RESIDENTIAL TRAVEL PLAN
GREAT WILSEY PARK (PARCELS A14, A15 & E2)

BLOOR HOMES

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1. INTRODUCTION

INTRODUCTION

1.1 TPS Transport Consultants Ltd. (TPS) has been commissioned by Bloor Homes to prepare a Travel Plan to support a reserved matters application for a residential development at Great Wilsey Park, Haverhill, Suffolk.

1.2 Great Wilsey Park is a large mixed-use development of;

"Residential development of up to 2,500 units (within 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); open space; landscaping and associated infrastructure"

1.3 The outline planning application for the development was approved in August 2018, and there are initial parcels of the site that are already under construction. Bloor Homes intend to build 345 residential dwellings, across three parcels of the Great Wilsey Park site. They will also have responsibility for an additional two parcels of land, one earmarked for allotment space and another for school development, which will be transferred to Suffolk County Council. Appendix A shows a Parcel Identification document, with Bloor Home's parcels highlighted. Appendix B shows the planning layout for Bloor's Parcel.

1.4 This report has been prepared to support the Reserved Matters application for Parcel A14, A15 and E2, with Description:

'Reserved matters application - submission of details under outline planning permission DC/15/2151/OUT – means of access; appearance, landscaping, layout and scale for 250 dwellings (including 72 affordable) (parcels; A14; and A15); allotments (parcel E2); associated internal roads, car parking, , amenity and public open space; pumping station and diversion of overhead HV cable; including application to partially discharge conditions 4; 6; 7; 8; 9; 12; 15; 28; 30; 37; 38; 39; 40; 41, 42; 44; 45 and 46'

1.5 This Travel Plan details the strategy to be jointly implemented across this site and the neighbouring parcels A9, which is subject to a separate Reserved Matters application.

1.6 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a package of support, initiatives, and

targets that collectively enable individuals on a site such as this to reduce the impact their travel has upon the local environment.

1.7 In addition to the preparation of this report, Bloor Homes has also engaged TPS to implement the Travel Choices programme on their parcels of the Great Wilsey Park development. Travel Choices, conceived and delivered by TPS, is a comprehensive package of support for the ongoing management and delivery of the approved Travel Plan strategy (including measures and monitoring / reporting requirements). In a residential context, the Travel Choices programme is currently being delivered across more than 150 developments in the UK, ensuring that experience can be drawn from best practice Travel Plan delivery across the residential development sector.

1.8 Within this Travel Plan further details of the Travel Choices programme will be provided, including:

- Details of how the plan will be managed by the experienced Travel Choices team;
- Details of a package of engagement materials, used to inform residents of their local travel choices;
- Details of the support available to residents through the Travel Choices programme;
- Details of a package of offers and discounts, available through the Travel Choices programme; and
- Details of the monitoring and reporting strategy to be put in place.

DEVELOPMENT PROPOSALS

1.9 Great Wilsey Park is located to the northeast of Haverhill, Suffolk. The wider development is bound to the south by residential dwellings, to the north and east by agricultural land, and to the west partially by Haverhill Road and residential dwellings. The approximate location of the development can be found in Figure 1.1, along with the relative location of Bloor's parcels of land. The Bloor Homes site is bound to the south and west by existing residential dwellings, and to the north and east by the wider Great Wilsey Park mixed-use site.

Figure 1.1: Indicative Site Location



(Source: Google Maps)

1.10 Bloor Homes intend to take on parcels A9, A14, A15, and E2 (allotment) of the wider development. As previously mentioned, Appendix A shows a Parcel Identification document, and highlights Bloor's parcels, Appendix B shows the planning layout for parcels A14, A15 and E2.

1.11 The wider mixed-use development has two primary points of access. The first, which has already been established, is off the A143 Haverhill Road and located on the northwestern boundary of the site. This takes form of a new roundabout junction. A primary spine road will extend south-eastward through the development, providing internal connectivity and direct access to the Bloor Homes development area.

1.12 An additional access point from Chalkstone Way to the south of the site is also already established. It also takes the form of a new roundabout junction, with Millfields Way too. This is the closest access point to the Bloor Homes development area at Great Wilsey Park. Appendix C contains a Road Hierarchy document which shows the access points described above and their connection into the development.

1.13 As the development is brought forward, it is anticipated that the accessibility should improve through phased infrastructure delivery. Relevant to the Bloor Homes development area,

there are pedestrian connections proposed into the neighbouring existing residential development, existing ProW maintained and connecting into the development. Further details of these can be found in Section 2. The connections are likely to support movement of those walking, wheeling and cycling from an early stage of development.

DEVELOPERS COMMITMENT TO TRAVEL PLANNING

1.14 Bloor Homes recognise that by developing a Travel Plan, sustainable travel patterns can be established from the outset and maintained over time, minimising the impact that the development has upon the local environment and ensuring that, where possible, all residents are able to make informed journey choices.

1.15 Residential travel plans can deliver a wide range of benefits to developers themselves, as well as to residents and the wider community. At the sales and marketing stage a proactive Travel Plan can assist a residential developer in promoting a site as an accessible and sustainable location to live, with a range of travel options available to prospective residents. This process enables residents to make a fully informed decision when choosing to move to the site, taking into account the site's location relative to sustainable travel options, and the knock on effect this may have upon reducing the need to use a car for regular or one-off journeys.

1.16 The promotion of sustainable travel options from an early stage provides a cost-effective mechanism by which developers can minimise the level of car based trips generated by a development, which in turn reduces the impact a development has on local traffic levels, air quality and road safety.

1.17 The individual benefits to be derived through the use of sustainable travel options range from financial savings through reduced fuel consumption, improved health through increased use of active travel modes (walking and cycling), and greater choice in the travel options available.

1.18 Recognising these benefits, Bloor Homes are fully committed to the process of delivering this Travel Plan in taking the development forward. Furthermore, they are committed to providing the appropriate level of resource to ensure the continued strategic implementation of the measures contained within this document, monitoring the progress of the plan, and amending it where necessary.

THE TRAVEL PLAN VISION

1.19 The vision for the Travel Plan and the resulting Travel Choices programme is to:

"Make the development a place where residents and visitors can be fully informed when choosing travel modes for undertaking both regular and one-off journeys, and in doing so reduce their reliance upon the private car and the resultant impact on the local environment."

TRAVEL PLAN AIMS AND OBJECTIVES

1.20 To achieve this vision, the aims of this Travel Plan are to:

- Clarify the measures that Bloor Homes will deliver at the site, taking into account the content of the S106 Agreement prepared in relation to the development;
- Maximise the attractiveness of the development to potential residents by highlighting the accessibility of the site by a range of travel options; and
- Minimise the effect the development has on the environment and local highway network by promoting the use of these sustainable travel options.

1.21 As a result, the objectives of the Travel Plan are to:

- Identify the range of travel options available to the site;
- Identify the mechanisms required to maximise the use of sustainable travel modes amongst residents; and
- Identify the mechanism by which the success of this Travel Plan can be monitored and reported upon.

2. DEVELOPMENT ACCESSIBILITY

INTRODUCTION

3.1 This section of the Travel Plan describes the existing and proposed infrastructure that will facilitate and encourage future residents to walk, cycle or use public transport, rather than to travel by car. A range of amenities that can be accessed locally, by non-car modes, will also be identified.

LOCAL ACTIVE TRAVEL OPTIONS

Pedestrian Facilities

3.2 The Institution for Highways and Transportation (IHT) offers guidance on walking distance by journey purpose, as summarised in Table 2.1 below.

