



NORTHSTOWE PHASE 2 PLANNING APPLICATION

Framework Travel Plan

August 2014

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Homes and Communities Agency

Northstowe Phase 2

Framework Travel Plan

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CONTENTS

1	Introduction	3
1.1	Overview.....	3
1.2	Background	4
1.3	Policy and Guidance.....	5
1.4	Structure of the Travel Plan	8
2	Site Context and Accessibility	9
2.1	Introduction.....	9
2.2	The site.....	9
2.3	Road Network.....	10
2.4	Walking, Cycling and Equestrians	15
2.5	Public Transport	24
2.6	Summary	28
3	Aims, Objectives and Targets	29
3.1	Introduction and Aims	29
3.2	Travel Plan Objectives.....	29
3.3	Travel Plan Targets	29
4	Management Strategy	32
4.1	Introduction.....	32
4.2	Management.....	32
4.3	Marketing Strategy	34
4.4	Funding.....	35
5	Overarching Travel Plan Measures	36
5.1	Overview.....	36
5.2	'Hard' Measures – Site Design and Connections	36
5.3	Key Services and Facilities.....	41
5.4	'Soft' Measures – Marketing and Promotion	42
5.5	Construction	46
6	Workplace Travel Plan Measures	47
6.1	Introduction.....	47
6.2	Travel Plan Responsibility	47
6.3	Travel Plan Measures.....	47
7	Residential Travel Plan Measures.....	50
7.1	Introduction.....	50
7.2	Travel Plan Responsibility	50

7.3	Travel Plan Measures.....	50
8	School Travel Plan Measures	55
8.1	Introduction.....	55
8.2	School Travel Plan Aim and Objectives.....	56
8.3	School Travel Plan Responsibility	57
8.4	Mode Share Targets.....	57
8.5	School Travel Plan Measures.....	58
9	Monitoring.....	60
9.1	Introduction.....	60
9.2	Monitoring timescales.....	60
9.3	Monitoring approaches	60
9.4	Reporting.....	61
9.5	Further Measures	62
10	Action Plan	63

Appendices:

Appendix A: Bus Timetables

List of figures at end of document:

Figure 2.2 – Key Public Rights of Way

Figure 2.5 – Existing Bus Services

Figure 5.1 – Proposed Walking, Cycling and Equestrian Routes

Figure 5.2 – Proposed Bus Services

Figure 5.3 – Walking Distances to Bus Services

1 Introduction

1.1 Overview

This Travel Plan has been prepared by Hyder Consulting on behalf of the Homes and Communities Agency (HCA) to support the planning applications for Phase 2 of the Northstowe new town development.

The site is situated approximately 10 km to the northwest of Cambridge adjacent to the existing village of Longstanton and is situated within the Local Planning Authority (LPA) of South Cambridgeshire District Council (SCDC) and within the jurisdiction of the Local Highway Authority (LHA) of Cambridgeshire County Council (CCC).

Phase 1 of the Northstowe overall development, being taken forward by Gallagher Estates has been given outline planning permission in April 2014 for up to 1500 new dwellings, a primary school, a mixed-use local centre, leisure, community, residential institutions, cultural, health and employment provision, recreational space and a household recycling centre. The Phase 1 site will be accessed from the B1050 Station Road at its north western end. The Phase 1 application was accompanied by Travel Plans (produced by WSP) for the different uses on the site, and measures within this Phase 2 Travel Plan will tie in with the Phase 1 Travel Plans to ensure a coordinated approach across the entire site.

The Phase 2 site is situated adjacent and to the south of the Phase 1 site and is providing a separate access route into the Northstowe new town development from the south linking to the B1050 (the Southern Access Road (West)). The site for the Phase 2 development is located east of the village of Longstanton and to the northwest of the village of Oakington. The elements of the planning application for the Phase 2 development, is set out below.

The planning submission comprises a planning application for development of Phase 2 of Northstowe with details of appearance, landscaping, layout, scale and access reserved (save for the matters submitted in respect of the Southern Access Road (West)) comprising:

- 1) development of the main Phase 2 development area for up to 3,500 dwellings, two primary schools, the secondary school, the town centre including employment uses, formal and informal recreational space and landscaped areas, the eastern sports hub, the remainder of the western sports hub (to complete the provision delivered at Phase 1), the busway, a primary road to link to the southern access, construction haul route, engineering and infrastructure works; and
- 2) construction of a highway link (Southern Access Road (West)) between the proposed new town of Northstowe and the B1050, improvements to the B1050, and associated landscaping and drainage.

The application site extends to 216 hectares and comprises two parts: the main Phase 2 development area and the Southern Access Road (West), as shown on Plan 3 - Application Areas Plan (forming part of the submission).

The planning application for the Phase 2 sites is accompanied by a Transport Assessment (TA) which assesses the impact of future transport movements and changes in travel patterns and trip routing on the highway and public rights of way

networks. This also contains an Access and Travel Strategy for access by all modes of transport including highway links.

The Travel Plan forms a key part of the application to constrain the level of vehicle generation, both internally within the Phase 2 development and externally from the site in order to minimise the impact of vehicular traffic on the highway network and create an accessible and well-connected community. As such this Framework Travel Plan outlines the types of measures that could be adopted on the site to encourage the use of modes of travel other than travelling alone by car.

1.2 Background

The Cambridgeshire Travel for Work partnership (TfW), in relation to South Cambridgeshire District states¹:

“Cambridgeshire is one of the fastest growing counties in the country. Whilst this brings with it economic growth and prosperity, it also increases the pressure on the county's infrastructure - in particular the transport network. Since 1990, the use of motorised transport in Cambridgeshire has increased at more than twice the national rate. The specific intensity of transport movements within South Cambridgeshire is reflected in the high carbon emissions arising from this sector (over 40% of the total for the district). The geography of this local area, as a ring of small settlements around the city of Cambridge, is a major influence upon this figure with many journeys to places of work or rail network stations in the city and beyond.

Traffic congestion and pollution is an ever-increasing part of everyday life and it is taking longer, getting more expensive and proving more stressful for people to commute by car to and from work and for business. Vehicle pollution is also a significant contributor to the excessive greenhouses gases, which are threatening our climate as well as causing health problems and harming the natural environment. Indeed all the signs are that these issues will almost certainly worsen unless significant action is taken.”

A Travel Plan is defined in the Department for Transport's (DfT) Good Practice Guidelines² as a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed.

The objective of this Travel Plan is to set out a framework of measures and actions to encourage residents, employees, shoppers, pupils and visitors to travel to and from the proposed development using sustainable modes and to reduce single occupancy vehicle trips. The Travel Plan describes how it intends to achieve these aims using a combination of the existing infrastructure and new initiatives / infrastructure and to further build on the travel planning measures set out for Phase 1 of Northstowe.

This Travel Plan will therefore accord with the sustainable transport policy objectives of central and local government by:

- Promoting more sustainable transport choices for people and for moving freight;

¹ <http://www.tfw.org.uk/documents/AllCambsLATPCContext.pdf>

² Department for Transport's (DfT) *Good Practice Guidelines: Delivering travel plans through the planning system* (2009)

- Promoting accessibility to jobs by public transport, walking and cycling;
- Reducing the need to travel, especially by single occupancy car use; and
- Assisting to reduce vehicle pollution and congestion.

Travel Plans are evolutionary documents that should be periodically updated. In this way, plans can be reviewed and tailored to take account of ongoing changes in travel patterns. It is, therefore, intended that this Framework Travel Plan is a starting point for the travel plan process and that a full travel plan will be agreed in consultation with CCC prior to occupation of the site.

Modal share targets are established within the Access and Travel Strategy within the Transport Assessment based on the outputs of the Cambridgeshire Sub Regional Model (CSRM) used to predict the impact of the development across the network, the Draft Transport Strategy for Cambridge and South Cambridgeshire and the 2011 Census data. The targets have been set out separately for internal and external trips. This Framework Travel Plan sets out potential measures which could be adopted by the development to seek to ensure that these targets are being achieved from the outset of the development.

At an agreed period after initial occupation (timescales to be agreed with CCC within the full travel plan) a survey will be undertaken of travel behaviour. The travel characteristics of the residents can be more readily determined and the Travel Plan can be refined to influence the travel habits of existing and future occupants.

The implementation of a successful Travel Plan would result in various benefits to residents, employees and visitors at Northstowe. These would include:

- Health benefits associated with increased levels of walking and cycling;
- Cost benefits associated with less money spent on fuel and parking charges; and
- Time saving with less time spent in traffic congestion.

1.3 Policy and Guidance

The policy context for the Travel Plan, together with good practice guidance is summarised below.

National Planning Policy Framework (March 2012)

The National Planning Policy Framework (NPPF) aims to make the planning system less complex and more accessible, and to promote sustainable growth. The NPPF sets out the Government's economic, environmental and social planning policies for England. Taken together, these policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations. The NPPF clearly promotes sustainable transport, stating that:

- Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives;
- The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel; and
- Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion.

The NPPF states that a key tool to facilitate the use of sustainable transport will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.

The NPPF does not give any guidance on what should be considered as 'significant', but does provide further support for the requirement of Travel Plans. Travel Plans, in association with parking standards, provide an opportunity and mechanism to encourage the use of sustainable transport modes to access new development sites.

Planning Practice Guidance

In March 2014 the Department for Communities and Local Government launched an updated set of 42 Planning Practice Guidance categories, which provide detailed guidance on specific processes and policies in supports of the NPPF.

The section in relation to travel plans (Overarching principles on Travel Plans, Transport Assessments and Statements) sets out guidance for Travel Plans. The purpose of these documents is to assess and potentially mitigate the potential transport impacts of developments. Travel Plan are stated as: *"long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets"*.

Guidance is provided in relation to Travel Plans which suggests what information should be included within a Travel Plan and how it should be monitored. In summary it suggests that they should evaluate and consider;

- Travel data
- Likely trip generation
- Proposals to reduce the need to travel
- Provision of improved public transport
- Parking strategy
- Enhancement of walking and cycling facilities
- Further measures if targets are not met

The Strategic Road Network and the Delivery of Sustainable Development - DfT Circular 02/13

The DfT Circular identifies that a robust travel plan that promotes use of sustainable modes is an effective means of managing the impact of development on the road network and reducing the need for major transport infrastructure. The Highways Agency expects the promoters of development to put forward initiatives that manage down the traffic impact of proposals to support the promotion of sustainable transport and the development of accessible sites.

Cambridgeshire County Council - Local Transport Plan 3 (LTP3) March 2011

LTP3 sets out Cambridgeshire County Council's existing and future transport issues and how they will seek to address these. LTP3 covers the period 2011-2026. The LTP

seeks to encourage environmentally friendly forms of transport including walking, cycling and public transport. CCC will also seek to make it easier for people to interchange between different modes of transport. Measures within LTP3 will seek to raise awareness about the different transport choices available to people.

South Cambridgeshire Local Development Framework 2007

The Local Development Framework (LDF) is a suite of documents which together will guide development within South Cambridgeshire. The LDF includes a vision for the future of South Cambridgeshire and objectives and targets, which planning applications and other decisions will be made in accordance with. This includes the South Cambridgeshire Core Strategy which suggests locating development in the most sustainable location. A key objective of the Core Strategy is to ensure that development is accessible by public transport, cycling and walking, thus reducing the need to travel by less sustainable travel, such as the private car.

The LDF also includes the Northstowe Area Action Plan which sets out an overall vision for Northstowe and outlines a number of transport objectives which include; a sustainable transport network to connect Northstowe with neighbouring villages, services and the countryside; a safe, convenient and permeable network of streets, connecting principal land uses within the town; encouraging cycling within the town via safe and (where appropriate) segregated cycleways; and, an accessible guided bus route through the town along with appropriate levels of car parking.

Emerging Local Plan - South Cambridgeshire Local Plan – Proposed Submission (July 2013 and updated March 2014)

The proposed South Cambridgeshire Local Plan will update and replace the South Cambridgeshire Local Development Framework (LDF). The proposed Local Plan covers a period extending from 2011 to 2031. Details in relation to Transport are provided from page 220. In relation to transport it is stated that Development must be located and designed to reduce the need to travel, particularly by car, and promote sustainable travel appropriate to its location.

It is also emphasised that Travel Plans must have measurable outputs, be related to the aims and objectives in the Local Transport Plan and provide monitoring and enforcement arrangements. Planning obligations may be an appropriate means of securing the provision of some or all of a Travel Plan, including the requirement for an annual monitoring and progress report. Submission of area-wide Travel Plans will be considered in appropriate situations. Outline planning applications are required to submit a framework for the preparation of a Travel Plan.

Smarter Choices: Changing the way we travel (June 2005)

This report draws on earlier studies on the impact of soft transport policy measures, seeking to give better information and opportunities, helping people to choose to reduce their car use while enhancing the attractiveness of alternatives.

Making Residential Travel Plans Work – Department for Transport (September 2005)

Provides information on the design, content, management, monitoring and enforcement of a residential travel plan.

Good Practice Guidelines: Delivering travel plans through the planning system (April 2009)

This report was commissioned by the DfT, in consultation with the Department of Communities and Local Government, to provide further impetus to the use of Travel Plans. The guidelines bring together some of the best of current practice from examples around the country, drawing on the results of recent research. These particularly focus on the way in which planning and Travel Plans currently inter-relate and how this could be made more effective. The guidance provides some useful case studies and good practice guidance in preparing Travel Plans.

Draft Cambridgeshire Residential Travel Plan Guidance – Supplementary Guidance (Feb 2011)

This Draft Guidance has been prepared by Cambridgeshire County Council in liaison with the City and District Councils in Cambridgeshire. It is intended for use by developers, their consultants, Cambridgeshire's City and District Councils and any other stakeholders involved in the residential travel planning process. This is currently Draft Guidance, but provides useful examples of measures which could be adopted on the site and the requirements of a Travel Plan which have been used within the production of this Travel Plan.

1.4 Structure of the Travel Plan

The Travel Plan sets out objectives and suggests a package of measures to promote and provide for the use of sustainable modes as an alternative to single occupancy car use. A strategy for implementation, target setting and monitoring is also discussed. The plan is divided into eight further sections:

- Site Context and Accessibility
- Objectives and Targets
- Management Strategy
- Overarching Travel Plan Measures
- Workplace Travel Plan Measures
- Residential Travel Plan Measures
- School Travel Plan Measures
- Monitoring
- Action Plan

This Travel Plan represents a commitment by HCA and CCC to support travel to and from (and within) the site via sustainable modes and seek to reduce single occupancy car journeys generated on the external highway network to target levels (to be agreed with CCC).

2 Site Context and Accessibility

2.1 Introduction

This section describes the current conditions for walking and cycling and the provision of public transport in the vicinity of the Northstowe Phase 2 site in addition to future transport improvements. The road network is described to give the context for transport infrastructure.

2.2 The site

2.2.1 Main Phase 2 Development Area

The area of the main Phase 2 development area is approximately 165 hectares. The area is bordered to the east by the route of the Cambridgeshire Guided Busway, and to the west by Longstanton. The area includes the former Oakington Barracks, which currently comprises of three buildings, with no current use; slabs remaining from demolished buildings; remaining facilities associated with the barracks including sports amenities and green space; and a water tower which is the tallest structure on the site and visible feature in the wider landscape. The area surrounds the existing settlement of Rampton Drift, comprised of 92 properties, originally built as part of the barracks complex, although this area is not included in the application. The wider main Phase 2 Development area includes areas of hard standing and open space associated with the former airfield (much of this currently occupied by agricultural tenants), farmland including Brookfield Farm and Larksfield Farm. The area also includes a section of Rampton Road.

To the south of the main Phase 2 development area, and through which its proposed access routes run is land that is identified for future phases of development of Northstowe.

2.2.2 Southern Access Road (West)

The area for the Southern Access Road (West) runs from the B1050 to the boundary of Northstowe, as shown on the Plan 3 – Application Areas Plan. This area currently comprises arable fields and extends to approximately 51 hectares. Wilson’s Road, a public right of way crosses the area, providing a link from Longstanton towards Bar Hill.

