

Hammond Rutts Investments Limited

Iceni Way, Haverhill
Suffolk

Workplace Framework Travel Plan

November 2015

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1 INTRODUCTION

1.1 Vectos has been retained by Hammond Rutts Investments Limited to advise on the transport aspects of a planning application for the proposed development of a site located off Iceni Way and Phoenix Road in Haverhill, Suffolk.

1.2 This Framework Travel Plan (FTP) has been prepared on behalf of the Site Owner to support a planning application for the redevelopment of the Site. The FTP sets out the overarching principles to be adopted to promote sustainable travel by future staff to/from the site.

Context

1.3 The application seeks permission for the erection of up to 46,000 sq m of floorspace for uses within B1, B2 and B8 of the Use Classes Order, road side uses (petrol filling station and restaurant/s Use Class A3/A5), car dealerships (sui generis), ancillary lorry park for Business Park occupiers, together with landscaping, car and HGV parking and associated works and facilities including access. Access is to be determined.

1.4 The FTP has been prepared with the benefit of our knowledge and experience gained through working on similar developments. It applies only to the employment floorspace associated with the B1/B2/B8 land uses. Given the scale of the Petrol Filling Station (PFS) and Drive Thru restaurant proposed it is not considered necessary for the FTP to cover them.

1.5 The remainder of this document is structured as follows:

- Section 2 – outlines the options for accessing the site by sustainable modes;
- Section 3 – outlines the baseline travel patterns for future staff
- Section 4 – sets out the objectives and targets of the FTP;
- Section 5 – sets out the measures and initiatives;
- Section 6 – outlines the FTP strategy including how it will be managed;
- Section 7 – outlines the monitoring and review programme; and
- Section 8 – presents the Action Plan

2 SITE ASSESSMENT

Site Location

- 2.1 The site is located off Iceni Way and Phoenix Road, approximately 2km to the south-east of the town of Haverhill in Suffolk. Iceni Way is used primarily as an access road to an existing industrial unit at its eastern end with parking for HGVs provided in an ad-hoc parking area.
- 2.2 The site's location is shown in **Figures 1 and 2**.

Non-Car Accessibility

Walking

- 2.3 A person's willingness to walk is dependent on many factors including access to a car, safety, road congestion, weather, gradients, parking, health, direction of route and purpose of journey. Previous Government policy refers to a distance of two kilometres as the maximum over which walking might replace car trips.
- 2.4 A 2km Walking distance is shown in **Figure 3**.
- 2.5 Footways are provided along the extents of Iceni Way, Phoenix Road and sections of Bumpstead Road within the vicinity of the site. Informal pedestrian crossing facilities are provided at both the roundabouts at Iceni Way/Bumpstead Road and the A1017/Bumpstead Road which provide dropped kerbs and tactile paving.

Cycling

- 2.6 Department for Transport (DfT) guidance highlights that there is a "*substantial potential for substituting driving for cycling*" for distances of up to 5 km. A 5km cycling distance from the site is shown in **Figure 4**.
- 2.7 A review of national cycle routes indicates that there are no cycle routes in the vicinity of the site. However, the surrounding roads provide a shared foot/cycleway on at least one side of the carriageway.

Bus Services

- 2.8 A set of bus stops are provided on Phoenix Road, which are associated with the 347 bus service. The 347 bus serves a circular route around Haverhill, which includes the site (opposite the H.I.D Building). The bus route operates twice daily, once at 07:51 and then at 16:10.

Summary

- 2.9 A review of accessibility indicates that the site is located in an area that is accessible primarily by car, with limited scope for public transport use. In the vicinity of the site there is a good provision of facilities for pedestrians and cyclists with shared foot/cycleways on Phoenix Road, Icen Way and Bumpstead Road.

3 OBJECTIVES AND TARGETS

3.1 This section sets out the overarching objectives for the FTP, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the FTP can be found in **Section 6**.

- **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which should be reached within the period covered by this FTP. In addition, interim targets have been set.

Objectives

3.2 The objectives of this FTP are two-fold. Firstly to increase awareness of sustainable travel modes available to staff and secondly to reduce the dependence of staff on travelling by car to and from the development. Therefore, more specifically, the objectives of this FTP are to:

- Increase staff awareness of the advantages and availability of sustainable modes of transport over the car;
- Introduce a package of physical and management measures that will facilitate staff travel by sustainable modes; and therefore,
- Limit unnecessary or unsustainable use of the car for journeys to and from the Site by staff.

