

REPORT

Great Wilsey Park, Haverhill

Travel Plan

Client: Pollard Thomas Edwards

Reference: PC5895-ITP-XX-XX-RP-CY-0001

Status: S3/P02

Date: 16 July 2024



a company of Royal HaskoningDHV

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1 Introduction

1.1.1 ITP, a company of Royal HaskoningDHV, has been commissioned by the applicant, Pollard Thomas Edwards, to prepare a Workplace Travel Plan (TP) in support of a detailed planning application for the development of a local centre on land south of Haverhill Road, Haverhill, Suffolk, herein referred to as 'the site'.

1.2 Planning Background

1.2.1 The local centre forms part of a wider, consented outline planning application for a sustainable urban extension to Haverhill, otherwise referred to as 'Great Wilsey Park' (planning ref: DC/15/2151/OUT). Consent was granted for the following uses:

- Residential Development up 2,500 units (Use classes C2 / C3)
- Two Primary Schools
- Two Local Centres including retail, community and employment uses (with use classes A1/A2/A3/A4/A5, B1 and D1/D2) – uses revoked in September 2020
- Open Space
- Landscaping and associated infrastructure.

1.2.2 As part of the forthcoming reserved matters planning application, the proposed development excludes the retail (Use Class A – revoked in 2020) and healthcare (Use Class D1 – revoked in 2020) elements permitted under the outline application. These will be brought forward under separate applications.

1.2.3 Planning consent for the outline planning application was granted, subject to condition, by St Edmundsbury Borough Council, on 15th August 2018. Condition 31 associated with the consented outline planning application stated the following.

'Any submission of the reserved matters pursuant to the requirements of condition 1 of this outline planning permission that includes employment use shall include, for the approval in writing of the local planning authority, details of the travel arrangements to and from the site for employees of the businesses, in the form of a workplace Travel Plan. The Travel Plan shall include details of how it will be periodically reviewed, monitored and, if necessary, updated by the applicant, developer or other nominated party through its defined lifespan, including the party or parties responsible for independently overseeing the monitoring process. No employment use shall commence or building be occupied within the relevant reserved matters site until the Travel Plan has been agreed. The approved Travel Plan measures shall be implemented in accordance with a timetable that shall be included in the Travel Plan and shall thereafter adhered to in accordance with the approved Travel Plan.'

1.2.4 This workplace TP has been prepared to discharge Condition 31 by setting out a strategy and suite of measures to encourage sustainable travel by employees at the site from the outset.



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1.3 The Development

1.3.1 The proposed development forms part of the wider Great Wilsey Park masterplan and contains the following uses.

- Community hall and facilities - Use Class F(e).
- Nursery – Use Class E(f).
- Café – Use Class E(b).
- Co-working space – Use Class E(g)(i).
- Reception and information area.
- Vehicle parking - 77 spaces including 4 disabled spaces.
- Passive EV charging provision.
- Mobility hub.
- Associated vehicle and pedestrian access from Great Wilsey Park.

1.3.1 The proposed development is outlined within Figure 1-1.

Figure 1-1: Site Layout



Source: Pollard Thomas Edwards (Drawing no: GWP-PTE-ZZ-XX-DR-A-001003)

1.3.2 The proposed development will cater for a number of different community focused uses for residents of Great Wilsey Park and the wider local area. The mixed-use nature of the site allows linked trips to be undertaken to a variety of different uses as opposed to multiple trips to various different sites. The sustainability of the site will be enhanced further as more uses come forward as part of the wider Great Wilsey Park masterplan, allowing for more uses to be accessed in a single trip.



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- 1.3.3 Staff at the reception area will help to facilitate bookings at the community hall and co-working spaces and will be a focal point for delivering information on various elements of the site to its users.

1.4 Aim and Objectives

1.4.1 The aim of this TP is to present a strategy that will be used to encourage employees to use more sustainable methods of travel to and from the site in order to reduce dependency on private occupancy vehicles. As a result of the TP, a culture of sustainable travel can develop which will help to maximise the success of the proposed development, and the wider Great Wilsey Park.