2.2.3 The surrounding area

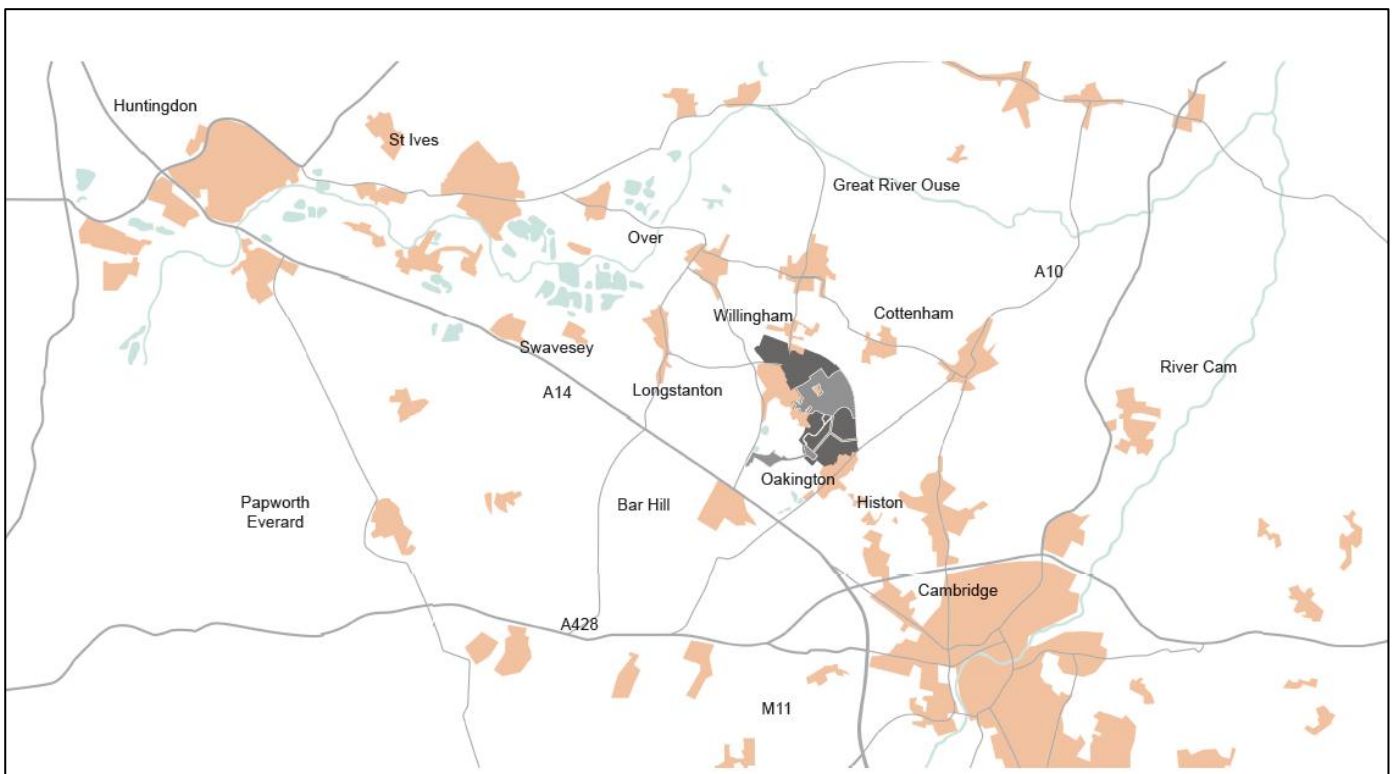
In addition to the settlements of Longstanton, Oakington and Rampton Drift, the site is also in proximity with Rampton (approximately 1km to the north-west), Willingham (approximately 2km to the north) and Cottenham (approximately 2.5km to the east). The site location is shown in Figure 2.1 – Site Location and Road Network with the Phase 2 site shown in light grey and the overall Northstowe development shown in dark grey.

To the north of the Phase 2 development is the proposed site of Phase 1 of Northstowe. The current uses of this site include agricultural fields and Cambridge Golf Club, which closed in August 2013.

To the south of the site, and through which the Northstowe Phase 2 development access route runs is land that is identified for future phases of development of Northstowe.

The A14 runs approximately 3km to the south west of the site. The B1050 Hatton's Road/ Longstanton western bypass runs from the A14 to a roundabout to the north west of the site.

Figure 2-1: Site Location and Road Network



2.3 Road Network

2.3.1 B1050 Hatton's Road

The B1050 Hatton's Road will form the main access to the Phase 2 development from the A14. The B1050 forms a grade separated junction with the A14 at its southern end (Junction 29 Bar Hill) and broadly routes from north to south linking to Longstanton (via Hatton's Road) and Willingham to the north (via Station Road).

The B1050 Hatton's Road between Longstanton (Hatton's Road roundabout) and the A14 is a single carriageway road of approximately 7.3 metres in width, with no street lighting or footways on either side and is subject to national speed restrictions. The B1050 Hatton's Road forms a bypass around Longstanton with three roundabouts forming junctions with Hatton's Road, Ramper Road and Station Road broadly to the west and northwest of Longstanton. The B1050 Station Road provides a north-south link to Willingham in the north and extends to Bar Hill to the South.

Photo 2.1 – B1050 Hatton’s Road



Photo 2.2 - B1050 Hatton’s Road



2.3.2 B1050 Station Road

The B1050 Station Road commences at a roundabout junction with High Street at the northern end of Longstanton and is approximately 7.3 metres in width and is subject to a speed restriction of 40mph. Station Road provides an access route between Longstanton and Willingham and has a shared footway / cycleway on its eastern side linking Longstanton and the busway Park and Ride. The approved Phase 1 Northstowe Development proposes a new access along this section of the B1050 which will be a priority junction and two linked traffic signalised junctions.

Photo 2.3 – B1050 Station Road



Photo 2.4 - B1050 Station Road



2.3.3 Dry Drayton Road

Dry Drayton Road currently forms a route from the A14 to Oakington, routing to the south east of the site. Dry Drayton Road forms an at-grade junction (Junction 30) with the A14 (with a bridge connection over the A14) at its south-western end and broadly routes from northeast to southwest linking to Oakington in the north and Junction 30 of the A14. Dry Drayton is a single carriageway road of approximately 7.3 metres in width, subject to national speed restrictions and with no street lighting or footways. Dry Drayton Road forms one arm of a four arm signal controlled junction with Cambridge Road, Longstanton Road and Water Lane at its northern end in the village of Oakington.

Photo 2.5 – Dry Drayton Road



2.3.4 Longstanton Road (Airfield Road)

Longstanton Road links Dry Drayton Road to School Lane in Longstanton. Although through movements for vehicles are prohibited (apart from access, taxis, mopeds and buses) general traffic does use the route particularly in the peak hours to avoid congestion elsewhere. Within Oakington the carriageway varies in width between approximately 6 metres and 7.3 metres, with frontage access to a number of residential properties. Within Oakington the road is a narrow single carriageway with a speed restriction of 30mph, providing access to a number of further residential roads and provides street lighting and a footway on each side of the carriageway.

Between Oakington and Longstanton the carriageway narrows to around 5.5 metres with no footways or street lighting. Within Longstanton, the carriageway increases in width up to around 7 metres and there is frontage access to a number of residential properties as well as a narrow footway on the east side of the carriageway.

Photo 2.6 – Longstanton Road (Airfield Road)



Photo 2.7 – Longstanton Road (Airfield Road)



2.3.5 Cambridge Road / Oakington Road

Cambridge Road routes from Dry Drayton Lane to the south east becoming Oakington Road to the south and providing a route into Cambridge via the A1307 Huntingdon Road. Within the vicinity of Oakington, Cambridge Road is approximately 6 metres in width, has a shared footway/ cycleway on its eastern side, street lighting and is subject to a 30 mph speed restriction. The speed limit increases to 40mph between Oakington and Girton before reducing to 30 mph within the vicinity of Girton and remaining at this level until the priority junction with the A1307.

Photo 2.8 – Oakington Road



Photo 2.9 – Cambridge Road



2.3.6 High Street, Longstanton

High Street is the main access road through Longstanton, linking the B1050 Station Road to the north and School Lane to the south and has a speed restriction of 30mph and street lighting along its length. High Street is approximately 6 metres in width and provides frontage access to a number of residential properties as well as Hatton Park Primary School. Footways are provided on each side of the carriageway of approximately two metres in width and there is a zebra crossing facility towards the northern end. At its southern end High Street forms a staggered crossroads with School Lane and Woodside.

Photo 2.10 – High Street, Longstanton



Photo 2.11 – High Street, Longstanton



2.3.7 Rampton Road / School Lane

Rampton Road is a no-through road which broadly routes through the northern part of the Phase 2 development and links to a byway which continues to Rampton in the east. Rampton Road becomes School Lane to the west of Woodside which links to Hatton's Road at its western end via a priority junction and forms a route to the A14 at Bar Hill. School Lane is approximately 5.5 metres in width. To the west of Stokes Close it is subject to national speed restrictions and has no street lighting or footways and to the east of this it has a 30 mph speed restriction, footways on the north side of the carriageway and street lighting.

Photo 2.12 –School Lane



Photo 2.13 – Rampton Road



2.3.8 Ramper Road

Ramper Road connects the B1050 to Boxworth End at its western end. Ramper Road is approximately 5 metres in width and provides a route from Longstanton to Swavesey in the west and an alternative route to the A14 via Boxworth End. There is no street lighting or footways provided along the route. This also provides access to Over Road / Gravel Bridge Road which routes northwest from Longstanton to Over and has a road width of around 5.5 to 6 metres.

2.3.9 A14

The A14 forms part of the trunk road network maintained and operated by the Highways Agency. The A14 forms the main route from Cambridge to Felixstowe to the east and Birmingham to the west (via the M6). Within the vicinity of the development there are two junctions at Bar Hill (J29) and Dry Drayton (J30) whereby Oakington and Longstanton can be accessed. The A14 is currently three lanes in each direction between the Bar Hill junction and the M11, reducing to two lanes to the north of the Bar Hill junction.

The HA is developing improvements to the A14 from Cambridge to Huntingdon and these improvements take account of the traffic impact of Northstowe Phase 1 and 2 and the longer term implications of the full 10,000 home development. The A14 scheme is anticipated to be submitted for a Development Consent Order (DCO) in late 2014. The Phase 2 transport work has been undertaken on the premise that the A14 improvements are implemented, in recognition of the interrelationship between further growth of the Northstowe development and the improvements to the A14.

2.4 Walking, Cycling and Equestrians

There are a number of existing walking and cycling routes surrounding and adjoining the site including public rights of way, footways and cycleways. The network of public rights of way within close proximity to the site is shown within Figure 2.2.

2.4.1 Rampton Drift

There is a public byway which links Rampton Drift and Longstanton to the southwest to Rampton in the northeast. This right of way crosses the Cambridgeshire Guided Busway (CGB) via an at-grade crossing and also links from Rampton to Histon and a footpath running adjacent to Cottenham Lode. The byway routes through the Northstowe site and is currently grassed over to the west of the CGB with a gravel track to the east.

**Photo 2.14 - Entrance to public byway
(eastern end – Reynolds Drive)**



Photo 2.15 - Byway to east of CGB



The CGB at grade crossing has deep cuttings to guide the buses that cause some difficulty for cyclists to cross at this point as they are required to dismount and carry bicycles across the tracks. The crossing links to a shared footway / cycleway which runs adjacent to the east side of the CGB at this location, crossing to the other side of the CGB to the south at Westwick. This cycleway forms part of the National Cycle Network (Route 51) and links to Cambridge to the south and Huntingdon (via Over / Swavesey) to the north.

Photo 2.16 - Byway GGB Crossing



Photo 2.17 - Byway GGB Crossing



Photo 2.18 - Byway CGB crossing



Photo 2.19 - Byway CGB crossing



Photo 2.20 - Byway to the west of the CGB crossing



Photo 2.21 - Cycleway adjacent to east side of CGB from byway crossing



2.4.2 Links from Over

To the south of Over on Longstanton Road there are informal tracks where people have walked down the verge to the cycleway / busway from the road bridge. This

section appears to have a high level of demand. There is also no at grade crossing to allow pedestrians / cyclists access to the National Cycle Route 51 on the southern side of the tracks.

Photo 2.22 – Access to busway from Over over bridge



Photo 2.23 - Access to busway from Over over bridge



2.4.3 Routes from Longstanton

The public byway which routes south of Longstanton runs south towards Bar Hill. This does not provide a crossing over the A14 and as such is limited in terms of its use at the southern end.

A byway links to the northwest via a bridleway routing along Over Road and Ramper Road which accesses Swavesey and the Ouse Valley Way to the northwest. The easterly section of Ramper Road from the Over Road junction towards Utton's Drove is marked as part of a long distance footpath but there is no provision for pedestrians.

Shared walking/ cycleways are adjacent to Hatton's Road and the B1050 Station Road link areas to the south of Longstanton to Willingham. These provide suitable and preferred routes for walking and cycling from the site to surrounding areas (although no walking or cycling facilities are provided to the south of the B1050 Hatton's Road roundabout linking to the Bar Hill junction). Funding is being provided as part of Phase 1 of Northstowe to provide improved footways and cycleways in this area

Footways are adjacent to the majority of the carriageways throughout the villages of Longstanton and Oakington. In the High Street in Longstanton these are of standard width and lit. On Woodside there is a footway on one side of the road which is not lit and then the footways discontinue on Longstanton Road. In Oakington there is a footway on one side of the road entering from Longstanton Road and street lighting.. There are a number of access points into the main Phase 2 development area from Longstanton via public rights of way (footpaths, bridleways and byways).

Photo 2.24 – Footway / Cycleway – B1050 Station Road



Photo 2.25 - Footway / Cycleway – B1050 Station Road



Photo 2.26 – Footway / Cycleway – Hatton’s Road



Photo 2.27 - Footway / Cycleway – Hatton’s Road

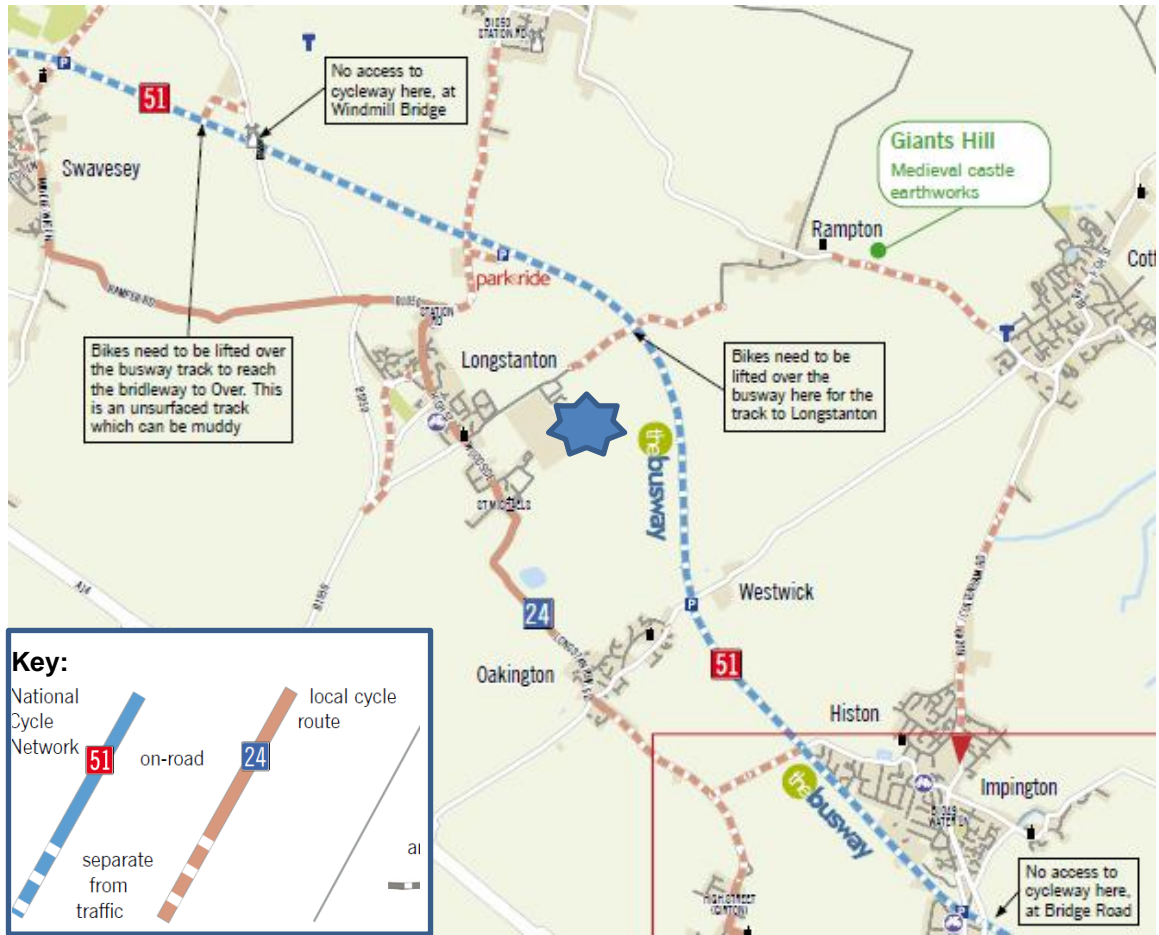


2.4.4 Wider cycling connections

The cycle routes between the site and Swavesey to the north and Histon / Girton in the south are shown on Figure 2.3. This demonstrates the National Cycle route adjacent to the busway as well as a local cycle route (24) which routes from Girton to Swavesey along Cambridge Road/ Longstanton Road/ Longstanton High Street / B1050 / Ramper Road/ Middlewatch.