3.3 The objectives will assist in reducing CO2 emissions produced by staff of the Site and therefore mitigate against the impact of the proposed development. In addition, should staff be encouraged to travel by active modes, such as walking and cycling, this will contribute to a healthier population.

Targets

3.4 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring (outlined in **Section 6**) to ensure they remain SMART (Specific, Measurable, Achievable Realistic and Timed).

3.5 Targets come in two forms – Action Targets and Aim Targets:

- **Action Targets** are non-quantifiable actions that need to be achieved by a certain time.
- **Aim Targets** are quantifiable and in the case of this FTP relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

3.6 The Action Targets for this FTP are:

- To appoint a Travel Plan Coordinator (*see Travel Plan Strategy, Section 4*)
- To coordinate baseline travel surveys (*see Monitoring and Review, Section 6*)

Aim Targets

3.7 **Table 3.1** outlines the Aim targets set out for the Site. These are set to measure progress towards the main objectives over five years.

3.8 A baseline staff travel survey will subsequently be undertaken upon reaching 75% occupancy. This will form the results of the Year 0 survey, representing all types of journeys to/ from the Site.

3.9 This FTP recognises that it is not possible to set out accurate targets for the future, even when based on actual mode share data (i.e. once the baseline survey has been undertaken). Given this, it should be acknowledged that the targets will change over time as results from on-going monitoring become available. Targets will be finalised and written into the Travel Plan once the travel surveys have been completed, the results analysed and discussions have been held with SCC Travel Plan Officers.

3.9.1 As the provision of public transport services is under-developed at the moment, the focus of this travel plan is to reduce the tendency of employees to travel to the site by private car. Therefore the Travel Plan concentrates on increasing the mode share by walking, cycling and car sharing.

Table 3.1 – Assumed Development Modal Split and Post Travel Plan Implementation Target Split

Mode	Baseline (Year 0)	Staff Target Split		
		Year 1	Year 3	Year 5
Walk	2%	2%	3%	3%
Cycle	2%	3%	3%	4%
Car Share	6%	7%	7%	8%
Total	10%	12%	13%	15%

4 MEASURES AND INITIATIVES

Introduction

- 4.1 This section of the FTP outlines the specific physical and management measures to be implemented as part of the Travel Plan. The implementation of these measures, including both 'hard' and 'soft' measures, is considered to be the core of the Plan.

Measures

Travel Plan Management and Promotion

- 4.2 A Travel Plan Coordinator (TPC) will be appointed for each building on the developed plots. The developer will assist the TPC's where possible and provide guidance where necessary.
- 4.3 The TPC's will be responsible for overseeing the implementation of the Travel Plan. The TPC's will provide personalised travel planning advice to staff should they require this service, as well as providing a Welcome Pack to all new staff.
- 4.4 This Welcome Pack will contain information regarding:
- Walking and cycling routes;
 - Journey Planner tools;
 - Car sharing opportunities;
 - Contact details for the TPC's;
 - Brief overview of the Travel Plan.
- 4.5 The TPC's will investigate the possibility of providing incentives within the Welcome Pack such as discount vouchers for local bicycle retailers. The TPC's will be required to liaise with local retailers and SCC regarding these incentives.
- 4.6 In addition to providing travel information in Welcome Packs, the same information will be provided on noticeboards located in prominent locations throughout the Site. The TPC's will be responsible for ensuring these noticeboards remain up-to-date and will replace information which is no longer accurate.
- 4.7 The TPC will continuously promote the Travel Plan and its initiatives and will be responsible for investigating new ways for staff to become involved. An example could be holding a

promotional event where staff can sign up for bicycle training and social bike rides/ walks etc. The TPC's will also publicise the on-going progress and successes of the Travel Plan, in order to encourage staff to start to travel or continue to travel sustainably.

Walking

Promotion

- 4.8 The TPC's will be responsible for promoting the benefits of walking to staff of the Site. As well as providing information regarding local walking routes on the notice boards and in Welcome Packs, the TPC's will promote public health campaigns such as Change for Life, which highlight the health benefits associated with active travel. Walking events will also be promoted.
- 4.9 The TPC's will regularly check local walking routes to ensure they are properly maintained, and will liaise with SCC should the need for maintenance be required. They will also assess the provision of way-finding to ensure this is appropriate.

