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School Framework Travel Plan
Northstowe – Phase 1 Development
Gallagher / HCA

14 February 2012

QM

Issue/revision	Issue 1	Revision 1	Revision 2	Revision 3
Remarks	For Application			
Date	14 February 2012			
Prepared by	N Poulton			
Signature				
Checked by	N Findlay			
Signature				
Authorised by	N Findlay			
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Project number	11012988			
File reference	N:\Northstowe, Phase 1, planning application\TEXT\ REPORTS\Trans port Reports\Travel Plans\120214 SFTP.docx			

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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 School Framework Travel Plan (SFTP) supports the application by Gallagher for a Phase 1 development at Northstowe which includes a primary school, and also consists of up to 1500 dwellings, employment, a local centre and sports facilities.

1.1.2 This document is for guidance only as the implementation of the Travel Plan will be a matter for each new school at Northstowe with reference to Cambridgeshire County Council (CCC).

1.1.3 This SFTP aims to provide guidance in encouraging the sustainable travel of staff, pupils and parents, and visitors to Northstowe schools. This travel plan sits alongside the Residential Framework Travel Plan (RFTP) and Workplace Framework travel Plan (WFTP). These can be extended to include further phases as the new town of Northstowe develops.

1.1.4 The SFTP has been produced in accordance with DfT's "Travelling to School: a good practice guide" (2003) and is in line with '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 SCOPE OF THE SCHOOL FRAMEWORK TRAVEL PLAN

1.2.1 As part of the Northstowe Phase 1 development a new 3 Form Entry (3FE) primary school is proposed to be constructed in the centre of the development. This education facility will absorb all the primary school related trips generated by the Northstowe Phase 1 development., It will also provide an interim facility for the delivery of secondary schooling on-site by making use of the spare capacity in the school during the build out of the homes in Phase 1. The 3FE primary school will therefore provide a high level of internalisation.

1.2.2 In addition it is understood that Key Stage 4 students will travel to Swavesey Village College as part of the interim arrangements prior to a new secondary school opening at Northstowe (to be developed as part of later phases of the development).

1.2.3 A Settlement Travel Plan Coordinator (STPC) will be appointed as part of the RFTP and WFTP and he will be able to provide support and guidance to assist the promoter of the first new primary school in developing its own individual STP in preparation for its opening. The SFTP can also be used by the promoter of the secondary school. The SFTP can then provide a framework for the development of Travel Plans for schools within future phases of Northstowe.

1.2.4 Each school's individual plan will focus primarily on how residents of Northstowe, and those within the school's catchment area, can be encouraged to use sustainable means of transport to travel safely to and from the area's schools. The residential and employment uses at Northstowe are covered by separate Travel Plans.

1.2.5 Therefore, this SFTP will ultimately guide and inform the Northstowe Primary School Travel Plan and any future School Travel Plans required as part of future phased development of Northstowe.

1.3 THE SITE

1.3.1 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.

1.3.2 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.

1.3.3 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.

1.3.4 This Northstowe School Framework Travel Plan aims to provide guidance to the new primary school within Northstowe Phase 1 on the development of its School Travel Plan. It will also help to address the travel planning of secondary school age students at Northstowe. Within this plan the joint promoters of Northstowe have demonstrated a commitment to supporting a wide range of measures which aim to actively promote alternatives to single-occupancy car travel of Northstowe students.

1.3.5 This Travel Plan is an evolving document that will change and develop over time to reflect the changing characteristics of the site in relation to school turnover and changing travel patterns.

1.4 DEVELOPMENT PROPOSALS

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

1.4.2 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.

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

- Up to 1,500 residential dwellings
- A three form entry primary school (630 pupils)
- A mixed-use local centre
- B1, B2 and B8 employment
- A sports hub
- Public open space
- Allotments

1.4.4 Associated infrastructure 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)

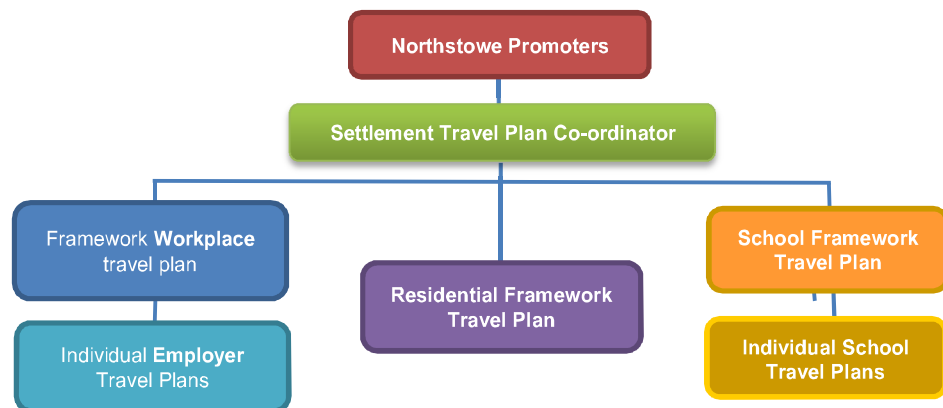
1.5 OVERARCHING TRAVEL PLAN MANAGEMENT

1.5.1 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).

1.5.2 The role of the STPC will be to assist with the roll-out of the School Framework Travel Plan and ensure that it is complementary with the RFTP.

1.5.3 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



1.5.4 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 growth, ensure efficiencies and achieve interworking between the different elements of Northstowe, ensuring a fully sustainable development in both the short and longer term.

