



Ascots Green, Creswick, Welwyn Garden City

Full Travel Plan

Client: Places for People Developments and Gascoyne
Estates

i-Transport Ref: SJ/SG/HH/ITL210282-001C

Date: 23 December 2025

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i-Transport LLP
85 Gresham Street
London
EC2V 7NQ

Tel: 020 3705 9215

www.i-transport.co.uk

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Quality Management

Report No.	Comments	Date	Author	Authorised
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SECTION 1 Introduction

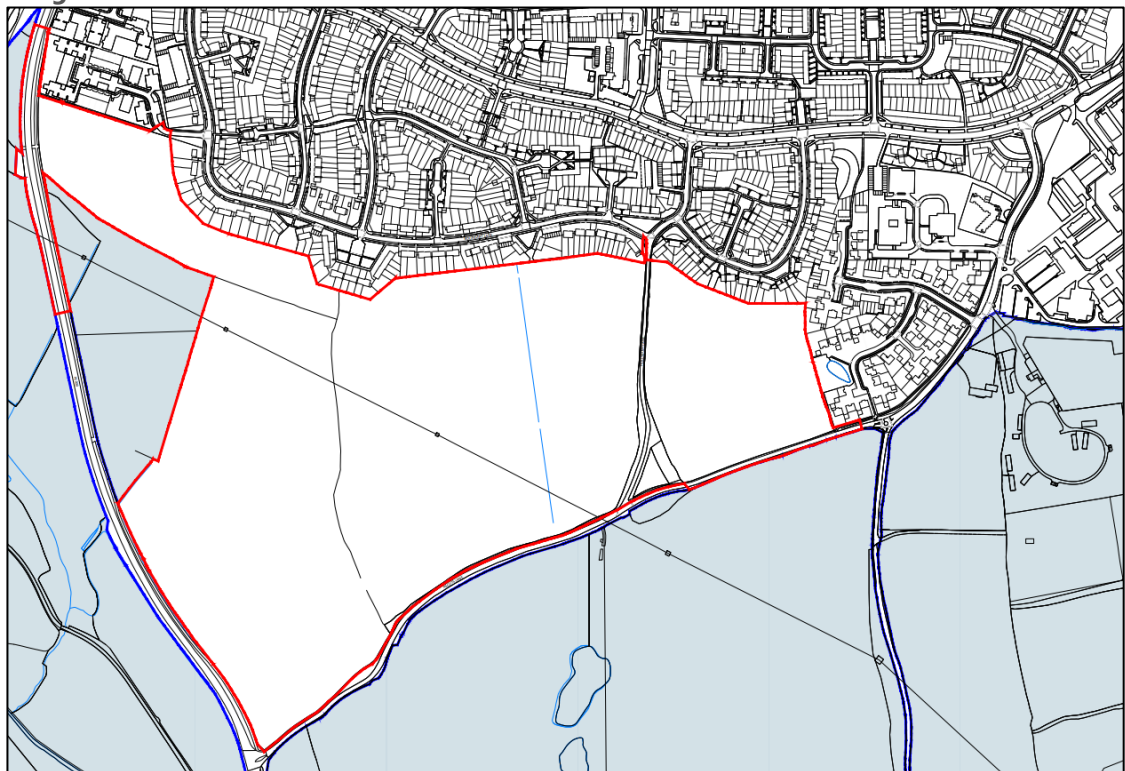
1.1 Background

- 1.1.1 Places for People Developments and Gascoyne Estates, has appointed i-Transport LLP to provide transport professional services for the Ascots Green Development in Welwyn Garden City.
- 1.1.2 A Hybrid Planning Application (ref: 6/2022/1375/MAJ) has been approved comprising of full planning permission for the construction of 97 residential units (phase 1), with access from the A1000, Hollybush Lane, Ascots Lane (pedestrian/cycle only) and Elliott Close (pedestrian/cycle only) and outline planning permission for up to 243 dwellings (including affordable housing) and all amenities (phases 2-4). Reserved matters applications are currently progressing in respect of phases 2-4 of the development.
- 1.1.3 The primary purpose of this Travel Plan (TP) is to set out measures for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport, EV use and to reduce the demand for travel by less sustainable modes.
- 1.1.4 This is a Full Travel Plan, which builds upon the Framework Travel Plan which was submitted alongside the original hybrid application (ref: 6/2022/1375/MAJ). The Travel Plan is a live document which will be updated periodically as required through-out its life span.
- 1.1.5 In line with Schedule 4 of the S106 agreement, it is required to do the following:
- Prior to first occupation:
 - Submit the Travel Plan and have it approved by County;
 - Nominate and appoint a Travel Plan Coordinator and have them approved by the County;
 - Submit a draft Residential Travel Pack and Sustainable Travel Voucher to the County and have it approved by the County; and
 - Provide a Resident Travel Pack to the occupier of each dwelling prior to their occupation.
- 1.1.6 Additionally, Condition 30 of the Hybrid Application requires a site wide full Travel Plan to make provision for the relevant surveys, reviews and monitoring mechanisms, targets, further mitigations if required, timescales, phasing programme and on-site management responsibilities.

1.2 Site Location

- 1.2.1 The site is located within the administrative area of Welwyn and Hatfield Borough Council (WHBC). WHBC are the local planning authority and Hertfordshire County Council (HCC) is the local highway authority.
- 1.2.2 The site is bounded by existing residential development to the north and to the east, Ascots Lane and agricultural land to the south of the site, and the A1000 Chequers runs along the site's western boundary. A site location plan is provided as **Figure 1** and extracted as **Image 1.1** below.

Image 1.1: Site Location Plan



Source: BMA

1.3 Relevant National Policy

National Planning Policy Framework (NPPF) December 2024

- 1.3.1 The NPPF details the Government's planning policies and sets out how these are expected to be applied in relation to development proposals. The NPPF is a material consideration in determining applications for development.
- 1.3.2 The NPPF confirms (*ref: paragraph 10*) that at the forefront of planning is the ***"presumption in favour of sustainable development"***.

- 1.3.3 Paragraph 115 of the NPPF outlines a key transport test when assessing sites for development this should ensure appropriate opportunities to promote sustainable transport modes:

“sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location”

- 1.3.4 Therefore, this TP has been produced to outline measures to encourage travel by modes of transport other than single occupancy car use for residents of the development, by promoting walking, cycling and public transport use as alternative methods.

Hertfordshire County Council Local Transport Plan 4 (May 2018)

- 1.3.5 HCC’s Local Transport Plan 4 (LTP4) sets out how transport can deliver a positive future vision in Hertfordshire for the time period of 2018-2031, providing a framework to guide future transport planning in the county.