Cycling

Promotion

- 4.10 As described previously, information regarding local cycle routes will be provided on public notice boards throughout the Site and within Welcome Packs provided to staff upon occupation. The TPC's will regularly check local routes to ensure that they are properly maintained, and will liaise with SCC should any issues be identified.
- 4.11 The TPC's will also liaise with Travel Awareness officers at SCC to discuss ideas for awareness raising events and initiatives. Participation in national and local events for specific campaigns will also form a central role in raising awareness of travel options such as National Bike Week.
- 4.12 The TPC's will investigate cycle training for staff, including local training schemes through the Bikeability initiative. The aim is to make cyclists more confident and comfortable cycling on the road, therefore encouraging them to cycle to/ from the Site on a regular basis. The training sessions will either be organised on an individual or group basis, depending on the number and ability of participants and the availability of trainers.

4.13 The provision of bicycle maintenance and repair events on-Site will also be investigated. These could be provided on a quarterly basis to ensure that staff are consistently able to access these services, therefore encouraging them to cycle on a regular basis.

4.14 As described previously, the TPC's will liaise with local bicycle retailers regarding the potential for providing staff with discounts for cycle equipment. A list of current local retailers is provided below:

- Aerocycles: Maple Park, Haverhill CB9 7BG
- Halfords: Cambridge Road Retail Park, Park Road, Haverhill CB9 7GS

Car Sharing

4.15 Once the development has been occupied, the TPC's will engage with all employees and investigate potential car sharing opportunities. This will be done by collecting postcode data and matching potential car sharers, based on location. Employees will be contacted by the TPC's regarding any potential opportunities to car share.

5 TRAVEL PLAN STRATEGY

Management

- 5.1 It is expected that a single management company, or similar management entity, will be put in place to manage the Site.
- 5.2 Under this scenario, the Management Company will appoint a TPC's for each building who will manage the day to day running of the Travel Plan for its duration. The contact details for the TPC's will be provided to SCC upon their appointment and prior to the occupation of the Site.
- 5.3 The role of the TPC's will be part time and will vary throughout the year in response to campaigns/ sustainable transport events/ monitoring surveys etc. taking place. The TPC's will be allocated enough time to effectively manage and implement the Travel Plan as agreed.

Funding

- 5.4 The Travel Plan, its accompanying measures and initiatives and the TPC's role will be funded by the developer throughout the five year period. The developer will ensure that the TPC's has sufficient funding to effectively implement the Plan.

TPC's Responsibilities

- 5.5 The TPC's will be responsible for the administration of the Travel Plan, the implementation of measures, and for the on-going monitoring and review of the Travel Plan. They will have overall responsibility for ensuring that said measures are successfully delivered on time and to budget.
- 5.6 The TPC's will report to the management company and other involved stakeholders such as staff associations (if applicable) and SCC regarding the implementation and progression of the Travel Plan.
- 5.7 The duties of the Travel Plan Co-ordinator will therefore include:
- To provide guidance to, and be the main point of contact for staff within the development site requiring travel information;

- To communicate information to staff regarding relevant national and local initiatives related to the promotion of sustainable travel;
- Undertake the Travel Surveys over the five year period and supply evidence of this to SCC;
- Take responsibility for data collection and review of the Travel Plan;
- Design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan;
- Liaise with external organisations, e.g. local authorities;
- Co-ordinate the monitoring programme for the Travel Plan, including target setting (in agreement with SCC) and make necessary changes if the targets are not being met; and
- Establish and maintain a filing system for recording all correspondence relating to the Travel Plan.

Reporting

5.8 The TPC's will prepare a monitoring report on an annual basis on the progress of the Travel Plan. The reports will include the following:

- Progress on the implementation of measures and initiatives to promote sustainable transport use;
- Latest survey results (if a survey year); and
- Any revisions to targets and measures.