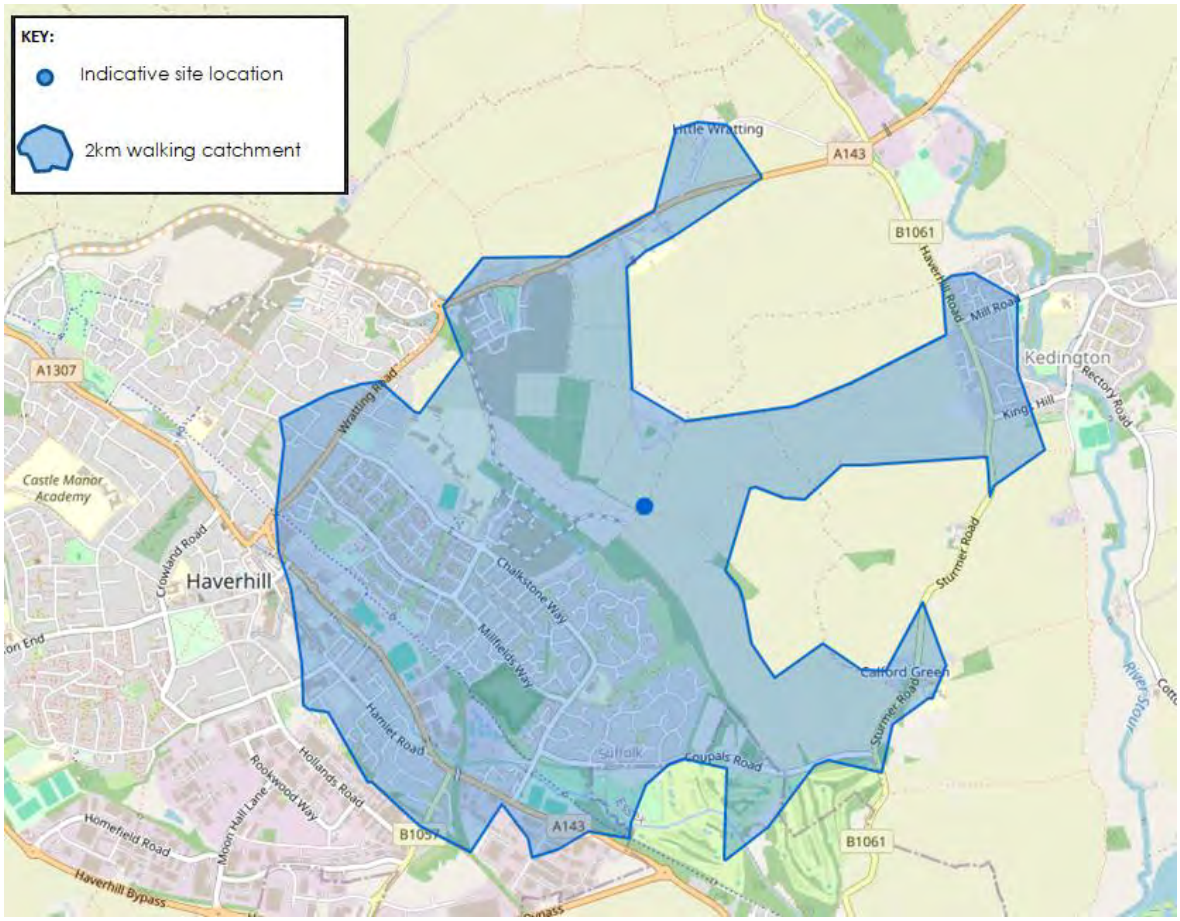
Table 2.1: Walking Distances by Journey Type

Criteria	Town Centres	Commuting / School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred Maximum	800m	2000m	1200m

(Source: IHT)

3.3 As Table 2.1 shows, a 2km catchment is the preferred maximum walking distance for 'commuting / school' trips. This 2km walking catchment is shown overleaf in Figure 3.1, as measured from the main access point to the site of the Bloor Homes site. As can be seen, this catchment covers eastern areas of Haverhill, as well as small segments of the surrounding residential suburb of Kedington.

Figure 3.1: 2km Walking Catchment



(Source: Open Street Map)

3.1 As development progresses at Great Wilsey Park, the pedestrian accessibility will improve. Access to onsite facilities will be well catered for, with an extremely permeable proposal across this development and the wider site. All the facilities within the development will fall within a 2km walking catchment of the Bloor Homes development area. On site facilities include:

- the already mentioned school and allotment facilities included within the Bloor Homes development area;
- a mixed-use local centre in parcel C1, opposite the school in the Bloor Homes development area (parcel B2), comprising residential and commercial;
- a further school to the northwest of the development;
- an extra care residential area also in the northwest area of development; and
- another mixed-use local centre in the northwest area of development, comprising commercial, residential and business uses, with healthcare facilities.

3.2 Appendix D shows a PRoW plan for the development, while Figure 3.2 shows an extract of the area relevant to the Bloor Homes development. Both demonstrate the wealth of existing footpaths available in the local area (all to be maintained), as well as the enhancements proposed as part of the development.

3.3 Figure 3.2 also shows proposed connections into the neighbouring existing residential area. These connections should improve future residents' journey to Haverhill centre on foot and by bike, avoiding the need to walk to one of the site's vehicle access points before continuing on to Haverhill.

3.4 The proposed development also provides plenty of opportunities for residents to access leisure walking facilities. To the south of the site is a proposed country park. While the park will have it's own vehicle entrance and car park, off Coupals Road, future residents will have easy access to the park, via the many PRoW connections proposed.

Figure 3.2 – Extract of Proposed PRoW Plans for Great Wilsey Park

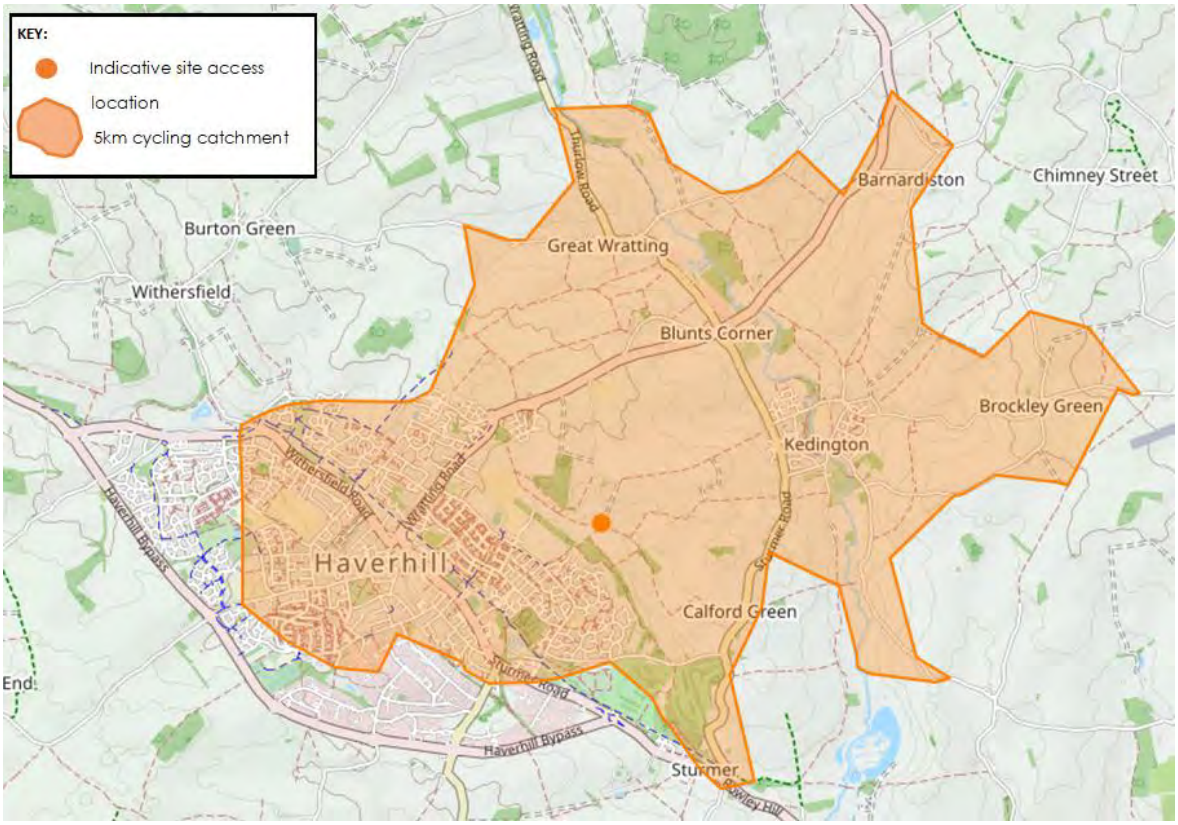


Cycle Access

3.5 Cycling is a practical alternative to short car journeys, particularly those of up to 5km, as well as forming part of longer journeys by public transport. Cycling, therefore, plays an important

role in reducing the need to travel by car. Figure 3.3 illustrates a 5km cycle catchment for the site.