1.5.5 The STPC will be appointed 6 months before residential / employment sales commence and this appointment will be commensurate with the tasks which need to be undertaken. This includes the training of sales staff and the preparation of any materials needed to promote the sites sustainable travel options from the very beginning. 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 future parents and pupils locating to Northstowe.

1.6 STRUCTURE OF THIS REPORT

1.6.1 This STFP has been prepared so that there are clear overarching aims, objectives and measures for Northstowe schools to work towards when creating or amending their individual Travel Plans. This SFTP is therefore set out in the following sections:

- Chapter 2 provides a background to School Travel Plan;
- Chapter 3 summarises current best practice in the preparation of a School Travel Plan;
- Chapter 4 sets out the existing site conditions and local travel opportunities in relation to identifying existing opportunities for encouraging healthy and sustainable school travel amongst staff and pupils;
- Chapter 5 identifies the SFTP overarching aim and objectives;
- Chapter 6 identifies a range of typical measures that would benefit the schools at Northstowe, in addition to the implementation timescales for these measures;
- Chapter 7 sets out the overarching responsibilities for the implementation of the SFTP;
- Chapter 8 details the purpose of setting targets for use within School Travel Plans;
- Chapter 9 details the process for an overarching monitoring and review process; and
- Chapter 10 summarises this document.

2 Background to School Travel Plans

2.1 WHAT IS A SCHOOL TRAVEL PLAN?

2.1.1 A STP is a document produced by a school in conjunction with the local authority, which aims to encourage schools to identify and solve problems associated with the school journey (particularly those related to safety). Plans do not necessarily have to include physical measures to improve routes but instead are a way of 'living and learning'. The Department for Transport (DfT) defines a STP as follows:

“An effective school travel plan puts forward a package of measures to improve safety and reduce car use, backed by a partnership involving the school, education and transport officers from the local authority, the police and the health authority. It is based on consultation with school staff, parents, pupils, governors and other local people”

2.1.2 A STP will often include initiatives such as promotional activities, training, better facilities, and safety improvements to the physical environment - all of which are aimed at promoting healthy and active travel options for journeys to and from a school.

2.2 SCHOOL TRAVEL PLAN BENEFITS

2.2.1 Travel planning can have a number of key benefits which can be extended to both staff and pupils, as well as to the wider local community. The benefits that can be achieved are the key driver of this travel plan and are set out below:

- 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;
- Possible cost savings for car sharers – by sharing journeys with neighbours/friends, staff and pupils can benefit from sharing the cost of the fuel consumed through making these journeys;
- Improved quality of life for staff and pupils – achieved through healthier lifestyles i.e. replacing shorter car journeys with walking; better air quality; less stress etc.; and
- Positive contribution towards improving road safety – achieved through less school gate congestion through encouraging alternative modes and preparing adequate parking strategies; enhanced public footways and cycle routes; road awareness and cycle training sessions for pupils etc.

3 Best Practice Review

3.1 EDUCATION.GOV.UK – SCHOOL TRAVEL ADVISOR TOOLKIT

3.1.1 A lot of policy and best practice information approved by DfT in regards to STP is now located on the '*Education.gov.uk*' website. This aims to provide a central location for those who need the information rather than having to search for it in multiple places.

3.1.2 The guidance on the website suggests that a good STP should include the following:

- A brief description of the location, size and type of school
- A brief description of the transport/travel problems faced by the school/cluster of schools, and should include all the pupils' travel needs
 - Journeys to and from School at normal start/finish times
 - Journeys to attend pre and after school events
 - Journeys made during the school day to attend activities at other locations
- The results of a survey to identify:
 - How children currently travel to/from school
 - How they would like to travel to/from school
- Clearly defined targets and objectives
- Details of proposed measures
- A detailed timetable for implementation
- Clearly defined responsibilities
- Evidence that all interested parties have been consulted
- Proposals for monitoring and review.

3.1.3 During the creation of the Travel Plans for the new Northstowe Primary School, the STPC will discuss these areas with the school for inclusion within its STP.

4 Site Conditions and Travel Opportunities

4.1 INTRODUCTION

4.1.1 The Phase 1 development will be providing a number of local facilities such as a mixed-use local centre and primary school. In addition to these 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 delivering high levels of transport sustainability appropriate to the nature of the proposed development.

4.1.2 This section reviews the existing conditions in the area and, with the new school provision at Northstowe, assesses the quality of access by healthy and sustainable travel modes. This will enable the identification of a range of sustainable travel opportunities that are and will be available through existing and proposed facilities.

4.2 LOCAL SCHOOLS

4.2.1 Table 4.1 shows a breakdown of local schools within 5km of the site and compares them with the new proposed primary school at Northstowe. As per the Institute of Highways and Transport (IHT) document 'Guidelines for Providing Journeys on Foot', a walk speed of 4.8km/h has been assumed for calculations. 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.

Table 4.1: Accessibility of Existing Education Facilities from Northstowe Phase 1

Facility Name	Facility Type	Average Distance	Walk Time (mins)	Cycle Time (mins)
Northstowe Phase 1 Primary School	Primary School	400m	5	2
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

4.3 PEDESTRIAN NETWORK

4.3.1 The master plan and layout of Northstowe Phase 1 aims to ensure that the new primary school is accessible to all residents via walking or cycling, negating the need for residents to take their children to the primary school by car.