1.4.2 The following objectives have been set to achieve the aim.

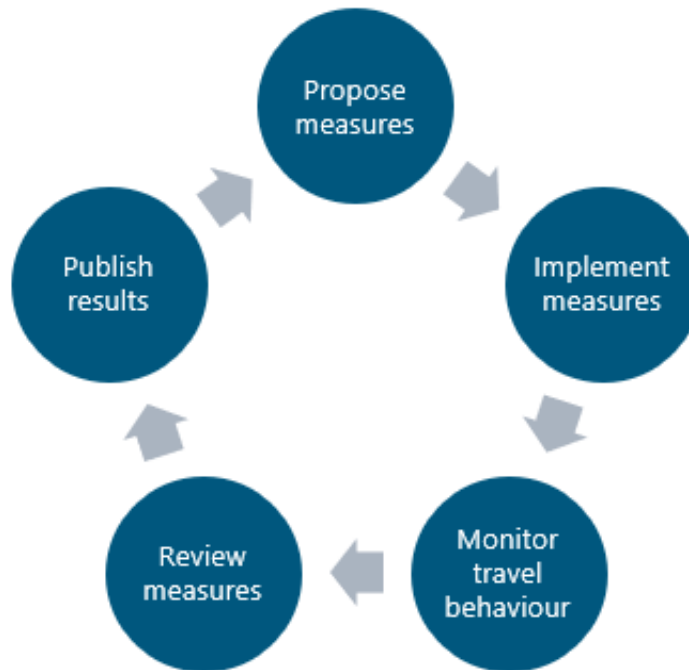
- To reduce the percentage of single occupancy car trips to/from the site.
- To maximise the potential number of walking and cycling trips to/from the site.
- To maximise the potential for trips to be made by public transport to/from the site.
- To maximise the proportion of Electric Vehicle travel to/from the site.
- To monitor the progress of the TP and update it to reflect changes needed.

1.4.3 TPs are site-specific and tailored to the individual requirement of the type of development and its intended users of the site. A successfully implemented TP can deliver substantial gains towards achieving the sustainable transport objectives of central and local government, by helping to provide:

- Reductions in car usage, particularly influencing levels of single-occupancy car travel, with an increased number of journeys made by public transport, walking and cycling; and
- Improve road safety and personal security, particularly for cyclists.

1.4.4 The overall TP process that will be followed for the site is demonstrated in Figure 1-2.

Figure 1-2: Stages of a Travel Plan



1.5 Report Structure

1.5.1 Following this introduction, the remainder of this report will be structured as follows:

- **Chapter 2** – presents the aims and objectives.
- **Chapter 3** – details the accessibility of the site.
- **Chapter 4** – details the travel plan measures and roles and responsibilities.
- **Chapter 5** – presents how the TP will be monitored.
- **Chapter 6** – sets out the action plan with timescales for the TP measures.
- **Chapter 7** – summarises the report.