- 1.3.6 The relevant transport policies are found in **Policy 5 – Development Management**. It states that the County Council will work with developers and local councils to:

- ***“Ensure the location and design of proposals reflect the LTP Transport User Hierarchy and encourage movement by sustainable transport modes and reduced travel demand (Policy 5a); and***
- ***Require a Travel Plan for developments according to the requirements of ‘Hertfordshire’s Travel Plan Guidance’ (Policy 5e);***

Hertfordshire County Council Travel Plan Guidance (March 2020)

- 1.3.7 HCC has their own Travel Plan Guidance (2020) which re-iterates the benefits of Travel Plans for new developments, sets the suggested content for TPs and is intended to support people who are involved in planning for new developments and is aimed at developers, transport consultants and planners. The guidance also states that for residential developments above 80 units a Full Travel Plan is required.

- 1.3.8 Paragraph 2.14 of the guidance states: ***“Residential Travel Plans – Address travel generated by residents of housing developments and deal with the journey origin rather than destination. The development’s location, design and amenities within the development should reduce car use, the need to travel, and be supported by site permeability and connectivity to alternative modes. They incorporate personalised travel planning and travel information for each home.”***

- 1.3.9 This TP has been prepared in accordance with HCC guidance.

Welwyn Hatfield Adopted Local Plan – October 2023

1.3.10 The role of the Local Plan is to set out the Council’s planning framework for the borough, identifying how much and what type of development is needed and where it should or should not be accommodated.

1.3.11 Relevant transport and highway policies include:

- Policy SP 1: Sustainable Development – the council will take a positive approach when considering development proposals that reflect the presumption in favour of sustainable development.
- Policy SADM 3: Sustainable travel for all: Development proposals should make provision where appropriate for: Cyclists, Pedestrians, safeguarding existing Public Rights of Way, Public transport, Community transport, Servicing and Emergency vehicles, and Facilities for charging plug-in and other ultra-low emissions vehicles. Policy SADM 3: Transport Assessments –

“All developments at or above the threshold set out in Hertfordshire County Council’s Hertfordshire Travel Plan Guidance will be required to submit a Travel Plan as part of a planning application.”

- The Policy SP 4 Transport and Travel, supported by SADM 2 and SADM 3, will seek to ensure the safety of highway users by being:

“Consistent with the vision and objectives of this Local Plan, the Council will seek to support both planned growth and existing development with appropriate transport infrastructure, with the emphasis on promoting the use of sustainable modes of travel and on improving safety for all highway users.”

1.3.12 The promotion of sustainable transport within this TP is in accordance with the requirements of the Local Plan

1.4 Scope of Travel Plan

1.4.1 The primary purpose of this TP is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling and public transport to reduce the demand for travel by less sustainable modes, most specifically single occupancy vehicle trips.

1.5 Structure of Travel Plan

1.5.1 The remainder of this TP is structured as follows:

- Section 2 – Objectives and Benefits;

- Section 3 – Existing Conditions and Travel Patterns;
- Section 4 – Site Layout and Infrastructure Measures;
- Section 5 –Travel Plan Management;
- Section 6 – Measures;
- Section 7 – Targets;
- Section 8 – Monitoring and Review; and
- Section 9 – Action Plan

SECTION 2 Objectives and Benefits

2.1 Objectives

2.1.1 This TP sets out a sustainable transport strategy for the development. In line with national and local government guidance, the headline aims for the TP will be as follows:

- **Aim 1:** To reduce the number of single occupancy car journeys to the site; and
- **Aim 2:** To improve accessibility to the site by non-car modes of transport.

2.1.2 The TP has the following objectives:

- a To support a range of sustainable transport alternatives to provide residents and visitors with options for travel to/from the site;
- b To develop an awareness of the options for sustainable travel to and from the site amongst residents and visitors;
- c To promote walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes;
- d To minimise the impacts of car-based travel to the site on the local and strategic highway network and environment; and
- e To manage car parking demand across the development.

2.2 Benefits

2.2.1 The benefits of a TP can include:

- **Increased travel choice:** a wider range of travel options; savings and benefits for residents can be achieved. A TP can lead to greater social inclusion enabling those who do not have access to a car to travel to and from the site more easily;
- **A more accessible site** - encouraging travel by the most sustainable modes can help the site to become more accessible and safer for all residents and visitors. This can also help the surrounding area become a more attractive place to work and live;

- **Health benefits:** many alternative forms of travel include an element of exercise that can lead to an improved level of fitness amongst residents. Improved levels of fitness can help businesses that employ residents by improving morale and reducing health related absences;
- **Less congestion on local roads:** encouraging future residents to travel by non-car modes and increase the uptake of more trips made by active modes and public transport can help reduce the number of private vehicle trips and thus reduce the number of vehicles on the road and in turn reduce congestion on the local highway network;
- **Local environment improvements:** benefits of improved air and noise quality from the reduced congestion, pollution, and noise, also creating a more attractive and healthier place to work in live; and
- **Positive publicity:** producing a TP can improve links with the local community.

2.2.2 Overall, it is anticipated that the TP, combined with the package of infrastructure measures which the development will deliver and are designed to promote sustainable transport, will result in benefits for residents of the site and the wider community in the vicinity of the development.

SECTION 3 Highway Conditions and Travel Patterns

3.1 Overview

- 3.1.1 This section of the TP sets out the baseline local travel patterns and describes the existing accessibility of the site by walking, cycling and public transport.

3.2 Opportunities to Travel by Walking and Cycling

A1000 Chequers

- 3.2.1 A shared footway/ cycleway is present on the eastern side of the A1000 Chequers across the entirety of the site's western boundary, providing direct pedestrian and cycle connections to the north and south of the site towards Welwyn Garden City and Hatfield respectively. The shared footway/cycleway on the A1000 in the vicinity of the site is shown in **Image 3.1**.

Image 3.1: A1000 Chequers Shared Footway/ Cycleway



Source: Consultants Images

- 3.2.2 This shared facility provides a continuous route north towards Welwyn Garden City whereby pedestrians and cyclists can directly connect with the services and facilities within the town centre, including direct access into the railway station.

Ascots Lane

- 3.2.3 On Ascots Lane, to the south of the site, a c.1.0m wide footway is provided on the northern side of the carriageway, as shown in **Image 3.2**

Image 3.2: Ascots Lane Footway



Source Consultants Images

Hollybush Lane

- 3.2.4 Hollybush Lane splits the site and is a lightly trafficked lane which does not currently feature a footway or cycleway infrastructure, albeit both pedestrians and cyclists are observed to use the lane. The lane is shown in **Image 3.3**. Hollybush Lane will be downgraded as part of the development to form a walking and cycling route on a north/south alignment through the centre of the site between Boundary Lane a point north of Ascots Lane.

