Ref: 1434/3/C

September 2016

LAND OFF RAMPTON ROAD, COTTENHAM

Client: Gladman Developments Ltd

travel plan
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TRAVEL PLAN

LAND OFF RAMPTON ROAD, COTTENHAM

Client: Gladman Developments Ltd

Report Reference: 1434/3/C

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TRAVEL PLAN

LAND OFF RAMPTON ROAD,
COTTENHAM

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1 Introduction

1.1 Gladman Developments Ltd has submitted an outline planning application for residential development on land off Rampton Road, Cottenham (henceforth referred to as the Site). The location of the Site is indicated on Figure 1, in the context of the local highway network. This Framework Travel Plan (TP), supports the outline planning application.

1.2 OVERVIEW

1.2.1 The reason that this is a 'Framework' TP is that the application is in outline. For the avoidance of doubt, this Framework TP applies to, and provides the context for, any and all future TPs prepared for the entirety of the outline application Site area; requirements of the Framework TP must relate to all dwellings constructed on the application Site area.

1.2.2 The planning application is for a residential development of up to 200 dwellings and 70 apartments with care (C2).

1.2.3 Figure 1 shows the location of the Site in the context of the local highway network.

1.2.4 The Framework TP is informed by a separate Transport Assessment (TA) report prepared and submitted in support of the outline planning application. There is consistency between the Framework TP and the corresponding TA report.

1.2.5 The access strategy for the development is founded on the fundamental principle of encouraging travel by residents of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for occupants and visitors of the development.

1.2.6 The proposed Site access arrangements comprises a priority controlled T-junction on Rampton Road.
1.3 **TRAVEL PLAN OBJECTIVES**

1.3.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.

1.3.2 The key objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
- Widen choice of travel mode for all those travelling to/from the Site.

1.3.3 It is imperative that the TP measures are effective and efficient.

1.3.4 The 2014 Planning Practice Guidance (PPG) ‘Travel Plans, transport assessments and statements in decision taking’ provides the most up-to-date national guidance.

1.3.5 PPG states that Travel Plans are a way of “mitigating the negative impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements.” (Reference ID: 42-002-20140306)

1.4 **SCOPE OF TRAVEL PLAN**

1.4.1 It is established and acknowledged that there are two broad types of TP:

- ‘Destination’: designed to increase sustainable travel to a particular location, and
- ‘Origin’: residential Travel Plans where journeys are made to varied locations.

The proposed development is for residential use, and hence this Framework TP is an 'origin' TP.
1.4.2 The Framework TP sets out how the developer(s) will progress the TP, progressing from this Framework TP to the preparation and submission to the local authority of a Full TP, which is to be agreed with the local authority.

1.4.3 The outcomes approach is an established TP approach and is adopted for this TP. In the outcomes approach, the focus is on securing the performance of the TP through ensuring targets are met. To work, the approach needs the developer to commit to achieving specific targets/outcomes and agree to a review and monitoring process. The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and individual Site requirements. The approach provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the Site.

1.4.4 The underlying purpose of a residential Framework TP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.

1.5 COMPREHENSIVE STRATEGY

1.5.1 It is essential to recognise that, in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the Framework TP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.

1.5.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated Framework TP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may 'do the trick', but for others this will not be as successful, for a variety of reasons.

1.5.3 The role of the Travel Plan Coordinator (TPC refer to Chapters 5 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be
employed to achieve the TP target result of people actually choosing to not make a journey driving alone, but rather to plan their travel needs in a more sustainable way.

1.5.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by driving alone (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the Framework TP comprehensive strategy, and is discussed further in Chapter 5. This is wholly consistent with the strategies being pursued nationally for travel behavioural change.

1.5.5 The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development Framework TP.
Policy Context

2.1 The policy context for requiring a TP for a development is established across the board, at national and local levels.

2.2 **NATIONAL POLICY**

2.2.1 The Government’s sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.

2.2.2 The National Planning Policy Framework (NPPF, March 2012) explicitly refers to travel planning and the need for TPs, in the context of the need to “protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people” (para 35). This continues to state that:

“Therefore, developments should be located and designed where practical to

- accommodate the efficient delivery of goods and supplies;

- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;

- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;

- incorporate facilities for charging plug-in and other low emission vehicles; and

- consider the needs of people with disabilities by all modes of transport.” (para 35), and
“A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.” (para 36)

2.2.3 PPG sets out that Travel Plans:

"...support national planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.” (Reference ID: 42-00620140306)

2.3 SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL CORE STRATEGY

2.3.1 The South Cambridgeshire Local Plan 2011-2031 is currently under examination. Once adopted all planning applications will be assessed against the policies in the Local Plan. Until that is adopted, the South Cambridgeshire District Council (SCDC) Core Strategy, which was adopted in January 2007, apply to the Site location.

2.3.2 The strategic vision for South Cambridgeshire is set out in Chapter 2. Objective ST/b sets out the Council’s requirements for the location of new developments. Objective ST/b states:

“To locate development where access to day-to-day needs for employment, shopping, education, recreation, and other services is available by public transport, walking and cycling thus reducing the need to travel, particularly by private car.”

2.4 COTTENHAM VILLAGE DESIGN STATEMENT SUPPLEMENTARY PLANNING DOCUMENT (SPD)

2.4.1 The Cottenham Village Design Statement SPD was adopted by South Cambridgeshire District Council in November 2007. The SPD aims to ensure that further development and change is based on a considered understanding of the village’s past and present, and will contribute positively to the future of Cottenham.