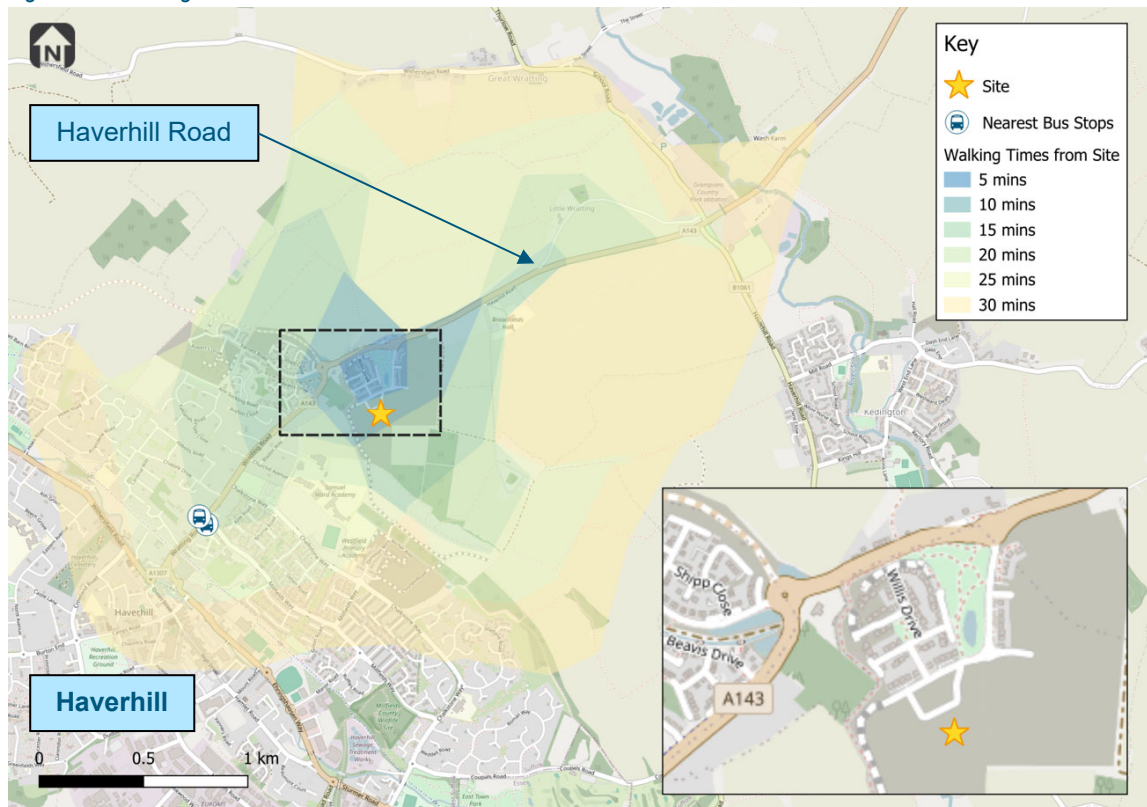
2 Site Context and Accessibility

2.1.1 The site is situated circa 1.2km to the north of Haverhill, Suffolk and forms part of the wider Great Wilsey Park extension. Since being granted outline permission, the residential elements of the Great Wilsey Park are beginning to be developed along with dedicated internal access roads linking to Haverhill Road.

2.2 Accessibility by Walking

2.2.1 The site is situated within a 30-minute walk, north of Haverhill town centre via wide footways along Haverhill Road. Employees at the site would therefore be able to walk to the site should they wish to do so. The site will also be highly accessible for employees who may live within the wider Great Wilsey Park. The walking times from the site are presented in Figure 2-1.

Figure 2-1: Walking Times from Site



Source: Open Street Map Contributors (2024)