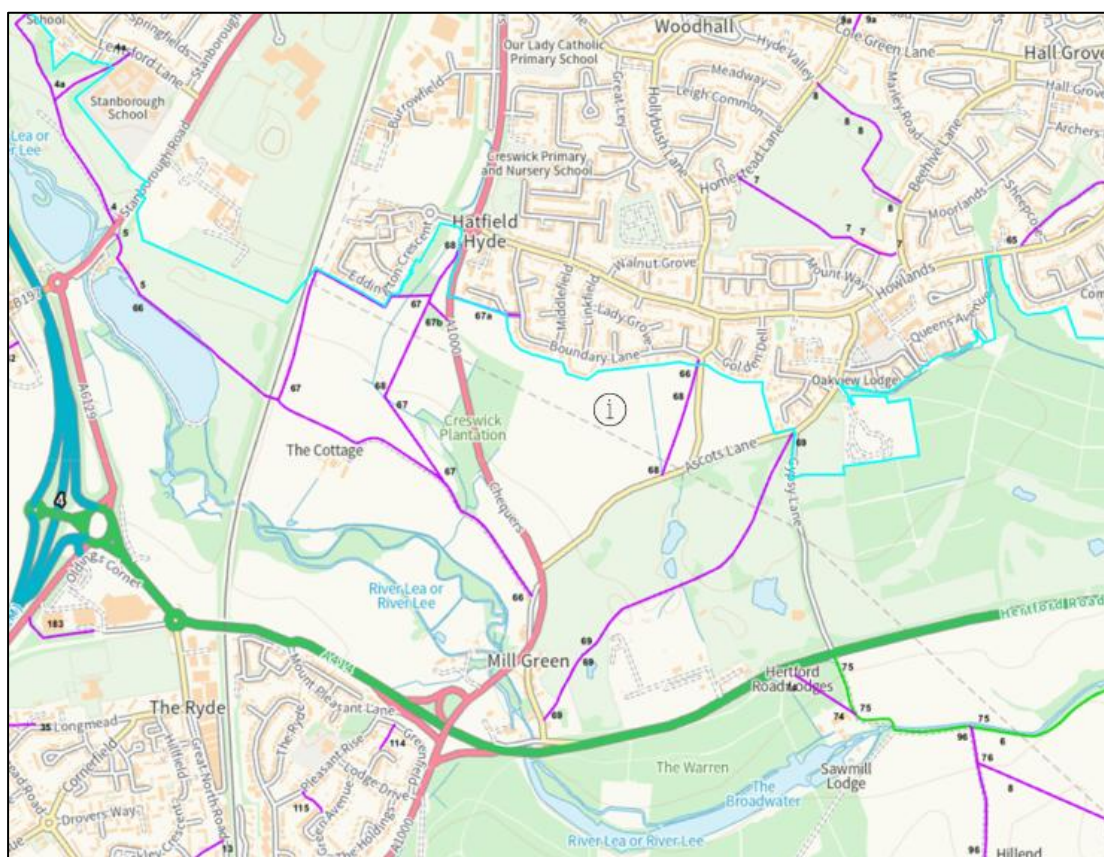
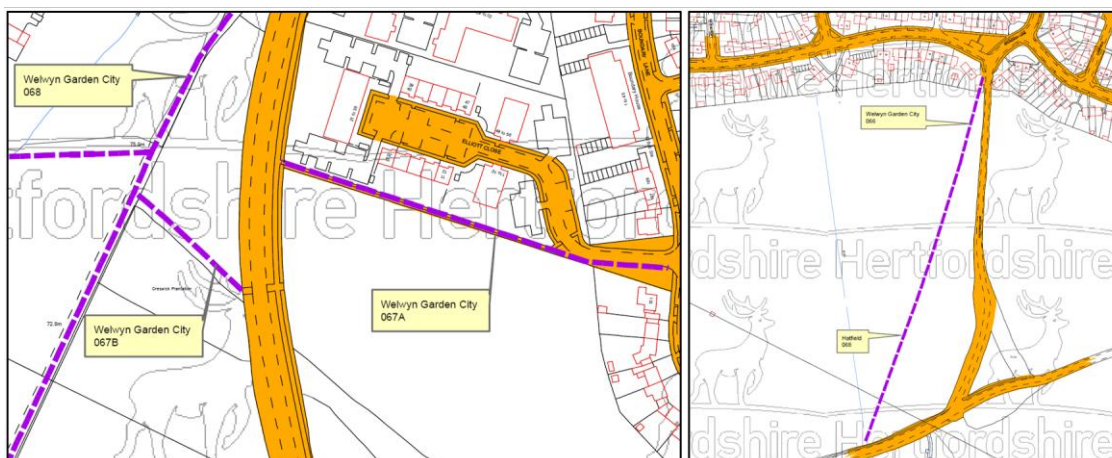
Image 3.3: Hollybush Lane



Source Consultants Images

- 3.2.5** There are several PRoWs routing through the site and within the vicinity of the site, including Footpath Welwyn Garden City 066/ Hatfield 068 which routes between Hollybush Lane and Ascots Lane (through the site).
- 3.2.6** In addition, Footpath Welwyn Garden City 067A passes along the site's north-western boundary, providing a route between the A1000 Chequers and Boundary Lane. An additional Footpath (Footpath 067B) routes on the other side of the A1000 Chequers, providing routes to the west.
- 3.2.7** An extract from HCC's definitive online map and highway boundary records illustrating the locations of these PRoWs is provided at **Image 3.4**.

