</li> <li>■ Submission of Travel Plan Monitoring Report to CCC, SCDC &amp; HA</li> <li>■ Agreement of additional measures / interventions for way forward</li> </ul>	Settlement Travel Plan Coordinator
Annually (for the first 5 years) from the anniversary of occupation of the 250 <sup>th</sup> Dwelling	<ul style="list-style-type: none"> <li>■ Traffic counts</li> <li>■ Resident surveys</li> <li>■ Collation of patronage data from bus operator</li> <li>■ Report of findings to the Steering Group</li> <li>■ Preparation of Travel Plan Monitoring Report</li> <li>■ Submission of Travel Plan Monitoring Report to CCC, SCDC &amp; HA</li> <li>■ Agreement of additional measures / interventions with CCC, SCDC &amp; HA and Steering Group</li> </ul>	
Post 5 years of monitoring	<ul style="list-style-type: none"> <li>■ Consultation with CCC, SCDC and HA to determine total progress against targets and to identify and agree how monitoring should continue in the future.</li> </ul>	

9.1.9 The monitoring and review of the RFTP will be managed by the STPC and reported to the Northstowe promoters, following which a monitoring report will be submitted to CCC, SCDC and the HA. The STPC in consultation with the Steering Group will then have an input into what new measures or interventions may be required should targets not be met and a way forward will be agreed. It may also be necessary to review targets and priorities at this stage.

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## 9.2 REMEDIAL ACTIONS

9.2.1 Revised SMART targets will be set and agreed with CCC, SCDC and HA following the first phase of monitoring described above. These targets will be fully reviewed following the subsequent phases of monitoring.

9.2.2 Regardless of the exact level for the targets, the RFTP requires a Remedial Action Plan which can be set in motion following each monitoring phase, should there be a high likelihood that the agreed targets are not going to be met. A proposed Remedial Action Plan is set out in Table 9.2 below, with meetings undertaken by the STPC.

**Table 9.2 Remedial Action Plan**

Order to be Taken	Action
1	Notification of potential failure to meet agreed target.
2	STPC to arrange meeting with CCC/SCDC to discuss way forward and agreement of remedial measures.
3	Set in to action remedial measures (such as): <ul style="list-style-type: none"><li>■ Pursue offer of 'Personalised Travel Planning' service to all residents, particularly those who did not participate on occupation.</li><li>■ Pursue bike and bus vouchers to residents.</li><li>■ Review surveys to establish measures most likely to encourage residents to alter their travel habits in favour of sustainable modes.</li></ul>
4	Continue to monitor progress of measures against the targets.
5	STPC to report progress to CCC. If necessary, STPC to arrange meeting with CCC, SCDC & HA to discuss further potential measures and possible revision of future targets