5.9 The report will be provided to SCC Travel Plan Officers.

Marketing Strategy

5.10 An essential element of the strategy identified in this FTP, and one which largely determines its success, is the promotion of the Travel Plan. In order to promote and increase awareness of the Travel Plan, the following measures will be adopted:

- Display of key Travel Plan information on public notice boards, including posters and/ or leaflets;
- Arrange Q&A sessions and offer a personalised travel planning service if demand is identified;

- Promote national travel initiatives and organise Site-wide events such as organised cycle rides;
- Developer will arrange for the display and distribution of sustainable travel information at the marketing suite for the development and on the marketing website; and

5.11 The types of information to be provided include:

- Local taxi numbers;
- Walking and cycling routes; and
- Community guides about facilities and services near to the development;

5.12 The travel packs will be distributed to all staff on arrival.

6 MONITORING AND REVIEW

Monitoring

- 6.1 The Travel Plan will be monitored for a period of five years. Questionnaire monitoring surveys will be undertaken at Years 1, 3 and 5, on the first, third and fifth anniversary of the initial baseline questionnaire travel survey.
- 6.2 As noted in Section 3, the baseline travel survey will be undertaken when 75% of the employment floorspace is occupied or within six months of the first occupation (whichever is soonest).
- 6.3 The TPC's are responsible for ensuring a suitable response rate, which will be agreed with SCC upon the finalisation of the Travel Plan from this FTP.
- 6.4 This baseline survey represents the start of the Travel Plan for monitoring purposes and is known as Year 0. Following this, the Year 1 travel survey will be taken on the one year anniversary of the baseline survey.
- 6.5 Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to SCC.

Reporting

- 6.6 The TPC's will compile an annual Review Report outlining the progress of the Travel Plan and its initiatives, as well as an assessment of the survey results (if a survey year) and any updates to the targets and initiatives that may subsequently be required. If targets are not being delivered, then the Travel Plan measures will be adjusted or added to, instead of simply revising down the target.
- 6.7 It should be noted that any proposed changes to the Travel Plan, including targets and action plans will be discussed and agreed with the SCC Travel Plan officers.
- 6.8 The report will also incorporate the results of on-going monitoring by the TPC's such as cycle parking observations, the uptake of TPC's travel planning sessions and any comments received from staff, throughout the preceding period. The report will be issued to SCC.

7 ACTION PLAN

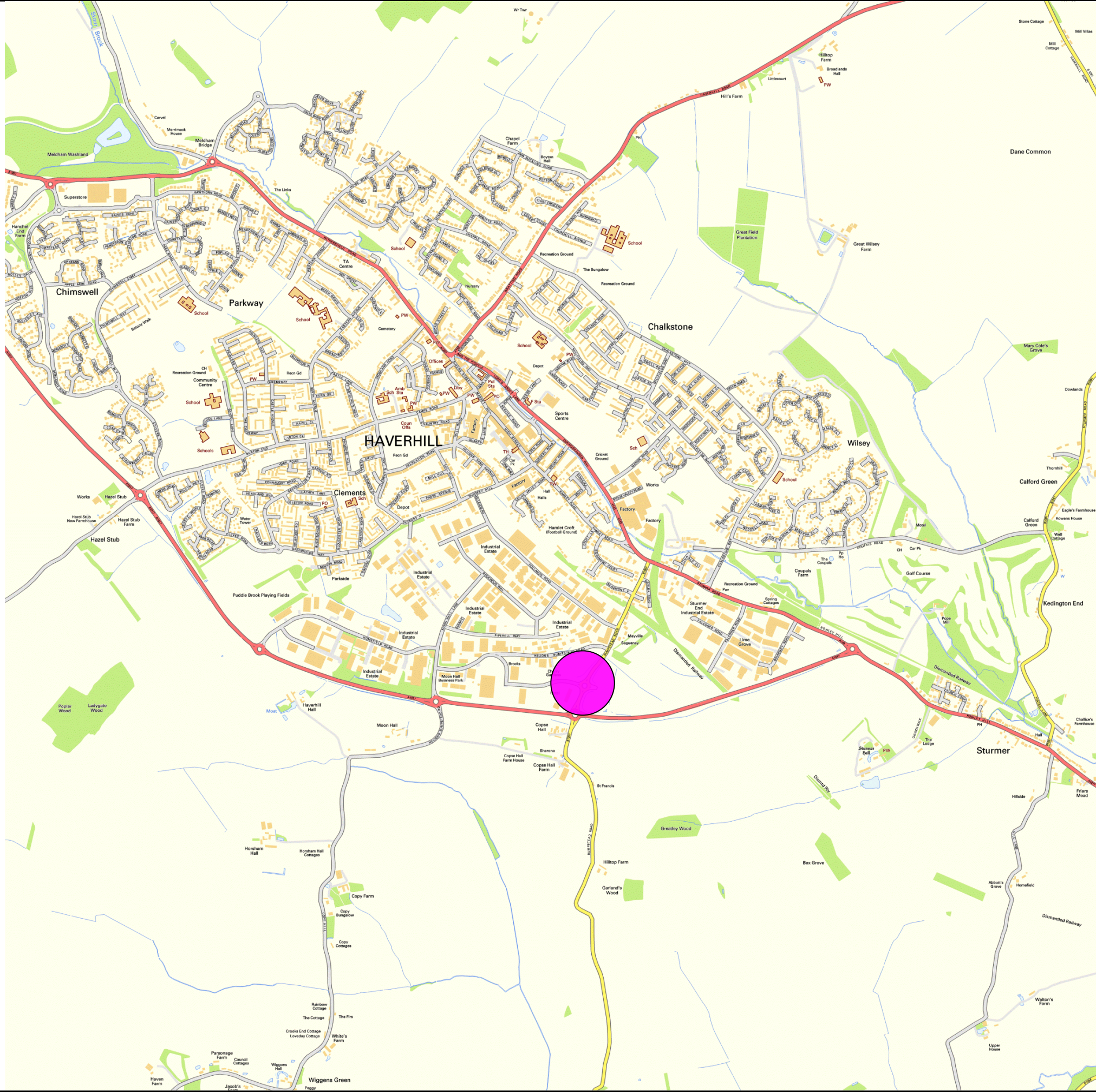
7.1 The Action Plan outlined below in **Table 7.1** sets out the measures included within the Travel Plan that are directed at influencing staff' travel.