Between Girton and Oakington there is an off-carriageway shared walking/cycleway provided on the northern side of the carriageway, which also ties into an off-carriageway route adjacent to Park Lane linking to Histon and the CGB. At the Oakington crossroads, advanced stop lines are provided for cyclists to ease movements across the junction. On Longstanton Road from the Oakington crossroads the route becomes on-carriageway and for the remainder of the route to Swavesey the cycle route is on-carriageway. At its southern end in Girton the cycle route ties into the extensive network of routes within Cambridge.

Figure 2.3: Existing Cycle Routes



Note: star shows the approximate location of Northstowe Town Centre)

Source: Cambridgeshire County Council

Photo 2.28 – Footway / Cycleway – northern side of Cambridge Road (Cycle Route 24)



Photo 2.29 - Footway / Cycleway – Park Lane



Photo 2.30 – Longstanton Road (Cycle Route 24)



Photo 2.31 - Longstanton Road (Cycle Route 24)



Photo 2.32 – Oakington Crossroads crossing (Cycle Route 24)



Photo 2.33 - Oakington Crossroads crossing (Cycle Route 24)



2.4.5 Cycle parking at CGB stops

Covered, well lit and CCTV monitored cycle parking is available at the two closest busway stations to the site to encourage cycling as follows:

- Longstanton Park & Ride - 50 spaces
- Oakington - 30 spaces

2.4.6 Access to Local Amenities

Although the proposed Phase 2 development will provide a new town centre and include schools, health facilities, community facilities, retail, leisure and employment, there are also a number of existing local facilities and services which would be accessible within a reasonable walking and cycling distance via the walking and cycling

routes identified above. The facilities within 5km (a reasonable cycling distance³) have been summarised within Table 2.1 and shown on Figure 2.4 and demonstrate that the site is highly accessible to a range of existing facilities, in addition to those being provided on the site.

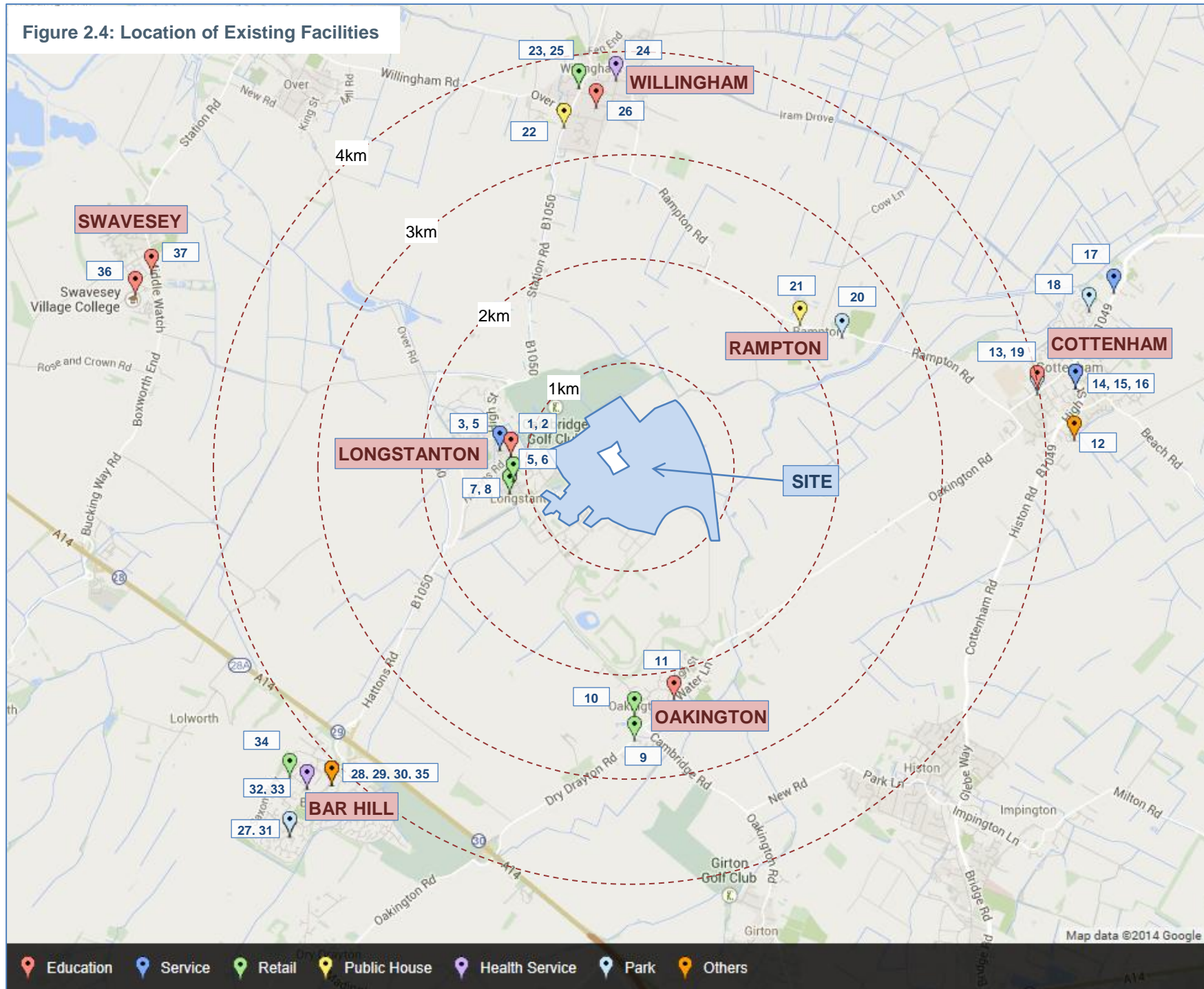
Table 2.1: Existing Accessible Facilities and Services via walking or cycling

Name	Village	Road	Category
Hatton Park Primary School	Longstanton	Hatton's Park	Education
Mad Hatters Pre-School	Longstanton	Hatton's Park	Education
Village Vets	Longstanton	High Street	Service
Hairdressers	Longstanton	High Street	Retail
The Black Bull	Longstanton	High Street	Public House
Clive Jones - Dental Surgery	Longstanton	High Street	Service
Longstanton Post Office and Stores	Longstanton	Rectory Close	Retail
Longstanton Branch Surgery	Longstanton	Magdalene Close	Health Service
Oakington Garden Centre	Oakington	Dry Drayton Road	Retail
Crossways Hairdressers	Oakington	Dry Drayton Road	Retail
Oakington COE Primary School	Oakington	Water Lane	Education
Cottenham Sports Centre	Cottenham	High Street	Sports/Recreation
Cottenham County Primary School	Cottenham	Lambs Lane	Education
Cambridge Building Society	Cottenham	High Street	Service
Cottenham Post Office	Cottenham	High Street	Retail
Pharmacy	Cottenham	High Street	Retail
Village Vets	Cottenham	High Street	Service
Cottenham Park	Cottenham	Ivatt Street	Park
King Georges Playing Field	Cottenham	Lambs Lane	Park
Rampton Park	Rampton	Church End	Park
Black Horse	Rampton	High Street	Public House
The Black Bull	Willingham	Station Road	Public House
Barbers	Willingham	High Street	Retail
Medical Practice	Willingham	Long Lane	Health Service
Willingham Post Office	Willingham	High Street	Retail
Willingham Primary School	Willingham	Thodays Close	Education
Bar Hill Recreation Ground	Bar Hill	Gladeside	Park
Bar Hill Library	Bar Hill	Gladeside	Recreation
Bar Hill Post Office	Bar Hill	Gladeside	Service
Bar Hill Primary School	Bar Hill	Gladeside	Education
Bar Hill Sports & Social Club	Bar Hill	The Spinney	Recreation
Bar Hill Dental Clinic	Bar Hill	Viking Way	Health Service
The Maple Surgery	Bar Hill	Hanover Close	Health Service

³ Department for Transport's *Local Transport Note 2/08: Cycle Infrastructure Design* identifies that "many utility cycle journeys are under 3 miles, although, for commuter journeys, a trip distance of over 5 miles is not uncommon"

Name	Village	Road	Category
Tesco Extra	Bar Hill	Viking Way	Retail
The Fox	Bar Hill	Viking Way	Public House
Swavesey Village College	Swavesey	Gibraltar Lane	Education
Swavesey County Primary School	Swavesey	Middle Watch	Education

Figure 2.4: Location of Existing Facilities



- Key:**
1. Hatton Park Primary School
 2. Mad Hatters Pre-School
 3. Village Vets
 4. Hairdressers
 5. The Black Bull PH
 6. Clive Jones - Dental Surgery
 7. Longstanton Post Office and Stores
 8. Longstanton Branch Surgery
 9. Garden Centre
 10. Hairdressers
 11. Oakington COE Primary School
 12. Sports Centre
 13. Cottenham Primary School
 14. Cambridge Building Society
 15. Post Office
 16. Pharmacy
 17. Village Vets
 18. Cottenham Park
 19. King Georges Playing Field
 20. Rampton Park
 21. Black Horse PH
 22. The Black Bull PH
 23. Barbers
 24. Medical Practice
 25. Post Office
 26. Willingham Primary School
 27. Bar Hill Recreation Ground
 28. Library
 29. Post Office
 30. Bar Hill Primary School
 31. Bar Hill Sports & Social Club
 32. Dental Clinic
 33. The Maple Surgery
 34. Tesco Extra
 35. The Fox
 36. Swavesey Village College
 37. Swavesey County Primary School

📍 Education
 📍 Service
 📍 Retail
 📍 Public House
 📍 Health Service
 📍 Park
 📍 Others

2.4.7 Summary of walking and cycling provision

The footway and cycleway links and facilities as well as the public rights of way network (as shown in Figure 2.2 and 2.3) surrounding the site provide reasonable permeability from the site to surrounding areas and will encourage walking and cycling to and from these areas. There are however some areas that could be improved which are discussed as part of the travel plan measures.

2.5 Public Transport

2.5.1 Bus Services

Within the vicinity of the Phase 2 development there are a number of existing bus services in operation that serve Oakington and Longstanton, including the four services which route along the Cambridgeshire Guided Busway (CGB). The existing bus services are shown in Figure 2.5. The closest stops to the development in Longstanton are on High Street which is around 600 metres from the boundary of the Main Phase 2 development area. The closest stops in Oakington are situated on High Street which is around 400 metres from the boundary of the site. The CGB stops are located approximately 1km to the south east and the north of the Phase 2 development.

Services Citi 5, Citi 6, 95, 96, Busway A and Busway B are operated by Stagecoach and Busway C and D are operated by Whippet Coaches Ltd.

Service Citi 5 provides a route to Cambridge City Centre to Bar Hill, Longstanton and Swavesey with a journey time of approximately 35 minutes from Longstanton to Cambridge. This operates with an hourly frequency from Monday to Saturday (with two other services per hour stopping at Bar Hill but not at Longstanton). The service starts at around 0700 and operates until around 1800. The route links the villages of Bar Hill, Longstanton, Willingham, Over and Swavesey in a circuit. Whilst this provides accessibility for the communities including the mobility impaired, elderly and those without access to a car, it is unlikely to attract people to switch from car use. It is proposed as part of the Phase 1 development to enhance the frequency of the services from Longstanton to Willingham, Over and Swavesey to every 20 minutes from the current hourly service, in line with the services to Bar Hill.

Service Citi 6 provides a route to Cambridge City Centre directly from Oakington with a journey time of approximately 24 minutes. This operates with a frequency of 20 minutes throughout the day from Monday to Saturday, with an hourly service on Sundays. The service starts at around 0700 and operates until around 2300.

The Busway is served by four bus services (A, B, C, D) which have a combined frequency of approximately nine services per hour (one service per seven minutes) from Monday to Saturday and once per hour on a Sunday. The journey time to Cambridge City Centre is approximately 22 minutes (A, B and C) and to Cambridge Rail Station is 29 minutes (A and C). Service D provides the first service of the day from Hill Rise to Cambridge. Services provide a very high level of accessibility by public transport in the vicinity of Northstowe Phase 2 and the CGB journey time and cost offers advantages over using the car.

The bus services also route to St Ives in 13 minutes and bus service B routes to Huntingdon in 41 minutes. Bus service B also provides an hourly route to Peterborough. The first service commences at around 0600 and the last service

finishes at around midnight. Services 95 and 96 are school buses which serve Swavesey Village College and Long Road Sixth Form College.

The bus services have been summarised within Table 2.2 and the Citi 5, Citi 6 and CGB routes are shown in Figure 2.6. The bus timetables have been attached at Appendix A.

As part of the Northstowe Phase 1 development it is proposed to increase the frequency of the Citi 5 service for the loop from Longstanton to Willingham, Over and Swavesey to every 20 minutes, from the existing hourly service.

Table 2.2: Bus Services within the Vicinity of the Site

Route No.	Stop	Route	Weekday			Weekend		
			Frequency (approx. minutes)			Frequency (approx. minutes)		
			AM Peak	Off Peak	PM Peak	Evening	Sat	Sun
Citi 5	1	Fenstanton - Swavesey - Longstanton - Cambridge	Hourly	Hourly	Hourly	No Service	Hourly	No Service
Citi 5	1	Cambridge - Longstanton - Swavesey - Fenstanton	Hourly	Hourly	Hourly	2 services	Hourly	No Service
Citi 6	2	Oakington - Girton - City Centre	20 mins	20 mins	20 mins	20 mins	20 mins	Hourly
Citi 6	2	City Centre - Girton - Oakington	20 mins	20 mins	20 mins	20 mins	20 mins	Hourly
CGB - A, B	3	Peterborough - Huntingdon - St Ives - Cambridge - Addenbrookes Hospital	8 services	8 services	8 services	15 mins to hourly	8 services	20 mins
CGB - A, B	3	Addenbrookes Hospital - Cambridge - St Ives - Peterborough (one per hour)	8 services	8 services	8 services	15 mins to hourly	8 services	20 mins
CGB - C/D	3	St Ives to Cambridge	2 services	Hourly	6 services	3 services	Hourly	Hourly
CGB - C	3	Cambridge to St Ives	Hourly	Hourly	3 services	Hourly	Hourly	Hourly

1 = High Street, Longstanton 2 = High Street, Oakington 3 = Guided Busway (Longstanton P&R / Oakington)

Figure 2.6: Cambridgeshire Guided Busway Routes



Note: Star shows the approximate location of Northstowe

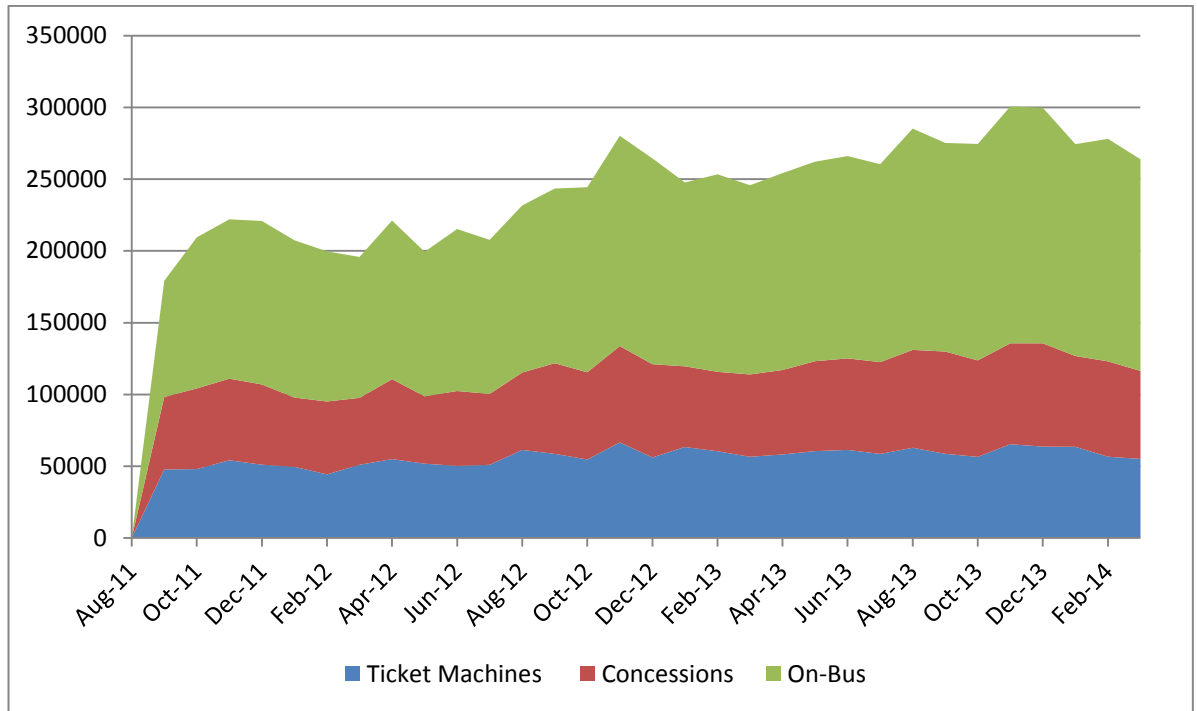
Source: Cambridgeshire County Council

2.5.2 CGB Usage

The Cambridgeshire Guided Busway opened in August 2011 and usage has grown year on year from the commencement of services, and is said to have been greater than forecasted demand. Data on total usage by month has been supplied by Cambridgeshire County Council and is displayed in Figure 2.7. Monthly usage grew by 26% from October 2011 to October 2012 and rose a further 7.3% to October 2013.