2.4.2 Chapter 8 sets out a review of the local highway network and highlights Highway Guidelines for the village. Highway Guideline H/4 sets out the requirements for
developers to consult highway authorities at an early stage in the planning process for a number of design considerations. Highway Guideline H/4 states:

“Agents for developments need to consult with the highways authorities at an early stage.

- Plan road designs in new developments to reduce traffic speeds by unobtrusive safety measures.
- Encourage flexibility in the size and siting of visibility splays and other road engineering.
- Minimise the use of concrete kerbs and other urban elements.
- Additional highway access points should not be introduced in busy or dangerous locations without giving due consideration to road safety.”

2.5 CAMBRIDGE CITY AND SOUTH CAMBRIDGESHIRE TRANSPORT STRATEGY

2.5.1 Transport Strategy for Cambridge and South Cambridgeshire (TSCSC) was adopted by Cambridgeshire County Council on 4 March 2014 and ensures that local councils plan together for sustainable growth and continued economic prosperity in the area.

2.5.2 The strategy provides a plan to cope with the rising population and increase in demand on the travel network by shifting people from cars to other means of travel including cycling, walking and public transport.

2.6 CAMBRIDGESHIRE LOCAL TRANSPORT PLAN (LTP)

2.6.1 Cambridgeshire County Council (CCC) is the local highway authority, and has responsibility for the development and delivery of the Local Transport Plan (LTP). The LTP covers the period 2011 - 2031. The LTP was updated in November 2014 to reflect new data and the changing context of development plans.

2.6.2 The Plan is split in to three main parts:

- The Policies and Strategy document sets out the Plan’s objectives, problems and challenges and the strategy to meet the challenges.
The Long Term Transport Strategy provides a high level view of the more substantial transport infrastructure and service enhancements that are needed across the county.

The Transport Delivery Plan details CCC programmes for the delivery of improvements to the transport networks, and also for the day-to-day management and maintenance of the network.

2.6.3 The underlying theme and objectives of the LTP are to promote policies and measures to foster and achieve improved opportunities for travel choices by non-car modes. This provides the context for specific local measures to be considered, promoted and introduced.
3

Existing Conditions:
Key Information From TA

3.1 SITE LOCATION

The location of the Site is indicated on Figure 1 in the context of the local highway network. The Site has frontage on Rampton Road, which is public highway.

3.2 WALK

3.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level, and offers the greatest potential to replace short car trips, particularly under 2km.

3.2.2 The CIHT provides guidance about journeys on foot. It does not provide a definitive view of distances, but does suggest a preferred maximum distance of 2000m for walk commuting trips. A 400m distance corresponds to a walk time of 5 minutes, based upon typical normal walking speed. Figure 2 presents the development 800m and 2000m walk isochrones, (ie reflecting 10 and 25 minute walk journeys), and taking account of the pedestrian infrastructure (including the proposed pedestrian links between the Site and the surrounding area).

3.2.3 The DfT National Travel Survey of 2014 confirms that 76% of all trips less than a mile (1.6km) are carried out on foot.

3.2.4 The ‘walkable neighbourhood’ concept is set out in MfS1 and endorsed in MfS2. MfS1 explains that:

“Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and ............... that walking offers the greatest potential to replace short car trips, particularly those under 2 km.” (MfS para 4.4.1, my emphasis)
3.2.5 Review of Figure 2 shows that the built up area of Cottenham is within a 2km walk of the Site. Figure 2 also shows the existing amenities available in Cottenham. Review of Figure 2 shows that there are a number of amenities within walking distance of the Site. These include:

- Travel: Bus stops,
- Education: primary & secondary school, nursery, special school,
- Community: churches, library, community centre,
- Retail: convenience store, supermarket, post office, bank, bakery, greengrocer,
- Leisure: public houses, restaurants, takeaways, salons, sports ground, leisure centre, public open space, playground, private club
- Health: health centre, pharmacy, dentist
- Employment: Broad Lane Industrial Estate, Travis Perkins

3.2.6 It is clear from Figure 2 that a wide range of amenities are available within a 2000m walk of the Site, and many of the amenities are much less than a 2000m walk of the Site. This provides opportunity for residents of the Site to undertake walk trips to/from the Site for a wide range of journey purposes.

3.2.7 **Walk Routes to Schools**

3.2.7.1 The closest primary school to the proposed development is Cottenham Primary School, located on Lamb’s Lane circa 800m from the Site.

3.2.7.2 The route from the Site to the primary school is via Rampton Road and Lamb’s Lane. There is continuous footway between the Site and the primary school.

3.2.7.3 The route to the school requires pedestrians to cross Rampton Road and Manse Drive.

3.2.7.4 The closest secondary school to the Site is Cottenham Village College on High Street. The school site also incorporates The Centre School which is a special school for children with behavioural, emotional and social difficulties.

3.2.7.5 The pedestrian route between the Site and the secondary schools is via Rampton Road and High Street. There are existing dropped kerbs and tactile paving at the
Rampton Road/Oakington Road junction, and on Rampton Road close to The Green. There is also a raised zebra crossing with tactile paving on High Street outside the school.