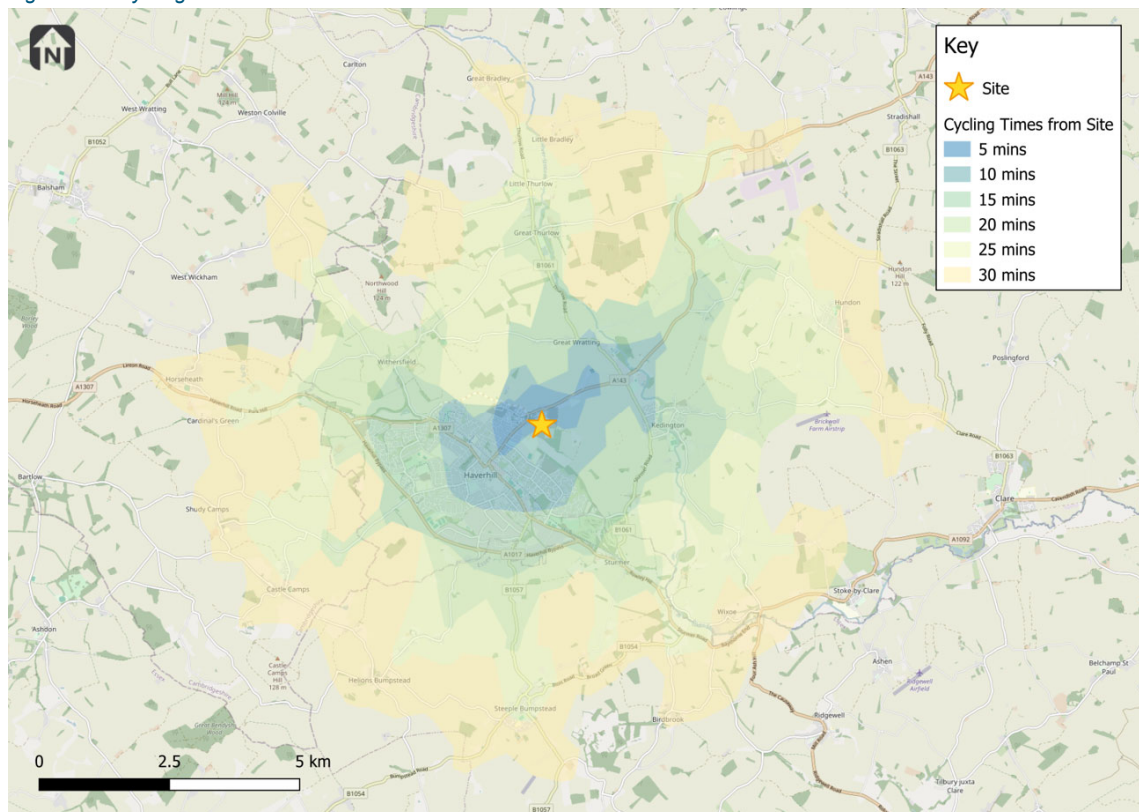
2.3 Accessibility by Cycling

2.3.1 As part of the wider Great Wilsey Park masterplan, significant investment will be made into dedicated off-road walking and cycling infrastructure as part of wider phasing, providing future opportunities for cyclists of all experience levels.

2.3.2 Currently there is a lack of dedicated cycling infrastructure within the vicinity of the site given its rural nature on the periphery of Haverhill. The cycling times from the site are displayed in Figure 2-2. It should be noted that areas local to the site will become more accessible as cycle

infrastructure comes forward as part of the wider Great Wilsey masterplan.

Figure 2-2: Cycling times from site



Source: Open Street Map Contributors (2024)

2.4 Accessibility by Public Transport

- 2.4.1 As part of the wider Great Wilsey Park masterplan, a new half-hourly shuttle bus will be created which will link the site via the new spine road to Haverhill town centre. This will route directly past the site via the two new junctions with the existing local highway network.
- 2.4.2 The existing closest local bus stops are situated along Haverhill Road to the south of the site within a 15-minute walk (as previously shown in Figure 2-1). Bus services with at least one service per hour from the existing bus stops are displayed in Table 2-1.

Table 2-1: Bus Service Frequencies

Service Number	Route	Operator	Frequency (Per Hour)	
			Monday - Saturday	Sunday
13 / 13A / X13	Cambridge – Linton – Haverhill - Kedington	Stagecoach	2-3	1

- 2.4.3 Haverhill does not currently have a rail station and therefore this would not be a main method of travel available to staff at the site. Users of the site can use existing local bus services to connect to Cambridge rail station as part of a multi-modal trip should they wish to do so.



3 Travel Plan Measures and Responsibilities

3.1 Role of the Travel Plan Co-ordinator

- 3.1.1 To maximise the benefits of the TP, a Travel Plan Coordinator (TPC) will be appointed by the applicant to manage the TP on a day-to-day basis.
- 3.1.2 The TPC will be responsible for the day-to-day management of the TP and will act as the point of contact for the occupiers of the site and for Suffolk County Council (SCC), as the Local Highway Authority. Following appointment to the role, the TPC will upload the TP to the Modeshift STARS platform and share the link with SCC. This is as a requirement under the '*Suffolk Travel Plan Guidance*' document and will act as the main communication channel between the TPC and SCC.
- 3.1.3 The proposed development will include a reception area and therefore a member of staff employed here would be recommended to fill the role of TPC as they will have regular engagement with all units on site. Indirectly they will be able to give further information on the TP measures to any visitors at the site and therefore potentially expand the influence of the TP beyond that of just staff.

Promotion and Marketing

- 3.1.4 The TPC will adopt the following promotion and marketing tools to communicate information to staff, as a minimum.
- Provision of a Travel Information Pack to staff which will include public transport maps and timetables and information on cycle routes. This will be in line with SCC's '*Travel Plan Guidance*' document.
 - TP noticeboards to display up to date information related to sustainable travel.
 - Create a staff or company portal to ensure information is accessible outside of work premises.

3.2 Travel Plan Measures

- 3.2.1 The TP measures will be implemented to encourage sustainable forms of transport. These will be delivered in the following forms.
- 'hard' infrastructure measures built into the site design to encourage sustainable travel.
 - 'soft' measures to encourage shift in mindset towards travel behaviour.

'Hard' Travel Plan Measures

- 3.2.2 The development's 'hard' infrastructure measures are comprised of the following:
- The proposals will be supported by a central mobility hub which will contain secure cycle storage. The mobility hub will be clearly visible and accessible from footways within the site.
 - Provision of lit cycle routes through the site and past the mobility hub. These will connect to cycle routes that will come forward with other phases of the Great Wilsey Park masterplan.