4.3.2 The public rights of way around the site are shown in Figure 2. Outside the development itself the summary of the current pedestrian network will primarily look at the local village of Longstanton.

LONGSTANTON

4.3.3 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.

4.3.4 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.

4.3.5 There is an existing link via a Public Rights of Way (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. However, 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.

4.4 CYCLE NETWORK

4.4.1 Routes linking Northstowe 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.

4.4.2 Cycling is unlikely to be used by primary school children, due to potential safety concerns. 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 secondary school age children, to a number of destinations inside and possibly beyond a 5km catchment. This includes Swavesey Village College which can be accessed by cycling along the CGB cycle route. In addition the cycle provision map on Figure 3 has included existing PROW and bridleways with a view to potential leisure trips (rather than school trips) associated with Northstowe.

4.4.3 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.

4.4.4 The Cambridgeshire Guided Busway (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, Swavesey, Fen Drayton Nature Reserve, St Ives (also has a Park & Ride) and finally Huntingdon. 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.

4.4.5 The proposed development at Northstowe will feature excellent cycle permeability, but it will also link with the existing cycle network in Longstanton and along the CGB for potential secondary school access via this mode.

4.5 PUBLIC TRANSPORT NETWORK

4.5.1 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 4.2.

4.5.2 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 4.2 and Figure 4.

Table 4.2: 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

4.6 SUMMARY OF EXISTING SUSTAINABLE SCHOOL TRAVEL OPPORTUNITIES

4.6.1 This chapter has highlighted a number of opportunities for sustainable school travel within and beyond Northstowe. These are:

- The new primary school at Northstowe will present the most sustainable ability for Northstowe primary school students to be educated locally and within walking distance of their home.
- In addition to the onsite Northstowe School provision, there are a number of existing primary and secondary schools within 5km of the development site which are accessible using healthy and sustainable transport options such as walking or cycling. This is particularly relevant for secondary school children who will be able to access Swavesey Village College by cycling along the CGB cycle track
- Within the site, there will be an excellent local network of pedestrian and cycle facilities connecting the site with these schools.
- The site will be developed having a convenient and connected, well signposted, network of pedestrian and cycle routes, as well as cycle parking facilities. This will encourage school journeys by sustainable modes.

5 Framework Aim and Objectives

5.1 OVERARCHING AIM

5.1.1 The overarching aim for the Northstowe School Framework Travel Plan is:

“To support each school in Northstowe by providing a safe environment in which to travel to school and thereby reducing single occupancy car travel and promoting and encouraging the use of alternative transport options amongst staff, parents, pupils and visitors”

5.1.2 The overarching aim will be achieved by supporting each school in developing its own STP, to include a package of measures that focus on promoting access to that school by sustainable modes of transport as an alternative to the private car.

5.2 OVERARCHING OBJECTIVES

5.2.1 The supporting objectives below, while overarching, are still relevant to the Primary school which will be initially part of the development. The objectives can be adopted or adapted as desired to suit the individual circumstances of each school:

- 1 To reduce the numbers of cars travelling to, and parking at, schools;
- 2 To introduce a range of measures that will encourage greater use of public transport;
- 3 To maintain and improve access for specific user groups such as pupils and staff with mobility impairments;
- 4 To improve health and fitness by promoting walking and cycling to school in a safe environment;
- 5 To work with Cambridgeshire County Council, South Cambridgeshire District Council, the police and local residents to build and maintain a network of information sharing; and
- 6 To review and monitor the progress of individual School Travel Plans to ensure that these objectives are being met.

6 Typical Measures and Implementation

6.1 INTRODUCTION

6.1.1 Identifying an appropriate package of measures is essential to support the overarching aim and objectives of the Northstowe SFTP. Therefore, the measures identified within this chapter are suggested to be used by the STPC and CCC as a tool for discussion with the individual schools. In these discussions, the relevance and potential effectiveness of each measure will be considered by each school and the inclusion of a measure will be based on this deliberation.

6.1.2 Tables 6.1 – 6.7 below outline; a potential range of measures, the objectives from Section 5 that they will work towards and an implementation timescale. Further details on each of the suggested measures follows after the tables.

6.2 SCHOOL TRAVEL PLAN MANAGEMENT MEASURES

Table 6.1 School Travel Plan Management Measures

Measure	Supports Objective	Implementation Timescale	Responsibility
Identify a School Travel Plan Coordinator (individual to each school and supported fully by the site wide STPC)	<ul style="list-style-type: none"> ■ 5 ■ 6 	Prior to Occupation	Individual Schools

6.2.1 A School Travel Plan Coordinator for each school should be appointed by each school Head Teacher prior to the school opening. Further details of the School Travel Plan Coordinators role are covered in Section 7. This role will be fully supported by the Settlement Travel Plan Coordinator.

6.3 SCHOOL TRAVEL PLAN CYCLING MEASURES

Table 6.2 Cycling Measures

Measure	Supports Objective	Implementation Timescale	Responsibility
Secure cycle parking	<ul style="list-style-type: none"> ■ 1 ■ 4 	Prior to Occupation	Joint Promoters
Designated cycle infrastructure, including appropriate cycle connections to Swavesey Village College	<ul style="list-style-type: none"> ■ 1 ■ 4 	Prior to occupation	Joint Promoters
Discussion with local bike shops (in conjunction with Cambridgeshire County Council) to secure cycle equipment discounts	<ul style="list-style-type: none"> ■ 2 ■ 4 	Discount agreed prior to occupation	Individual Schools with support from site-wide STPC.
Cycle training and road safety awareness sessions for pupils	<ul style="list-style-type: none"> ■ 1 ■ 2 ■ 4 	Ongoing following occupation	Individual Schools with support from site-wide STPC
Provision of high visibility 'snap bands' to each pupil	<ul style="list-style-type: none"> ■ 4 	On occupation	

6.3.1 Secure cycle parking is important. A perceived lack of security could influence pupils and staff to not use cycles to get to school. The provision of secure cycle parking facilities will help to allay those fears and encourage more staff and pupils to cycle.