3.2.8 **Proposed Walk Measures**

Measures to promote walking as part of the development proposals are outlined in Section 7.1, Chapter 7.

3.3 **CYCLE**

3.3.1 It is recognised that cycling also has potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport.

3.3.2 The CIHT guidance 'Cycle Friendly Infrastructure' states that:

"Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person." (para 2.3)

3.3.3 Figure 3 indicates the 2km and 5km cycle isochrones for the Site, reflecting typically 10 minute and 25 minute journeys. Review of Figure 3 shows that all of Cottenham and most of Rampton are within a 10 minute cycle ride of the Site. Parts of Histon, Oakington, Longstanton, Willingham and Landbeach are within a 25 minute cycle journey. This provides opportunity for cycle trips to be undertaken to amenities in surrounding villages.

3.3.4 Figure 4 shows the cycle routes in the vicinity of Cottenham. These include National Cycle Network (NCN) Route 51, which is situated alongside the Cambridgeshire Guided Busway, and a local route connecting Rampton and Longstanton. NCN Route 51 provides opportunity for leisure cycling along a traffic free route, and for cycle journeys to locations along the busway route.
3.3.5 The destination opportunities within a cycle ride of the Site for residents of the development comprise a full range of amenity and employment locations within Cottenham and the surrounding villages.

3.3.6 **Proposed Cycle Measures**

Measures to promote cycling as part of the development proposals are outlined in Section 7.2, Chapter 7.

3.4 **ACCESSIBILITY BY PUBLIC TRANSPORT**

3.4.1 The option for accessing the Site by public transport is by bus.

3.4.2 Bus stops within 800m of the Site are shown on Figure 2. The closest stops to the Site are on Rampton Road within 400m of the Site, to the south of the Site frontage. The stops are marked by a flag and pole on the southbound side of the road. The northbound stop is unmarked. Other stops within 800m comprise:

- Lamb’s Lane: flag and pole marking eastbound stop, unmarked westbound stop,
- Rampton Road, south of Oakington Road: flag and pole marking northbound stop, unmarked southbound stop.

3.4.3 Table 1 summarises the scheduled bus services calling at bus stops within 800m of the Site. Destinations include Cambridge city centre, Cambridge rail station, Ely, Impington, Histon, and Addenbrookes Hospital.

3.4.4 The typical journey times between the Site and these destinations are set out below:

- Histon 12 minutes,
- Impington 15 minutes,
- Ely 30 minutes,
- Cambridge city centre 40 minutes,
- Cambridge rail station 45 minutes,
- Addenbrookes Hospital 52 minutes.
3.4.5 The most frequent service is the Citi 8 route which comprises a 20 minute service during the weekdays, and also provides regular services at evenings and weekends. This provides good opportunity for trips to be undertaken by bus for a range of journey purposes.

3.4.6 Journey times to locations in Cambridge set out above are suitable for commuting purposes. The Citi 8 service operates at times which are suitable for typical commuting journeys. In addition to the Citi 8 service, the X8 provides an express commuter service to/from Cambridge with the following journey times:

- **AM Peak:** Depart Cottenham 0755, Arrive Cambridge 0822,
- **PM Peak:** Depart Cambridge 1813, Arrive Cottenham 1835.

The X8 service calls on High Street circa 1200m (a 15 minute walk) from the Site.

3.4.7 The Citi 8 service calls at Cambridge rail station. This provides opportunity for trips to be undertaken by combination of bus and rail to a wide range of destinations.

3.4.8 **Proposed Public Transport Measures**

Measures proposed to improve public transport infrastructure, as part of the development proposals, are outlined in Section 7.3, Chapter 7.
4 Objectives & Outcomes

4.1 The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,

- Promote accessibility to the development by sustainable modes of transport.

4.2 A key objective is that the TP measures are effective and efficient.

4.3 Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,

- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,

- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).

4.4 As explained in para 1.4.1, this Framework TP is an 'origin' TP.

4.5 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents.
4.6 The Framework TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.
Targets & Indicators

5.1 The term ‘targets’ is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with local authority to be an important indicator to the TP’s effectiveness.

5.2 The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria. The SMART criteria adopted for this Framework TP are:

Specific there must be no ambiguity in the output,
Measurable the policy target(s) can be set against directly observable output(s),
Achievable the policy must be feasible (rocket science should be avoided...),
Realistic target should be within reasonable bounds and not too optimistic,
Time bound the output of the policy should be observable over a pre-determined time frame.

The TP provides a mechanism for implementing the above SMART criteria.

5.3 BENCHMARKING: CENSUS DATA

5.3.1 At present, prior to occupancy, there is no recorded information about modal choices for the residents of the development. However, there is recorded/published information that provides a context for considering the setting of targets within the Framework TP. The primary source of available information is the 2011 Census data.

5.3.2 The Census provides travel to work data for people living in an area and travelling to work at a variety of end destinations.
5.4 **CENSUS DATA**

5.4.1 Census modal split journey to work statistics is available for the scenario of ‘Ward/Borough is the ‘origin’ of work trips’: ie residents travel to work from here. This is applicable to the proposed residential use.

5.4.2 The 2011 Census is interrogated for recorded journey to work modal split for:

- South Cambridgeshire (Borough),
- Cottenham (ward).

5.4.3 The reason for selecting the above Census interrogations is as follows:

- South Cambridgeshire provides the overall Borough context,
- Cottenham: Site is located in this ward.