Anecdotal evidence suggests that the CGB services are operating at capacity at peak times, giving difficulties for people accessing the services as they are full before Longstanton. Stagecoach has stated that additional buses are planned to be provided by the end of 2014 to provide additional capacity.

Figure 2.7: Growth in CGB Usage by Ticket Type



Source: Cambridgeshire County Council, June 2014

2.5.3 Rail Services

Cambridge Rail Station is located approximately 11km to the southeast of the Phase 2 development. Guided busway services A and C route to the station, which provides frequent services to a range of regional destinations such as London, Birmingham, Norwich and Ipswich. The journey time from Cambridge to London is around 50 minutes.

A new rail station is being developed, known as Cambridge Science Park Station which is located in the north of Cambridge, close to the Science Park, St John's Innovation Centre and Cambridge Business Park. This is located approximately 8 km to the south east of Northstowe and will be situated on the Ely to Cambridge line. Planning permission has been granted to build the railway station, a direct bus link from the Busway to the station and foot and cycleways to nearby roads. The Science Park CGB stop is only 10 minutes from Longstanton Park and Ride by bus, thus Northstowe will be within a short journey of the proposed new station.

The plans will provide a transport interchange to link to the CGB which will provide additional access options to London from Northstowe, without the requirement to travel to the city centre by road / CGB. The new station will provide a choice of three trains an hour to either King's Cross or Liverpool Street. The journey times to London would be similar to the existing journey times between Cambridge and London with the services stopping at Cambridge Rail Station. The station would be attractive for use by Northstowe residents as it is likely to reduce journey times via the CGB to Cambridge Rail Station, although it is recognised that users would be required to interchange twice to access Cambridge Rail Station. As such, this station provides additional travel options for Northstowe residents and has the potential to reduce journey times for some users.

2.6 Summary

The Northstowe Phase 2 development is reasonably well located close to existing walking and cycle routes and CGB and local bus services. In particular, connections by CGB to Cambridge from Longstanton and Oakington are very strong. Connections to some adjacent communities for cyclists are in need of improvement (such as to Bar Hill) and bus services to villages such as Swavesey, Over and Willingham are limited, but are proposed to be improved as part of Northstowe Phase 1 with improved links alongside the B1050 to address issues of connectivity to Bar Hill. The existing networks and services provide a strong basis on which to provide good connectivity to and from Northstowe Phase 2 by sustainable travel modes.

There are future plans to improve the A14 to accommodate a growth in traffic flows as a result of developments within the local and regional area (including Northstowe). The Northstowe Phase 1 development will support an increased frequency on the Citi 5 service and Stagecoach have plans to increase bus capacity on the existing CGB services late in 2014. In addition, a new rail station is being developed at the Cambridge Science Park which will increase travel options to London from the Northstowe site and has the potential to reduce the travel time from Northstowe to London via the busway.

3 Aims, Objectives and Targets

3.1 Introduction and Aims

The emergence of Travel Plans has been an important development in transport policy. They demonstrate that the environmental improvement sought from the transport sector can be achieved at a local level and can contribute towards easing congestion, especially during peak periods.

An overall aim has been set to guide the development of the Travel Plan, encourage sustainable travel and reduce the level of single occupancy vehicle use. The overall aim of the Travel Plan is to:

Constrain single occupancy car use (particularly externally from the site) and promote sustainable travel.

This accords with the aims of the Government, SCDC and CCC.

3.2 Travel Plan Objectives

The specific objectives associated with the Phase 2 site are:

- 1 To create a high quality place in which people want to live and work;
- 2 To reduce the need to travel whilst ensuring access to a full range of facilities and services;
- 3 To provide people with information on travel choices;
- 4 To promote the use of non-car modes – walking, cycling and public transport;
- 5 To reduce single occupancy vehicle trips;
- 6 To reduce the travel related carbon impact of the site;
- 7 To manage traffic to reduce vehicle speeds and give priority to pedestrians, cyclists and public transport over cars;
- 8 To ensure there are no undue congestion impacts on the wider area and road network arising from the development;
- 9 To provide a mechanism for the ongoing development and implementation of the Travel Plan.

3.3 Travel Plan Targets

The Travel Plan aims to address all types of trips made by residents of the site and those travelling to the site for school, shopping, work or other purposes.

The Framework Travel Plan sets overarching targets to be achieved for the Phase 2 development. It is envisaged that interim targets and more specific targets for each land use will be developed as part of the final Travel Plans for each of the developments as it comes forward.

Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring the progress and success of the Travel

Plans. Targets in the final travel plan will be `SMART` - specific, measurable, achievable, realistic and time-bound.

The indicative targets for the entire site have been set out below based on analysis of the Cambridgeshire Sub Regional Model forecasts, analysis of Census and Transport Strategy data and comparisons with the Phase 1 site.

The CSRSM results forecast a mode share based on 69% car use for Northstowe Phase 2. The aim is to work towards a target mode share with significantly less car use, recognising that an appropriate package of infrastructure, services and smarter choices measures can bring about an increase in the use of sustainable modes and a reduction in vehicle trips. This will help to create an accessible and attractive place to live, work, study and visit for shopping and leisure as well as minimising any negative impacts of the development on the adjacent communities and wider road network.

The Draft Transport Strategy for Cambridge and South Cambridgeshire highlights that in South Cambridgeshire, the proportion of residents using the car to travel to and from work was 4% lower in 2011 compared to 2001. The proportion of people travelling to and from work by cycling, bus and rail have all increased as has the proportion of people working at home. The proportion of people working from home rose from 11.1% in 2001 to 13.6% in 2011. These trends point to an increasing potential to reduce overall trips through home working, and achieving higher numbers of cyclists and bus users over time within this area.

Moreover, the 2011 Census data for journeys to work from Bar Hill, where the Citi 5 bus service provides an hourly service to Cambridge (which is a lower provision than that proposed at Northstowe) shows that more than 10% of people take the bus to work. Across the South Cambridgeshire district, 8.5% of work journeys are by bicycle. This suggests that the location of Northstowe adjacent to the CGB with good bus provision, and strong cycling connections at reasonable cycling distances towards employment centres (Bar Hill and Oakington for example) mean that higher sustainable mode share should be aimed at. In addition, Northstowe Phase 2 will provide a range of land uses including a town centre with shopping, services and employment thus encouraging locally based trips.

The Phase 1 development Residential and Workplace Framework Travel Plans contain proposed targets as shown in Table 3.1.

Table 3.1: Northstowe Phase 1 Future Target Mode Share

Mode	Future Target Mode Share
Train	1%
Guided Bus	8%
Bus	5%
Car Driver	58%
Pedal Cycle	5%
Walk	23%
Total	100%

A proposed target mode share for Northstowe Phase 2 is given in Table 3.2. A separate target is provided for internal trips as minimising the number of short journeys

undertaken by car will be a focus of the travel strategy. The differences to the Phase 1 targets are that:

- The Phase 2 targets do not include rail, as these journeys are not a main mode to and from the development. The key role in rail for longer distances are recognised but the mode of travel from the development will be measured;
- A separate target for car sharing is included as these trips will be encouraged by the Framework Travel Plan as a means of reducing single occupancy car use;
- The overall share by CGB services and local bus is less as a percentage than proposed for Phase 1. The CSRSM forecasts a low mode share for reasons which are likely to include: the presence of the town centre which will attract trips from the surrounding area not using the CGB; the dispersed pattern of journeys to work in South Cambridgeshire, with Northstowe being attractive to residents who work in various locations around the district; and potentially an under-estimate of trips by the model. In terms of actual numbers however, there will be significant demand for journeys to and from Cambridge with 5% of all trips by CGB representing 3,543 passenger trips per day;
- The higher target for walking recognises that Phase 2 includes more opportunities for local trips with the secondary school and town centre located in Phase 2.

Table 3.2: Phase 2 Target Mode Share

	2031 Target Mode Share All Trips		2031 Target Mode Share Internal Trips	
	% by mode	Total Car/ Non Car	% by mode	Total Car/ Non Car
Car driver	58%	63%	20%	25%
Car passenger	5%		5%	
CGB	5%	37%	0%	75%
Local Bus	2.5%		0%	
Bicycle	5%		15%	
Walk	24.5%		60%	
Total	100%	100%	100%	100%

Applying the target mode share to the total trips generated by the Development over a 12 hour period as forecast for Phase 2 by the CSRSM could lead to a reduction in the predicted number of vehicle trips of 16.5%.

The full Travel Plan for the Development will consider the targets more fully and may set interim targets and targets for different aspects such as school travel and travel to work.

4 Management Strategy

4.1 Introduction

In order to be successful in achieving the targets, the Framework Travel Plan for the Development will require a management structure to develop, implement and communicate measures. The Travel Plan for the Phase 1 Site is being managed by the promoters of Northstowe, Travel Plan Representatives for each employer occupier and representatives from CCC, SCDC and the Highways Agency. In addition a site wide travel plan coordinator will be appointed prior to the employment / residential sales commencing on the site.

It would be appropriate for the Phase 2 Framework Travel Plan to be managed in the same manner as the Phase 1 site to give consistency to the Northstowe development. It would also be advantageous for there to be a shared Travel Plan Coordinator (TPC) and Travel Plan Group (TPG) for the whole new town, with representatives from each of the separate developments comprising Northstowe.

4.2 Management

In order to become more than just a document, all Travel Plans require an 'implementer', often referred to as the Travel Plan Coordinator (TPC). The TPC would be responsible for the implementation, administration and monitoring of the Travel Plan.

For the Phase 1 development, it is proposed that the developer provides a financial contribution to CCC towards this position which would be undertaken by Cambridge Travel for Work Partnership (TfW). There will be significant savings of time and resources by sharing co-ordination in Northstowe and as such it is suggested that the Phase 2 site adopts a similar funding strategy to that set out for Phase 1 with the site wide coordinator role coming from the TfW.

The TPC would assist in working-up a full implementation programme and monitoring strategy. They would also be responsible for building the necessary partnerships and delivery of site-wide initiatives. Administration of the Travel Plan will involve the maintenance of the necessary systems, including paperwork, consultation, promotion, and regular updates of the Plan itself.

The TPC would play an essential role in the development and success of sustainable travel measures, particularly in the development and delivery of area wide initiatives and promotional activities designed to raise awareness of the Travel Plan and its aims and objectives and would need to be involved prior to first occupation.

The key tasks of the TPC may include:

- To lead and manage the development and implementation of the site-wide travel plan;
- To act as a central point of contact for all site occupiers and external stakeholders in relation to the Travel Plan Framework;
- To implement the monitoring plan set out within the monitoring strategy;
- To implement and manage the data collection procedures as set out in the monitoring strategy;

- To take responsibility for raising awareness of and championing sustainable travel issues;
- To promote schemes and events which encourage walking, cycling and the use of public transport along with the reduction of the use of the private car;
- To represent the 'human face' of the travel plan - explaining its purpose and the opportunities on offer;
- To build and nurture the necessary partnerships required for Travel Plan implementation and success;
- To deliver and/or manage, procure and/or oversee delivery of site-wide travel plan measures;
- To keep abreast of developing travel plan techniques;
- To regularly review and evaluate both the travel plan and the operation of the TPG and to provide feedback to the planning and the highway authority via meetings and/or other channels;
- To prepare progress reports, action plans and budgets for the Travel Plan aimed at best meeting its objectives and targets; and
- To liaise with the Employment, School and Residential Travel Plan Representatives to ensure coordination of measures and monitoring in order to maximise effective travel planning.

The developer will fully participate where appropriate with the Travel Plan initiatives and will fully support the Travel Plan Coordinator, where necessary and required in order that they perform their role effectively.

The DfT's 'Good Practice Guidelines' (2009) sets out measures for the implementation and ongoing management of the Travel Plan. This covers the construction period, initial occupation of the site, and the first few monitoring and review periods of the plan. The pre-occupation period is crucial in ensuring that the measures set out within the plan are actively implemented to constrain car use to and from the site, and that the objectives and targets identified in the Travel Plan are being met. During this period, the TPC will need to be closely involved in the management and refinement of the plan.

A Travel Plan Group (TPG) is suggested to be established to provide a framework for the implementation of travel planning measures at the site, which would include representatives of all of the land uses. The TPG would be led by the site-wide Travel Plan Coordinator and who would sit within the overall Site Management Company for the development. Where there may be various developers engaged in taking forward the site, these would each be represented on the group.

The TPG would be likely to be a private, non-profit making organisation with a remit to promote sustainable travel. Each occupier of the non-residential uses (with more than 10+ employees) within the site might be expected to appoint a representative to the TPG (a travel plan champion).

Roles that the TPG would undertake are likely to include:

- **Consultants:** provide transportation advice and technical support for programmes that can be implemented collectively or by individual occupiers.
- **Providers of information:** The information might relate to transportation issues, local requirements, regulations and the availability of services;
- **Forum for consensus:** Where consensus is built between members this can empower the TPG membership to act effectively and speak with one voice. For example, a coordinated approach can be made to public transport providers to

extend routes or increase services to accommodate the needs of the localised community. By acting jointly, the TPG can prepare an evidence base to support such improvements;

- **Advocacy Role:** addressing transportation issues within various venues, such as participation in local transport planning and economic development processes; and
- **Educator:** The TPG can serve as an educator to benefit a broad audience of employers, developers, public agencies, residents and customers about the nature of transport problems that exist in an area.

The TPG would provide a good mechanism for forming and nurturing partnerships and for managing strategies and expectations in an accountable manner.

4.3 Marketing Strategy

A marketing strategy for sustainable travel will be required and this may form part of wider site marketing initiatives. The elements that the strategy may include are set out below:

- Residents, pupils, employees and visitors would be made aware of all travel choices and be provided with accurate and up-to-date information to encourage a culture of sustainable travel.
- New residents would be presented with a welcome pack by the Travel Plan Coordinator or Site Sales Staff. The development of the welcome pack is a crucial stage in the Travel Plan process. It is essential that it contains the necessary travel information to suitably inform recipients.
- To ensure that the benefits of receiving the welcome pack go beyond the first occupants of each residential unit, provision could be made to supply this information for future occupants with information updated as necessary. This would be organised by the TPC as and when required.
- Employees would receive a similar Travel Information Pack on commencement of employment, with sustainable travel information forming part of the induction process. The Travel Information Packs will include the development logos and slogans.
- TP notice boards would also be provided in communal areas of the development. These would contain walking, cycling and public transport information for the area and will be updated by the TPC as necessary.
- A newsletter would be produced and distributed to each household every six months detailing the progress of the TP and the results of the monitoring. This newsletter could also act as a promotional tool for the TP by publicising any new measures, sustainable travel campaigns and improvements to sustainable travel facilities in the local area.
- An internet site may be set up to be accessed by potential and occupying residents / workplaces which will contain site specific travel information, contact details for the TPC and information relating to incentive schemes/discounts. This could be a new website or link into the existing Northstowe website. This would also contain surveys to establish the demand for proposed sustainable transport measures to be implemented at the site. This would be established at the site construction stage.