Figure 3.3: 5km Cycle Catchment



(Source: Open Street Map)

3.6 As illustrated, a 5km catchment of the Site includes the majority of Haverhill, as well as the entirety Kedington, Brockley Green, Blunts Corner and Great Wratting.

3.7 Residents looking to cycle from the development will be able to benefit from the facilities and connections covered in the walking section of this chapter. Additionally, there are a range of traffic free cycle routes within Haverhill that will support those cycling, including the disused railway route running through the centre.

3.8 Figure 3.4 shows an extract of the Haverhill Cycle Map, and highlights the routes available in the local area, currently.

Figure 3.4: Extract of Haverhill Cycle Map



(Source: Suffolk County Council)

LOCAL PUBLIC TRANSPORT OPTIONS

Bus Services

3.9 There are several existing bus stops in the area local to the site. The locations of these are shown in Figure 3.4, below.

Figure 3.4: Bus Stop Locations



(Source: Google Maps)

3.10 Table 3.2, overleaf, details the service available from the stops in Figure 3.3. All stops highlighted are currently only marked with a flag and pole. The majority of services are operated by Stagecoach, with some school services operated by Stephsons of Essex. Stops along Chalkstone Way provide access to the 13/13A services on just one side of the carriageway, although this gives access to services in both directions.

Table 3.2: Bus Service Frequency

Service		Approximate Daytime Frequency		
		Weekday	Saturday	Sunday
13	Cambridge - Linton - Haverhill - Kedington	60 mins	60 mins	60 mins
13A	Cambridge - Linton - Haverhill - Kedington	60 mins	60 mins	No Service
14	Haverhill – Bury St Edmunds	5 services / day	1 service / day	No Service
15A	Haverhill – Bury St Edmunds	1 service / day	No Service	No Service
18	Clare - Haverhill	120 mins	No Service	No Service
25	Hundon - Haverhill	1 AM / 1 PM service	No Service	No Service

(Source: Bus Operator Websites)

Rail Services

3.11 The nearest station to the site is Cambridge, located in the centre, approximately 29.7km northwest of the site. It takes around 40 minutes to reach the station by car, or 1h 30m to reach the station on the 13/13A services.

3.12 The station benefits from step-free access onto all platforms, a ticket office, public Wi-Fi, toilets, shops and waiting rooms. It also has 2,850 cycle stands and racks, and parking available for 330 vehicles.

3.13 Cambridge train station serves as the northern terminus for both the West Anglia Main Line from London Liverpool Street and of the Cambridge Line from London Kings Cross. It offers three services to London King's Cross per hour, as well as twice-hourly services to Cambridge North, London Liverpool Street, Stanstead Airport and Brighton. It also offers hourly services to Ipswich, Ely, Birmingham New Street, Norwich and Kings Lynn.

Local Amenities

3.14 Table 3.3 summarises the key health, education, retail, leisure and employment amenities located near the site, as at May 2025. Also shown is the distance and journey time by active

modes, measured from the Great Wilsey Park access point, off Chalkstone Way, as this is the nearest access point to the Bloor Homes development area.

Table 3.3: Local Amenities

Amenity	Distance	Walk Time	Cycle Time
Health			
Haverhill Dental Practice and Cosmetic Care	1400m	19 mins	5 mins
Well Pharmacy	1400m	19 mins	6 mins
Haverhill Family Practice	1500m	21 mins	6 mins
Haverhill Pharmacy & Weight Loss Clinic	1500m	21 mins	6 mins
Education			
Little Wonders Pre-School	160m	2 mins	1 min
Westfield Primary Academy	220m	3 mins	1 min
Samuel Ward Academy	850m	12 mins	3 mins
Churchill Special Free School	900m	13 mins	3 mins
Retail and Leisure			
Go Wild – Axe & Golf	350m	5 mins	2 mins
Next Level Fitness	400m	6 mins	2 mins
Chalkstone Community Centre / Londis	750m	10 mins	3 mins
Haverhill Leisure Centre	850m	11 mins	3 mins
ALDI	1000m	13 mins	2 mins
Lidl / Home Bargains	1100m	14 mins	3 mins
High Street	1200m	17 mins	7 mins
Tesco Superstore	1400m	19 mins	7 mins
Employment			
Maple Park	2000m	26 mins	8 mins

(Source: Google)

SUMMARY

3.15 This section of the Travel Plan has sought to identify the existing opportunities for travel by sustainable modes to / from the site. A range of opportunities for walking, cycling and public transport have been identified within the immediate vicinity of the site which facilitate connections to key local destinations. In addition to this, there will be a range of amenities available as part of the development as it is brought forward.

3. THE TRAVEL CHOICES PACKAGE

INTRODUCTION

3.1 As noted at the outset of this report, Bloor Homes has appointed TPS to implement the Travel Choices programme jointly across their two RM applications at the Great Wilsey development. Travel Choices is a tailored package of measures, delivered in pursuit of the visions, aims and objectives of this Travel Plan strategy.

3.2 The programme is structured around the following themes, which will be expanded upon below:

- Engagement on Travel Choices
- Support for Sustainable Travel Choices
- Management of the Travel Choices Programme

3.3 At the time of preparing this report over 150 residential developments make up the Travel Choices network of sites, providing the delivery team with vast experience of the measures which offer maximum benefit and value for money, within a residential context.

3.4 The following section will outline the package of Travel Choices measures that will be delivered at the Great Wilsey development, providing examples of comparable measures delivered in a similar context elsewhere, where appropriate.

ENGAGEMENT ON TRAVEL CHOICES

3.5 One of the key aims of the Travel Choices programme is to ensure that those who live at the site are fully aware of their local travel options, and the benefits of making a switch away from habitual use of the car.

3.6 For many journeys the car can provide a convenient or practical travel option and may continue, therefore, to be used through choice or need by some. There are also, however, many occasions where the car is used purely due to familiarity or habit, and where people may be inclined to travel differently if made aware of the choices available to them.

3.7 Through the Travel Choices programme residents will, therefore, be provided with information on their local travel options. This information will be presented in an engaging and professional format, helping to ensure that it is appealing to the widest possible audience. At the Bloor Homes at Great Wilsey Park, the following Travel Choices materials will be prepared:

Travel Choices Guide

3.8 A bespoke Travel Choices guide has been prepared for the site and can be found in Appendix E.

3.9 Within the Travel Choices guide, residents are presented with the following key information:

- An overview of the purpose of the Travel Choices programme;
- A map, illustrating the location of key local destinations relative to the site;
- An overview of local active travel options and infrastructure, with typical walking and cycling times to key local destinations;
- Links to key sources of further information which can assist in the planning of a local journey by foot or by bike;
- An overview of local public transport options, including key information on the route and frequency of local services, with typical journey times to key local destinations;
- Advice on the most appropriate sources of further information on public transport options, including details of relevant smart phone apps and journey planning tools;
- A summary of timetables, which will also point future residents to the location of online timetables which can be viewed and downloaded;
- Details of local (and appropriate national) car share schemes and car clubs, which can be used to connect with others undertaking a similar journey by car;
- Advice on making the switch to an electric or hybrid vehicle, with links to key sources of further information;
- Details of a range of offers, discounts and savings, which can be made through the Travel Choices programme (further details provided below);
- Advice on the support available from the Travel Choices team, including the offer of a Personal Journey Plan.

3.10 The Travel Choices guide will be made available through the sales office, to both prospective purchasers and new homeowners.

3.11 The provision of the guide prior to the point of purchase will help to ensure that people are aware of the local travel options from the outset, and it is hoped that, in some cases, it will provide people with the comfort that they can move to the site without a reliance upon the car.

3.12 All new homeowners will be provided with a further copy of the guide on first occupation, alongside their welcome pack.

3.13 The Travel Choices team will assume responsibility for reviewing the content of the guide on a regular basis, to ensure that any changes to local travel options are reflected. In particular the guide will undergo a thorough review prior to the sales and marketing stage of the Bloor Homes development. The guide will also be updated regularly to reflect the changing accessibility as development progresses in the area.