Table 7.1 – Action Plan

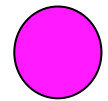
Action Type	Action	Responsibility	Timeframe
Management	Appointment of Travel Plan Coordinators (TPC's)	Site Management Company	Three months prior to occupation
Travel Plan Document Progression	Baseline questionnaire travel survey	TPC's	Undertaken upon 75% occupation.
	Target setting	TPC's and SCC Travel Plan Officers	Within 3 months of the completion the baseline survey
	Finalisation of measures to be implemented	TPC's and Planning Authority officers	Within 3 months of the baseline survey.
	Travel Plan document completion	TPC's	Within 3 months of the completion of the baseline survey Revised at Year 3 after full review
Monitoring, Review and Reporting	Monitoring of measures and initiative take-up	TPC's	On-going
	First questionnaire monitoring survey	TPC's	At Year 1
	Review and reporting	TPC's and SCC Travel Plan Officers	Following Year 1 snapshot survey result analysis
	Second questionnaire monitoring survey	TPC's	At Year 3
	Review and reporting	TPC's and SCC Travel Plan Officers	Following Year 3 monitoring survey results analysis
	Third questionnaire monitoring survey	TPC's	At Year 5
	Full review and reporting	TPC's and SCC Travel Plan Officers	Following Year 5 monitoring survey results analysis
Implementation	Implementation of measures	TPC's with liaison with Management Company	From the start of construction and on-going
	Provision of Travel Packs	TPC's	Upon occupation of

	to all staff		each unit
	Communal Notice Boards within site	As part of development and TPC's	Within construction period and information to be reviewed by TPC's at least every 6 months
	Personal Travel Planning Service	TPC's	On-going
	Cycle Parking located on-site	As part of development and TPC's to monitor maintenance/ uptake	Within construction period and TPC's to monitor uptake to ensure provision is sufficient
	Explore possibility of discounts at cycle retailers	TPC's	On-going (dependent on interest from local staff)
	Promote cycling through awareness campaigns	TPC's	On-going
	Promote walking through awareness campaigns	TPC's	On-going
	Car share investigation	TPC's	On-going

FIGURES



Key:



Site Location

Icen Way, Haverhill

Hammond Rutts Investments Limited

Site Location (Regional)