- Passive provision for EV infrastructure including cabling and ducting to allow for future increase in EV parking as demand rises.
- Keep all pedestrian and cycling routes clear of obstruction to encourage active travel.

'Soft' Travel Plan Measures

3.2.3 The TPC will implement the following 'soft' TP measures that aim to promote sustainable travel and its benefits and influence travel behaviours in line with the objectives of this document.

- Measures to ensure parking demand can be met at the site, in the context that some parking may occur from the adjacent primary school (to come forward under a separate planning application) during the pick-up and drop-off periods.
- Organise on-site events within the community centre or open spaces to promote the TP and its measures.
- The use of promotional events throughout the lifetime of the TP, which will include, but not limited to – 'Bike Week', 'Bike2work Week', 'National Liftshare Day', 'World Environment Day, and 'Walk to Work Week'.
- Make staff aware of local car clubs and provide information on memberships (<https://www.enterpriseclub.co.uk/>).
- The promotion of car-sharing amongst staff (<https://liftshare.com/uk>).
- Highlight the tax savings that can be gained through the government's 'Cycle to Work' scheme (<http://www.cyclescheme.co.uk/>) or (<https://www.bike2workscheme.co.uk/>).
- Promote the use of the on-site mobility hub.
- Highlight to staff the availability of local cycle training courses (<https://suffolkroadsafe.com/family-cycling-sessions/>) or (<https://www.activesuffolk.org/programmes/bikeability>)
- Register for 'walk to work week' through Living Streets (<https://www.livingstreets.org.uk/products-and-services/projects/walking-works>)
- Make staff aware of events and issues raised by local cycling (<https://www.britishcycling.org.uk/club/profile/6524/haverhill-cycling-club#:~:text=HCC%20was%20established%20in%202013,page%20which%20is%20regularly%20updated.>)
- Highlight the health benefits associated with walking and cycling to/from work (https://assets.publishing.service.gov.uk/media/5bf41840e5274a2af47c464e/Cycling_and_walking_for_individual_and_population_health_benefits.pdf)
- The provision of public transport route maps, public transport timetables, cycle route maps and details of events that support sustainable travel (as referred to above), to staff as part of a Travel Information Pack.
- A TP notice board, on which travel information to support sustainable travel can be posted and viewed by staff.
- Develop a hybrid working policy, where possible, to reduce the need to travel to work.
- Create a suitable timetable at the flexible office facilities to ensure that there is no overbooking and unnecessary trips made to the site.



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- 3.2.4 The applicant or operator of the site will be responsible for funding the 'soft' measures contained within this report.



4 Targets, Monitoring and Reporting

4.1 Targets

4.1.1 Following best practice, the TP targets will adopt an 'outcomes approach' by focussing on mode shift. Realistic and achievable targets should be selected for the site. The targets are set to reflect the uptake in sustainable travel that would be expected as a result of the TP measures.

4.1.2 To measure the effectiveness of the TP, SMART targets are identified. SMART targets are:

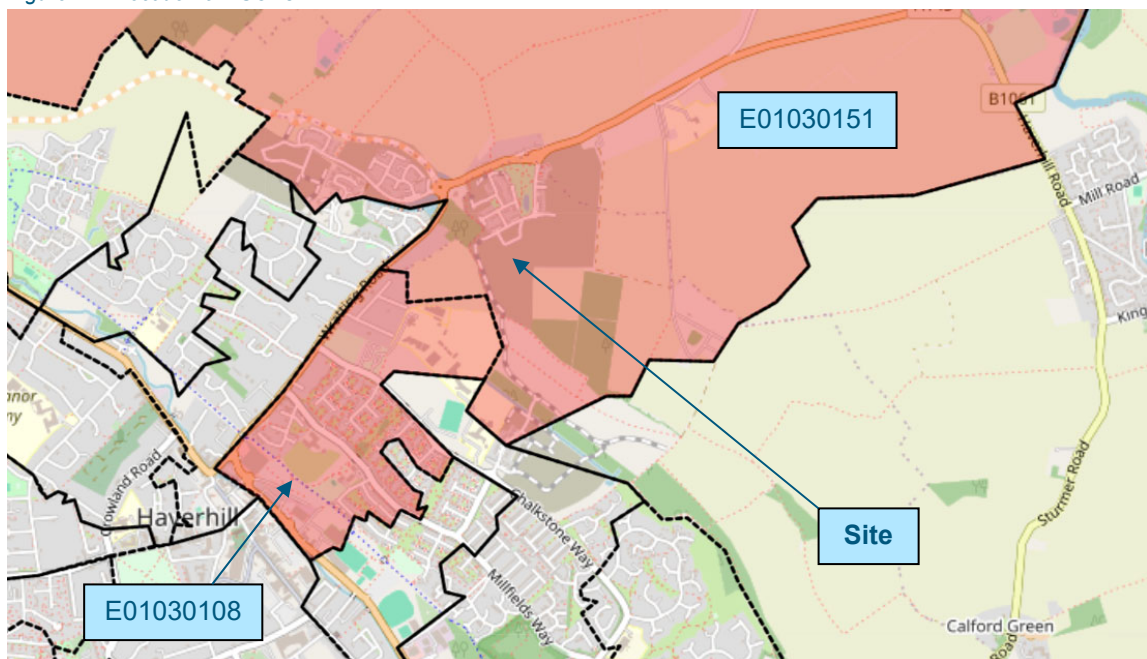
- Specific
- Measurable
- Achievable
- Realistic, and
- Timed