Travel Choices Website

3.14 Given the scale of the site and the likely demographic of those occupying the residential dwellings, it is anticipated that the most popular communication channel will be online information. Furthermore, most transport providers no longer provide hard copy information, but rather refer people to online sources of information.

3.15 One of the key elements to the Travel Plan, therefore, is the development of a branded and bespoke sustainable travel website. The website is a singular source for local travel information for new and prospective residents which contains, but is not limited to, the following pieces of information over and above that which is provided in the Travel Choices Guide:

- An interactive map showing the location of the development in relation to a range of key local destinations. Residents can click an icon and easily plan their journey to the location whether by car, public transport, foot or bike;
- A wide range of articles providing advice and support for current cyclists or those looking to get into cycling;
- Information on the benefits of using active travel modes;
- Advice on local ticket options, highlighting what might be best for residents to purchase;
- Links to key sources of further information in the local area, including public transport operators, local cycle routes and more;
- Advice on electric vehicles and the benefits of switching;
- Details on the benefits of car sharing;
- A contact form which residents can be use to get in touch with the Travel Choices team for advice; and
- Full details of, including a form to request, the offers and discounts available to residents through the Travel Choices programme (further details below).

3.16 The Travel Choices team will assume responsibility for reviewing and updating the content of the website on a regular basis, to ensure that any changes to local travel options are reflected.

3.17 The website can be seen at greatwilseypark-travelchoices.co.uk.

Annual Travel Choices Newsletter

3.18 Having provided residents with information on their local travel choices at first occupation, it is important to follow this up with further engagement throughout the first years of living at the site.

3.19 This helps to remind people of the benefits of making sustainable travel choices, reminds them of the options available to them, and in some cases provides an update on any changes to local travel options, or new related tools and initiatives such as local cycle training or bike marking events. The newsletter also provides an opportunity to engage with second occupants of any homes at the development that are sold on, or tenants of any homes at the development that are rented.

3.20 The Travel Choices newsletter will also act as an opportunity to promote nationally and internationally recognised walking and cycling events / campaigns such as National Walking Month, Cycle to Work Day, Bike Week, Cycle September, and Clean Air Day (among others).

3.21 For this reason, all occupied homes at the development will be sent an annual Travel Choices newsletter. Appendix F contains a recent example newsletter from another Bloor Homes development in the area. This newsletter will be published annually, throughout the delivery of Bloor Homes' Travel Choices programme at Great Wilsey.

SUPPORT FOR SUSTAINABLE TRAVEL CHOICES

3.22 Whilst in some cases, the provision of information alone can be enough to influence an individual's travel behaviour, in other cases there can be a need to offer additional support or incentive. For this reason, a number of further measures will be delivered through the Travel Choices programme at Great Wilsey.

Offer of Free Travel Credit

3.23 To help maximise the take up of sustainable travel choices, and in line with Suffolk County Council's residential travel plan guidance, each new home at Great Wilsey will be offered the opportunity to claim one of the following incentives:

- 2 x monthly Stagecoach Megarider Cambridgeshire Plus tickets;
- £250 Halfords cycle voucher, restricted for use only on products within the cycling category. Can be used as part payment towards a new bike, on accessories or servicing.

3.24 This offer is promoted within the Travel Choices Guide and annual newsletters, and will be administered by the Travel Plan Coordinator.

3.25 Residents will be able to claim their voucher using a form on the Travel Choices website, or by contacting the Travel Choices team directly.

Travel Choices Offers, Discounts and Savings

3.26 Those living at Great Wilsey will be able to access a range of offers and discounts on sustainable transport related services and products, alongside advice on ways to make savings when travelling by public transport.

3.27 These offers, which will be promoted through the engagement materials, are available through the Travel Choices website and include:

- Halfords: 8% off bikes, cycle accessories and cycle servicing;
- Bike Dock Solutions: 10% off home bike storage and security solutions
- Bikmo: 5% off the cost of bike insurance;
- Cotswold Outdoors: 10% off outdoor clothing and footwear;
- Runners Need: 10% of clothing and footwear for runners;
- Snow and Rock: 10% off outdoor clothing and footwear;
- EO: £50 off home EV charging solutions.

Personal Journey Planning Support

3.28 Where residents remain unsure of their travel options, the Travel Choices team will be on-hand to help. Promoted through the Travel Choices engagement materials will be the offer of a free 'personal journey plan', which will help to inform residents of the journey options available for a regular journey of their choice.

3.29 Based upon the journeys start and end point, and the intended time of travel, the Travel Choices team will present the residents with details of the travel options available. This will include details such as journey time, route and even the exact location of the bus stops / services to use if travelling by public transport.

Provision of Cycle Storage

3.30 At least one secure cycle space will be provided for each dwelling within garages where available. Alternatively, where a garage is not provided, sheds within the rear gardens will be used to store cycles. It is important to ensure that residents have a secure and convenient cycle storage solution available to them, as it will help to both encourage and facilitate ownership of a bike.

Provision of Electric Vehicle Charging Points

3.31 As demand for electric vehicles increases, it is important to ensure that people have the infrastructure in place at home to enable them to charge an electric vehicle. This can help to encourage the purchase of an electric vehicle, by providing a convenient charging solution. EV charging points will therefore be provided to all dwellings with on-plot parking.

MANAGEMENT OF THE TRAVEL CHOICES PROGRAMME

3.32 It is recognised that an important element of the success of any Travel Plan is the appointment of a suitable individual, or team, to manage the programme through its duration. This role is often referred to as that of a Travel Plan Coordinator (TPC).

3.33 The Travel Choices team at TPS has been appointed by Bloor Homes to act as the TPC for the Great Wilsey development. They can be contacted using the information below:

Travel Choices
A: TPS Transport Consultants Ltd, 151 – 153 Wakefield Road, Wakefield, WF4 5HQ
T: 01924 664638
E: info@travelchoices.uk

3.34 The role will commence prior to occupation and will continue for the longer of either: five years after 100th occupation, or one year after the final dwelling has been occupied. Ensuring that the Travel Plan period will cover up to final occupation at the development, and a reasonable period beyond. Responsibilities of the Travel Choices team will include (but not be limited to):

- Overall management of the Travel Choices programme, including fulfilment of the Travel Plan obligations;
- Preparation, distribution and ongoing updating of the Travel Choices materials;
- Stakeholder engagement, including with the local council;
- Engagement with residents, including the provision of a Personal Journey Plan on request;
- Maintaining an understanding of local travel options, and updating Travel Choices materials as appropriate;
- Engagement with the sales team;
- Preparation of an annual monitoring report;
- Updating the Modeshift STARS system.

3.35 Through the appointment of the Travel Choices team, Bloor Homes has made suitable budget provision to cover the implementation of this Travel Plan.

4. TARGETS, MONITORING AND REPORTING

TRAVEL PLAN TARGETS

4.1 Targets are essential to ensure everyone involved in the Travel Plan process knows what needs to be done and to enable progress to be assessed. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:

- Specific;
- Measurable;
- Achievable;
- Realistic;
- Time-bound

Action-type Targets

4.2 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved.

4.3 The action-type targets specific to this Travel Plan can be found in Section 4, where specific measures for delivery have been identified. Appendix G provides an action plan, detailing roles, responsibilities and timescales for delivery.

Aim-type Targets

4.4 Aim-type targets are quantifiable targets against which the effectiveness of the Travel Plan in achieving its stated aims and objectives can be measured. In order to set aim-type targets it is first necessary to have a 'baseline' against which progress can be assessed.

4.5 In this instance, the target will be to reduce the number of vehicular trips generated by the development within the peak hours. The likely baseline (i.e. without Travel Plan) vehicular trips has been estimated on the basis of the trip rates presented in the Transport Assessment (TA) (prepared by Brooksbank Consulting Ltd). The target is then to reduce actual (counted) trips to below this baseline, taking account of the Travel Plan measures.

4.6 The target for a reduction in the number of vehicular trips has been set out at 10%, to be achieved within the five-year travel plan delivery period.

4.7 The vehicular AM and PM peak hour trip rates (vehicles/dwelling) reflecting this TRICS data used in the TA are shown in Table 5.1, below.