4.4 Funding

The funding for the Travel Plan will be the subject of agreement with CCC but the developer is likely to fund the requirements of the Travel Plan during the build out of the Phase 2 development by providing a Travel Plan Coordinator, literature, marketing material and a website as well as funding initiatives (agreed within the full Travel Plan) and the monitoring of the plan.

5 Overarching Travel Plan Measures

5.1 Overview

The Northstowe Phase 2 development comprises a mix of land uses including residential, schools, employment, retail and community and health facilities. The Framework Travel Plan (FTP) identifies the types of measures that the full Travel Plan is likely to include in terms of overarching measures, those for workplaces, for residents and the three schools. There will also be a travel plan to be prepared for each of the other key facilities such as community and healthcare centres and these are likely to use similar measures to those identified within this Framework.

All of the measures set out in this chapter are indicative and will be subject to further discussion and agreement when the full Travel Plan is prepared.

The Travel Plan Framework proposes a range of initiatives to achieve the proposed mode share targets. These address all modes of travel (walking, cycling, car, car sharing, public transport), by all categories of journeys to the site. The measures set out within this chapter are the overarching FTP measures which will be applicable to all users at the site. Further user specific measures are then provided in the following sections.

The measures and initiatives set out cover both hard and soft measures. 'Hard' measures focus on infrastructure and service improvements and off-site mitigation measures. 'Soft' measures promote and encourage sustainable modes of travel through education, training and publicity initiatives.

5.2 'Hard' Measures – Site Design and Connections

5.2.1 Walking, Cycling and Equestrian Routes

There will be a comprehensive, permeable network of walking routes throughout the development and segregated cycleways will follow the corridor of primary and secondary roads. There will be a number of important connections within the Development, which are:

- North to south following the busway through the centre of the development;
- Following the eastern side of the Busway through the Phase 2 development and on the northern side on the section through Phase 3 to connect to the CGB walking, cycling and bridleway route via a proposed new signalised crossing (with longer term options under discussion to route cyclists through the Phase 3 land);
- On Rampton Drift from Longstanton Village Centre;
- Alongside the water park on the eastern side;
- Crossing west to east through the development in a number of locations, connecting homes to the town centre, schools and sports facilities;
- Alongside the east and west Primary Roads;
- Connecting to Woodside in the west.

There will also be segregated cycle routes alongside the network of secondary roads within the Phase 2 development. The provision of a comprehensive, direct network of segregated walking and cycling routes aims to make journeys on foot or cycle the most

convenient modes for short journeys within the site in order to minimise the number of vehicle trips between on-site origins and destinations. The network also provides the connections to the edge of the site to enable good connectivity with the adjacent communities and to longer distance walking and cycling routes.

The provision of walking and cycling linkages for the Phase 2 development will connect with and complement those provided in the Phase 1 development, both on and off-site.

With regard to off-site walking, cycling and equestrian routes, a range of possible improvements were considered and priority has been given to those suggestions which:

- Enable residents trips to be made on foot or cycle to and from Northstowe;
- Enable trips to the town centre from existing communities (Cottenham, Oakington, Longstanton, Willingham, Over, Swavesey, Bar Hill) to be made on foot or cycle; and
- Provide opportunities for leisure walking, cycling and horse riding to be made from or through Northstowe into the wider communities and countryside.

The strategy for cycle routes is to have three different categories of routes:

- **Commuter Routes** – on segregated cycleways alongside highways. These should be safe and attractive for use at all times of the day and evening;
- **Leisure Routes** – off-road cycleways through the countryside. In addition to providing pleasant routes for leisure trips, these may provide the most direct connections, suitable for work or school trips, but are not likely to be subject to natural surveillance nor lit. These will often be shared by walkers and equestrians; and
- **Quiet Roads** – routes or sections of routes which use quieter roads and cyclists and potentially equestrians share the carriageway with traffic.

The proposed walking, cycling and equestrian links that form part of the Phase 2 Development are set out below and shown on Figure 5.1:

- A commuter route alongside the Southern Access Road (SW) and the B1050 (eastern side) from the Phase 2 development to connect to the Non-Motorised Users (NMU) crossing of the A14 and routes alongside the A14 Local Access Roads, as included in the HA scheme;
- A commuter route alongside the Busway connecting to the CGB route via a new signalised crossing north of the Busway/ CGB junction;
- Longstanton Road will be closed to vehicles except for emergency access (and potentially buses in the long term) on the SE section and be dedicated to walkers, cyclists and equestrians along its length from Longstanton to Oakington. There will be Pegasus crossings provided where Longstanton Road meets the Primary Road through Phase 3;
- Rampton Road will provide a greenway into the centre of the Development from Longstanton village for cyclists, pedestrians and equestrians;
- Improvement to the bridleway from Woodside in Longstanton SW towards the A14 including a crossing of the SW Link;

Other possible improvements for discussion to provide a high level of walking, cycling and equestrian connectivity to and from Northstowe Phase 2 are as follows and are also shown on Figure 5.1:

- Consideration of an improved crossing of the CGB on Rampton Drift potentially involving a warning system for pedestrians and cyclists of the approach of buses to the location;
- Resurfacing of the existing bridleway to Rampton and widening of the existing cycle path alongside the carriageway between Rampton and Cottenham;
- Resurfacing of the existing footway between the CGB crossing at Rampton Drift and Rampton Road and a new cycleway/ footway alongside Rampton Road.
- A commuter route alongside Cambridge Road between Oakington and Girton (requiring an upgrade of the existing footway to accommodate cyclists);
- An upgrade of the footpath to bridleway status to allow off-road access from Northstowe to Over via the Guided Bus Way maintenance track or alternatively an upgrade of the informally used path from Longstanton Road, Over and crossing of the CGB route;
- Minor improvements to the byway to Aldreth, which may include minor physical works and historical interpretation signs, this would improve a leisure trail/ connection from Northstowe.

The connections and improvements to be provided as part of Phase 2 will be the subject of further discussions with the County Council for potential inclusion in a s106 agreement.

5.2.2 Bus Infrastructure and Services

A busway is proposed through the heart of Northstowe town centre which will link from the CGB route in the south-east (where there is a junction provided west of Oakington) through Phase 1 to the Longstanton Park and Ride in the north-west.

The busway will join the primary access road from the south for a short section and for Phase 2 this will be a shared route to the southern end of the town centre where primary routes on the east and west will diverge taking general traffic to the other parts of the Phase 2 development and connect to the Phase 1 Primary Roads. From this point the busway will be a bus only corridor. The busway is a strategic investment into public transport, giving buses significant priority over general traffic in the core of Northstowe. The busway will be used by Guided Buses as well as local bus services (such as the Citi 5). Bus stops will be provided along the busway at intervals of no more than 800 metres for all services and stops at closer intervals will be planned for local bus routes where walking distances to the edge of the development are furthest. The aim is that the majority of residents are within 400 metres of a bus stop. It is proposed that there will be three Busway stops within the complete Northstowe development, one of which will be located in Phase 2 in the town centre area. Bus stops will be provided with a shelter with seating, real time information and appropriate kerbing (likely to be 1700mm high) to allow both access for local buses and Guided buses (which require a higher kerb height).

Local bus services will have access to Phase 2 via the Southern Access Road if required as well as the Primary Roads/ Busway through Phase 1, as well as potentially from Oakington via the Airfield Road/ Longstanton Road if required in the longer term.

The proposed bus services for Phase 2 are part of an on-going dialogue with the County Council and bus operators. The initial proposal (subject to viability calculations and negotiations) is for the following for the full build out of Phase 2:

- **Northstowe Guided Bus Service** – the provision of an additional dedicated CGB service from Longstanton Park and Ride to Cambridge City Centre and the Rail Station via Northstowe town centre. This would give additional capacity on the CGB for the movement of passengers between Longstanton, Northstowe and Cambridge. A frequency of every 20 minutes would reflect forecast passenger numbers for the full build out of the Phase 2 development. The way that this service is put in place as the site is occupied will be subject to further discussion but it is recognised that providing CGB services from the Development will be a key factor for people and businesses to decide to live and locate in Northstowe. It is possible that duplicate peak hour services through Northstowe will be one option for early provision;
- **An extension of the Citi 5 service** from Northstowe Phase 1 to Northstowe town centre. The Citi 5 service is being extended in frequency for Phase 1 and if extended to Phase 2 this would provide the connection into the Northstowe town centre for surrounding communities of Bar Hill, Longstanton, Willingham, Over and Swavesey. This may be at a 20 minute frequency as with the rest of the Citi 5 service and will be the subject of further discussion. Initially a shuttle service between Bar Hill, Northstowe and Longstanton Park and Ride could be provided, increasing to the full service as Phase 2 develops.

The possible routes are shown on Figure 5.2. In addition there will be access to the existing CGB services at the Longstanton P&R and Oakington stops with services to St Ives, Huntingdon and Peterborough.

Walking distances have been calculated from possible CGB stops in Northstowe Phase 2 and from an extension to the Citi 5. Figure 5.3 shows the area of the Phase 2 development within 400m and 600m (a five minute and 7-8 minutes' walk respectively). It can be seen that the majority of the Phase 2 Development is within 400m of a CGB stop and it is all within 600m. The extension to the Citi 5 would provide access within 400m to all of the Phase 2 development. The Northstowe Area Action Plan sets the criteria to be met for "All development will be within 600m easy walking distance of a stop on the dedicated local busway or within 400m walking distance of other local bus stops." (Policy NS/11.4)⁴ The proposed services would meet this requirement.

The Citi 6 service serves Oakington from Cambridge via Girton at a frequency of every 20 minutes. At present the service loops through Mill Road and High Street before returning to Cambridge. The service is approximately 300m distant from the CGB stop at its nearest point. A turning area close to the Oakington CGB stop could offer the opportunity for interchange between services, as well as improve operations for the Citi 6. The HCA will work with the County Council to examine opportunities to achieve a bus turning area with improved pedestrian connections to the CGB stop. This could be considered alongside longer term suggestions for cycle routes from and through the Northstowe development.

The design of the Primary Route through Phase 3 would allow for a connection for buses using the Airfield Road/ Longstanton Road from Oakington to join the route. A bus only section (together with walkers, cyclists and the bridleway) could be established to the NW of Oakington if there proves to be a demand for a connecting bus service from Oakington to Northstowe in the long term. During Phase 2, the

4

<https://www.scambs.gov.uk/sites/www.scambs.gov.uk/files/documents/Northstowe%20AAP%20for%20Adoption%20July%202007.pdf>

Oakington CGB stop would provide access to the services into Northstowe town centre.

It is envisaged that the triggers for the introduction of services (occupation levels of homes and provision of town centre/ employment uses) will be agreed through the final Framework Travel Plan and the s106 agreement. There will be a need to balance early provision of services, to establish high levels of bus use, with requiring revenue support for long periods when services are not viable.

5.2.3 Car Parking

The overall provision of parking for residential units will average 1.5 spaces per dwelling, in line with the adopted SCDC standards for the district average (with a maximum of 2 per dwelling allowed in less accessible areas). It is noted that the emerging Local Plan gives an indicative provision of two spaces per dwelling. The parking provision needs to be a careful balance between providing sufficient parking and achieving the required development density and use of sustainable modes of travel. The average for Northstowe Phase 2 is therefore set at 1.5, whilst it is recognised that parking levels will be determined in detail as part of detailed or reserved matters applications when considering housing densities and typologies in each area.

The level of proposed car parking for the town centre, employment and education will not be more than the maximum adopted SCDC standards. Parking for town centre uses will be provided in public car parks and shared across the different uses.

5.2.4 Cycle Parking

The aim for the development is to provide a higher level of cycle parking and storage provision than the standards to promote cycling as a main mode of travel for residents, shoppers, students and employees at Northstowe. It is anticipated that residential spaces will be provided within secure communal areas in apartment blocks and within garages/ cycle stores or sheds within the curtilage of houses.

The town centre cycle stands would be provided in locations 'pepper-potted' throughout the development to enable these to be very convenient to access shops and services.

Primary school cycle parking will be provided for 30% for pupils over 5 years of age and secondary school parking would be provided for 60% of pupils over 12 years of age. Employee parking will be provided at one secure space per 30 sqm gross floor area. The type of parking and location will be discussed and agreed with Cambridgeshire County Council as part of detailed applications.

It is envisaged that the utilisation of cycle parking in the town centre will be monitored during build out of the site to assess the appropriateness of standards and more cycle stands will be provided if demand consistently exceeds the supply.

In addition to the on-site provision there is likely to be a need to provide additional cycle stand capacity at the Longstanton Park and Ride and Oakington stop. Northstowe residents may cycle to Longstanton P&R to access CGB services to Huntingdon and St Ives, or to the Oakington stop to take advantage of more frequent services from this location into Cambridge.

5.2.5 Walking / Running

As far as possible within the design of the site showers, lockers, changing and drying facilities will be provided within individual workplaces to encourage walking / running (and cycling) to work.

5.3 Key Services and Facilities

5.3.1 Parking Management

The approach to parking in each area of the development requires a careful balance between meeting the needs of residents/ businesses and not unduly encouraging car use.

Control of the provision and use of car parking at any new development is a well-established aspect of modern travel demand management. The proposed development provides parking provision in accordance with (or below) the maximum levels set out within the SCDC adopted standards (where applicable) and this will assist in reducing car trips.

However, for parking policies to be effective in encouraging more sustainable travel patterns they must be part of an integrated approach towards satisfying existing and future travel needs in a sustainable manner. The provision of the CGB through the site as well as prioritising walking, cycling, equestrian and public transport movements over vehicles will encourage travel via non-car modes.

There will be a need for a parking management strategy to be developed as a reserved matter.

5.3.2 Car Club

It is proposed to undertake reasonable endeavours to establish a car club on the site for residents and visitors. Car clubs are evolving in terms of operation and management and there is a need for flexibility to develop a scheme appropriate for Northstowe. A car club is likely to be run by an external operator, with the developer providing parking spaces and supporting promotion. Research reviewed by Hyder has shown that typically a car club requires 50 members per car and they can be effective in reducing second car ownership.

The establishment of a car club is likely to require from the developer:

- provision of marked and branded parking bays (typically one bay per 100 homes, although this can be confirmed depending on take up in different development areas. This would equate to approximately 35 spaces for the Phase 2 site); and
- marketing and promotion of the car club to home buyers and businesses.

The cars provided as part of the car club could be electric given that technology has moved on such that this would now be possible. For example, car manufacturers are offering a direct lease service in other large developments of electric vehicles, effectively operating as a car club. In the past, the charging time for electric cars ruled these out for car clubs but now with the right infrastructure, cars can be charged in 15 minutes. The set up and form of the car club would need to be developed and agreed with CCC. Electric vehicle charging points would be provided for the car club spaces and throughout the site more generally.

It will be important for the car club to be established close to the outset in order that people can join at an appropriate time (for example when the car tax or insurance runs out) to provide people with choice and establish positive travel habits.

5.3.3 Electric Vehicles

It is recognised that vehicles will be owned by residents and required by businesses and there should be promotion and incentives to encourage use of electric vehicles. Initiatives as part of the development may include:

- Electric car charging points installed for residents;
- An area in the town centre public car parks set aside for charging vehicles; and
- Special deals to purchase electric cars and scooters

5.3.4 Cyclist Facilities

In order to encourage cycling to and from the site – suitable cycle parking will be provided within each workplace and residential dwelling, in addition to cycle parking being provided throughout the town centre.

Shower facilities and lockers will be provided within the main non-residential uses such as the schools, community centre and workplaces. Where businesses have a low number of employees (such as under 10) the possibility of shared facilities with other occupiers could be considered.

5.3.5 Cycle Purchase/ Hire

Initiatives could be developed to encourage residents and employees to purchase or hire bicycles. Residents could be provided with assistance to purchase bikes (or indeed gifted one) as part of their package of personalised travel planning incentives.

Employers will also be encouraged to participate in the Cycle to Work tax incentive scheme for cycle purchase.

Home Working

As within Phase 1, 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 and internet shopping.

The availability of local shopping outlets that offer home delivery services will be provided within the welcome pack.