6.3.2 Discussions will be held with local cycle shops to endeavour to secure discounts for staff and pupils on cycle purchase, repair and equipment. It is anticipated that such a discount may be secured given the number of staff and pupils present at the school at Northstowe, and in future phases of Northstowe.

6.3.3 Provision of cycling and road safety training under the Bikeability scheme would provide pupils with the knowledge and skills necessary to ride with confidence, both on the road and on dedicated cycleways. A number of trainers certified to provide Bikeability training are associated with Cambridgeshire County Council.

6.3.4 The provision of a reflective snap band to all staff and pupils upon occupation of the schools is designed to encourage them to think about walking or cycling more often. In the case of pupils, their parents may be more inclined to let their children walk or cycle if they are reassured about their visibility.

6.3.5 The joint promoters of Northstowe will be providing cycle infrastructure at Northstowe (Phase 1) which will include high quality signage and designated cycleways which follow desire lines to primary destinations, including the local primary school.

6.4 SCHOOL TRAVEL PLAN WALKING MEASURES

Table 6.3 Walking Measures

Measure	Supports Objective	Implementation Timescale	Responsibility
Upgrade connecting pedestrian and cycleways (i.e. to/ from Longstanton village)	<ul style="list-style-type: none"> ■ 1 ■ 4 	On occupation	Joint Promoters
Establish a walking bus	<ul style="list-style-type: none"> ■ 1 ■ 4 	On occupation	Individual schools with support from the site-wide STPC
School crossing patrol	<ul style="list-style-type: none"> ■ 1 ■ 4 	On occupation	

6.4.1 Walking buses are increasingly being used as a safe and healthy way for children to get to school. A walking bus follows the same route to school each day, picking children up on the way. Specially trained parents or assistants stand at the front and back of the 'bus' to ensure the safety of all children, with both adults and children wearing reflective tabards to ensure high visibility.

6.4.2 The use of school crossing patrollers to help children safely cross busy roads is an established tool. The use of school crossing patrols can be helpful in reassuring parents of younger children of the safety of the child walking to school as they will be supervised at busy crossings.

6.5 SCHOOL TRAVEL PLAN CAR MEASURES

Table 6.4 Car Measures

Measure	Supports Objective	Implementation Timescale	Responsibility
Car parking strategy	<ul style="list-style-type: none"> ■ 1 ■ 2 ■ 3 	Prior to occupation	Joint Promoters (in combination with CCC / SCDC)
Staff car sharing database	<ul style="list-style-type: none"> ■ 1 ■ 2 	Set up prior to occupation, then ongoing	Individual Schools with support from site-wide STPC.
Guaranteed ride home scheme	<ul style="list-style-type: none"> ■ In support of promoting car sharing 	On occupation	
Pupil / parent car sharing database	<ul style="list-style-type: none"> ■ 1 ■ 2 	Set up prior to occupation, then ongoing	

6.5.1 Though parking for any new schools constructed will be provided in line with the same standards applied to the rest of the development it is important that these levels are set so as not to create a further inducement to drive. It is essential therefore that a parking strategy is defined as the school development proposals progress, to ensure that a set structure is in place that addresses staff parking and student parking,

6.5.2 It is envisaged that designated parking spaces will be provided close to the entrances of schools specifically for vehicles with 2+ occupants. This is to provide a high profile image of car sharing. The school entrances themselves will need to be kept free of parking to maintain the safety of parents and pupils.

6.5.3 Staff living within 2km of their school should be encouraged to walk to work and those within 5km encouraged to cycle. However, there may be some impracticalities in travelling to school this way, for example when carrying class books. The key members of staff to target with car sharing are those that live further away and that are able to pick up members of staff living closer to the school.

6.5.4 It is envisaged that a database is maintained of all members of staff in each school. All staff will be asked if they would be willing to car share. Those who would be willing will be maintained on the database and put in touch with other willing members of staff living nearby and that would be able to offer/share a lift.

6.5.5 By producing a diagram for each school showing where members of staff live and issuing it to each of them it would illustrate to a member of staff whether or not they live in close proximity to another member of staff, which they may not have previously realised. This may encourage a more positive response to car sharing.

6.5.6 As an incentive, the car parking strategy for each school should identify spaces close to the site entrance that are designated purely for car sharers.

6.5.7 A guaranteed ride home scheme will provide a ‘safety net’ for members of staff who chose to walk, cycle, car share or use public transport as a means of getting to work.

6.5.8 The scheme offers staff that have made a commitment to using alternative modes of travel to private car use, the ability to get home in the event of the following:

- A home or family emergency during working hours;
- Illness;
- A sudden change in the work schedule of either the car driver or passenger in a car sharing scenario.

6.5.9 Under a guaranteed ride home scheme, if a committed member of staff (to alternative modes) has to leave at an unexpected time and no practical alternative route home is available, the organisation will provide the means for ensuring that this person gets home.