Image 3.4: Hertfordshire PRoW



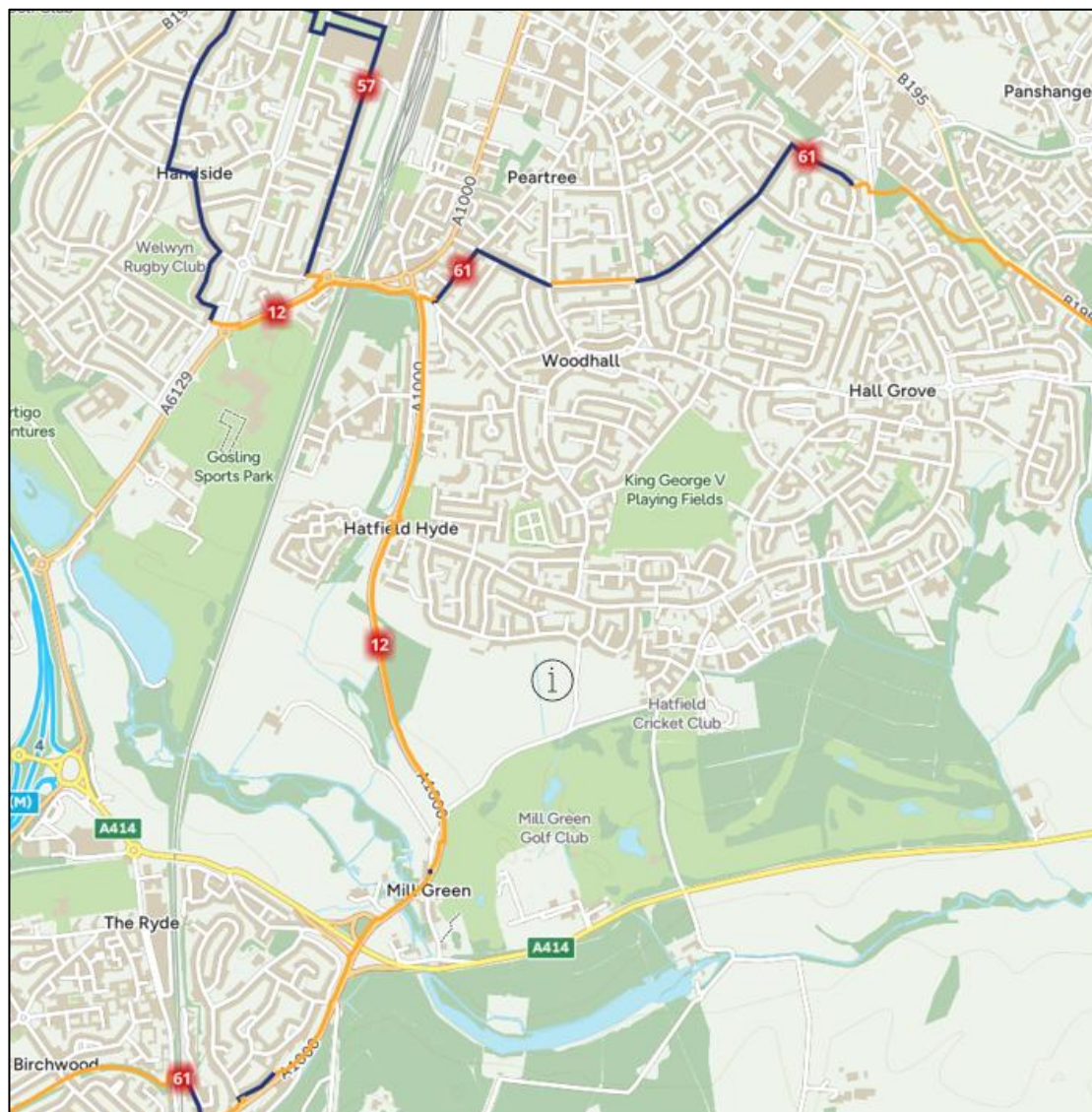
Source: Hertfordshire County Council (Broad site location shown by the information icon)

Cycling

- 3.2.8** The shared footway/ cycleway on the eastern side of the A1000 Chequers, to the west of the site, forms part of National Cycle Route 12, connecting to Welwyn Garden City in the north and Hatfield in the south. National Cycle Route 12 runs in sections from Enfield Lock in north London to Spalding via Stevenage, St Neots and Peterborough.

3.2.9 National Cycle Route 61 travels from Maidenhead to Hatfield, Welwyn Garden City and Hertford, terminates near Hoddesdon and can be accessed Via Route 12. **Image 3.5** provides a capture from the Sustrans website.

Image 3.5: National Cycle Network Routes



Source: Sustrans (Broad site location shown by the information icon)

3.3 Public Transport

Bus

3.3.1 The closest bus stops to the site are located on Howlands, within a 400m distance of the northeast and northwest boundaries of the site. These bus stops are served by multiple, frequent and direct services towards destinations including Welwyn Garden City, St Albans, Lister Hospital, Harlow, Luton, News Green, South Hatfield and Heathrow Airport. A summary of the bus services and frequencies available at these bus stops is provided in **Table 3.1**.

Table 3.1: Local Bus Service Frequency

Service	Route	Service Frequency		
		Monday-Friday	Saturday	Sundays and Bank Holidays
230	St Albans – Welham Green – Hartfield – Welwyn Garden City	Only on Wednesdays – one service in the morning and one service in the afternoon	-	-
301	St Albans – Hartfield – Welwyn Garden City – Lister Hospital	Every 30 minutes, from 05:49 till 23:15	Every 30 minutes, from 06:00 till 23:15	Every hour from 09:15 till 23:15
331	Welwyn Garden City – Nicholas Breakspear	One service in the morning and one service in the afternoon	-	-
366	Luton – Harpenden – Welwyn Garden City – South Hartfield	Four service through the day.	-	-
653 (Tigernoth)	New Greens – Hartfield – Welwyn Garden City	Every 30 minutes, from 06:00 till 20:48	Every 30 minutes, from 07:01 till 22:24	Every hour, from 09:02am till 19:14

Source: Bustimes.org

- 3.3.2 It can be seen from **Table 3.1** that the bus stops on Howlands provide access for up to five services per hour (in one direction) across a typical weekday off-peak period. Services commence at 05.49 and run until 23:15.

Rail

- 3.3.3 Welwyn Garden City Railway Station is located a circa 2.5km walking distance (equivalent to a 30-minute walk or 10-minute cycle) north of the site. The station is managed by Great Northern and provides access to frequent services towards destinations such as Cambridge, London Kings Cross, Moorgate and Royston.
- 3.3.4 Hatfield Railway Station is also located close to the site. The station is located a circa 2.6km walking distance (also equivalent to a 30-minute walk or 10-minute cycle) southeast of the site and offers access to the same services as Welwyn Garden City.
- 3.3.5 A summary of the rail services available at Welwyn Garden City and Hatfield railway stations is provided in **Table 3.2**.

Table 3.2: Local Rail Services – Welwyn Garden City and Hatfield

Destination	Average Duration		Typical Daytime Off-Peak Frequency (trains per hour)
	Welwyn Garden City	Hatfield	
Cambridge	58 mins	63 mins	1 train per hour
London Kings Cross	28 mins	24 mins	2 trains per hour
Moorgate	52 mins	47 mins	2 trains per hour
Royston	41 mins	46 mins	1 train per hour

Source: National Rail

- 3.3.6 Both railway stations are accessible via the local bus services that serve the stops on Howlands, including bus services 301, 366, 653 Tigermoth and 724. The bus journey time to the Railway Station is approximately 20 minutes.
- 3.3.7 Hatfield Railway Station provides around 230 covered cycle parking spaces within the station management.

3.4 Local Highway Network

A1000 Chequers

- 3.4.1 A1000 Chequers is a two-way single carriageway road routing south towards Hatfield and north into Welwyn Garden City Centre. There is a shared footway/ cycleway on the eastern side of the carriageway within the vicinity of the site, and the road is street lit. The road is subject to a 60mph speed limit (outside of the site frontage), which reduces to 40mph north of the A1000 Chequers site frontage.