5.4 'Soft' Measures – Marketing and Promotion

5.4.1 Sales and Induction (Residential Only)

To ensure that potential residents of the site are informed about the Framework Travel Plan and its goals from the earliest stage, the sales suite of the development will include details of access by sustainable travel modes and of the TP. A touch screen computer could for example be provided in the sales office which would provide travel information for potential future residents.

The sales staff will be given training to promote the FTP as an asset and selling point of the development and key concepts relating to accessibility included in marketing / sales particulars. The TPC would liaise with and train estate agent sales staff about sustainable transport provision at the site. A Sustainable Travel leaflet would also be produced by the TPC and supplied in response to sales enquiries. The leaflet would provide an overview of the concept of a FTP, the resident's welcome pack and the sustainable credentials of the development.

It is proposed that the site will be highly accessible by frequent public transport services via the CGB services and extended Citi 5 with the busway forming an integral part of the site and the site will also be highly permeable to the surrounding areas via walking and cycling facilities (which will also be improved as part of the development proposals). Reasonable endeavour will be undertaken to establish a car club within the proposed development site. These are positive features of the development which will be emphasised to prospective residents by both the sales staff and any additional sales literature created for the site.

Information and promotion of the FTP from the outset ensures greater buy-in from future residents who may see it as an opportunity to plan changes in their choice of travel. It is important that prospective residents are made aware of the transport characteristics of the development from the outset to ensure that misunderstandings do not arise later. For example, informing future residents about the layout of the bus routes through the site and cycle/pedestrian routes early on in the process will assist in future residents travelling via these modes.

5.4.2 Travel Information Leaflet / Welcome Pack (Residential)

New residents will be presented with welcome packs by the Travel Plan Coordinator or Site Sales Staff setting out comprehensive details which could include the following:

- Brief details of the FTP measures and its objectives and targets;
- Plans of walking and cycle routes and local facilities in the area;
- Passenger transport timetable information for services in the vicinity of the site and onward connections, including CGB and rail timetables and maps showing nearest bus stops and routes;
- Contact details for the bus / rail operators and ticket ordering;
- Contact details for local cycling groups and cycle shops;
- Details of car sharing websites such as Camshare;
- Details of the car club (if provided) and a voucher for redemption against its first use as well as free membership for an initial period;
- Northstowe residents discount card – this could include details of local facilities where discounts can be obtained;
- Details of discounts for cycle purchase and outdoor clothing purchase (and vouchers where applicable);
- Details of the internet site which will provide a site specific travel information page;
- Contact Details for the Travel Plan Coordinator.

5.4.3 Workplace Travel Information Pack (Employees and Visitors)

The developer will produce a Travel Information Pack to summarise the sustainable travel options and initiatives available to access the site. This Pack will be given to all new employees. The staff induction process will also include reference to Travel Plan initiatives and the benefits that can accrue. The sustainable travel part of the Induction Pack could include details of the following:

- A list of free to use route planners (walking, cycling, public transport)
- A list of other free to use website portals which assist use of sustainable travel options to the site
- A list of contacts for sustainable travel
- Protocol for car sharing, information on the guaranteed ride home, where the travel noticeboards are
- Guidance on car sharing and the benefits of car sharing
- An information sheet on sustainable travel
- A bus map, cycle map and pedestrian map to cover the site
- Guidelines to use SMS texting to find out when the next bus is due to arrive/leave the bus stops close to the site
- A comprehensive list of free to use sustainable travel websites promoting all forms of sustainable travel

In addition to this, up to date details of walking and cycle routes as well as bus and rail services, including bus stop locations, route information and service frequencies will be displayed at prominent locations within the site for the benefit of staff and visitors. Information will also be communicated on notice boards placed in prominent locations.

5.4.4 Website

An internet site would be set up to be accessed by potential and occupying residents / workplaces which will contain site specific travel information, contact details for the Travel Plan Coordinator and information relating to incentive schemes/discounts. This could be a new website or a link into the existing Northstowe website (www.northstowe.com). This will also contain surveys to establish the demand for proposed sustainable transport measures to be implemented at the site. This will be established at the site construction stage.

An electronic version of the Travel Information Pack would also be made available on the website.

5.4.5 Events

Sustainable travel promotional events will be organised, in relation to specific aspects of the Travel Plan or to promote the introduction of any new initiatives. This will allow travel awareness to be maintained amongst employees, residents and visitors and be used to raise recognition levels for initiatives that may have become less popular with time. Such sustainable travel events would be promoted via newsletter, email, posters and the website and would contain a number of measures to encourage people to travel sustainably.

5.4.6 Car Sharing Scheme

Car sharing is an effective method of reducing peak-hour congestion, emissions and car parking stress, as well as cutting transport costs for travellers and will therefore be encouraged. It is noted that car sharing is low in South Cambridgeshire compared to other areas for journeys to work (2.8% of all work journeys including home working compared to 3.1% in Cambridgeshire and 3.2% for England as a whole) and there is an opportunity to encourage more car sharing from Northstowe Phase 2.

The TPC would promote car sharing amongst residents travelling to or from the site for work and for local residents. The TPC will direct people towards the existing car sharing website, 'Cambridgeshire car share' <https://camshare.liftshare.com>. In addition, the TPC would investigate the potential for implementing a Northstowe Car Sharing site which would allow monitoring of the uptake and use of this site. Increasing the level of car sharing would have benefits in reducing traffic on the network as well as travel costs for users.

Each site specific use with a travel plan will promote car sharing for residents or employees, including the provision of car sharing spaces and a guaranteed lift home scheme (for workplaces).

In addition, leaflets will be provided relating to the Camshare car sharing database for distribution to each of the uses on the site.

5.4.7 Public Transport

The TPC will promote and encourage the use of bus and rail services. They will ensure all service information is prominently displayed within communal areas around the site within easy access of all employees, visitors and residents.

The Travel Plan Co-ordinator will work closely with CCC and the bus and rail companies to positively market and promote the use of bus services in an effort to encourage the use of public transport. They will seek to secure discounts on period travel passes with the bus and rail companies and/or taster passes for use by workplaces and residents. There is potential for bus taster tickets to be provided by operators and this will be explored.

The TPC will obtain and produce public transport promotional materials such as timetables and route maps for displaying throughout the site. Such materials will be made available to individual workplaces and any residents groups when requested.

Details would also be provided of travel websites such as Traveline (www.traveline.org.uk) and Transport Direct (www.transportdirect.info) on posters, the website and in the Travel Information Packs.

5.4.8 Cycle Shops and Outdoor Clothing and Equipment

The Travel Plan Coordinator would seek to secure discounts with local cycle shops and outdoor clothing shops for employees and residents to encourage them to travel via walking and cycling. The promoters of the town centre retail units could seek to attract such occupants to Northstowe to fit with an ethos of sustainable travel use.

5.4.9 Bicycle Users Group

Often people feel safer if they travel together. It is easier to achieve this in the car or on public transport but it is possible to set up groups where people offer to become a cycle buddy to people who need to increase their confidence in cycling or just need to get used to the route. The setting up of a Bicycle User Group in conjunction with CTC (<http://www.ctc.org.uk>) offering discounts on cycling and affinity products, cycle insurance and a weekly e-newsletter will be considered which could also incorporate cycle journey sharing. Residents and employees would be able to join for a small charge.

5.4.10 Walking and Cycling Routes

The TPC would provide employee representatives and residents with information and advice concerning safe walking and cycle routes to and from the site and also with details of the Cambridge Cycling Campaign (www.camcycle.org.uk) which provides information on journey planning and routes around Cambridge.

5.4.11 Personalised Journey Planning

Bespoke journey planning sessions can be made available to staff and residents to advise individuals on their sustainable travel options and the health and economic benefits that could accrue.

5.5 Construction

The measures set out within this Framework Travel Plan relate to the operational phase of the Development only. The management and monitoring of construction worker travel and parking will be dealt with in a construction traffic management plan (or similar) which will be produced prior to the construction of the site.

6 Workplace Travel Plan Measures

6.1 Introduction

This section of the Framework Travel Plan sets out the type of measures which will be targeted at the workplaces of the site and the responsibilities for implementing and promoting these measures. As with the overarching measures these will be the subject of discussion and agreement and will be contained in a full Travel Plan prior to occupation. The commercial uses for Phase 2 will include offices, light industry such as workshops, shops and professional services for example, and the measures will apply equally to school and community facility staff.

6.2 Travel Plan Responsibility

Each of the new occupiers of workplaces within Northstowe would be required to sign up to the site wide travel plan and the responsibility for encouraging sustainable travel in accordance with the site wide targets would be assigned through appropriate agreements. Each workplace (for example over a limit such as more than 10 employees) within the development would be responsible for appointing a Workplace Travel Plan Champion (WTPC). The WTPC's would be responsible for promoting and encouraging travel within their workplace and communicating with the overall site wide TPC as well as representing each specific workplace at the TPG.

Each WTPC would also be responsible for collecting feedback from employees on travel for discussion at the TPG. In addition, they would be responsible for ensuring employees are fully aware of travel options during the induction process and for the distribution of the sustainable travel leaflet to employees. They would be the first port of call for all sustainable travel queries from employees and would establish and maintain a frequent dialogue with the site wide TPC.

6.3 Travel Plan Measures

Specific measures which are associated with the workplaces have been set out below.

6.3.1 Summary of Potential Workplace Travel Plan Measures

Car Sharing

To encourage car sharing, if dedicated parking is provided with a workplace, each occupier will dedicate a proportion of car parking spaces to car sharers. These spaces will be conveniently located in close proximity to the building entrance.

Each occupier would agree to provide guaranteed rides home for those who have car shared and their car share partner is unexpectedly called away/detained, subject to the occupier being able to determine 'genuine needs'. This would utilise the template set up by the site wide TPC.

The WTPC will seek to manually match up employees living within close proximity or sharing similar journeys through discussion in smaller workplaces, or in those larger workplaces, analysis of employee postcodes and home locations in addition to encouraging the use of the Camshare car sharing website.

Public Transport

The WTPC would be likely to undertake the following activities:

- Promote and encourage the use of bus and rail services to employees within the workplace. They would ensure all service and promotional information provided by the TPC is prominently displayed within the site within easy access of all employees, contractors and visitors.
- Distribute and record the take up of discounts and / or taster passes or other promotional fares obtained by the TPC.
- Encourage the workplace to consider flexibility in working hours for employees using public transport where this might co-ordinate better with existing bus service timetables
- Regularly seek information from all employees using public transport on ways in which services may be improved and feed this back to the TPC either on an ad hoc basis or via the TPG.
- Encourage the workplace to offer interest free travel loans for employees to purchase discounted public transport season tickets.

Walking and Cycling

The WTPC would be likely to undertake the following walking and cycling related activities:

- Investigate the feasibility of the workplace signing up for a tax incentive scheme for cycle purchase for staff such as <http://www.cyclescheme.co.uk> (or other such scheme if suggested by the TPC).
- Monitor the usage of cycle parking and advise the TPC/ Site Management as to whether additional parking is required.
- Distribute and promote walking and cycling materials and details of the Bicycle User Group as provided by the site wide TPC. Promotional leaflets would inform staff / visitors of the associated health benefits of walking and cycling, and the location of safe walking and cycling routes.
- Instigate participation in an annual walk to work week such as the Living Streets event (www.livingstreets.org.uk) to encourage travel via this mode.
- Encourage attendance at the site wide sustainable travel events.
- Provide a puncture repair kit and/or spare inner tube on site and display a How to Fix a Puncture flyer in communal areas.

Flexible Working

Each workplace would be encouraged to be flexible with work patterns, where feasible, to encourage travel via public transport and car sharing as start and finish times may need to be adjusted accordingly on different days.

Workplaces will be encouraged to provide support for home working initiatives, where these are feasible and appropriate, to reduce the number of journeys undertaken to and from work by staff.

Workplaces will be encouraged to set up video conferencing/ on line communicator facilities to reduce the need to travel for business meetings during the day.

Visitors

There are likely to be a range of visitor types to each of the workplace units such as contractors, maintenance personnel, clients for on-site meetings and customers.

Visitors to each workplace will be informed of sustainable travel opportunities, such as public transport services before arrival via the Northstowe website and through the use of the travel information pack set up by the TPC (which can be emailed or posted).

Where possible visitors would be encouraged to travel via sustainable transport and meetings could be arranged so that travel occurs outside of the network peak periods.

Freight

Workplaces will be encouraged to employ measures to improve the efficiency of both drivers and fleet and reduce the environmental impact of the workplace operation, where practical, whilst maintaining economic viability. They will also be encouraged to provide guidance where possible to suppliers.

Where feasible and practical, workplaces will be encouraged to:

- use commercial vehicles powered by more sustainable fuels (or use suppliers with more efficient vehicles);
- if feasible, send their drivers on a fuel efficient driver training programme;
- promote the Highways Agency Driver Information Programme entitled 'Heavy Goods Vehicle' (http://www.highways.gov.uk/microsites/hgv_branded/english/index.html) to HGV drivers, if feasible.

6.3.2 Sustainable Travel Promotion

Promotional events will be organised, in relation to specific aspects of the Travel Plan by the site wide TPC and promoted to each workplace by WTPC's. This will allow travel awareness to be maintained amongst employees and be used to raise recognition levels for initiatives that may have become less popular with time.

The Northstowe website will provide a section for travel information which would include details of walking and cycling routes, public transport operators and maps, directions of how to get to the site by all modes, details of local taxis, useful links and information on parking responsibly. The Travel Information Pack and the Travel Plan will also be available on the website.

Travel information / sustainable transport posters will be placed within staff and communal areas to promote the use of sustainable modes and sustainable travel websites as set out throughout this Travel Plan.

The travel information provided will be kept up to date ensuring that the credibility of the travel plan is not diminished.

7 Residential Travel Plan Measures

7.1 Introduction

This section of the Framework Travel Plan sets out the type of measures which will be targeted at the residential elements of the site and the responsibilities for implementing and promoting these measures.

7.2 Travel Plan Responsibility

After an initial period from the beginning of the Phase 2 site occupation (for example three months), the site wide TPC would instigate a TP Forum to which all the residents of the site would be invited via the newsletter, noticeboards, email and the internet site (email details would be obtained via a survey provided within the welcome pack). The aim of the TP Forum would be to allow the residents to inform the direction of the TP and raise any issues, concerns or opportunities in relation to travel to and from the site. The aim of the TP Forum will be to create a residents steering group which will include the TPC in an advisory capacity but could be chaired by one of the residents. The residents steering group would be invited to the Travel Plan Group to obtain feedback from the residents on travel and allow the TPC to provide any updates to measures which can be provided / will affect residents. The set-up of a steering group will take into account wider governance arrangements for the new town.

The TPC would be responsible for distributing any updated marketing materials, promoting any events / measures to residents across the site and would be supported by the residents steering group.

The Phase 1 site suggests a Steering group approach and as such any emerging residents groups as part of the Phase 2 site would link into the Northstowe Phase 1 Steering group.

With regards to the management of the plan over the longer term, it is envisaged that following the period over which the developer funds the dedicated site wide TPC that the responsibility for the administration and monitoring of the TP would pass to the resident's steering group. As such strong links between the steering group, the TPG and the TPC would need to be established and maintained.

7.3 Travel Plan Measures

7.3.1 Car Parking

The relatively high density of the site with good accessibility to public transport together with constrained parking availability for residents (with an average of 1.5 spaces per dwelling) could counteract and discourage the need for second car ownership and therefore car travel.

7.3.2 Promotion of On Site Facilities

One of the key benefits of Northstowe which will be promoted to residents at the sales phase will be development of a number and range of facilities which will be directly linked to the areas of residential housing. For a significant number of trips made by residents they will not need to leave the Northstowe site. To encourage residents to

make use of these on site facilities, help create a local patronage for businesses and assist in encouraging sustainable local journeys (as suggested within the Phase 1 Travel Plan) a Northstowe resident's loyalty card can be made available to residents. These could be distributed through the resident welcome packs.

The card would aim to provide discounts at facilities throughout Northstowe, with such discounts being negotiated by the Travel Plan Co-ordinator once occupiers of the facilities and services are known. These cards could be used to gain discounts at local cycling and outdoor clothing shops (which may be located within or outside of Northstowe).

Information on local facilities will be included within the resident welcome packs.

7.3.3 Car Sharing

To ensure sustainable use of the car, residents will be provided with details of the internet based car-sharing site 'Cambridgeshire car share' (<https://camshare.liftshare.com>) which is supported and promoted by CCC and will provide maximum opportunities for good matches. The Travel Plan Co-ordinator will assist residents who wish to join this car share scheme, if required.