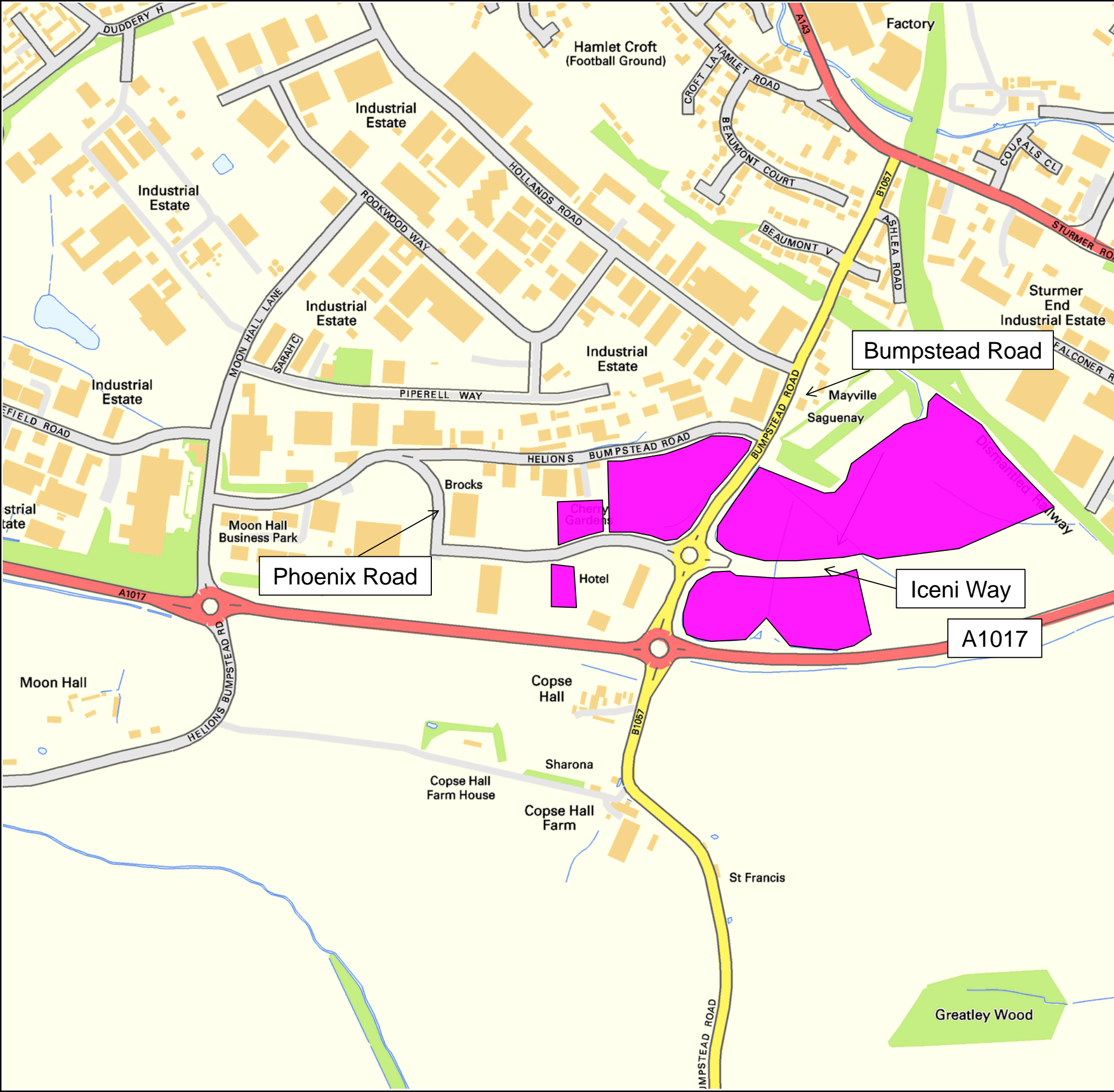
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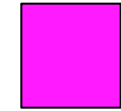


Network Building, 97 Tottenham Court Road, London W1T 4TP
Tel: 020 7580 7373 Email: london@vectos.co.uk www.vectos.co.uk

DRAWING REFERENCE: Figure 1



Key:



Site Location

Iceni Way, Haverhill

Hammond Rutts Investments Limited

Site Location (Local)