Ascots Lane

- 3.4.2 Ascots Lane is a two-way single carriageway road routing between A1000 Chequers in the west and Howlands in the northeast. There is a footway on the northern side of the carriageway within the vicinity of the site, and the road is street lit to the east of the site. The road is subject to a 60mph speed limit, which reduces to 30mph east of the Ascot Lane site frontage.

Hollybush Lane

- 3.4.3 Hollybush Lane is a two-way single carriageway road, rural in nature with informal passing places routing between Ascots Lane in the south and Boundary Lane in the north. The road is subject to a 60mph speed limit, which reduces to 30mph at the Boundary Lane/ Hollybush Lane junction. Hollybush Lane will be downgraded as part of the development to form a walking and cycling

route on a north/south alignment through the centre of the site between Boundary Lane a point north of Ascots Lane.

3.5 Travel Characteristics

Journey Purpose

- 3.5.1 When promoting sustainable transport, it is important to consider the reasons why future residents of the development will make journeys. The Department of Transport's National Travel Survey identifies the proportion of all trips by purpose as set out in **Table 3.3**.

Table 3.3: Proportions of Trips per Year by Journey Purpose

Journey Purpose	Proportion of Trips
Leisure	12%
Shopping	8%
Commuting / Business	6%
Education / Escort Education	6%
Personal Business	4%
Other Escort	4%
Other (Including Just Walk)	61%

Source: Table NTS0409 Average number of trips (trip rates) by purpose and main mode: England, 2025, National Travel Survey 2025

Local Travel Patterns

- 3.5.2 Data from the 2011 Census has been analysed to assist in establishing wider commuting patterns for people living in the local area. The Middle Super Output Area (MSOA) Welwyn and Hatfield 009, which is likely to be most representative of the site in terms of resident's future travel, has been examined and the modal split data of existing residents is summarised in **Table 3.4**.

Table 3.4: Method of Travel to Work – MSOA Welwyn and Hatfield 009

Mode	MSOA 009	
	Count	%
Driving a Car or Van	1,984	63%
On Foot	349	11%
Train	328	11%
Passenger in a Car or Van	176	6%
Bus, Minibus, Coach	149	5%
Bicycle	109	3%

Mode	MSOA 009	
	Count	%
Motorcycle, scooter	27	1%
Taxi	7	0%
Other	3	0%
Total	3,132	100%

Source: 2011¹ Census and Consultant's Estimates.

Note: Excludes those who work from home and not in employment.

3.5.3 The mode share data demonstrates the following:

- The majority (69%) of journeys to work are undertaken by car (including car driver and car passenger);
- 16% of residents travel by public transport; and
- Circa 14% travel by active modes (i.e. walking and cycling).

3.5.4 This data will be used as the interim baseline mode share against which the progress of the Travel Plan will be monitored until the first post-occupation surveys are completed. Following the completion of the first post-occupation monitoring survey, the Travel Plan will be updated with the collected data as the baseline against which the progress of the Travel Plan is measured.

3.6 Key Destinations

3.6.1 A review of the key destinations and local facilities close to the site is presented in **Table 3.5**. Welwyn Garden City town centre is located a circa 2.5km walking distance (equivalent to a 30-minute walk or 10-minute cycle) from the site which includes access to a wide range of local services and facilities.

¹ Census data from 2021 was collected at a time when the UK was subject to movement restrictions associated with the COVID-19 pandemic. As such, Census 2011 data is the most recently available, relevant data.

Table 3.5: Summary of Local Facilities

Destination	Approx. Distance from Site (m)	Walking Time (mins)	Cycling Time (mins)
Retail			
Hollybush Post Office	800	10	3
Express Supermarket	800	10	3
Co-op	1,700	20	7
Woodhall Parade	1,700	20	7
The Howard Centre	2,900	35	12
Tesco Extra	3,000	36	12
Oldings Corner Retail Park	3,000	36	12
Education			
Creswick Primary & Nursery School	1,200	14	5
Little Tulips Day Nursery	1,600	19	6
Our Lady Catholic Primary School	1,900	23	8
Stanborough School	2,600	31	10
Leisure			
The Hollybush Pub	800	10	3
Hatfield & Crusaders Cricket Club	1,000	12	4
King George V Playing Fields	1,200	14	5
Stanborough Park	1,600	19	6
Ludwick Family Centre / Club	2,000	25	5
Gosling Sports Park	2,300	27	9
Health			
Spring House Medical Centre	850	10	3
New Queen Elizabeth II Hospital	900	11	4
Peartree Practice GP Surgery	900	11	4
Employment			
Burrowfield Industrial Park	1,150	14	5
Hertfordshire Constabulary HQ	2,700	32	11
Swallowfields	3,000	38	9

Source: Consultant's Estimates. Note: Distanced measured from nearest proposed access – distance increased by circa 400m to centre of site.

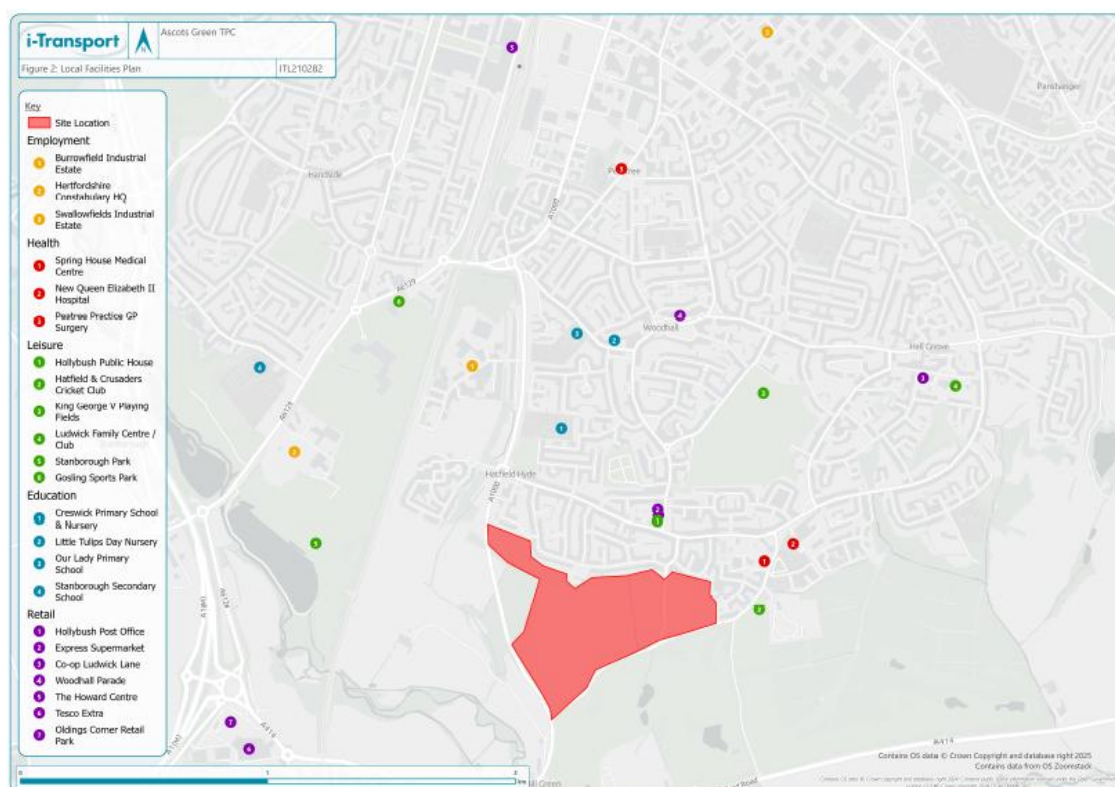
Key:

	Within a comfortable walking (800m) / cycling (5km) distance
	Within a reasonable walking (1.6km) distance

Within a maximum walking (3.2km) walking distance

3.6.2 As demonstrated in **Table 3.5** and **Figure 2**, a large range of everyday, local facilities are accessible within reasonable walking and cycling distance, including education, retail, leisure and employment opportunities. The vast majority of facilities listed above are within a 25-minute walking journey of the site with many within a 10-minute cycle journey. An extract of **Figure 2** is included in **Image 3.7**.

Image 3.7: Local Facilities Plan



3.7 Trip Generation

3.7.1 The likely trip generation of the development is set out in detail in Section 6 of the Transport Assessment submitted alongside the original hybrid application. A summary of the residential multi-modal trip generation (based on 340 dwellings) is provided in **Table 3.6**.

Table 3.6: Residential Multi-Modal Trip Generation

Mode and Modal Split		Trip Generation					
		AM Peak Hour (0800 – 0900)			PM Peak Hour (1700 – 1800)		
		In	Out	Two-Way	In	Out	Two-Way
Driving a Car or Van	63%	40	166	207	137	55	192

Mode and Modal Split		Trip Generation					
		AM Peak Hour (0800 – 0900)			PM Peak Hour (1700 – 1800)		
		In	Out	Two-Way	In	Out	Two-Way
On Foot	11%	7	29	36	24	10	34
Train	11%	7	29	36	24	10	34
Passenger in a Car or Van	6%	4	16	20	13	5	18
Bus, Minibus, Coach	5%	3	13	16	11	4	15
Bicycle	3%	2	8	10	7	3	9
Motorcycle, scooter	1%	1	3	3	2	1	3
Taxi	0%	0	0	0	0	0	0
Other	0%	0	0	0	0	0	0
Total	100%	64	264	328	217	88	305

Source: 2011 Census and TRICS data. Note: Some numbers may not sum due to rounding.

3.7.2 The multi-modal trip generation of the site, using TRICs trip generation, reveals the site has the potential to generate the following:

- Up to 45 (two-way) walking and cycling trips during the peak hours; and
- Up to 52 (two-way) trips by public transport (including rail and bus) during the network peak hours.

SECTION 4 Site Layout and Infrastructure Measures

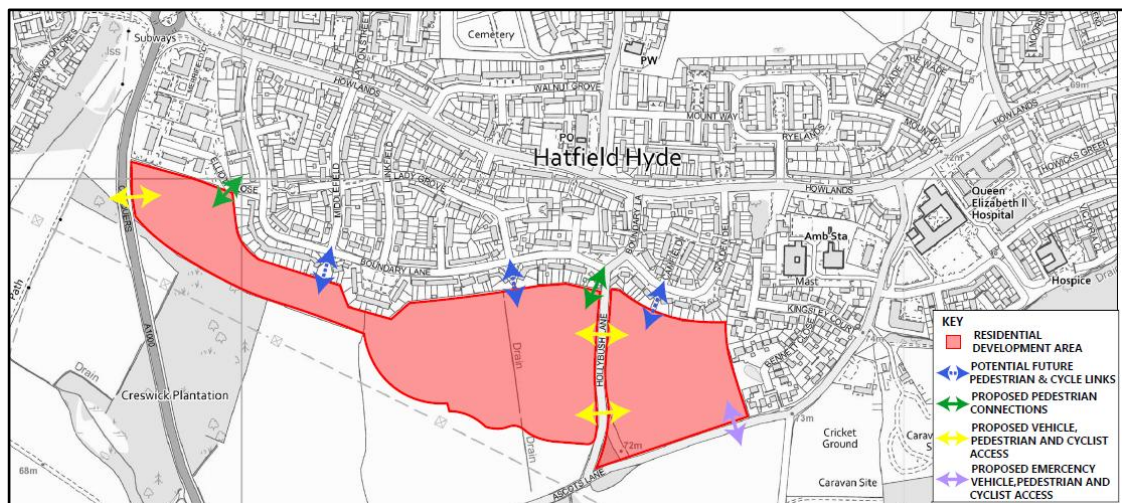
4.1 Overview

4.1.1 This section describes the on-site infrastructure measures which will encourage future residents to travel via sustainable modes.

4.2 Site Access Arrangements

4.2.1 The access strategy for the site includes three new vehicular accesses as well as separate pedestrian / cyclist accesses, as shown in **Image 4.1**.

Image 4.1: Access Strategy



Vehicular Accesses

4.2.2 When the development is complete, there will be a total of three new vehicular accesses onto the local highway network which include:

- New right turn ghost island junction onto the A1000 Chequers; and
- A new priority junction onto Hollybush Lane at a point north of Ascots Lane.

4.2.3 The access via A1000 Chequers is currently being completed alongside the build-out of Phase 1.

Pedestrian/ Cyclist Accesses

4.2.4 All the vehicular accesses above include provision for pedestrians. In addition to these, the development also promotes and safeguards additional, separate pedestrian/ cyclist links north towards Boundary Lane and south towards Ascots Lane. This includes the following:

- A pedestrian link in the north-east corner onto Elliott Close;

- A pedestrian link onto Hollybush Lane (at the point the PRow meets it); and
- A pedestrian link onto Ascots Lane.

4.2.5 Additional, separate pedestrian and cyclist links to the north onto Boundary Lane and Golden Dell has also been safeguarded and will be promoted to residents, with easy access to these links within the site.

4.2.6 Finally, Hollybush Lane will be downgraded as part of the development to form a walking and cycling route on a north/south alignment through the centre of the site between Boundary Lane a point north of Ascots Lane.

4.3 **Parking**

Phase 1

4.3.1 For the Phase 1 element, the development will provide a total of 160 car parking spaces of which 136 are allocated and 24 are unallocated / visitor spaces. There is also a dedicated space for a car club vehicle within the site. All car parking spaces associated with Phase 1 are now complete.