This information is relevant to informing the selection of a suitable value for the TP targets.

5.4.4 The results of the Census journey to work interrogations are presented in Table 2.

5.5 **RESIDENTS TRAVELLING FROM AREA**

5.5.1 The reporting of the Census journey to work interrogations (presented in Table 2) includes people working ‘at home’. These are included in the Census data, and clearly represent sustainable travel behaviour choices, in that the need to make a journey is removed.

5.5.2 Review of Table 2 identifies the following key information:

- **Car driver:** 67.0% of Cottenham ward journeys to work, and lower for South Cambridgeshire as a whole (63.9%),

- **Car passenger:** 3.8% of Cottenham ward journeys, and similar for South Cambridgeshire as a whole (3.9%),
• ‘Car driver + car passenger’: 70.8% of Cottenham ward journeys to work, and lower for South Cambridgeshire as a whole (67.8%),

• Cycle: 6.8% for Cottenham ward and slightly higher (7.8%) for South Cambridgeshire as a whole,

• Walk: slightly lower in Cottenham ward (5.9%) than in South Cambridgeshire as a whole (6.6%),

• Bus: 4.9% of Cottenham ward journeys, and slightly lower for South Cambridgeshire as a whole (4.4%),

• Train: 1.6% of Cottenham ward journeys, and higher for South Cambridgeshire as a whole (3.7%),

• Working from Home: similar for Cottenham ward (7.7%), and South Cambridgeshire as a whole (7.8%).

5.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in Cottenham ward and South Cambridgeshire as a whole highlights that:

• A higher percentage of people living in Cottenham ward travel by car (as a driver) to work than people living in South Cambridgeshire as a whole,
• There is a similar percentage of people living in Cottenham ward, travelling to work by walking, cycling and by bus, as at district level, but lower percentage of people travelling by rail,
• A comparable percentage of people living in Cottenham work from home, as at district level.

5.5.4 As well as providing information to inform the setting of the TP target, the above provides a valuable starting point for identifying the TP strategy for encouraging residents to adopt more sustainable travel choices.
5.6 **TRIP RATES**

The TA adopts trip generation rates derived from TRICS. The vehicle (ie car driver mode) peak hour trip rates for the (vehicles/dwelling) adopted in the TA are:

<table>
<thead>
<tr>
<th>PEAK HOUR</th>
<th>ARR</th>
<th>DEP</th>
<th>2-WAY</th>
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</thead>
<tbody>
<tr>
<td>AM</td>
<td>0.174</td>
<td>0.433</td>
<td>0.607</td>
</tr>
<tr>
<td>PM</td>
<td>0.395</td>
<td>0.234</td>
<td>0.629</td>
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</tbody>
</table>

5.7 **TRIP GENERATION**

These vehicle trip rates are used to estimate the number of car trips generated by the proposed residential development.

5.8 **TP TARGET METHODOLOGY**

5.8.1 Benchmarking information has been investigated and analysed, to assist in informing the setting of targets and indicators for the Framework TP.

5.8.2 Established approaches for setting the residential TP target include:

- 'Number of car vehicle trips per occupied unit per weekday will not exceed X',
- 'Number of peak hour trips'.

5.8.3 The Census data does provide information of assistance in setting a residential TP target on a basis reflecting 'Number of peak hour trips'. The Census data relates to journeys to work (which primarily take place during the peak hours). Some other journey purpose trips may also be undertaken during the peak hour(s), for example trips to school.

5.8.5 The approach/philosophy adopted for the Framework TP target setting is to:

- Set a Framework Interim TP target in terms of the 'Number of peak hour trips' taking account of the benchmarking information and the SMART criteria (refer para 5.2),
• Undertake a traffic count survey of an existing area of Cottenham prior to any TP measures being introduced to establish actual baseline conditions.

• Set a ‘final’ target based on a 10% reduction from this baseline.

5.9  **TP RESIDENTIAL TARGET**

5.9.1 Clearly, the 'number' of car trips is a direct function of the number of dwellings. As explained in Chapter 1, this Framework TP is prepared to set the context and requirements for the outline application development proposal of up to 200 dwellings.

5.9.2 The detailed Site layout must be the subject of a reserved matters application(s). It is possible that, arising out of this, less than 200 dwellings might be constructed. Therefore, if the Framework TP target is set in terms of 'number' of peak hour car trips derived on an assumption of the maximum 200 dwellings (for which outline permission is sought), and the actual number of dwellings built proved to be less than 200, then the Framework TP target may not be sufficiently challenging.

5.9.3 The approach adopted at this stage, with the Framework TP is to set the Framework TP target in terms of 'peak hour vehicle trip rate'. As explained above, this is easily converted into a corresponding target 'number' of vehicle trips, (by multiplication of the trip rate and the number of dwellings). By adopting this target setting approach of trip rate, the TP target can apply to the Site irrespective of the final number of dwellings that are constructed.

5.9.4 Furthermore, a practical, and pragmatic, advantage of setting the TP target in terms that relates to peak hour vehicle trips is that this can be conveniently (and hence economically) measured, thereby providing an inherent assistance to the efficient and effective monitoring of the TP progress towards the TP target.