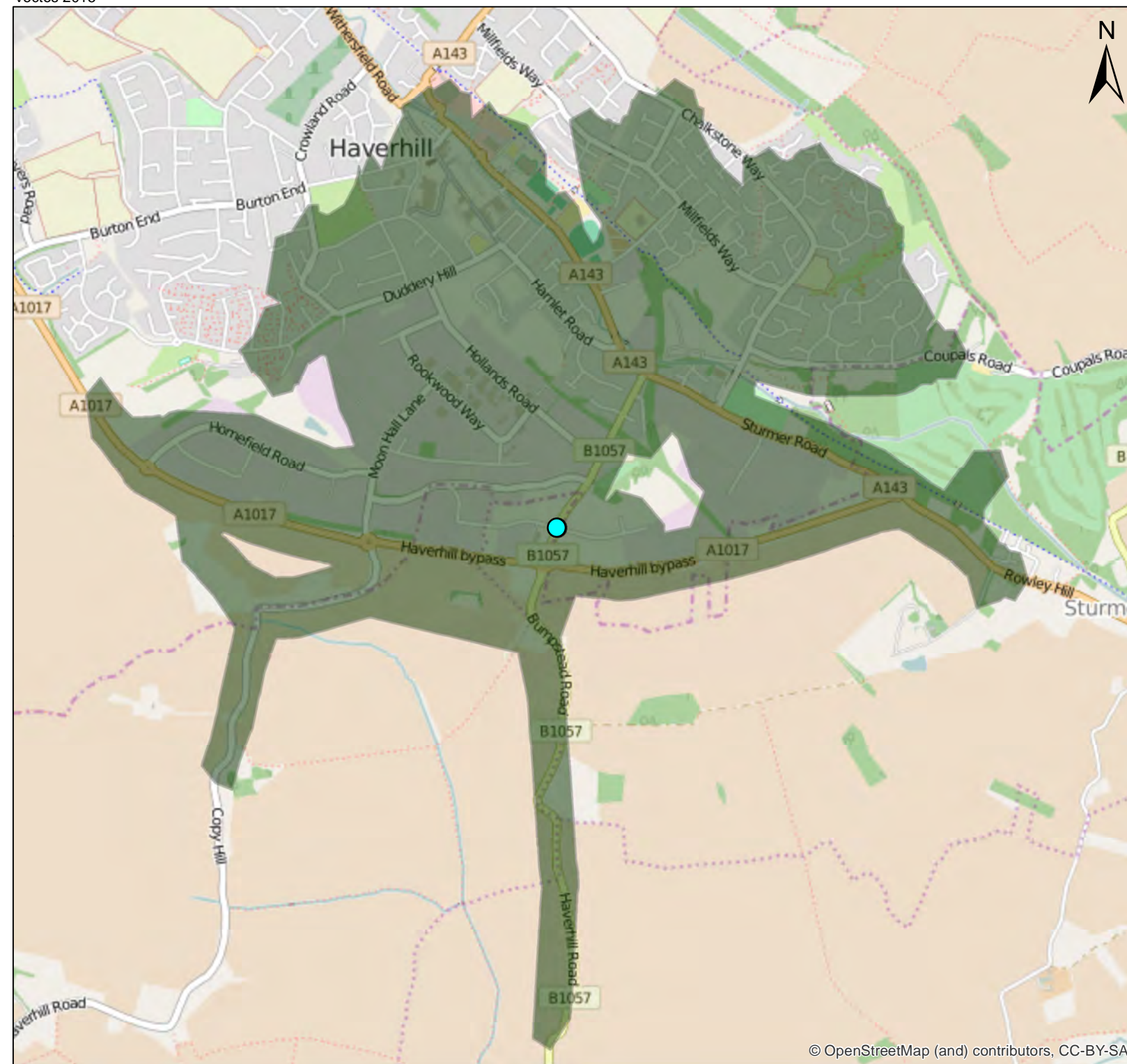
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Tel: 020 7580 7373 Email: london@vectos.co.uk www.vectos.co.uk