Outside of Phase 1

4.3.2 The remainder of the development is currently in outline form. A reserved matters application has now been submitted for the remainder of the development. the application ensures that car parking will be provided in accordance with the principles set out above and within Phase 1.

SECTION 5 Travel Plan Management

5.1 Overview

5.1.1 This section of the document sets out the proposed regime for the travel plan management.

5.2 Funding

5.2.1 The owner/ developer will fund the following items:

- The transport infrastructure outlined in Section 4 of the TP;
- The Travel Plan Co-Ordinator (TPC) role for a period from at least 3 months prior to first occupation of the development until 5 years post full occupation (of the whole 340 dwelling site);
- The site wide monitoring surveys outlined in Section 8.

5.3 Travel Plan Co-Ordinator (TPC)

5.3.1 The Travel Plan Co-Ordinator (TPC) has been appointed, the details of the TPC are as follows:

- Hayleigh Hersey, hayleigh.hersey@i-transport.co.uk , 03316300366, Building 1000, Lakeside, North Harbour, Western Road, Portsmouth PO6 3EZ

5.3.2 The secondary contact is Stacey Gander at i-Transport LLP.

5.3.3 The TPC will spend on average 1 hour per week allocated to the role. Though this can vary depending on the monitoring phase of the development.

5.3.4 The role of the TPC is as follows:

- Ensure the final residential TP is submitted to HCC for approval in accordance with the requirements of the Section 106 Agreement;
- Ensure that monitoring is undertaken in accordance with the requirements of the TP and provided to HCC;
- To market the TP to encourage interest and involvement of residents;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes;
- To provide monitoring feedback to residents as necessary; and

- To set up and act as chairperson to the steering group, through which the progress of the TP will be monitored and key decisions taken as necessary.

5.4 **Steering Group**

- 5.4.1 The TPC will be supported by a steering group, comprising a representative from the developer, a representative of the housing association(s), the highway authority (HCC), the local authority sustainable travel co-ordinator, other local authority officers as needed (e.g. cycling, public transport, and voluntary residents' representatives).
- 5.4.2 The steering group will aim to meet annually. This will enable the TP to be well established by the time the developer leaves the site. It is also a great way of obtaining feedback from residents at other times than when monitoring is taking place.

SECTION 6 Measures

6.1 Overview

6.1.1 This section of the TP describes the non-infrastructure or 'soft' TP measures that are to be implemented as part of the development. It covers:

- Measures to encourage new residents to walk and cycle;
- Measures to encourage the use of public transport;
- Information provision; and
- A new resident's travel pack.

6.2 Promotion of Walking and Cycling

6.2.1 The following soft measures will be implemented to promote walking and cycling:

- Information on local walking and cycling routes to be provided as part of the information packs.
- Benefits of walking and cycling to be provided in the information packs and re-iterated during the sales process.
- Promotion of HCC's cycling webpage
(<https://www.hertfordshire.gov.uk/services/health-in-herts/keep-active/hertfordshire-cycling.aspx>).
- Promotion of Hertfordshire Health Walks
<https://www.hertfordshire.gov.uk/services/recycling-waste-and-environment/countryside-management/hertfordshire-health-walks/hertfordshire-health-walks.aspx>).
- Promotion of 'Bikeability' cycle training courses in the local area by the TPC.
- Promotion of national and local initiatives, such as 'Bike Week', encouraging residents to participate in such events. These will be promoted via the TPC.

6.3 Promotion of Public Transport

6.3.1 The following soft measures will be implemented to promote public transport use amongst residents and visitors:

- Information on local bus services, routes and timetables to be provide in the information packs and advertised during the sales process.
- Promotion of HCC's Intalink website for bus information (<https://www.intalink.org.uk/>).
- Details regarding HCC's public transport website to be provided within all information packs and during the sales process.
- Maps of the local bus stops to the site to be provided as part of the sales process for all units.

6.4 Resident's Travel Information Pack

6.4.1 The first occupier of each household will be provided with a residents' travel information pack. The pack pulls together information on the above listed measures and contain information about the objectives of the TP, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport. The following items will be included in the resident's travel information pack, and this will be submitted to HCC prior to distribution:

- Details regarding the on-site car club, including how to sign up, how to use the car club and membership;
- Details regarding the provision of broadband access to enable easy access to local home delivery services and home working;
- An information leaflet about the TP, its aims and objectives, how to get involved and how travel will be monitored;
- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes, including details of any local school Travel Plans and Safer Routes to School schemes run by HCC;
- Travel Plan mapping leaflets showing location of key services and facilities and walking / cycling time isochrones and "number of steps" to demonstrate to residents how long it will take to walk or cycle to these destinations;
- Details of cycle training schemes;
- Bus and rail maps and timetable information, including information about journey planning services, e.g. www.nationalrail.co.uk;
- Details of local multi-modal bus and rail ticketing;
- Information about the home delivery services offered by local supermarkets; and

- The offer of personalised travel planning for all new residents.

6.4.2 A residents travel website will also be set up to enable the dissemination of the information above.

6.5 Sustainable Travel Vouchers

6.5.1 In line with Hertfordshire County Council Travel Plan Guidance, the first occupier of each new home will be issued with a voucher which can be used to facilitate uptake of sustainable modes. These vouchers can be used towards bus or rail season tickets or used to purchase bicycle / bicycle related equipment.

6.5.2 The value of the voucher provided to each household is dependent upon the type of dwelling:

- For **Flats**; One voucher of **£50.00** per unit, for the first occupier; and
- For **Houses**; One voucher of **£100.00** per unit, for the first occupier.

6.5.3 Contact details will be provided within the Travel Brochures to allow residents to claim their sustainable travel vouchers. These will be circulated to residents upon first occupation as part of the Resident's Travel Information Pack. Vouchers towards bus services will be discussed with HCC's Integrated Passenger Transport Unit.

SECTION 7 Targets

7.1 Overview

7.1.1 Targets are the measurable goals against which the progress of the TP can be assessed. Best practice guidance places an emphasis on targets being 'SMART', that is: Specific, Measurable, Achievable, Realistic and Time Bound. Targets should be linked to TP objectives. Indicators are linked to the targets for the purpose of monitoring.

7.1.2 The objectives of the Travel Plan support the aims, and seek to encourage residents, and visitors to the development to use the most sustainable modes of travel. The objectives of the Travel Plan are:

- To support a range of sustainable transport alternatives to provide residents and visitors with options for travel to/from the site;
- To develop an awareness of the options for sustainable travel to and from the site amongst residents and visitors;
- To promote walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes;
- To minimise the impacts of car-based travel to the site on the local and strategic highway network and environment; and
- To manage car parking demand across the development.