6.5.10 The DfT document ‘Making Smarter Choices Work’ states that experience from employers who offer the guaranteed ride home shows that it is rarely taken up or abused. The main purpose of this scheme is to provide reassurance and an added incentive for staff to travel using modes other than the private car.

6.5.11 The majority of the pupils attending Northstowe’s primary school will live within 2km of their school. These pupils should be encouraged to walk and cycle. Beyond this, car sharing may be a consideration in places where there are groups of pupils living near to each other.

6.5.12 A survey of parents could be used to produce a map showing the location of families whose children attend each school. The survey could also ascertain whether parents are willing to offer lifts or allow their children to catch a lift with other families. The map will be provided to parents to illustrate the potential for car sharing.

6.5.13 The details of those willing to participate will be maintained on a database and parents will be put in touch with other like minded parents that live within close proximity of each other. Encouraging car sharing could reduce the number of single child car journeys made to the Northstowe schools.

6.6 SCHOOL TRAVEL PLAN BUS MEASURES

Table 6.5 Bus Measures

Measure	Supports Objective	Implementation Timescale	Responsibility
Discussion with local bus operator to secure possible discount travel vouchers	<ul style="list-style-type: none"> ■ 1 ■ 2 	Negotiated prior to occupation so that discounts can be offered either prior to or upon occupation	Site wide STPC in combination with CCC/ SCDC

6.6.1 Discounts for travel on local bus services and provision of services that run directly to schools during ‘school run’ hours would encourage more staff and pupils to travel to school by bus.

6.7 SCHOOL TRAVEL PLAN INFORMATION AND TRAVEL INITIATIVES

Table 6.6 Information and Travel Initiatives

Measure	Supports Objective	Implementation Timescale	Responsibility
Notice board at main entrance and in each staff 'common room'	<ul style="list-style-type: none"> ■ 1 ■ 2 ■ 4 	On occupation, then continually updated	Individual schools with support from site-wide STPC
Pupil travel information packs	<ul style="list-style-type: none"> ■ 1 ■ 2 ■ 3 ■ 4 	Distributed prior to occupation	
Green travel initiatives	<ul style="list-style-type: none"> ■ 1 ■ 2 ■ 4 	On-going (held at same time as national events)	

6.7.1 Publicity and promotion will be essential to ensuring the success of the Travel Plan and in maintaining its momentum. Information notice boards at the main school entrance and in staff 'common rooms' will provide an appropriate media to ensure that all staff, parents and visitors to the school are aware of the intentions of the Travel Plan.

6.7.2 The notice boards will be used to promote access to each school by modes other than the private car. The information that the notice boards will contain is detailed as follows:

- Objectives of the STP;
- Main contact details – Head Teacher, School Travel Plan Coordinator;
- Copy of the Parking Strategy;
- Information relating to national green travel awareness days;
- Staff and parent car sharing details; and
- Maps showing access to the school by foot, bicycle and public transport (including timetables).

6.7.3 Pupil Information Packs will support the information notice boards. This will be an excellent way of engaging the parents and pupils prior to the occupation of the school and later on when new pupils join. The information contained in the pack will be fairly simple and will include the same details that are to be provided on the information notice boards.

6.7.4 National green travel initiatives such as ‘Walk to School’ week will be promoted by schools at Northstowe. Participating in these initiatives will illustrate the effect and therefore very real benefits that can be achieved from swapping the car for an alternative mode, if only for one day per week.

6.7.5 In addition to the promotion of these national events, special assemblies/lessons could be given to raise the awareness of pupils. This will be particularly important upon first occupation of the new primary school at Northstowe (and future schools) to introduce the pupils and staff to the concept of Travel Planning.

6.8 SCHOOL TRAVEL PLAN CONSULTATION MEASURES

Table 6.7 Consultation Measures

Measure	Supports Objective	Implementation Timescale	Responsibility
Engage with parents/local community/police & Cambridgeshire County Council	<ul style="list-style-type: none"> ■ 1 ■ 2 ■ 3 ■ 5 	Prior to occupation and then on-going	Individual schools with support from site-wide STPC

6.8.1 The continued engagement of parents, the local community, the police and CCC will be essential in ensuring the progress and momentum of each school’s Travel Plan. Furthermore, it will be possible to gauge changes in attitudes towards the Travel Plan and sustainable travel which will assist in determining the effectiveness of the Travel Plan. The site wide STPC will be responsible for maintaining an excellent level of communication with these stakeholders.

7 School Travel Plan Responsibilities

7.1 INTRODUCTION

7.1.1 Identifying a management structure is essential to ensure the implementation and continued maintenance of each school's Travel Plan.

7.1.2 Each school will be required to produce its own Travel Plan, using national and local guidance (such as that provided on *Education.gov.uk*) and the recommendations in this document with full support and guidance from the site-wide STPC. The document will be submitted to CCC for their review and to monitor performance.

7.1.3 The ultimate responsibility for the success of the Travel Plan will lie with the School Head Teacher. They will be responsible for providing support to the school's own Travel Plan Coordinator to achieve the required objectives of the Travel Plan.

7.2 SCHOOL TRAVEL PLAN COORDINATOR

7.2.1 Each school will need to appoint its own School Travel Plan Coordinator prior to occupation. This individual can be selected from a group of people with a vested interest in the school, such as a teacher, governor, or a non-teaching member of staff.