Table 5.1: TA Trip Rates and Traffic Generation

	AM			PM		
	Arrival	Departure	Two-Way	Arrival	Departure	Two-Way
Trip Rates	0.169	0.405	0.574	0.396	0.247	0.643
Trip Generation	58	140	198	137	85	222

Note: The Transport Assessment presents a resultant residential trip rate, based on the assumed split of social and private housing.

4.8 These vehicle trip rates can be used to estimate the number of car trips likely to be generated by the proposed residential development. Assuming at full occupation there will be 345 dwellings, some 198 two-way trips in the AM peak hour and 222 two-way trips in the PM peak hour would be expected.

4.9 A 10% reduction in vehicular trips at full occupation would, therefore, equate to a reduction of 20 two-way trips in the AM peak period, to 178, and 22 in the PM peak period, to 200, as compared to the baseline.

4.10 There is, however, a need to monitor progress towards the targets over time (and not just at full occupation). Clearly, the number of car trips generated at any given point during the development build out is a direct function of the number of dwellings occupied at that time. Thus to enable the TPC to monitor the progress made towards the 10% target reduction throughout the monitoring period a target 'trip rate per dwelling' has been derived.

4.11 This allows the TPC to easily determine progress at any given point by simply multiplying the number of occupied dwellings by the trip rate per dwelling and comparing this with vehicular trip counts. Table 5.2 identifies the target trip rates per dwelling for the AM and PM peak hours.

Table 5.2: Target Trip Rates per Dwelling

Peak Hour	Target Arrival Trip Rate	Target Departure Trip Rate	Target Two-Way Trip Rate
AM	0.152	0.365	0.517
PM	0.356	0.222	0.579

4.12 Targets will be considered to be met if the actual number of counted two-way trips per dwelling is less than or equal to the target, averaged across the peak hours.

TRAVEL PLAN MONITORING

4.13 The monitoring strategy set out below follows Suffolk County Council's most recent Travel Plan Guidance, specifically the monitoring framework. All results from the monitoring exercises will be submitted using the Travel Plan Monitoring Template from Suffolk CC, and will be submitted through the Modeshift STARS platform.

Monitoring and Review Strategy 1: 14-Day Automatic Traffic Counts

4.14 The first, and primary, monitoring methodology will be 14-day automatic traffic counts (ATCs). These counts will be undertaken annually, between April and September each year. The 14-day period for the counts will be chosen to avoid any public or school holidays.

4.15 The first monitoring exercise is required once the development reaches 100th occupation. Given Suffolk CCs requirement for specific actions to be undertaken by specific months each year, the first monitoring exercise will take place in the next appropriate period after 100th occupation at the site.

4.16 The ATCs will be undertaken by an independent third party, with the raw results submitted to Suffolk CC using the Modeshift Stars Platform, alongside the monitoring template spreadsheet from the Council.

Monitoring and Review Strategy 2: Resident Travel Survey

4.17 The secondary monitoring methodology will be a full resident travel survey. This survey will be set up by Suffolk CC using the Modeshift STARS platform. A link to the survey will be sent out to all occupied homes at the development, using a survey flyer to be designed and printed by the Travel Choices team. This survey flyer will encourage completion of the survey and will be sent out alongside that year's Annual Newsletter.

4.18 The survey will be live throughout the month of September each year, and therefore survey flyers will be sent out to all occupied dwellings in early September, to give residents adequate time to complete the survey.

4.19 Suffolk CC will share the output of the survey for this development with the Travel Plan Coordinator, to allow for analysis of the results. Headline mode share figures will be entered into the aforementioned monitoring template.

4.20 Feedback from residents through the travel survey is used as supplementary information, rather than for direct comparison against targets. Though the mode split will be reported on each year. Should the trip rates target not be achieved, the travel survey will provide

additional information to identify potential reasons for this. It also allows for gathering feedback from residents on travel issues in the local area.

Monitoring and Review Strategy 3: Annual Monitoring Report

4.21 To summarise the monitoring activities, along with other Travel Plan activities, each year an Annual Monitoring Report will be submitted to the council through the Modeshift STARS platform.

4.22 This report will provide the following details, as a minimum:

- The measures implemented up to that point;
- The targets for the Travel Plan;
- A summary of the results from the monitoring activities;
- An update on the number of dwellings occupied at the time of monitoring;
- Any planned changes to be Travel Choices programme in the coming year;
- Any relevant correspondence with the Council about the Travel Choices programme at this development.

4.23 This monitoring report will be submitted the council by the end of October each year that monitoring takes place, covering a total of at least 5 monitoring exercises, or until one year after final occupation, which ever is later.



TPS Transport Consultants Ltd

Stonebridge Court, 151-153 Wakefield Road, Horbury, Wakefield, WF4 5HQ

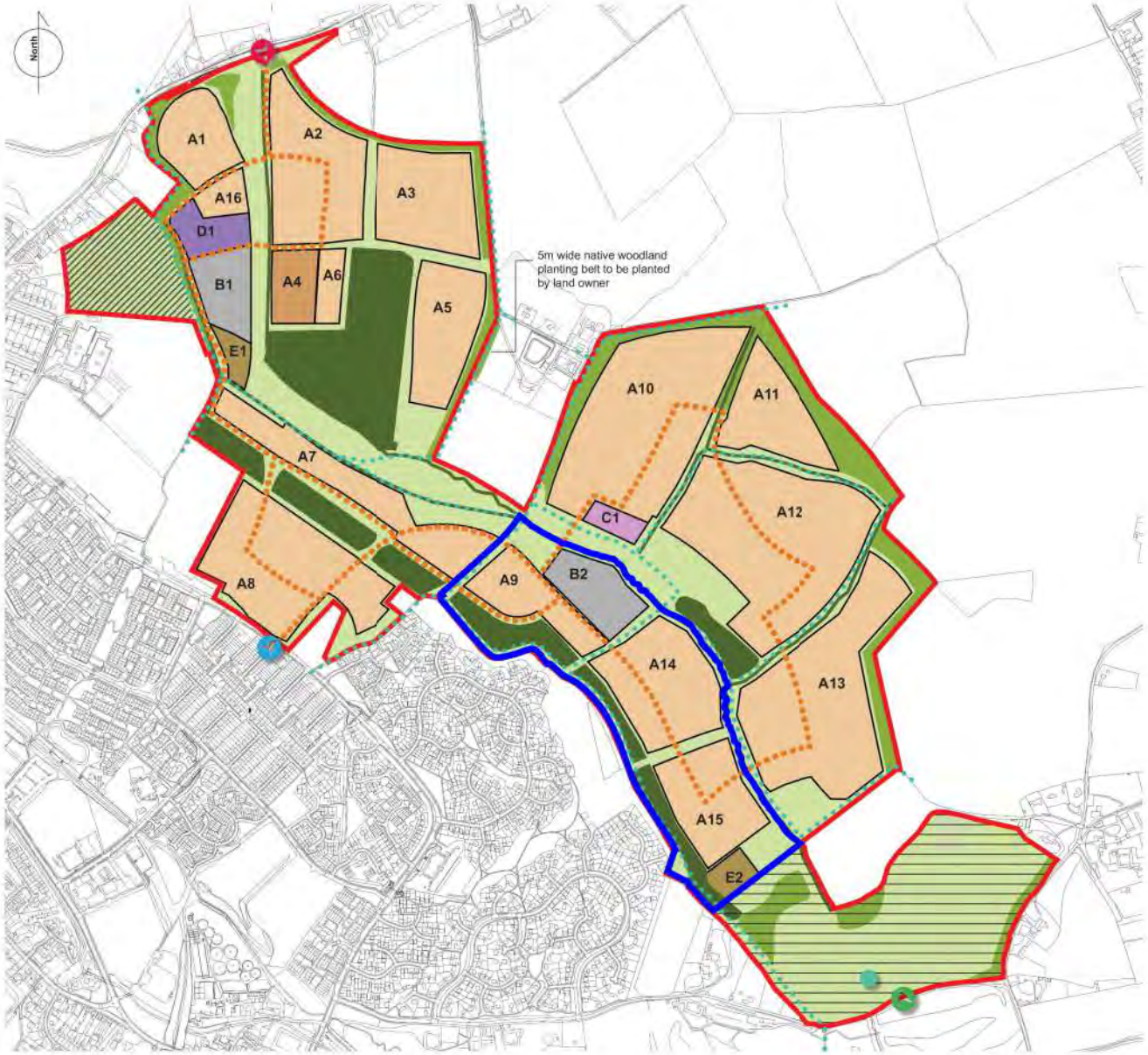
Tel: 01924 664638

Web: www.tpsconsultants.co.uk

REPORT APPENDICES

Appendix A

Parcel Identification Document



J S BLOOR (SERVICES) LIMITED
ASHBY ROAD, MEASHAM, SWADLINCOTE,
DERBYSHIRE DE12 7JP
TELEPHONE 01530 270100 FACSIMILE 01530 272006