DRAWING REFERENCE: Figure 2



Legend

- Site
- 2km Walking Distance

Iceni Way, Haverhill

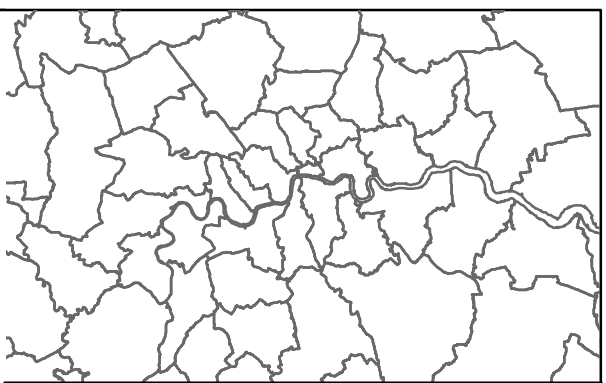
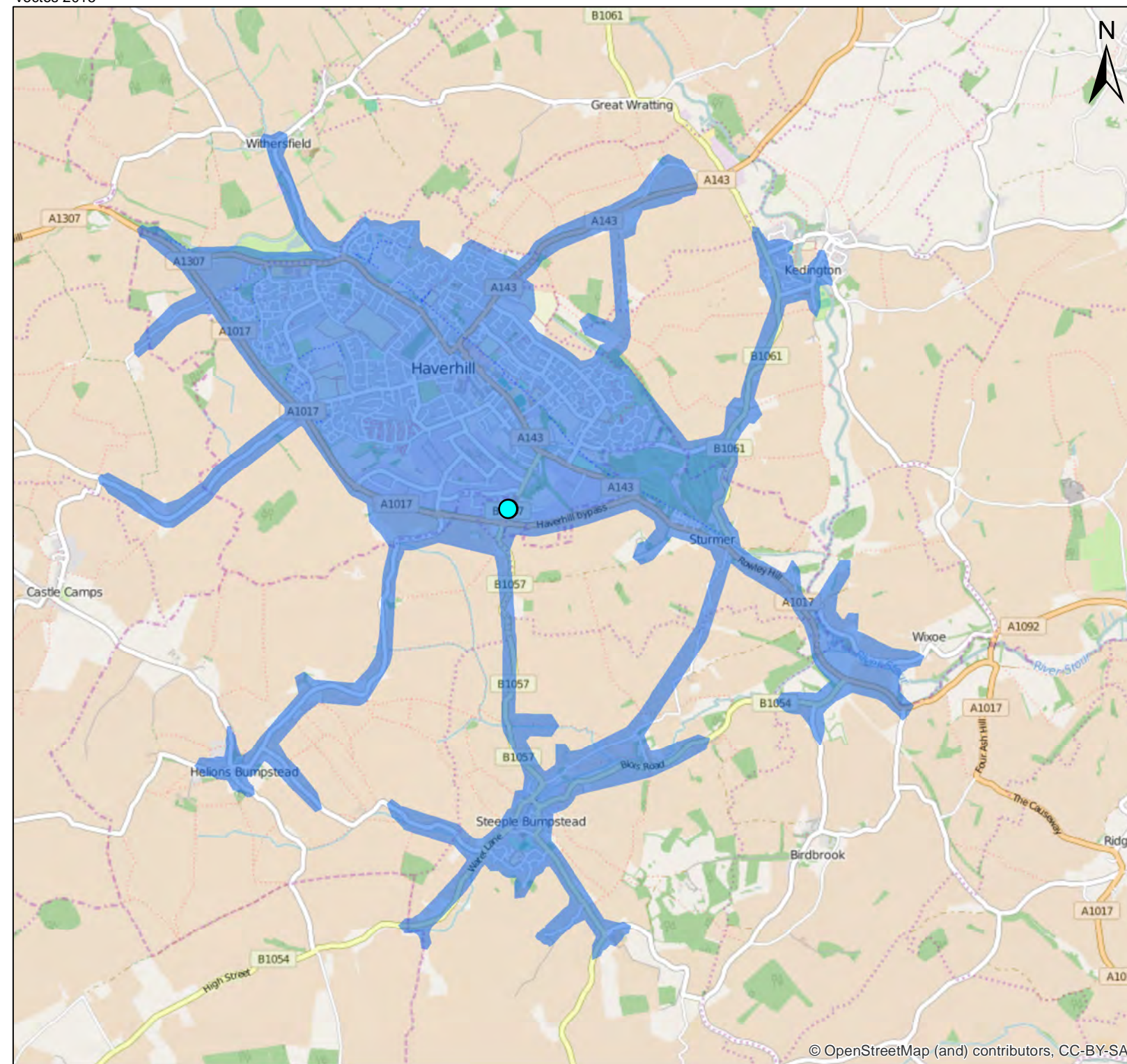
Figure 3

2km Walking Isochrone





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Legend

-  Site
-  5km Cycling Isochrone

Iceni Way, Haverhill

Figure 4

5km Cycling Isochrone



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