4.1.3 Targets should relate directly to the objectives of the TP, which in this case are to encourage sustainable travel, maximise non-car use and promote the health benefits of travelling to the site on foot or by cycle. A suitable indicator of the success of a TP is therefore the mode-split of travel.

4.1.4 To inform the preliminary TP target, the existing modal share of employees within the area of the site needs to be understood. Census 2011 Method of Travel to Work data for the following Lower Super Output Areas (LSOAs) and are presented in Figure 4-1.

- E01030151: St Edmundsbury 011C
- E01030108: St Edmundsbury 014D

Figure 4-1: Location of LSOAs



Source: NOMIS, Census 2011



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4.1.5 The site is situated within LSOA - E01030151 at the time the 2011 census took place. Considering Great Wilsey Park was not granted outline permission until 2018, and the rest of the LSOA is mainly rural, the adjacent LSOA - E01030108 to the site has been included within the mode share calculation given its close proximity to the site and its urban nature in order to provide a more robust representation of mode share at the site.

4.1.6 The existing level of mode share is presented in Table 4-1.

Table 4-1: Existing Mode Share (LSOA - E01030151 / E01030108)

Method of Travel	Mode Share
Work mainly at or from home	7%
Bus	3%
Taxi	1%
Motorcycle, scooter or moped	1%
Driving a car or van	68%
Passenger in a car or van	6%
Bicycle	2%
On foot	13%
Other method of travel to work	1%
Total	100%

4.1.7 Considering the potential sustainable travel opportunities available to prospective staff, and considering the measures presented within this document, the following ambitious target has been set.

- Within five years of site occupation, single occupancy vehicle trips will reduce by 15% by transferring to more sustainable methods of travel, including walking, cycling, public transport and car sharing.

4.2 Travel Plan Monitoring

4.2.1 To understand how effective the measures within this TP are in terms of their influence on travel patterns, regular TP monitoring will be undertaken in line with SCC'S 'Travel Plan Monitoring Framework for Workplace and Residential Developments'.

4.2.2 SCC seek to ensure that a consistent Travel Plan monitoring framework is in place to ensure that they are able to maintain a fair and high level of service to stakeholders. On that basis, a monitoring process has been put in place to help inform the annual monitoring reports sent to SCC. The process is highlighted in Table 4-2:

Table 4-2: Suffolk Travel Plan Monitoring Framework

Month	Requirement
January	TPC to scope out and agree suitable dates for Automatic Traffic Counts (ATC's) or multi-modal surveys to be set up before end of September to ensure they are accommodated in the monitoring reports. The surveys must be taken at a time that avoids public and school holidays.*