5.9.5 The residential TP interim target is set as **maximum AM peak hour 2-way vehicle trip rate of 0.546 vehicles/hour/dwelling and a maximum PM peak hour 2-way trip rate of 0.566.**

5.9.6 The explanation of how this is derived is as follows:
• TRICS 2-way AM & PM peak hour vehicle trip rates, as adopted for TA estimate of traffic generated by the proposed residential development are 0.607 and 0.629 vehicles/hour/dwelling respectively. This represents the ‘business as usual’ situation,

• Apply reduction factor of 10% to the 2-way peak hour trip rate of 0.607 and 0.629 (ie 0.9 x 0.607 = 0.546 and 0.9 x 0.629 = 0.566). The Framework TP target 2-way peak hour vehicle trip rates.

5.9.7 The above targets are set so as to be less than ‘business as usual’ scenario, being a significant reduction in the AM and PM peak hours.

5.9.8 It is proposed to undertake a traffic count survey of an existing area of Cottenham prior to any TP measures being introduced to establish baseline conditions. This information will be submitted to the local authority prior to first occupation and a ‘final’ target set for a 10% reduction from that baseline. The above calculation based on local census data presents the methodology for calculating TP target.

5.9.10 The TP promotion of sustainable travel choices, and facilitating sustainable transport measures provided with the development, provides a basis for it being concluded that the TP target complies with the SMART criterion of being ‘realistic’ (refer para 5.2).

5.10 APARTMENTS WITH CARE

5.10.1 The proposed apartments with care are estimated to generate low levels of vehicular traffic. As set out in the TA report, this is only 11 vehicles 2-way in the AM peak hour. This corresponds to 7.4% of the estimated volume of 2-way total development generated traffic in the AM peak hour.

5.10.2 In this circumstance it would seem to be overly bureaucratic, as well as unnecessary, to impose a specific numeric TP target on the apartments with care. All of the TP measures introduced and administered by the residential TP will similarly be available for employees of the apartments with care.
5.10.3 The practical and pragmatic approach adopted is to require the apartments with care to specify a named TP Liaison Officer that is to cooperate and communicate with the residential TPC. The requirement for this is to be specified in the apartments with care sale/lease agreement.

5.11 TIMESCALE

5.11.1 A specified timescale is required to provide the context for aiming to achieve the TP targets. This is in accordance with the SMART criterion of ‘time bound’ (refer para 5.2 above). The initial TP target timescales are set out below. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).

5.11.2 The Framework TP sets a timescale of 5 years from first occupation, for achievement of the TP residential target. For the avoidance of doubt, the TP residential target applies to all residential developers at the Site.

5.12 INDICATORS

TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.
6

Management Strategy

6.1 **OVER-ARCHING STRATEGY**

For the avoidance of doubt, if it transpires that there is more than a single residential developer at the Site, the Framework TP and targets apply to all residential development at the Site.

6.2 **PRE-OCCUPATION**

PPG highlights that:

“Travel Plans should, where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new Site rather than retrofitted after occupation.” (Reference ID: 42-003-20140306)

6.3 **TRAVEL PLAN COORDINATOR (TPC)**

6.3.1 A TP must have an appointed Travel Plan Coordinator (TPC). It is the responsibility of the developer of the Site to ensure that the TPC is appointed and remains in post.

6.3.2 It is a good practice requirement that the TPC is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this. The TPC acts as the promoter of the TP to the residents, and provides a key point of contact.

6.3.3 The TPC will be appointed by the developer three months in advance of first occupation, to produce induction packs and work with the sales staff.

6.3.4 It is further required that the TPC details are provided in writing to the local authority 3 months prior to first occupation. The details to be provided include:
6.3.5 There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:

- Manage the implementation of measures set out in the Framework TP,
- Collect data and other information relevant to the implementation and future monitoring of the TP,
- Prepare and produce marketing material for residents and for the residential sales and marketing team, eg residents Induction Packs (refer paras 8.3, 8.4 & 8.5),
- Set up appropriate management arrangements, eg contact arrangements with local authority.

6.3.6 A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents before their travel habits are set.

6.3.7 In general terms, the duties of the TPC include:

- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
- Arranging questionnaire Travel Surveys and statistical analysis of findings,
- Arranging other travel/monitoring surveys,
- Monitoring and review of TP,
- Preparation of annual Monitoring & Review report for submission to the Council,
- Liaison with the residents, local authority and other key stakeholders.

6.3.8 More specifically, the TPC responsibilities include inter alia:

- Day to day operation of the TP,
- Maintaining all public transport and database records up-to-date,
- Promotion of car sharing & ongoing promotion of the car share scheme,
- Liaison with local public transport operators,
- Promotion of bus travel,
- Promotion of walking and cycling to work,
- Liaison with the local authority,
- Liaison with residents of the development, including for example promotional activities,
- Undertaking and analysing questionnaire Travel Surveys,
- Monitoring car and cycle usage,
- Preparing and maintaining information/promotional material for the TP,
- Managing TP social media,
- Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.

6.3.9 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

6.4 FINANCIAL ARRANGEMENTS

6.4.1 As set out in para 6.3.3 above, it is the responsibility of the developer to ensure that the TPC is appointed and remains in post. This will be a requirement of all sale agreements with residential developer(s).