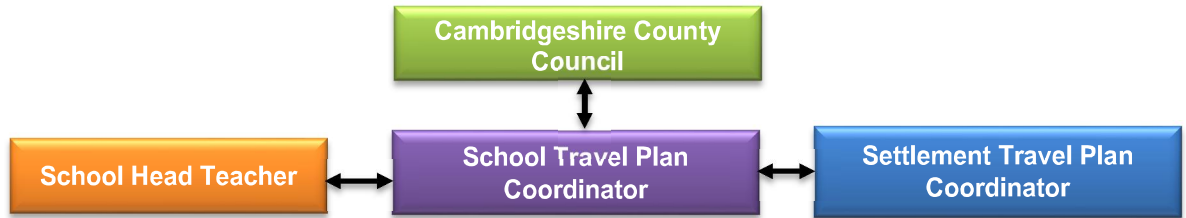
7.2.2 The responsibilities of the School Travel Plan Coordinator role are as follows:

- To be the main point of contact between the school, Cambridgeshire County Council, the police and the local community – particularly for consultation and in reporting to CCC as part of the monitoring process;
- To be the main driving force behind the implementation, monitoring and review of the STP;
- To coordinate green travel initiatives for the school in liaison with the Head Teacher and other associated parties;
- Set up and maintain the staff and pupil/parent car sharing databases;
- To prepare and provide all information for the notice boards and to maintain the upkeep of this information;
- To prepare and provide the information required for the pupil travel information packs; and
- To deal with any on-site parking related issues.

7.2.3 The appointed Coordinator from each school will receive full support and guidance from the site-wide STPC.

7.2.4 Diagram 7.1 below shows the School Travel Plan management structure.

Diagram 7.1 – School Travel Plan Management



8 School Travel Plan Targets

8.1 CONTEXT

8.1.1 A major objective of current policy is to reduce the need to travel, particularly by private car. Targets related to modal split are useful in assessing the progress and effectiveness of a Travel Plan and must take into account individual site characteristics. As well as headline targets relating to trips, mode share for public transport etc. and other indicators may also provide meaningful results. Changes in staff, parent and local resident attitudes might also prove to be equally important factors in indicating the success of a STP. The setting of targets also assists in ensuring that the STP has a purpose.

8.1.2 For contextual purposes, the mode share for travel to school for children within the area covered by CCC is presented in Table 8.1 below.

Table 8.1 Cambridgeshire County Council - Pupils Travel Mode to School 2010

School Phase	Mode					
	Walk	Cycle	Other	Car	Car Share	Public Transport
Nursery	49%	22%	1%	25%	2%	1%
Primary	59%	6%	1%	27%	3%	4%
Secondary	36%	15%	2%	11%	2%	34%
All Phases	48%	10%	2%	20%	3%	17%

Source: 2010 Sustainable School Travel Strategy Annual Monitoring Report

8.2 TARGETS

8.2.1 As the opening of the education facilities at Northstowe is still several years away it is not reasonable or viable at this time to set targets. As the construction of the entire development will be phased over a number of years it is not currently possible to understand the travel and transport issues that will impact the schools.

8.2.2 At the time when the Travel Plan for each school is being prepared, the site-wide STPC for Northstowe will work with the primary school to develop its Travel Plan and to help determine the most appropriate targets to include within them. These will take into account the school's individual circumstances upon opening and the influence of the growing development. This will be repeated for any future schools at Northstowe.

8.2.3 The targets which are set will be revised based on the results of the first school travel survey, and agreed with CCC.

8.2.4 Targets will be specified according to the outcome which is desired and also by the actions which are required to obtain the outcome. These targets should be SMART (Specific, Measurable, Attainable, Relevant and Time-bound) and relate to local policy objectives for school travel and sustainable transport where possible.

9 Monitoring and Review Progress

9.1 INTRODUCTION

9.1.1 Monitoring the Travel Plan is important in understanding the changing nature of staff and pupil travel behaviour and the effectiveness of the measures. Existing measures should be reviewed and alternative methods introduced where necessary to achieve Travel Plan targets.

9.1.2 This section suggests a process by which the Travel Plans for schools at Northstowe could be monitored and reviewed. Each school will conform to this overarching process to ensure that comparable data is collected in a timely fashion.

9.2 MONITORING AND REVIEW PROCESS

9.2.1 Prior to each school's occupation; initial targets will be set by the School Travel Plan Coordinator following discussion with the site-wide STPC and CCC. These will be based on existing evidence of local travel patterns and the estimated positive impact the Travel Plan will have.

9.2.2 After each school has opened, a period of six months will pass to allow school travel patterns to stabilise as parents and children grow accustomed to the measures provided by the Travel Plan.

9.2.3 At the end of the six months, each School's Travel Plan Coordinator will be responsible for undertaking and analysing their school's travel survey. A review of the findings will be provided to the site-wide STPC, who, in conjunction with the schools, will provide a report to CCC. Following feedback and recommendations, revised targets will be set for each of the schools based on the actual figures returned in the travel survey.

9.3 REVIEW OF SCHOOL TRAVEL PLAN

9.3.1 A yearly report will be submitted to CCC that includes the results from the staff and pupil travel surveys, school gate parking counts and possible local consultation groups. In addition to a review of these results against the targets set, CCC will confirm whether or not a review of the Travel Plan measures is required. A review of the measures will be necessary if the targets are not being met.