7.2 Interim Targets

7.2.1 The interim targets set out below will be updated and refined following the initial baseline travel survey, which will be undertaken within the first three months of first occupation of the site.

7.2.2 At this stage, i.e. prior to first occupation of the site, it is accepted practice to provide initial 'interim' targets that are based on the likely trip generation of the site and use data from the 2011 Census data (see **Table 3.4**).

Target 1 – To reduce single occupancy vehicle trips

7.2.3 To reduce single occupancy vehicle trips by ten percentage points over the five-year period from the first baseline travel survey, from 63% to 53%.

Target 2 – To increase sustainable travel trips

- 7.2.4 To increase the proportion of residents traveling by sustainable travel modes (i.e. walking, cycling and public transport) by ten percentage points from the first baseline travel, from 30% to 40%.

7.3 Target Summary

- 7.3.1 A summary of these targets is presented in **Table 7.1**.

Table 7.1: Target Summary

	Mode Share			
	Baseline	Year 1	Year 3	Year 5
Car or Van Driver	63%	59%	56%	53%
Active Travel Modes	14%	16%	18%	19%
Public Transport	16%	18%	19%	21%

- 7.3.2 Targets can be amended following the baseline survey.

7.4 Action Targets

- 7.4.1 In addition to the mode share targets, it is important to identify a number of action targets which will ensure that the commitments made by the developer, through the TP are delivered. The action targets are as follows:

- Appoint the TPC three months prior to first occupation;
- The TPC to become familiarised with the agreed monitoring process;
- The TPC to create and distribute Travel Plan Information Pack for new residents (including travel vouchers);
- Undertake travel plan monitoring and reporting to HCC;
- Review measures to ensure that they remain appropriate; and
- Once agreed with HCC and WHBC, updates to the Travel Plan with any necessary revisions to measures.

SECTION 8 Monitoring and Review

8.1 Monitoring

8.1.1 The total monitoring programme of the development will be for a five-year period (until five years post full occupation of the whole site). After this period, it is expected that the targets of the TP should have been achieved. Monitoring of the TP will be important in understanding the changing nature of residents' travel habits and the effectiveness of the TP's measures in working towards the targets identified.

8.1.2 Monitoring will be undertaken via TRICS SAM Surveys and questionnaire surveys. The proposed programme for monitoring is set out in **Table 8.1**.

Table 8.1 Monitoring Plan

Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
Questionnaire survey carried out within three months of first occupation or at 50% occupation, whichever is sooner. Results used to form new targets.	TRICS SAM Survey to be undertaken	Questionnaire survey	TRICS SAM Survey to be undertaken	Questionnaire survey	TRICS SAM Survey to be undertaken

8.1.3 Monitoring will be undertaken in the form of questionnaire surveys. The TPC will supply HCC with observed statistical data showing how the residents travel to the development and details of the measures employed to encourage sustainable travel. A draft travel questionnaire survey example is provided as **Appendix A**.

8.1.4 The first travel plan survey will be carried out within three months of first occupation or at 50% occupation, whichever is sooner. The data collected within the first survey will form the baseline against which the progress of the Travel Plan will be assessed. This will ensure that the survey captures information about an established critical mass of residents and will allow time for the measures contained within the Travel Plan to take effect. Subsequent travel plan surveys will be undertaken annually.

8.1.5 TRICS SAM Surveys will be undertaken at Year 1, 3 and 5.

8.1.6 The results of these surveys and statistical analysis will form the basis of discussions with the local planning and highway authority to examine how the TP is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success. The yearly survey will be advertised to residents via leaflet drops. The leaflets will contain website links to a questionnaire survey for residents on the topic of the Travel Plan.

8.1.7 The TPC will monitor and review the progress and success of the TP and make all users aware of the progress made and the effectiveness of the sustainable travel solutions. The review will involve the local planning authority as well as the TPC. The use of newsletters distributed to all users will assist in informing users of any new measures and give them an understanding of how the Travel Plan is operating.

8.2 **Monitoring Reports**

8.2.1 Following the initial travel survey, the Travel Plan will be updated to include the surveyed baseline, and the targets will be updated accordingly if required. The update of the TP will be provided to HCC to confirm the Travel Plan targets.

8.2.2 Shorter review reports will be produced annually which set out the progress which has been made against the Travel Plan in the year prior. These reports will be circulated to HCC as well as being made available to residents of the development via the Travel Plan website.

8.3 **Remedial Measures**

8.3.1 Following each monitoring event, a review of the measures contained within the TP and their contribution towards achieving the targets will be undertaken. The targets themselves will also be reviewed having regard to changing travel patterns and characteristics.

8.3.2 Where it is agreed the targets are not being achieved or are no longer appropriate, revised measures will be identified to focus towards achieving revised or amended targets. The Applicant will use reasonable endeavours to work with HCC to identify a strategy and to agree further reasonable actions to achieve success. Remedial measure such as a sustainable travel event, additional Steering Group meetings and additional promotional leaflets drops are some examples of getting the Travel Plan back on track if needed, though this is to be decided at the time.

SECTION 9 Action Plan

9.1.1 An Action Plan is presented in **Table 9.1** which provides a programme for delivering the measures set out in the previous sections.

Table 9.1: Framework for Implementation / Action Plan

Measure	Timescale	Predicted Date	Responsibility
Appoint a Travel Plan Co-ordinator	Three months prior to occupation	Complete – September 2025	Developer
Training of the sales team about the Travel Plan	Training as part of induction process	Phase 1 – Commence January 2026	Developer
Deliver connections to broadband network	Phased with development	Phase 1 – Commence January 2026	Developer
Site layout infrastructure, including footways, shared surfaces, pedestrian and cycle links	Phased with development	Phase 1 – Commence January 2026	Developer
Provision of cycle parking spaces and EV charging	Phased with completion of dwellings	Phase 1 – Commence January 2026 to 2027	Developer
Prepare and distribute Residential Travel Information Packs (including sustainable travel vouchers)	Prior to first occupation	Phase 1 – Commence February 2026	TPC
Provision of Car Club	Prior to occupation of 50% of Phase 1	Phase 1 – May/June 2026	Developer
Promote all soft measures	Prior to occupation and ongoing	On-going	TPC
Promote car-sharing scheme amongst residents	Prior to occupation and ongoing	On-going	TPC
Baseline travel surveys at the site	At full occupation	Phase 1 – Anticipated Full Occupation January 2027	TPC

Measure	Timescale	Predicted Date	Responsibility
Residents' questionnaires (web based, advertised by leaflet drop)	Travel surveys at the baseline (three months following full occupation) and then annually on the anniversary of the first survey	Phase 1 – Anticipated Full Occupation January 2027	TPC
Monitoring Report	Within three months of the surveys	On-going	TPC

Source: Consultant's Estimates

FIGURES

APPENDIX A. Travel Questionnaire Survey Example