6.4.2 The TPC should be in post for a period of 5 years after first occupation of the development. This means that the developer must identify a sufficient revenue budget to employ the TPC for a period of 5 years after first occupation of the development. This is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

6.4.3 In addition to funding the appointed TPC for the lifetime of the TP, the developer is also providing a budget of £30,000, via a S106 agreement, to allow the TPC to provide residents with incentives such as free bus passes.
6.5 **COMMUNITY INTERACTION**

The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.
Measures to Encourage Sustainable Travel

7.1  WALK

7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.

7.1.2 A package of improvements to pedestrian infrastructure is proposed as part of the development. These are indicated on Drg No 1434/15/B and comprise:

- Introduction of shared footway/cycleway on Rampton Road,
- Introduction of Toucan Crossing on Rampton Road,
- Introduction of dropped kerbs and tactile paving in various locations,
- Provide a pedestrian access to the existing track to the east of the Site,
- Introduce tactile paving and dropped kerbs at several locations on the pedestrian routes between the Site and the amenities to the east.

7.1.3 The above proposals provide good pedestrian linkage between the Site and existing pedestrian infrastructure within the village.

7.1.4 The proposed Development Framework submitted as part of the planning application indicates that pedestrian recreation routes will be provided within the Site. The details of these routes will be the subject of a reserved matters application.

7.1.5 Promotional events and literature will be arranged by the TPC, to encourage walking, and emphasising the health benefits.

7.1.6 The TPC will prepare and arrange for distribution of maps showing safe local walking routes.

7.2  CYCLE

7.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.
7.2.2 Residents of the development will have the opportunity to park cycles at their homes, and similarly for their visitors.

7.2.3 Within the development, the infrastructure provided will accommodate cycling. The details will be the subject of reserved matters approval from the Council.

7.2.4 A package of improvements to cycle infrastructure is proposed as part of the development. These are indicated on Drg No 1434/15/B and comprise:

- Introduction of shared footway/cycleway on Rampton Road,
- Introduction of Toucan Crossing on Rampton Road,
- Introduction of cycle parking in 3No locations in Cottenham to the east of the Site.

7.2.5 The TPC will provide information about the availability of cycle maps for the local area.

7.2.6 Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to residents by the TPC from the outset, and indeed in advance, of their taking up occupation of the new dwellings.

7.2.7 The TPC will explore interest in setting up a Bicycle User Group (BUG), and the opportunities to liaise with other such established groups. This can be greatly assisted if even one or two residents with enthusiasm for cycling can be identified to ‘champion’ cycling amongst residents.

7.2.8 The TPC will establish a cycling action plan that identifies a range of measures to be explored/pursued. As well as the BUG referred to above, this includes, for example but not exclusively:

- Promotion of National Bike Week,
- Bike buddy scheme, for those not confident about cycling.

7.2.9 Promotional events and literature will be arranged by the TPC, to encourage cycling, and emphasising the health benefits.
7.3 **PUBLIC TRANSPORT**

7.3.1 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The Induction Pack prepared by the TPC, and issued to all new residents will include information on bus services. This will include bus stop locations, routes & destinations, and frequency of services.

7.3.2 It is proposed to improve the existing bus stop on Lambs Lane as part of the proposed development. The exact details of the improvements are to be finalised with CCC, but are anticipated to include a shelter and Real Time information.

7.4 **CAR SHARE**

7.4.1 Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic.

7.4.2 The Census data records that for existing residents of the ward, 3.8% travel to work as a car passenger, compared with 3.9% for as a whole. This provides a good basis for promoting car sharing for the residents of the proposed development.

7.4.3 The TPC will identify a car share scheme to be promoted to residents. For example, the CamShare website (https://camshare.liftshare.com/) which is the car sharing site for Cambridgeshire is suitable. CamShare is part of Liftshare, a well established 'market-leader' in operating successful car share schemes throughout the country. The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car sharers being able to also include existing residents of Cottenham, and indeed residents at other locations that may share a route for journey to work with residents of the development.
7.4.4 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 8), including for example sales literature, Induction Packs, online resources.

7.4.5 Car sharers do not necessarily need to work for the same company, or even be based in the same building. In order to maximise this potential, the strategy is that, from initial occupation:

- A car share scheme is to be promoted to residents,
- Information about this scheme is to be included in Induction Packs,
- The benefits of car sharing are to be highlighted in the Induction Pack. This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.

7.4.6 The car share scheme is available to, and valuable for, all those travelling to/from the Site.

7.5 ELECTRIC VEHICLES

To encourage residents of the proposed development to operate Electric Vehicles (EV), the development will include the provision of a 32Amp single phase electrical supply that will allow for the future inclusion of an individual electric car charging point for each property.

7.6 WORK AT HOME

7.6.1 The 2011 Census data records that 7.7% of employed residents in Cottenham ward work at home.

7.6.2 The development will include provision of infrastructure for broadband service to be delivered to the new houses.
7.6.3 The TPC will further highlight to residents the benefits of working at home, including teleworking on a part-time basis, thereby reducing travel to work for a portion of the working week.

7.7 **BEHAVIOURAL STRATEGIES**

7.7.1 If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.

7.7.2 A transformation of some peoples' behaviour may be achieved with simple strategies, such as, for example highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.

7.7.3 An example of this is promoting the concept that travel choice for the journey to work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.

7.7.4 A 'small steps' (nudge) approach is a key part of the TP strategy for changing residents' attitudes to favour, and make, sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to work as a car driver on their own for some considerable time (to/from a different location than the new development).