9.3.2 If remedial measures are required, it is envisaged that a joint meeting will be held to discuss these matters and that will include:

- The Head Teacher
- Travel Plan Coordinator
- Cambridgeshire County Council
- Police
- Local Residents Association

9.3.3 Including all of these stakeholders ensures that a high level of consultation is maintained throughout the life of the Travel Plan in accordance with DfT guidance. Even if the targets are being met, it would be beneficial to hold a similar meeting to determine if aspirations require a review of measures. This would help to ensure the momentum of the Travel Plan. Such meetings will also assist in gauging whether attitudes in general are becoming more or less positive towards sustainable travel practices.

9.3.4 An outline of the monitoring timescales is provided in Table 9.1 below:

Table 9.1 Monitoring Timescales

Timescale	Action
Prior to occupation	Agree interim targets
Six months from occupation	Travel Survey to determine mode shares of travel and transport issues
Following analysis of surveys	School Travel Plan Coordinator to report results to Cambridgeshire County Council
If targets are not being met	School Travel Plan Coordinator and Head Teacher to attend Stakeholder meeting to discuss way forward

10 Summary

10.1 SUMMARY

10.1.1 WSP UK Ltd has been appointed by the Joint Promoters of Northstowe (Gallagher /HCA) to prepare a School Travel Plan Framework in support of development proposals at Northstowe, Cambridgeshire. This document is for guidance only as the implementation of the Travel Plan will be a matter for the Northstowe schools with reference to CCC.

10.1.2 A new Primary School will be constructed as part of the Phase 1 development of Northstowe, additional schools may follow in future phases of Northstowe.

10.1.3 This framework has been prepared to complement the proposals set out within the accompanying Transport Assessment report in the interests of promoting sustainable development and reducing the reliance on private car-based forms of transport, with an emphasis on the provision of a safe environment in which pupils can get to school.

10.1.4 This document has been designed as a reference tool for each of the individual schools to help them to prepare their own STP.

10.1.5 The measures proposed within this document are designed to aid discussion and inform the preparation of STP for the individual schools at Northstowe and when adopted will not only bring associated benefits to the staff pupils of the schools at Northstowe, but will also help to mitigate any transport impacts of the development on the wider local community.

10.1.6 To deliver this effectively the appointment of a School Travel Plan Coordinator at each school will be made to oversee delivery on a day-to-day basis. This will include preparing travel information materials for dissemination to staff, pupils and parents. This individual will receive support and guidance from the site-wide STPC at Northstowe to successfully accomplish their role.



10.1.7 Each school will be expected to set targets as part of their Travel Plan. To monitor progress against the targets, a detailed staff and pupil/parent travel survey will be conducted on an annual basis by the School Travel Plan Coordinator, with the results submitted to the site-wide STPC prior to being presented to CCC.

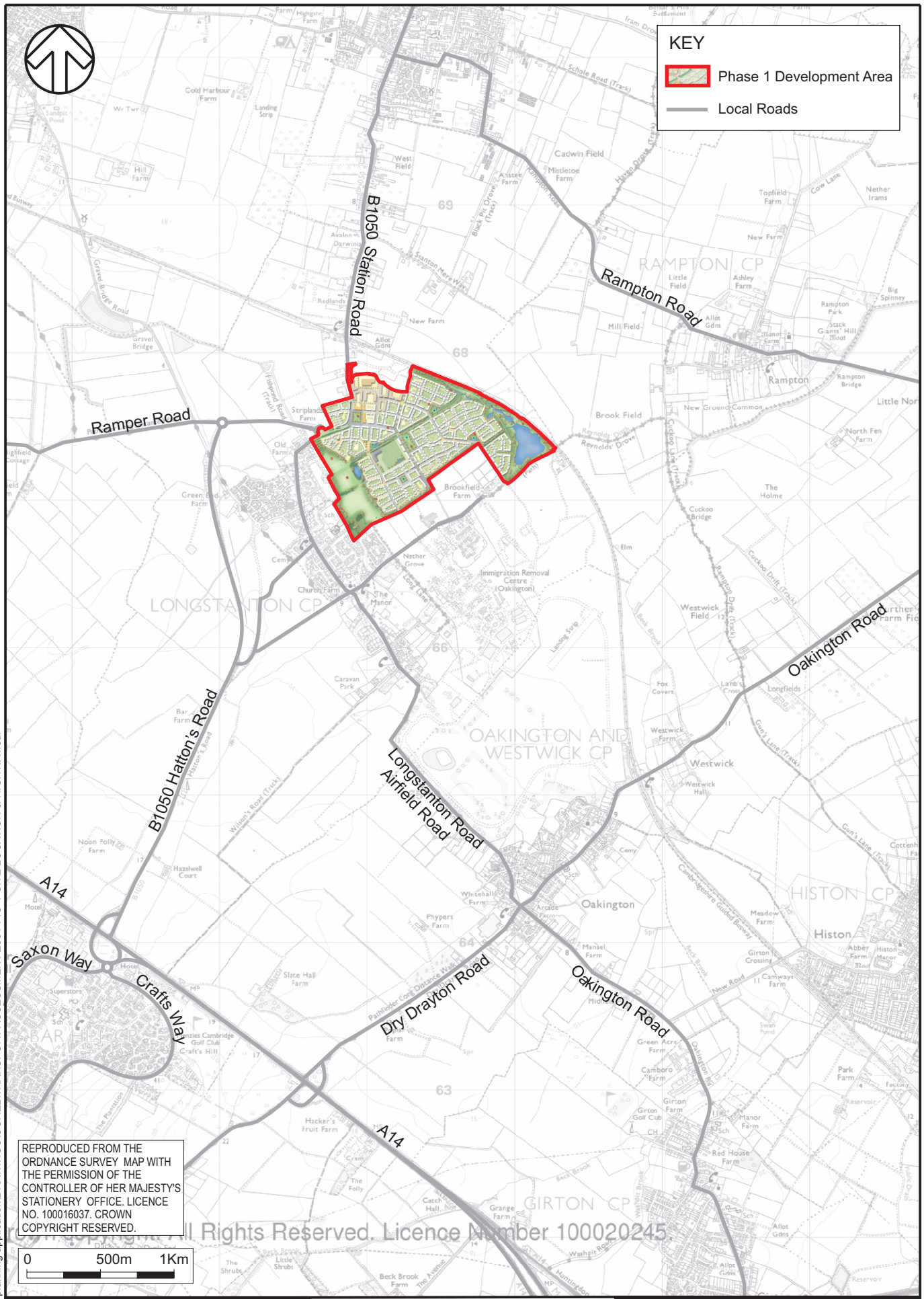
10.1.8 Information gathered from these surveys will also support the on-going review of each school's Travel Plan and the development of Northstowe as a whole.