THIS DRAWING AND THE BUILDING WORKS DEPICTED ARE THE COPYRIGHT OF J.S.BLOOR (SERVICES) LIMITED AND MAY NOT BE REPRODUCED OR AMENDED EXCEPT BY WRITTEN PERMISSION. NO LIABILITY WILL BE ACCEPTED FOR AMENDMENTS MADE BY OTHER PERSONS.
DO NOT SCALE THIS DRAWING. USE FIGURED DIMENSIONS ONLY. IF IN DOUBT ASK.
THIS DRAWING IS TO BE READ IN CONJUNCTION WITH SEPARATE GROUP / SITE SPECIFIC CONSTRUCTION NOTES AND MATERIALS SPECIFICATION.

Notes.

Site Boundary -
Parcels A9, A14, A15, B2 & E2

Revision.

Great Wilsey Park
Haverhill
Suffolk

Parcel Identification -
Bloor Homes Parcels (Land Use Plan)
DATE: **JAN 25**
SCALE: **1:5000 @ A1**
DRAWN: **RML**
CHECKED:

BLOOR HOMES

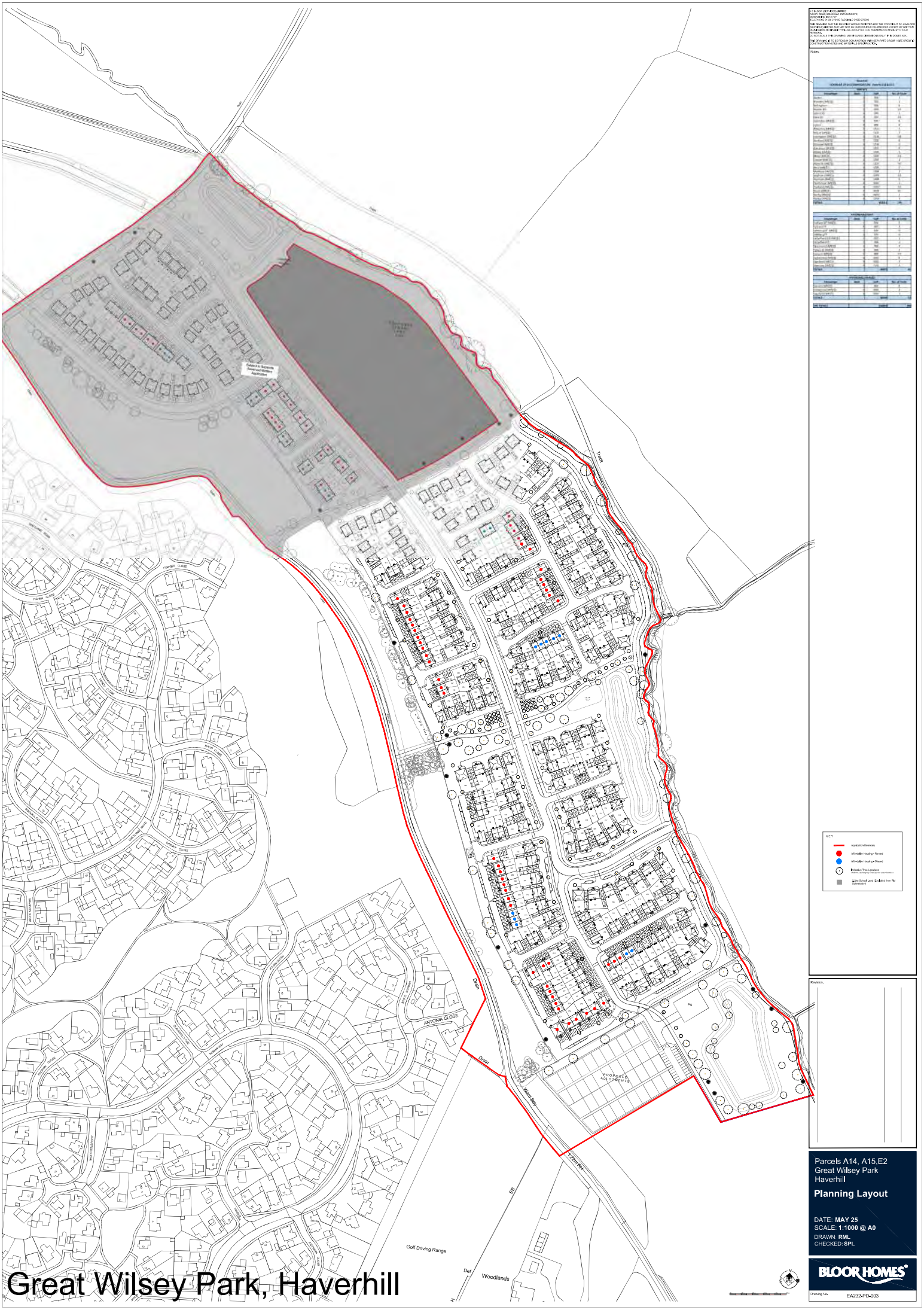
Drawing No. PA718-PD-003

5055-ES-01 Rev. N

Great Wilsey Park, Haverhill

Appendix B

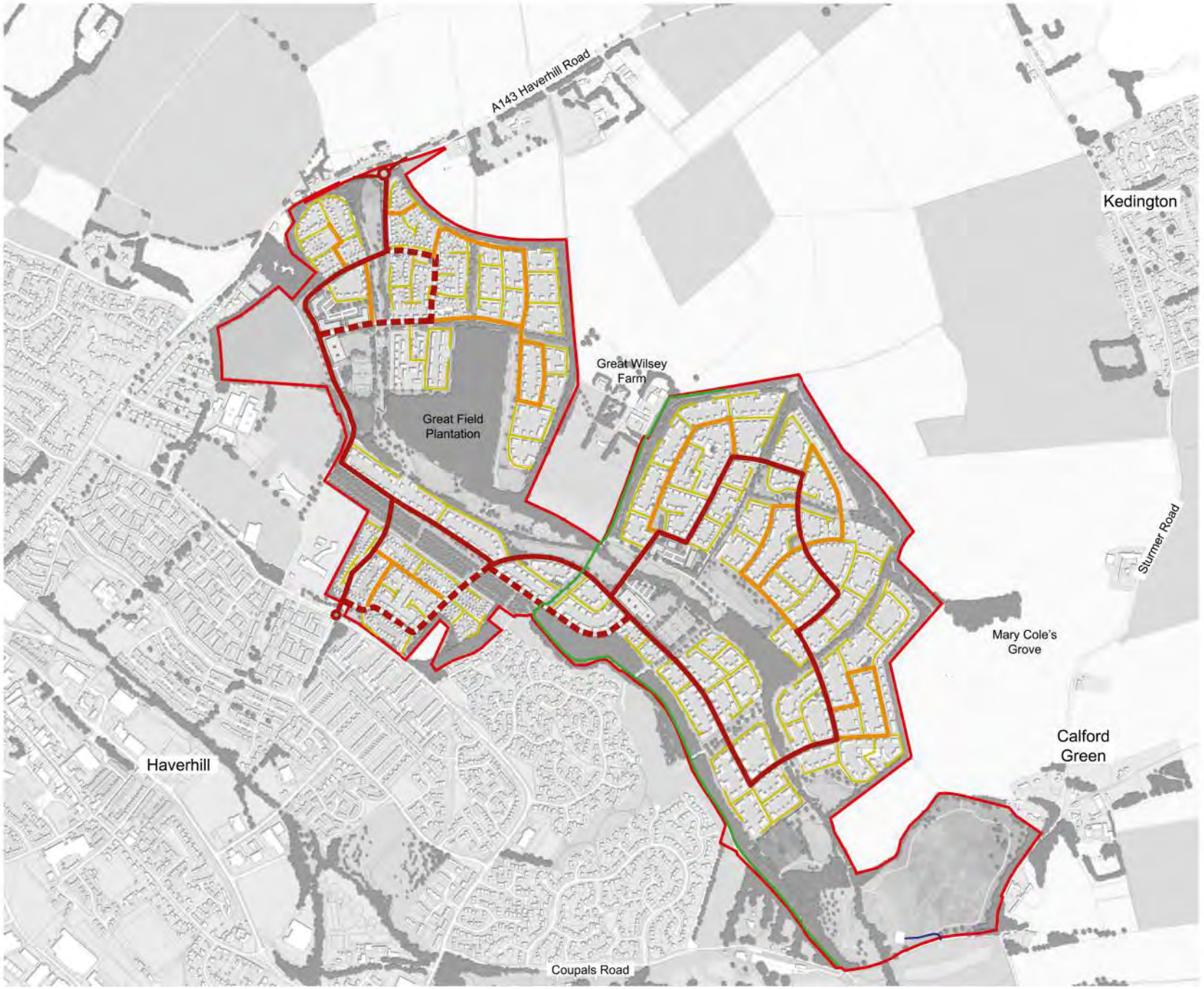
Planning Layout



Great Wilsey Park, Haverhill

Appendix C

Road Hierarchy Document



- Site Boundary
- Primary (upper tier) 7.3m to 6.2m wide
- Primary (lower tier) 6.5m to 5.5m wide
- Secondary circulation 6.5m to 5.5m wide
- Tertiary streets 4.8m minimum width (adoptable), 4.0m minimum width (private)
- Car park access only
- Access for agricultural vehicles

Notes:
5055-ES-04 Revision H: July 2019
5055-ES-04 Revision G: July 2019
5055-ES-04 Revision F: May 2018
5055-ES-04 Revision E: May 2018
5055-ES-04 Revision D: May 2016
5055-ES-04 Revision C: April 2016
5055-ES-04 Revision B: April 2016 - amended in line with client instruction
5055-ES-04 Revision A - amended in line with client instruction Sep 2015
Drawing Number Changed: August 2015
5055-L-104 Revision D: July 2015
5055-L-104 Revision C: April 2015
5055-L-104 Revision B: December 2014
5055-L-104 Revision A: November 2014

N

Hallam Land Management
Great Wilsey Park
Haverhill

ROAD HIERARCHY - PARAMETERS

Scale: 1:5000@A1 / 1:10000@A3
Date: 08 July 2019
Drawn: MST / JJ

5055-ES-04 rev. G

masterplanning
environmental assessment
landscape design
urban design
ecology
architecture
arboriculture
FPCR Environment and Design Ltd
Lockington Hall
Lockington
Derby DE74 2RH
t: 01509 672772
f: 01509 674565
e: mail@fpcr.co.uk
w: www.fpcr.co.uk

Appendix D

PRoW Document



Site Boundary

Existing Public Rights of Way

Proposed Public Rights of Way within the Site

Potential connections beyond the Site boundary

All footpaths are 2.0m wide with a combined footway/cycleway at 3.0m.

N

Notes:
5055-ES-05 Revision A: August 2015
Drawing number changed: August 2015
5055-L-105 Revision B: July 2015
5055-L-105 Revision A: April 2015

U:\Projects\152-Haverhill(FPCR\5055)\4.Drawings\1.LVIA(FPCR)\1.Planning\5055-ES-05-PublicRightsofWay18.08.15.indd

Hallam Land Management
Great Wilsey Park
Haverhill

PUBLIC RIGHTS OF WAY - PARAMETERS

Scale: 1:5000@A1 / 1:10000@A3
Date: December 2014
Drawn: MP / NJE

5055-ES-05 rev. A

masterplanning
environmental assessment
landscape design
urban design
ecology
architecture
arboriculture
FPCR Environment and Design Ltd
Lockington Hall
Lockington
Derby DE74 2RH
t: 01509 672772
f: 01509 674565
e: mail@fpcr.co.uk
w: www.fpcr.co.uk

Appendix E

Great Wilsey Park Travel Guide

TRAVEL CHOICES

BLOOR HOMES

Explore your

TRAVEL CHOICES @ GREAT WILSEY PARK

HAVERHILL



Claim your **FREE** sustainable travel credit worth up to

£250

See inside.

greatwilseypark-travelchoices.co.uk



WELCOME

WELCOME TO YOUR NEW HOME AT GREAT WILSEY PARK!

Moving home marks the start of an exciting chapter, often bringing changes to your lifestyle and daily routines. Whether you're considering moving to the new Bloor Homes at Great Wilsey Park or are already settling in, you might be exploring your local travel options. This guide is designed to introduce you to sustainable and environmentally friendly travel choices, aiming to enhance your well-being, save costs, and encourage a vibrant community spirit.