7.7.5 Information gathering from residents is important to inform the 'small steps' strategy, and to ensure that residents feel 'engaged with', rather than the objects of a 'big brother/nanny' style approach that endeavours to tell them what they 'should do'. The TPC role in developing and overseeing this is critical.

7.8 **SUMMARY**

A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode
choice should not be promoted at the expense of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.
8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:

- Raise awareness of sustainable travel options,
- Promote individual measures and initiatives,
- Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.

8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:

- At the residential sales marketing suites,
- Occasional promotional initiatives,
- Residents Induction 'Travel Pack',
- Website/social media.

8.3 It is the responsibility of the TPC to set up and oversee arrangements for every new household to receive an Induction 'Travel Pack' prior to their residency commencing.

8.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.

8.5 The objective of the Induction Pack is twofold: to inform and to promote. The latter aspects of the Induction Pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:

- TP objectives,
- TPC: description of role and contact details,
- Walk: health benefits of walking,
• Cycle: health benefits of cycling, information about secure cycle parking, sources of cycle route information, BUG and bike buddy schemes,

• Public Transport: information about bus services and an application for each household to apply for a free bus pass,

• Car share scheme: information about the financial benefits/incentives, and the environmental benefits. Details of registering,

• Information sources: eg residential sales office, websites, social media, etc.

8.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly events/promotional activities will be aimed at promoting public transport and car sharing.

8.7 SOCIAL MEDIA

8.7.1 Social media is a key component of the TP marketing & information strategy. Social media is an increasingly important marketing tool, and social media opportunities and techniques are rapidly evolving. The TPC will promote the TP objectives and measures through the use of social media and/or other online marketing techniques. The TP will monitor the evolving use of social media as a tool to assist in achieving the TP aims, and devise an appropriate online marketing strategy.

8.7.2 The TP online marketing strategy will include the use of a relevant and widely used social media platform. For example, Twitter, a well established and widely used social media platform, is suitable. A TP twitter account could be used to provide residents with the following types of information:

• Promotion of initiatives such as Bike Week, Walk to Work Week,
• Links to questionnaire travel survey forms,
• Updates of public transport information, eg timetable changes, route diversions, ticketing promotions, etc
• Sustainable transport based ‘fact of the week’, eg, health benefits, cost savings, environmental benefits,
- Links to travel information websites/information sources, eg local bus operator websites, sustainable journey planning websites, sustainable travel blogs,
- Link to car share website,
- Promotion of phone applications (apps), eg bus ticketing, sustainable journey planners, pedometers, fitness apps, etc
- Promotion of other relevant Twitter accounts/blogs, eg local travel news, public transport operators, walk and cycle organisations,
- Information on discount opportunities, eg offers at local cycle retailers, discount public transport tickets, etc.

8.7.3 The above is not an exhaustive list, but provides an indication of the wide range of possible uses of social media, with ever more becoming available.

8.7.4 The adopted social media strategy will be promoted through the Travel Induction Pack and TP website. Social media is an especially effective platform for engaging with younger people, at the time when their travel habits and choices are still forming. This extends benefits achievable from the TP by influencing positively the future travel choices of people as they become independent travellers.

8.7.5 The efficacy of the social media strategy will be monitored by the TPC, and the strategy will be reviewed accordingly. For example, the TPC may monitor the number of ‘followers’ of a TP social media account. If the number of social media followers is lower than expected/required the TPC may introduce incentives, such as prize draws, for people who interact with the TPC via social media. These incentives could be promoted through various media such as leaflet drops, poster campaigns, TP website, etc.
9 Monitoring & Review

9.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.

9.2 Key points about the TP monitoring and review regime are that this:

- Is essential to ensure that the TP objectives are being met,
- Assesses the effectiveness of the TP measures and provides opportunity for review,
- Must be done over time, and hence requires action and resources.

9.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.

9.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.

9.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.

9.6 Monitoring of the TP is to employ two types of survey:

- Traffic count surveys: recording the AM and PM peak hour vehicle trip generation of the residential development,
- Residential questionnaire survey: recording travel mode choices and exploring factors that may influence residents to make more sustainable travel choices.
9.7 The survey methodology must be submitted to the local authority for approval prior to first occupation.

9.8 The initial travel surveys at the Site will:

- Be the vehicle traffic counts during the AM and PM peak hours,
- Be undertaken within 3 months of the occupation of 80 dwellings at the development. This represents 40% occupation of the development and should ensure that there is a sufficient development occupancy to yield worthwhile survey results.

9.9 Subsequently, AM and PM peak hour vehicle traffic count surveys will then be undertaken annually on the anniversary of the initial survey, until 5 years after first occupation of the development.

9.10 The residential questionnaire travel surveys will be undertaken:

- First survey within 3 months of first occupation of 80 dwellings at the development,
- Subsequently, annually on the anniversary of the initial survey until 5 years after first occupation of the development.

9.11 Details of the questionnaire content will be discussed and agreed with the local authority, but may include, inter alia, the following:

- Residents’ work journey distance and/or location,
- Travel mode choice,
- Time taken for journey,
- Number of car owners and cars per household,
- Resident parking habits on Site,
- Any barriers (perceived/real) to particular modes of travel,
- Number of primary school children who walk to school,
- Factors influencing willingness to consider/change of travel mode choices.