Figures



KEY

-  Phase 1 Development Area
-  Local Roads



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TITLE:






SITE LOCATION

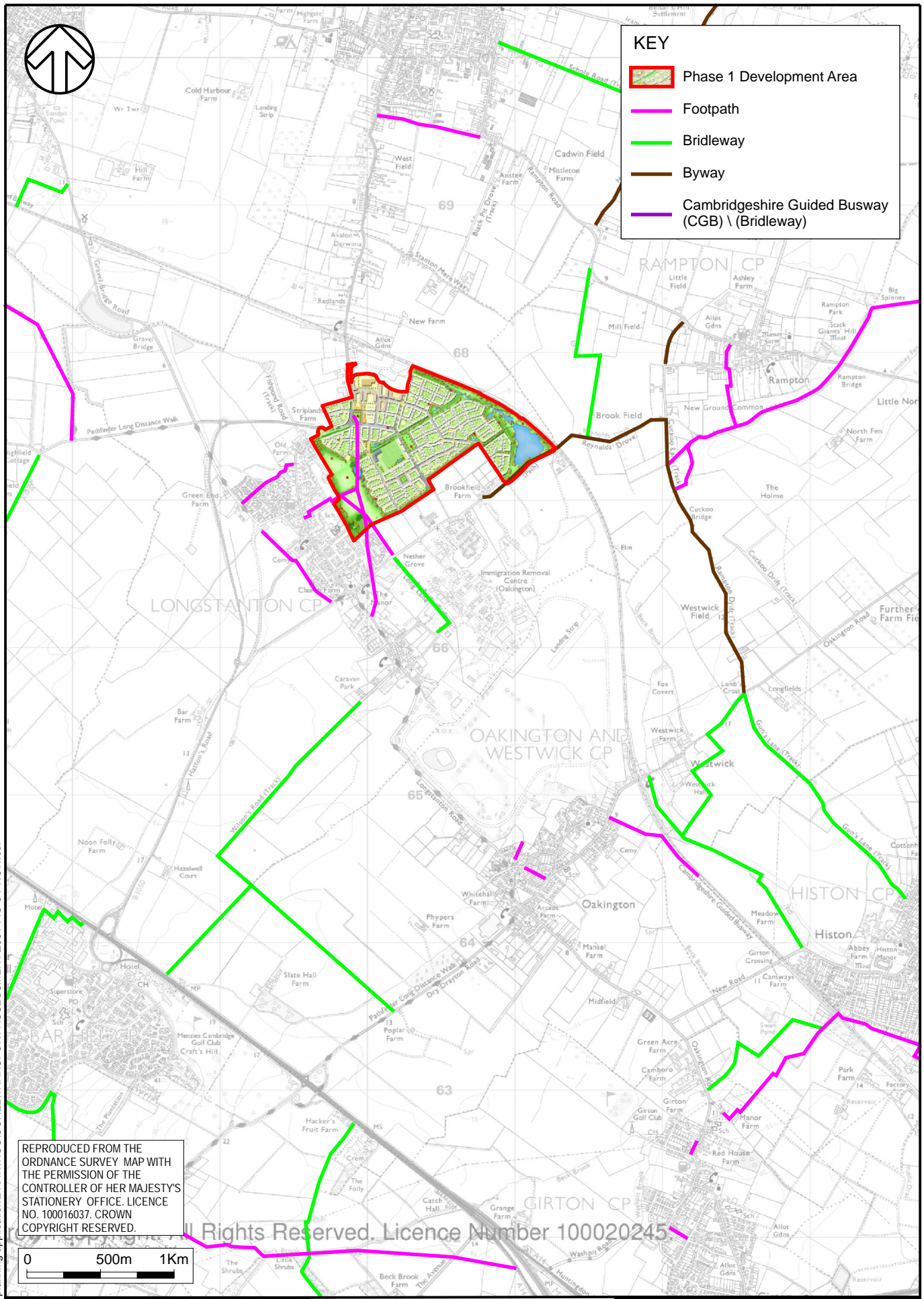
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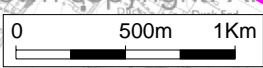


KEY

-  Phase 1 Development Area
-  Footpath
-  Bridleway
-  Byway
-  Cambridgeshire Guided Busway (CGB) \ (Bridleway)



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FIGURE No:
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