Bloor Homes are committed to minimising the development's impact on the environment and the local community.

By choosing alternatives to car travel, together we can contribute to a healthier, greener and more connected Suffolk. This guide offers practical information including maps, timetables, and recommendations to make your sustainable travel choices as convenient as possible.

We encourage you to dive in and discover how easy and rewarding sustainable travel can be. Let's make a difference, one journey at a time.

YOUR LOCAL AREA



WE'VE GOT SOME EXCITING NEWS!



OFFER 1

FREE BUS TRAVEL FOR 2 MONTHS

Get **two complimentary 28-day Stagecoach** bus tickets for unlimited travel across the **Cambridgeshire Plus Zone** by bus. Use it to freely board any Stagecoach service, offering an easy, no-cost way to commute or explore. Ideal for an eco-friendly, flexible transport option, the pass lets you uncover local treasures, simplify your commute, or enjoy weekends worry-free from travel costs.

OR

OFFER 2

FREE £250 CYCLE VOUCHER

Embrace the joy of cycling with our exclusive £250 cycle voucher – perfect if you're in the market for a new bike or looking to accessorise for smoother travels. Redeem at your **local Halfords store** on their extensive **cycling range**, including the latest in e-bike technology, stylish and functional accessories, and all the essentials for your cycling adventures.

Whilst the benefits of making sustainable travel choices are often clear, we understand that adjusting our daily routines can be difficult. Recognising that sometimes we all need a little nudge in the right direction, we're delighted to offer each household of Bloor Homes at Great Wilsey Park the chance to claim one of the following fantastic offers.

HOW TO CLAIM YOUR FREE OFFER:

Getting your hands on your choice of offer is easy.

Simply scan the QR code or visit **greatwilseypark-travelchoices.co.uk** to sign up and learn more about how you can start your free travel journey.

You may be asked to provide proof of residence; full T&Cs can be found on the website. The offer is currently limited to one claim per address.

EXCLUSIVE OFFERS, DISCOUNTS & SAVINGS

The benefits don't stop there.

Visit **greatwilseypark-travelchoices.co.uk** to find details of further ways to save on the cost of your sustainable travel journeys, through exclusive discounts, tips on ways to save and more.

Discounts include:

HALFORDS:

8% off products and services from the cycling range.

BIKE DOCK SOLUTIONS:

10% off the cost of bike storage and security at home.

EO CHARGING POINTS:

Save on the cost of an electric vehicle charging point for your new home with £50 off.

CYCLING TO WORK:

Save up to 47% on the cost of a new bike and equipment if your employer is part of a cycle to work salary sacrifice scheme.

EXPLORE YOUR PUBLIC TRANSPORT OPTIONS

TRAVEL BY BUS

Service 13/13A

Cambridge to Haverhill

These services combine to provide a bus up to every 20 minutes Monday to Friday, every 30 minutes on Saturday and hourly on Sunday.

Operated by Stagecoach.

Catch this service from stops along Chalkstone Way, or from Shetland Road, which loops through the neighbouring exisitng housing.

Service 15X

Haverhill to Bury St Edmunds

Hourly service Monday to Friday and every 2 hours on Saturday.

Operated by Stephensons of Essex.

Catch this service from stops slightly further away along Millfields Way.

There are some additional school services available from Chalkstone Way, and other local stops. To find out more about school services visit: **suffolkonboard.com/school-travel/**

MAKE THE MOST OF BUS OPERATOR APPS:

The way that we plan and pay for journeys is changing. Gone are the days of flicking through printed timetables, standing at the bus stop in the hope that your bus is around the corner, or fumbling around for loose change.