Residents will be encouraged to car share with their neighbours on an informal basis as part of the welcome pack, and will also be provided with instructions on how they can gain access to and register for the Camshare service.

The Travel Plan Coordinator will also identify common journeys through the analysis of the residents travel survey and initiate potential car sharing matches.

7.3.4 Car Clubs

Car club spaces will be provided on site and reasonable endeavours will be made to establish a scheme of which residents will be able to obtain membership. Details of how to use the scheme (if established) will be provided within the resident welcome packs. The developer will approach Car Club companies such as Zipcar (www.zipcar.com) or Citycarclub (www.citycarclub.co.uk) to establish a service at the site. Zipcar currently operate a number of cars throughout Cambridge and may therefore see the potential of operating vehicles from Northstowe.

Car clubs give residents greater flexibility in travel, as they only need to pay for the use of a car when they require one. Residents therefore have the flexibility to travel via public transport when this is a more convenient way to travel. Not having immediate access to a car may also prompt residents to consider alternative modes as it may be more convenient than using a car simply because it is there.

In order for a car club to operate successfully the following are required:

- Medium to high density of residents so that there are enough people to establish the club with sufficient members;
- Constrained parking which will assist in increasing the percentage of residents who will join;
- Attractive and viable alternative transport is essential, whereby residents are able to make their daily journeys by public transport, cycling or walking; and

- The car club should ideally be designed into residential developments from an early level of occupation and included within any promotional and marketing material, with the scheme explained to potential future residents as a selling point at an early stage.

The above points are met by the proposed development as car club spaces are being allocated on the site, there is excellent public transport links and the site will have constrained parking at an average of 1.5 spaces across the entire site for residential uses. As such a car club (if established) will assist in encouraging and establishing travel via sustainable modes and has the potential to be successful.

If established, an initial period of free membership of the service and a pre-paid voucher will be provided to each household towards the use of the service. This encourages residents to use and experience the benefits of the scheme and the details would be provided within the welcome packs.

7.3.5 Walking

The Institution of Highways and Transportation publication (2000) 'Guidelines for providing for Journeys on Foot' notes that walking accounts for over a quarter of all journeys and four-fifths of journeys less than one mile (1.6 kilometres). Walking is also an essential part of public transport travel, bus stops usually being accessed on foot. As such there is a strong potential for a significant proportion of the journeys within Northstowe to be made on foot via the network of suitable and convenient footways, greenways and public rights of way.

The site wide TPC will encourage residents to walk to and from the site, by:

- providing residents with information and advice concerning safe pedestrian routes within and to the site and the health benefits of walking;
- providing details of WalkBUDi matching services (<https://walkbudi.liftshare.com/>);
- informing of routes and travel times to key destinations.

Provision of a network of new footpaths will feed into the existing network and make the development more accessible by foot. This will include a network of leisure and commuting routes and ensure that walking is promoted as a suitable mode of travel for all purposes.

Residents will be provided with details of any discounts obtained at outdoor clothing shops to obtain suitable walking attire to encourage walking by this mode. Such details will be included within the welcome packs and any further promotion undertaken by the site wide TPC.

7.3.6 Cycling

The promotion of cycling as an alternative mode will be made to all residents. The merits of cycling can be actively promoted to residents that live within 5km of their work or leisure activities as well as to longer distances for the more active, given the propensity to cycle within the locality and the provision of good facilities to wider destinations.

To ensure that cycling is encouraged within the Northstowe Phase 2 development, a network of segregated cycleways will be provided on the site and to off-site destinations, as set out in Chapter 5.

Displays and publicity material highlighting the most suitable, safe, and comfortable cycle routes, with road crossing facilities and likely journey times highlighted will be produced by the Travel Plan Coordinator and made available to the residents within the welcome packs, on noticeboards and on the internet site. Advice will be provided on appropriate routes to key destinations by bike. In addition, details of the BikeBUDI matching service will be provided to each resident.

As part of the on-going operation of the Travel Plan, monitoring of cycle parking usage by residents will be undertaken by the site wide TPC through counts of communal cycle parking facilities and through responses in the travel plan survey. If there is a shortfall in parking remedial action will be discussed in consultation with CCC / SCDC.

Sustrans, Cambridge Cycling Campaign (www.camcycle.org.uk), Cyclestreets.net and other cycling campaign websites will be marketed to all residents of the Northstowe development via the community notice board, household letter drops and the residents welcome packs.

The site wide TPC will arrange to provide cycle training opportunities for new residents of the development. In addition they will seek to provide cycling safety courses for pre-school and school children in combination with CCC.

As for the Phase 1 site 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.

As part of sustainable travel events organised by the TPC a 'bike doctor' will be encouraged to attend and residents will be informed that they can obtain minor bike maintenance and repairs for free from this service. The TPC will also organise cycle events throughout the year.

7.3.7 Public Transport

The publicity, marketing, and promotion of the public transport services will inform residents as to the benefits of travelling by bus. The Travel Plan Coordinator will ensure that residents are aware of bus routes and train timetables for public transport services operating in the vicinity of the site, with timetables included within the welcome packs. Details will also be provided on the internet site. This marketing material will also be displayed on the notice board.

The marketing material within the welcome packs and on the internet would also contain route maps, the location of public transport hubs/stops, as well as details of travel websites such as;

- Traveline www.traveline.org.uk;
- Transport Direct www.transportdirect.info;
- CCC Bus Information www.cambridgeshire.gov.uk/transport/around/buses/

- The Busway website www.thebusway.info
- Stagecoach Cambridgeshire
www.stagecoachbus.com/localdefault.aspx?Tag=Cambridge
- Go Whippet Buses www.go-whippet.co.uk
- National Rail Enquiries www.nationalrail.co.uk

The developer will seek an agreement with the operator of the bus services for Northstowe to provide a one month adult travel pass for each new household to promote the use of public transport services. Application forms will be provided within the welcome packs.

8 School Travel Plan Measures

8.1 Introduction

This section of the Framework Travel Plan sets out the type of measures which may be developed for each of the schools within Northstowe Phase 2. Two primary schools and a secondary school with sixth form will be provided within the development, giving a total once full intake is achieved of 1,050 primary school pupils and 1,250 secondary school and sixth form pupils.

Effective travel plans for the schools are crucial to achieving the target mode share by sustainable travel modes given the number of trips generated by pupils and staff. There is a significant opportunity for journeys to be by sustainable modes as the schools will serve the Northstowe new town and thus will be primarily locally based trips. Moreover, there will be a comprehensive network of internal walking and cycling linkages, as well as the busway and local bus services serving secondary school pupils in particular who are more likely to travel in from outside of the Phase 2 development.

This section provides an indication of appropriate measures and full Travel Plans for each school will be prepared prior to occupation.

Figure 8.1 illustrates the walking distances to the primary schools and the secondary school within the overall Northstowe development. The whole of Phase 2 is within an 800 metres/ 10 minute walking distance of the secondary school (red circle) and the majority of homes would be within 400 metres/ five minute walking distance of a primary school (blue circles). This would support a high proportion of walking and cycling trips.

Figure 8.1: Walking Distance to Primary and Secondary Schools



8.2 School Travel Plan Aim and Objectives

The Phase 1 Framework School Travel Plan sets out an overarching aim (with the amendment from single occupancy to 'low' to be applied to the Phase 2 schools):

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

Supporting objectives of relevance to each school are below, and these can be adapted as appropriate to each schools circumstances:

1. To minimise the numbers of cars travelling to, and parking at, schools;
2. To introduce a range of measures that will encourage a high level of use of public transport;
3. To provide and maintain access for pupils, staff and visitors with mobility impairments;

4. To support 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.

8.3 School Travel Plan Responsibility

The ultimate responsibility for the success of the school travel plans will lie with the head teachers and governing bodies. It is suggested that initially measures are developed by the school governing body together with the Phase 2 development Travel Plan Co-ordinator then each school appoints a School Travel Plan Champion from within the staff to lead the co-ordination of the travel plan.

The responsibilities of the School Travel Plan Champion may include:

- Being the main point of contact with CCC, SCDC, the police and the community with respect to travel issues;
- Lead the implementation of the travel plan;
- Co-ordinate green travel initiatives in liaison with the head teacher, governing body, school council etc.
- Organise staff car sharing initiatives;
- Facilitate pupil involvement such as junior traffic wardens and links to curriculum activities;
- Keep website and notice board information up to date;
- Be responsible for oversight of information for parents and pupils; and
- Deal with any on-site parking/ travel related issues.

The appointed Champion would liaise with the Phase 2 Travel Plan Co-ordinator and be part of the Travel Plan Group for the development.

8.4 Mode Share Targets

In order to meet the overall mode share for travel related to Northstowe, targets will need to be established for each mode in the school travel plans. For context, the Phase 1 School Framework Travel Plan highlights data from 2010 for pupil travel in Cambridgeshire. This gives a mode share by car of 30% for primary pupils and 13% by secondary pupils. Walking represented 59% of primary school trips and 36% of secondary school trips and cycling 6% and 15% respectively.

Targets will be set for each school in the development of the full Travel Plan but would be expected to be in line or more stringent than the baseline County figures as above.

8.5 School Travel Plan Measures

The measures below may be appropriate to be considered for each of the proposed schools. These would be in addition to the provision of safe and segregated walking and cycling connections to the schools with crossing facilities of primary and secondary roads on main routes to the schools.

- Considerate Parking: Regular monitoring of on-street parking along local residential streets could be undertaken by school staff who could be a visible presence outside the school during the peak arrival and departure times, in order to discourage parents from parking outside the school entrance, within the school access, on verges or across footways, within 15 metres of a junction and blocking residents driveways.
- Parking Restrictions: The school could work with CCC to put in place parking restrictions and School keep clear markings along roads in the vicinity of the schools.
- Drop off facilities: A drop off and pick up area could be provided in the vicinity of the school to ensure that it takes place safely and without causing undue congestion for adjacent areas. Pupil drop offs could be restricted from using the school car parks with the exception of blue badge holders.
- Engagement with Parents: references to supporting sustainable travel and considerate parking could be set out for parents as part of a Home School agreement. In other places schools have asked parents to sign a declaration that they have read and agreed to principles of considerate parking, travel arrangements etc.
- Car Sharing: car sharing provides an opportunity to reduce the number of staff single occupancy car trips to the school and single pupil passenger trips by parents. As such a range of car share measures could be targeted at staff and parents/pupils including dedicated car share spaces in the staff car park, guaranteed rides home and promotion of the car sharing website (<https://camshare.liftshare.com/>).
- Junior Road Safety Officer Initiative: the school could put in place Junior Road Safety Officers who would work with the Travel Plan Champion to monitor and encourage appropriate behaviour.
- Walk/ Cycle to School Day: the school could consider starting a Walk on Wednesday/ Cycle to School Friday scheme or similar to regularly raise awareness of the benefits of walking or cycling and provide incentives/rewards to encourage its uptake. Examples of rewards could include free breakfasts in school for those who cycle on particular days.
- Walking and Cycling awareness: the school could take part in awareness campaigns such as walk to school week;
- Information provision: advice on safe routes to walk or cycle to school. Provision of leaflets/ website based information to new pupils and parents;
- Walking Bus: these can be put in place for the primary schools to encourage children living towards the edges of Northstowe to join together and walk to school. These can be run by parent volunteers with training provided;
- Walkit: (www.walkit.com) is an online route planner which enables users to get a walking route between two points and provides information on journey time,

calories burned, steps counted and carbon saving. This site could be advertised and promoted to staff and pupils/ parents;

- Cycle Training: Bikeability is a national cycle training scheme which is provided in Cambridgeshire by various organisations. Schemes could be offered within each primary school;
- Bike Train: bike trains are very similar to walking buses; they are set up in much the same way except the volunteers will cycle pupils along a risk assessed route to school;
- Bicycle User Group: often people feel safer if they travel together. It is easier to achieve this in the car or on public transport but it is possible to set up groups where people offer to become a cycle buddy to people who need to increase their cycling confidence or just need to get used to the route this is known as a Bicycle User Group (BUG). This may be particularly appropriate for those cycling longer distance to the secondary school who would appreciate the security of cycling together;
- Cycle parking and facilities: a high level of cycle parking provision should be provided in all schools in secure shelters. There should be lockers for secondary school pupils to store equipment and showers available for staff and secondary school pupils;
- Cycle Tax Incentives: promotion of the cycle purchase scheme as set out in the Workplace travel planning measures;
- Public transport: the CGB services and local bus services are likely to have high usage from secondary school pupils and information on services would be provided to all pupils, noting that free bus travel is provided for primary school pupils more than 2 miles from their school or secondary school pupils who are more than 3 miles;
- Private buses: provision of buses for secondary school pupils undertaking extra-curricular activities or attending after school club for example;
- School Curriculum: the most effective School Travel Plans are those which are integrated into the school curriculum in order to maintain pupil's interest and create a broader knowledge of the benefits of the Plan. The School Travel Plan Champion could co-ordinate with curriculum leads to embed sustainable travel into the wider school activities and learning.

9 Monitoring

9.1 Introduction

It is recognised that effective monitoring is critical in determining the success of a Travel Plan, especially when targets have been agreed for the proportion of trips by different forms of travel. Furthermore, it is deemed appropriate to split monitoring up into three separate categories:

- **Monitoring** – this would be undertaken by the TPC to ensure appropriate implementation of the Travel Plan for the different land uses;
- **Review** – a process that would be conducted by the TPC to manage and monitor progress. There may also be input from CCC officers; and
- **Assessment** – independent analysis of the Travel Plan to ensure trip rate and targets for different forms of travel are being met (perhaps through the use of i-trace or TRICS SAM procedures).

This section provides initial suggestions for monitoring and review but this will be agreed in detail for the final Travel Plan which will be approved prior to occupation.

9.2 Monitoring timescales

It is anticipated for the purposes of the Travel Plan that occupation of the Phase 2 Site will begin in 2019.

It is suggested that Travel Plan monitoring could commence on occupation of the 50th unit of the Phase 2 site and be reported until a point one year following the completion of the development (i.e. 2032 if applicable). The monitoring could also be coordinated with the Phase 1 site to ensure that the travel behaviour for the entire of Northstowe is captured, and potentially future phases of development.

In terms of relating the mode share targets to the suggested monitoring timeframe, as identified above, year-on-year mode share targets would be calculated in proportion to the modal share targets set out within Section 3.

In addition, it is proposed that future occupiers of the non-residential elements would conduct baseline surveys within 3 months (of occupation). Once the 'main' monitoring is triggered, then non-residential workplace monitoring should coordinate with that.

9.3 Monitoring approaches

Monitoring of the Travel Plan will be essential to gain an understanding of the effectiveness of the Travel Plan initiatives in achieving the objectives and targets for the development. Indicators will be established prior to the baseline monitoring and data will be collected by the following:

- Ongoing measurement of walking and cycling on the main connections through the development by use of appropriate counters (video / manual);
- Ongoing monitoring of the number of cycles parking within the town centre (TPC to count) and each individual workplace (undertaken by Workplace Travel Plan Champion) and within schools (undertaken by School Travel Plan Champions);

- Ongoing measurement of traffic entering and leaving the site through each of the access points by the placement of permanent counters in the carriageway (this would be cross referenced with the level of development on the site at the time when analysing allowing for construction traffic movements which would be counted separately);
- Monitoring of mode share for each land use on an annual basis through:
 - Household travel surveys;
 - Employee travel plan questionnaires.
- Monitoring of total trips generated and modal share for the schools through an annual hands-up survey of pupils and staff travel questionnaire.

Details of specific data collection procedures to inform the Travel Plan Monitoring Strategy will be established in the Final Travel Plan.

Independent Monitoring

Northstowe could be subject to appropriate independent monitoring (overseen by the TPC). It is possible that the iTRACE or TRICS Standard Assessment Monitoring (SAM) procedures could be utilised to monitor the travel generating nature of the site. It should be noted that it will be difficult to distinguish between Phase 1 and Phase 2 development and as such a coordinated approach for the entire of Northstowe would need to be adopted.

For clarification, iTRACE is an innovation in Travel Plan Management Software that provides a centralised software suite designed to monitor and report on the performance of Travel Plans, offering quicker, easier Travel Planning, Assessment, Auditing and Forecasting. Furthermore, the new web-enabled version of iTRACE means that there is no software to install.