9.12 TP indicators will also be recorded through the monitoring process, including, but not necessarily exclusively:
• Pedestrian movements to/from the development,
• Cycle movements to/from the development.

9.13 Data collected from all the surveys will comply with the Data Protection Act. Residents will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.

9.14 The residential travel surveys will not only provide information about residents’ travel choices and habits, but also, and importantly, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy.

9.15 The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report. TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes to the strategy and measures implemented to address this, in agreement with the local authority.

9.16 An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, inter alia:

• A record of key information collected throughout the year, including results of monitoring surveys (refer para 9.6) and analysis (if applicable),
• A schedule of meetings held throughout the year, and other key contact information,
• A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
- A record of promotional activities,
- Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.
10.1 It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the residents being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of residents to achieve the residential TP target. An interim TP target of: a maximum AM peak hour 2-way vehicle trip rate of 0.546 vehicles/hour/dwelling and a maximum PM peak hour 2-way vehicle trip rate of 0.566 vehicles/hour/dwelling are set, and this will be revised based on localised baseline data, collected prior to the introduction of any TP measures.

10.2 ACTION PLAN

Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is not an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

Prior to occupation:
- Residential TPC appointed by the developer 3 months prior to first occupation. TPC contact information to be provided to local authority 3 months prior to first occupation,
- TPC establishes contact with relevant Council officer,
- Traffic survey undertaken for an existing residential area in Cottenham to establish, prior to the introduction of any TP measures to establish actual baseline conditions,
- Result of survey reported to relevant council officer and ‘final’ TP target agreed based on 10% reduction from baseline,
- Resident Induction Travel Pack prepared by TPC and stock readied for distribution to each household prior to taking up residence at the Site,
- TPC to prepare and provide information for residential sales marketing team, and to hold an induction meeting for sales staff, informing them about the TP and the TP measures,
- Provisional date for peak hours vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review in the light of actual sales and occupancy data,
- TPC to liaise with bus operators,
- Car share scheme arrangements, and in particular promotional strategy, to be established by TPC;

**Upon occupation and subsequently:**
- Each new household to have been provided with an Induction Pack prior to moving in. TPC to liaise with sales team to ensure suitable arrangements in place,
- TPC to consider arranging an online TP resource, Twitter feed, etc.
- Promotional activities to residents, by a variety of means (and ongoing),
- TPC to pursue and promote to residents cycle incentives, eg BUG, bike buddy scheme, etc;

**Within 3 months of occupation of 80 houses:**
- AM and PM peak hours vehicle traffic count survey at the development access to be undertaken and subsequently analysed,

**Within 1 month of first year’s anniversary of first occupation:**
- TPC to prepare and submit Annual Monitoring & Review report to Council,

**Within 3 months of occupation of 80 houses:**
- Questionnaire Travel Survey to be undertaken and subsequently analysed,
- Ongoing monitoring, by a variety of means, of TP indicators,
- Ongoing promotional activities arranged by the TPC,

**Annually, within 1 month of anniversary of first occupation:**
- TPC to prepare and submit Annual Monitoring & Review report to Council,

Subsequent traffic count surveys as follows:
- Annually on the anniversary of the initial survey, until five years after first occupation of the development,

Subsequent residential questionnaire travel surveys:
- Annually until 5 years after first occupation of the development.
Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

10.3 **FUNDING/BUDGET**

10.3.1 The residential developer(s) is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP. It will be a requirement of all sale agreements with residential developer(s) that they either appoint their own TPC, or contribute financially to a joint/shared TPC post.

10.3.2 A sufficient revenue budget must be identified by the developer(s) to employ the residential TPC for a period of 5 years after first occupation of the development, and commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

10.3.3 In addition to funding the appointed TPC for the lifetime of the TP, the developer is also providing a budget of £30,000, via a S106 agreement, to allow the TPC to provide residents with incentives such as free bus passes.

10.3.4 In practice, if there is more than a single residential developer, then:

- The '5 years after first occupation of the development' relates to their specific development, and
- That developer's TP financial liabilities relate to a timeframe based on the occupation of their first dwelling for the commencement of their period of '5 years after first occupation of the development'.
10.4 SUMMARY

Table 3 presents a summary of the proposed residential TP measures with associated timescale, responsibility and funding/budget information.
Conclusions

11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This Framework TP is prepared taking account of currently available best practice and experience, and the 2014 national guidance (PPG).

11.2 This Framework TP report is prepared to support the current outline planning application for up to 200 dwellings and 70 apartments with care (C2). For the avoidance of doubt, this Framework TP relates to all dwellings at the Site and, if there is more than one, each and every developer.

11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) to be appointed by the residential developer(s), and to be in post 3 months prior to first occupation of a house at the Site.

11.4 The outcomes approach is adopted for the TP.

11.5 An interim TP target of: a maximum AM peak hour 2-way vehicle trip rate of 0.546 vehicles/hour/dwelling and a maximum PM peak hour 2-way vehicle trip rate of 0.566 vehicles/hour/dwelling are set, and this will be revised based on localised baseline data, collected prior to the introduction of any TP measures.

11.6 Chapter 10 sets out the Action Plan and Funding/Budget arrangements for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development. The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.
Figures
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CYCLE ISOCHRONES

Key:
- 2000m isochrone
  (10 minute cycle)
- 5000m isochrone
  (25 minute cycle)

FIGURE 3

Notes:
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