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Month	Requirement
March	SCC notify all TPCs for sites in Suffolk that require a Travel Plan to undertake their monitoring and set up their ATC's during and before the end of September and send them the Modeshift STARS Business/Community Link (http://www.modeshiftstars.org/) for the Travel Plan to be updated and survey link generated.
July	SCC set up survey on Modeshift STARS Business/Community and send link to TPC for completion in September
	SCC also send the Travel Plan Monitoring template to collect some of the ATC data, main mode of travel survey data and total uptake of multi-modal vouchers (from first occupation to date of annual monitoring).
September	Surveys go live for month of September.
October	SCC close the survey and instruct the TPC to provide updated Travel Plan on STARS Business/Community portal and complete Travel Plan Monitoring template and raw ATC data (for validation against the Travel Plan Monitoring template) by the 31 st October.
November	The Process in the "How do we make sure the Travel Plan is implemented" section of the Suffolk Travel Plan Guidance document is followed for any missed and non-compliant monitoring reports.
December	SCC notify the TPC of the outcome of the reviews. The process in the "if the Travel Plan targets are not achieved" section of the Suffolk Travel Plan Guidance document is followed for any Travel Plan targets that are missed.
	The TPC is notified about the repeat process being replicated the following year. If the Travel Plan review duration has concluded and if the Travel Plan was secured by a planning condition the Travel Plan Coordinator must contact the relevant Local Planning Authority to discuss the discharge of any related Travel Plan conditions.
	Results will be published in the Suffolk Annual Travel Plan Monitoring report in the New Year.

- 4.2.1 Given the nature of the site and the purpose of this TP, we would seek to replace the use of the ATC surveys as this will only collect the total number of vehicles accessing the site, as opposed to just staff trips. In place, the TPC will seek to undertake employee travel surveys to get a more accurate understanding of travel to the site across all uses.
- 4.2.2 It is proposed that the first monitoring exercise will be undertaken in Year 1, within 3-months of the site's occupation (assuming a minimum of 75% of staff are employed). The survey will determine a formal (measured) baseline position against which the preliminary TP targets can be adjusted.
- 4.2.3 The monitoring will be repeated annually for a five-year period post the site's occupation so that an assessment can be made of the TP's success. The outcome of the monitoring procedure allows for the TPC and SCC to understand if the TP is being effective in meeting adopted targets.
- 4.2.4 The monitoring procedure will be agreed with SCC and will take the form of the Modeshift STARS questionnaire survey template. The surveys will establish the following.
- The main mode of travel undertaken to/from work by staff.
 - Any alternative 'sustainable' modes of travel that staff use or would consider.
 - What could influence users to use more sustainable modes as alternatives to private vehicles.



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4.2.5 Based on the outcome of the monitoring procedure, changes to a TP can be made to ensure that the 'soft' measures implemented are those which are most effective in satisfying the objectives of the TP.

4.3 Reporting

4.3.1 The outcome of the monitoring process will be reported to SCC via the Modeshift STARS platform. The information required in the reporting process will include, but not limited to:

- The number of respondents to the questionnaire, and the overall number of staff that were invited to take part in the survey.
- The number of respondents to the questionnaire travelling by each mode of travel (to allow the calculation of the modal split of trips).
- The number of secure cycle parking spaces available to staff as demand rises.
- The number of EV parking spaces provided as demand rises.
- Any modal shift that has occurred since the first monitoring exercise.

4.3.2 The results of the monitoring process should enable a review of a TP to be undertaken, the purpose being to ensure that the adopted 'measures' are effective.



5 Action Plan

An Action Plan has been prepared to guide the TPC and the applicant on the key milestones for the implementation of the TP and milestones of future reporting. The Action Plan is provided in Table 5-1 showing the key measures and milestones that the TPC will follow. These will accord with SCC's monitoring requirements as previously discussed.