The TRICS SAM procedure has been developed as a system of monitoring and assessing the effectiveness of travel plans. It uses long established TRICS methods of multi-modal data collection enhanced with comprehensive information on travel plan details to produce robust travel plan survey results. It is therefore considered that the iTRACE and TRICS SAM procedures could be an appropriate and unbiased means of monitoring the travel generating nature of the development.

9.4 Reporting

A monitoring report would be produced annually by the Travel Plan Co-ordinator and submitted to CCC, the TPG and the residents steering group. The monitoring report would enable the site TPG and CCC to ascertain whether the targets are being achieved. The report will contain the data collected from the methods outlined previously and will analyse achievement of each of the targets of the Travel Plan, together with the following:

- Details of progress made since the submission of the previous report. This could include details of measures which have been implemented and details of any other changes which have occurred over the time period which are significant to the Travel Plan (e.g. a rise in the number of residents and staff at the site);
- A summary of the monitoring results. As a minimum this would include the results of the travel survey, however where applicable it may include the results of surveys undertaken of cycle parking usage, traffic counts at the access points and review of bus patronage.

- An assessment of whether Travel Plan targets (depending on year) are on track to be met. If the results show that targets are not likely to be met either due to negative shift in modal share or little movement from the previous survey, measures should be considered to bring the results back on track or targets should be re-considered; and
- An identification of actions and priorities for the forthcoming year should be outlined which explains what actions are to be undertaken to help meet the targets contained within the Travel Plan.

9.5 Further Measures

If targets are not being achieved, additional actions may need to be taken to help attain them. Explanations and information about what is going to be done over the subsequent period to meet the targets will be provided to CCC. If the targets continue to not be met, the TPC will liaise with CCC to investigate and agree possible measures to bring the results within target range. An example of possible further measures that could be implemented are as follows:

- Increased resources for implementation of softer measures;
- Increase the marketing and promotion of the TP and travel options;
- Actively increase personal travel planning;
- Seek to secure further discounts / links with public transport operators and local shops;
- Participate in further national event days; and
- Hold 'TP days' to promote the TP.

10 Action Plan

As set out in Chapters 5 to 8, a series of measures have been set out to meet the objectives and targets established in Section 3 of this Framework Travel Plan. Table 9.1 provides an action plan for the measures with responsibilities, and indicative timescales against each action.

These will be confirmed for the final Travel Plan and will need to be agreed prior to first occupation.

Table 9.1: Action Plan

No	Action	Proposed Timescale	Outcomes	Responsibility
Prior to Site Construction Stage				
1	Submit Draft Travel Plan to Travel Plan Group for consideration and to CCC for agreement	Prior to construction of Northstowe Phase 2	Production and submission of Draft Travel Plan to CCC	Site Developer
2	Appoint a Travel Plan Coordinator (TPC) for the Phase 2 development (likely to be Cambridgeshire TfW Partnership)	Prior to occupation	Establish / appointment of TPC.	Site Developer / CCC
3	Site Infrastructure designed to be conducive to encouraging walking and cycling and public transport use	Within reserved matters/ detailed applications following principles established in outline planning applications	Provision of cycle parking, car parking, pedestrian and cycling routes	Site Developer in conjunction with CCC
Infrastructure Measures				
4	Provide comprehensive, permeable network of walking routes throughout the development and segregated cycleways	During construction of each sub-phase	Provision of high quality routes to increase walking and cycling	Site and Plot Developer
5	Provide a busway through the heart of Northstowe town centre	There will be a connection for buses by the end of 2019 (sub phase B) and the full busway by the middle of 2021 (end of sub phase C)	Provision of high frequency and prioritised public transport to encourage travel via bus	Site and Plot Developer
6	Provision of a higher level of cycle parking and storage provision than the standards	During construction	Promote cycling	Plot Developer
7	Where possible, provide showers, lockers, changing and drying facilities within units on the site	Within reserved matters/ detailed applications	Promote and encourage walking and cycling	Plot Developer
8	Provide facilities for electric cars throughout the site by installing car charging points in public car parks	Within reserved matters/ detailed applications and construction of car parks	Encourage electric car use and ownership, reduce vehicle emissions from the site	Plot/ Town Centre Developer
9	Install TP noticeboards throughout the site	During occupation	Promote sustainable travel	Plot Developer

No	Action	Proposed Timescale	Outcomes	Responsibility
10	Provide car club spaces on the site	During construction of each sub-phase	Reduce car ownership on the site	Plot Developer
11	Provide all new houses with high speed broadband compatible telephone connection points, which will enable residents to subscribe to commercial internet/broadband services.	During construction	Facilitate home-working and internet shopping and reduce the need to travel	Plot Developer
Overarching Travel Plan Measures				
12	Set up a Travel Plan Group (TPG)	Within 6 months of first occupation	Provide co-ordinated approach to achieving targets	Site Developer / TPC / CCC
13	Produce a welcome pack for residents and Travel Information Pack for workplaces	Prior to occupation	Ensure sustainable travel is marketed and promoted to all users.	TPC
14	Display suitable and up to date marketing information on noticeboards	Prior to occupation and as and when site is constructed and new noticeboards are added	Provision of up to date sustainable travel information	TPC
15	Set up a periodic newsletter for distribution to residents and other uses throughout the site	Every 3-6 months following first occupation	Provision of up to date sustainable travel information	TPC
16	Set up a Northstowe internet site specifically for travel	Prior to first occupation and updated on a quarterly basis with any new information	Provision of up to date sustainable travel information	TPC
17	Contact car club companies to establish services on the site. Produce vouchers towards these services and include free membership vouchers within the welcome pack for residents.	Discuss provision of services prior to construction. Produce vouchers pre first occupation.	Encourage lower car ownership through access to shared vehicle	TPC / Site Developer
18	Investigate any special deals to purchase electric cars and scooters	Prior to first occupation and ongoing	Encourage electric car usage	TPC

No	Action	Proposed Timescale	Outcomes	Responsibility
19	Train sales staff to promote the sustainable travel to and from the site as a selling point for the development and provide touch screen computer within the sales suite which demonstrates travel options	Prior to first occupation and ongoing	Ensure sustainable travel is promoted as a key selling point of development	TPC / Plot Developer
20	Set up a guaranteed ride home policy for adoption by workplaces	Prior to first occupation	Encourage car sharing / public transport use	TPC
21	Produce a bus map, cycle map and pedestrian map to cover the site for inclusion within welcome packs and Travel Implementation Packs	Prior to first occupation	Provision of good quality and informative sustainable travel information	TPC
22	Organise quarterly sustainable travel promotional events	Every 3 months, 3 months after first occupation of the site	Promotion of sustainable travel, matching people up for car sharing, encouraging walking and cycling	TPC
23	Seek to secure discounts on period travel passes with the bus and rail companies and/or taster passes for use by workplaces and residents.	Prior to first occupation	Encourage public transport usage	TPC
24	Set up a Bicycle User Group and promote to workplaces and residents	3 months after first occupation	Encourage cycling	TPC
25	Establish and promote bespoke journey planning sessions on an ad hoc basis for staff and residents	From first occupation and ongoing	Users of the site fully aware of travel options	TPC
26	Promote car sharing amongst residents travelling to or from the site for work and for employees on the site by directing people towards the existing car sharing website, 'Cambridgeshire car share' https://camshare.liftshare.com .	From first occupation and ongoing	Encourage car sharing	TPC

No	Action	Proposed Timescale	Outcomes	Responsibility
27	Investigate the potential for implementing a Northstowe Car Sharing site (as part of the Liftshare network) which would allow monitoring of the uptake and use of the service	6 months after first occupation	Encourage car sharing	TPC
Workplace specific travel planning measures				
28	Each workplace (with greater than 10 employees) within the development would be responsible for appointing a workplace travel plan champion to be a point of contact for the site wide Travel Plan Co-ordinator	Upon occupation of each workplace	Ensure delivery of travel planning initiatives throughout workplaces and buy-in from employees / companies	TPC / Each workplace occupier
29	Distribute sustainable travel leaflet to employees	As and when employees commence employment	Provision of up to date sustainable travel information	Workplace Travel Plan Champion (WTPC)
30	Dedicate a proportion of car parking spaces to car sharers, if allocated parking is provided	Upon occupation of each non-residential unit	Encourage car sharing	WTPC
31	Manually match up employees living within close proximity or sharing similar journeys	From occupation of each non-residential unit and ongoing	Encourage car sharing	WTPC
32	Ensure all service and promotional information provided by the TPC is prominently displayed within the site	From occupation of each non-residential unit and ongoing	Provision of up to date sustainable travel information	WTPC
33	Distribute and record the take up of discounts and / or taster passes or other promotional fares obtained by the TPC	From occupation of each non-residential unit and ongoing	Ensure that opportunities to improve public transport use are being taken up	WTPC
34	Consider flexibility in working hours for employees	Upon occupation of each non-residential unit	Encourage the use of public transport and car sharing	WTPC
35	Seek feedback from all employees using public transport and cycling and report this back to TPC	From occupation of each non-residential unit and ongoing	Ensure that services and facilities are in good condition or provide a good service	WTPC

No	Action	Proposed Timescale	Outcomes	Responsibility
36	Investigate offering interest free travel loans for employees to purchase discounted public transport season tickets	Upon occupation of each non-residential unit	Encourage public transport use	WTPC
37	Investigate the feasibility of signing up for a tax incentive scheme for cycle purchase for staff such as http://www.cyclescheme.co.uk	Upon occupation of each non-residential unit	Encourage cycling	WTPC
38	Monitor the usage of cycle parking	6 months after occupation of each non-residential unit and ongoing every 3 months	Ensure that cycle parking provision is sufficient to encourage cycling	WTPC
39	Instigate participation in an annual walk to work week such as the Living Streets event (www.livingstreets.org.uk)	3 months after occupation of each non-residential unit and ongoing every 6 months	Promotion of walking	WTPC
40	Provide a puncture repair kit and/or spare inner tube on site and display a How to Fix a Puncture flyer in communal areas	Upon occupation of each non-residential unit	Encourage cycling through reducing barriers to cycling	WTPC
41	Provide support for home working initiatives, where these are feasible and appropriate	Upon occupation of each non-residential unit	Reduce the need to travel and reduce the number of vehicles generated by the site	WTPC
42	Provide visitors with sustainable travel information	Upon occupation of each non-residential unit and ongoing	Encourage sustainable travel for visitors	WTPC / TPC
43	Employ measures to improve the efficiency of both drivers and fleet (where applicable)	Upon occupation of each non-residential unit and ongoing	Reduce the emissions from HGVs associated with the workplaces	WTPC
44	Place travel information / sustainable transport posters within staff and communal areas	Upon occupation of each non-residential unit and ongoing	Provision of up to date sustainable travel information	WTPC

No	Action	Proposed Timescale	Outcomes	Responsibility
Resident specific travel planning measures				
45	Instigate a TP Forum to which all the residents of the site will be invited (any emerging residents groups as part of the Phase 2 site would link into the Northstowe Phase 1 Steering group)	6 months after first occupation	Residents feedback is heard and travel plan measures can be more easily communicated amongst the community	TPC
46	Set up and distribute a Northstowe resident's loyalty card with discounts on local facilities	Prior to occupation	Encourage local travel via sustainable modes	TPC
47	Encourage car sharing between neighbours on an informal basis through the welcome pack	From first occupation and ongoing	Increase car sharing	TPC
48	Identify common journeys and initiate car sharing through the analysis of the residents travel survey	Following initial travel survey and on an annual basis	Increase car sharing	TPC
49	Provide initial period of free membership of the car club, if established, and a pre-paid voucher to each household within the welcome pack	Prior to occupation (set up vouchers) and distribute from first occupation and ongoing	Reduce car ownership and car use	TPC / Plot Developer
50	Provide details of WalkBUDi matching services (https://walkbudi.liftshare.com/)	From first occupation and ongoing	Encourage walking	TPC
51	Display publicity material highlighting the most suitable, safe, and comfortable cycle routes on noticeboards	From first occupation and ongoing	Provision of up to date sustainable travel information and encourage cycling	TPC
52	Provide details of the BikeBUDi matching service within the welcome pack	From first occupation and ongoing	Encourage cycling	TPC
53	Monitoring cycle parking usage through counts of communal cycle parking facilities and through responses in the travel plan. If there is a shortfall in parking remedial action will be discussed in consultation with CCC / SCDC	Six months after first occupation and every three months ongoing	Ensure that cycle parking provision is sufficient for demand to encourage cycling	TPC

No	Action	Proposed Timescale	Outcomes	Responsibility
54	Arrange cycle training for residents and cycling safety courses for pre-school and school children.	Six months after first occupation and every three months ongoing	Improve cycling skills and encourage cycling	CCC / TPC
55	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. Distribute in welcome pack.	Set up vouchers prior to first occupation and distribute from first occupation and ongoing	Encourage cycling	Plot Developer / TPC
56	Set up events including getting a 'bike doctor' to attend and inform residents of the benefits of this service.	Six months after first occupation and every six months ongoing	Promotion of sustainable travel, matching people up for car sharing, encouraging walking and cycling	TPC
57	Set up one month adult travel pass (or other discount pass obtainable from public transport operator following discussions) – distribute on demand	Set up vouchers prior to first occupation and distribute from first occupation and ongoing	Promote public transport use	Plot Developer / TPC
School specific travel planning measures				
58	Develop and agree Travel Plan for each school	As part of detailed planning application and prior to occupation	Travel Plan in place to ensure sustainable travel targets are met	School governing body/ CCC
59	Provision of parking restrictions in the vicinity of the school	Prior to occupation	Prevent inappropriate parking on adjacent streets	Plot Developer/ CCC
60	Provision of drop off/ pick up zone	Prior to occupation	Prevent inappropriate parking on adjacent streets and manage traffic safely	Plot Developer/ CCC
61	Cycle storage, showers and lockers to be provided	Prior to occupation	Encourage cycle use	Plot Developer
62	Appoint School Travel Plan Champion	Within 3 months of first pupil intake	Co-ordinate and implement travel plan	School Head teacher/ Governing body

No	Action	Proposed Timescale	Outcomes	Responsibility
63	Develop range of walking, cycling and public transport initiatives and traffic management/ reduction measures	Prior to occupation	Encourage sustainable travel use from the outset	Travel Plan Co-ordinator/ School Travel Plan Champion
Monitoring and Management				
64	Monitor walking and cycling levels on main connections	Six months after first occupation and on an annual basis thereafter	Ascertain success of plan in relation to walking and cycling levels	TPC
65	Monitor cycle parking within town centre, residential area, schools and workplaces	Six months after first occupation and every three months ongoing	Ascertain success of plan in relation to cycling levels and check cycle parking levels are sufficient	Cycles parking within town centre (TPC), each individual workplace (WTPC) and within schools (school travel plan champion)
66	Survey traffic entering and leaving the site through each of the access points by the placement of permanent counters in the carriageway (this would be cross referenced with the level of development on the site at the time when analysing)	Commence on occupation of the 50th unit of the Phase 2 site (or within 3 months occupation of non-residential units) and then undertaken on an annual basis henceforth	Check vehicle generation against target levels to ensure travel plan is having the required effect of reducing car use	TPC
67	Set up template household survey and distribute to households for completion	Commence on occupation of the 50th unit of the Phase 2 site and then undertaken on an annual basis henceforth	Ascertain success of plan in relation to encouraging sustainable travel	TPC
68	Set up template employee travel questionnaires and distribute to workplaces for completion	Baseline surveys within 3 months (of occupation) and then undertaken on an annual basis henceforth	Ascertain success of plan in relation to encouraging sustainable travel	TPC / WTPC
69	Set up annual hands-up and staff surveys for schools and provide to schools for completion	Baseline surveys within 3 months (of occupation) and then undertaken on an annual basis henceforth	Ascertain success of plan in relation to encouraging sustainable travel	TPC / School Travel Plan Champion

No	Action	Proposed Timescale	Outcomes	Responsibility
70	Investigate the feasibility of implementing iTRACE or TRICS Standard Assessment Monitoring (SAM) procedures to monitor travel	One year after first occupation of the site and on an annual basis henceforth	Ascertain success of plan in relation to encouraging sustainable travel	TPC
71	Produce a monitoring report and submit to CCC, the TPG and the residents steering group.	Annually	Ascertain success of plan in relation to encouraging sustainable travel and discuss with CCC	TPC
72	If targets are not being achieved, liaise with CCC to investigate and agree possible measures to address / re-visit targets.	Annually	Reinforce sustainable travel measures and encourage a reduction in car use	TPC



NORTHSTOWE PHASE 2 PLANNING APPLICATION

Travel Plan: Figures

August 2014