Table 5-1: Travel Plan Action Plan

Action	Responsibility	Timescale	Notes
Appoint a Travel Plan Coordinator (TPC)	Operator / Applicant	Within 3 months of first Site occupation	The Travel Plan Coordinator is to be provided with a copy of this TP.
Ensure all 'hard' measures have been delivered on-site prior to first occupation.	Developer / Application	Prior to occupation	
Communicate the objectives of the Travel Plan to staff and initiate soft 'measures' designed to encourage sustainable travel patterns.	Travel Plan Coordinator	On-going	-
Year 1 of Site occupation - Monitor travel demand and travel mode split.	Travel Plan Coordinator	Within 3 months of occupation (assuming 75% of all staff have been employed at the site) – monitor the travel patterns of staff.	Circulate a Travel Questionnaire to establish travel patterns and staff mode split.
Year 1 of Site occupation - Report outcome of Travel Plan monitoring to SCC.	Travel Plan Coordinator	Within 6 months of occupation	Prepare a short report identifying the results of the questionnaire survey and confirming the travel 'measures' that are being undertaken to encourage sustainable travel patterns.
Travel Plan Review	Travel Plan Coordinator	On-going, further to Travel Plan monitoring procedure	The TPC will be allowed to review and change the 'measures' undertaken as part of the Travel Plan so that only effective measures are utilised as a means to encourage sustainable travel.
Years 2, 3, 4 and 5 of site occupation - Monitor travel demand and travel mode split. Monitoring continues beyond year 5, if TP targets are not met.	Travel Plan Coordinator	Monitoring should be undertaken at the time of year which is broadly consistent with the timing of the Year 1 travel survey.	Circulate a Travel Questionnaire to establish travel patterns and mode split. The questionnaire will allow a comparison to be made with the result of the Year 1 (or subsequent) survey.
Years 2, 3, 4 and 5 of site occupation (and additional years, if the adopted TP target is not met) - Report outcome of Travel Plan monitoring to SCC.	Travel Plan Coordinator	Within 3 months of the travel survey.	Prepare a monitoring report in accordance with SCC Travel Plan guidance, identifying the results of the questionnaire survey, and confirming the travel initiatives that are currently being undertaken to encourage sustainable travel patterns.



6 Summary

- 6.1.1 ITP, a company of Royal HaskoningDHV, have prepared this Workplace Travel Plan on behalf of the applicant, Pollard Thomas Edwards, in support of a detailed planning application for the proposed development of a local centre on land south of Haverhill Road, Haverhill, Suffolk – the ‘site’.
- 6.1.2 This Travel Plan presents a package of measures designed to promote travel to and from the site by sustainable modes of transport for staff, thereby reducing reliance on single occupancy private car usage. Travel Plans are site specific and tailored to the individual requirement of the type of development and its intended users of the site.
- 6.1.3 The following objectives have been devised to support this Travel Plan.
- To reduce the percentage of single occupancy car trips to/from the site.
 - To maximise the potential number of walking and cycling trips to/from the site.
 - To maximise the potential for trips to be made by public transport to/from the site.
 - To maximise the use of Electric Vehicle travel to/from the site.
 - To monitor the progress of the TP and update it to reflect changes needed.
- 6.1.4 To achieve the TP’s objectives, measures will be adopted to encourage sustainable travel patterns. The developer will fund ‘hard’ infrastructure measures, that will include:
- A central mobility hub which will contain secure cycle storage. The mobility hub will be clearly visible and accessible from footways within the site.
 - Provision of lit cycle routes through the site and past the mobility hub. These will connect to cycle routes that will come forward with other phases of the outline application.
 - Passive provision for EV infrastructure including cabling and ducting to allow for future increase in EV parking as demand rises.
 - Keep all pedestrian and cycling routes clear of obstruction to encourage active travel.
 - Limited stay parking to stop parking associated with the adjacent primary school (to come forward under a separate planning application) which could impact on the level of parking available for staff at the site.
- 6.1.5 ‘Hard’ infrastructure measures will be funded by the applicant and ‘soft’ travel initiatives will be funded by the site occupier.
- 6.1.1 In addition to this, ‘soft’ TP measures will be implemented that aim to promote sustainable travel and its benefits and influence travel behaviours in line with the objectives of this document.
- 6.1.2 A Travel Plan Coordinator (TPC) will be appointed by the site operator to manage the TP on a day-to-day basis. The TPC will be responsible for implementing the ‘soft’ measures designed to encourage sustainable travel patterns to be undertaken and from the site.
- 6.1.3 Based on the Census 2011 Method of travel to work data, the following ambitious preliminary target has been set:



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- Within five years of site occupation, single occupancy vehicle trips will reduce by 15% by transferring to more sustainable methods of travel, including walking, cycling, public transport and car sharing.

6.1.1 This mode share target would be reviewed further following the undertaking of the first travel demand survey, post site occupation. Whilst the target mode split may be adjusted to reflect surveyed travel patterns, the ambition for a minimum of a 15% reduction in single occupancy vehicle trips over a 5-year period would remain.

6.1.2 A system of annual monitoring and review will be undertaken in accordance with SCC Travel Plan Guidance. Monitoring will take the form of a questionnaire survey that would, as a minimum, identify the mode of travel of staff to the proposed development.