Bus operators have been embracing the technology now available. Handy apps show the location of your bus on a real time map, allowing you to easily plan a journey, and even let you buy and store tickets for easy and safe access.



TRAVEL BY TRAIN

Whilst Haverhill doesn't have its own train station, there are a few options available for travelling by rail in the area. Dullingham station is the closest, sitting around 9 miles north of Haverhill and being reached in just over 20 minutes by car. Dullingham has a small car park, with a small daily fee for parking.

The station sits on the Cambridge to Ipswich line, with trains in each direction every 2 hours. Once in Cambridge, you can access the wider rail network with regular services to London Kings Cross, Brighton and more. Cambridge station can also be reached using the 13/13A bus service, or in around 40 minutes by car.

A journey to Cambridge takes around 20 minutes by train from Dullingham. When considering traffic and the time it can take to find parking, using Dullingham as a Park and Ride site into Cambridge could make more sense than doing the whole journey by car!





EXPLORE YOUR OPTIONS FURTHER

To help plan your journeys by public transport we've packed the Great Wilsey Park Travel Choices website full of further information, tools and resources. Plan a journey, explore your ticket options or download a timetable.

greatwilseypark-travelchoices.co.uk



LET'S GET ACTIVE

Embracing active travel by choosing to walk, cycle, or even run, for your local journeys is more than just a way to get from A to B; it's a step towards a healthier, more vibrant lifestyle. Regular physical activity, as part of our daily routines, offers profound benefits to our personal health, including reducing the risk of chronic diseases, enhancing mental health and improving overall quality of life.

Beyond the personal gains, opting for active travel plays a crucial role in reducing local congestions, easing parking pressures and significantly improving air quality.

This collective effort will help make the streets around Great Wilsey Park not only more pleasant and safer for everyone, but also nurtures a stronger sense of community.

With the added bonus that walking and cycling are incredibly cost-effective – often entirely free – we're presented with an opportunity to positively impact our environment, our health and our wallets simultaneously.

APPROX TIME TO TRAVEL ON FOOT





CYCLING FOR EVERYONE:

The location of the new Bloor Homes offer easy access to a variety of cycling routes, catering to both daily commutes and leisurely explorations. Haverhill has a network of cycle paths and quieter roads, providing relatively safe routes through the town centre.

Following a three-mile stretch of the former Stour Valley Railway, the Haverhill Railway Path is a tranquil route through woodlands, ideal for leisurely rides and wildlife spotting. The Way To Go Suffolk website has a great Town Map which details routes and cycle parking locations, making it easier to plan your journey through residential areas and into the town centre. Find it on their website:

thewaytogosuffolk.org.uk

Beyond Haverhill, the surrounding Suffolk countryside is ideal for scenic rides, with historic villages such as Clare and Cavendish just a short distance away.

START YOUR ADVENTURE:

If the idea of cycling appeals to you, but you're unsure where to begin, Cycle Streets route planner can be a really useful tool.

You can enter your journey start and end points, and the planner will display a number of options on a handy map, from the quietest route to the fastest, or a balanced route in between these. Alongside it you'll find easy to follow directions for each option, information on how far your journey is, how long it will take and even how hilly it is.

cyclestreets.net

DISCOVER MORE:

Our dedicated website is loaded with a wealth of information, tools, and resources aimed at encouraging local active travel. Whether you're interested in detailed route maps, safety tips, or community groups to get involved in, you'll find everything you need to start making more sustainable travel choices.

greatwilseypark-travelchoices.co.uk



SUSTAINABLE CAR USE

Whilst there are times when it is easy enough to walk, cycle or hop on public transport, for some people and some trips the only realistic option is to travel by car. That is not to say, however, that you couldn't still save money and do your bit for the environment, even when travelling by car.

Have you considered whether you could share your journey by car, reducing the number of vehicles on the road? Or could you switch to an electric or hybrid vehicle, helping to reduce transport related CO2 emissions?

FIND A CAR SHARE COMPANION

Do you often drive alone in your car, maybe to work on a daily basis? If you share the ride with just one other person you could halve the costs of your journey, by splitting the cost of petrol and parking.

Whilst a lot of car sharing is arranged informally, with friends, family or colleagues, there are now ways of identifying other people undertaking a similar journey. The **Liftshare** car share scheme is easy to use and allows you to see if there is anyone else you could share a car journey with. Simply enter your journey details and some basic preferences, and let the system do the rest.

liftshare.com

ARE YOU READY TO JOIN THE EV REVOLUTION?

Could your next car be an electric or hybrid model?

Electric vehicles (EVs) are the future of driving. With an ever-increasing number of charging points available, as well as new and exciting vehicles on the market, drivers now have greater choices and flexibility when it comes to choosing an EV.

Whilst EVs can initially be more expensive to buy or lease, reduced running costs and exemptions can result in lower whole-life costs.

So, whilst you are doing your bit to help the environment, you could also be saving money! And with petrol and diesel vehicles already beginning to be phased out, prices are becoming increasingly competitive.

The EV market can seem like a minefield, with lots of questions about the best options and practicalities of owning an EV. There's some really useful information, resources and tools on the Electrifying website. Find out more about vehicle options, how to charge and how much money you could start to save.

electrifying.com



USING A CAR CLUB

Car clubs are great! They provide people with convenient access to a car, without all the costs and hassle of owning one. No need to buy a car, pay fixed rentals, sort insurance or maintenance.

You can reserve a car at a moment's notice, with bookings available from as little as £6.50 an hour. When picking up the car, simply unlock the vehicle using your smartphone or membership card and off you go!

Your nearest car club vehicles are operated by Enterprise and Co-Wheels, with the closest being in Cambridge and a number of additional vehicles found in Saffron Walden. Check out the links below for more information.

enterprisecarclub.co.uk

co-wheels.org.uk



USEFUL WEBSITES & TOOLS

There are an increasing range of online tools and information sources which can help you to plan and undertake journeys by different travel modes. Here are just a few that we have picked out for you:

INFORMATION

GREAT WILSEY PARK TRAVEL CHOICES

When it comes to information on local travel choices, the Great Wilsey Park Travel Choices website is a great place to start.

greatwilseypark-travelchoices.co.uk

INFORMATION

THE WAY TO GO SUFFOLK

The Way To Go Suffolk is a great resource for information and advice on choosing more sustainable travel options. On the website, you'll find local walking and cycling maps, information on public transport options and even a handy journey planning tool.

thewaytogosuffolk.org.uk

BUSES

BUS OPERATORS

Dive into the details of key local bus services. Find routes, plan your journeys, view timetables, and purchase tickets to streamline your journey.

stagecoachbus.com

stephensonsofessex.com

PUBLIC TRANSPORT

SUFFOLK ON BOARD

Your guide to all transport options across Suffolk, including public transport timetables, travel updates and more.

suffolkonboard.com

WALKING

LIVING STREETS

Living Streets are the UK charity for everyday walking. They're on a mission to achieve a better walking environment and inspire people to walk more! Get involved today:

livingstreets.org.uk

CYCLING

CYCLING UK

Cycling UK aim to enable and inspire people from all backgrounds and abilities to experience cycling and it's benefits. Their website is full of useful guides to help you get started, information on clubs and events and much more.

cyclinguk.org

ACTIVE TRAVEL

WALKING AND CYCLING IN SUFFOLK

From The Way to Go Suffolk, a dedicated website for free walking, cycling and wheeling activities to keep you well and active.

walkingandcyclinginsuffolk.org.uk

ACTIVE TRAVEL

FEEL GOOD SUFFOLK

Feel Good Suffolk is here to help you make healthy changes for your health and wellbeing, one step at a time.

feelgoodsuffolk.co.uk

ACTIVE TRAVEL

DISCOVER SUFFOLK

Discover Suffolk is Suffolk County Council's guide to getting outdoors in the county. Explore walking, cycling and riding guides, promoted trails and easy access routes in the area.

discoversuffolk.org.uk

CYCLING

SUSTRANS

Sustrans manage the huge National Cycle Network, and their website offers a wide range of guides to help you with your cycling journey, as well as detailed route maps and much more. It's designed to support cyclists of all levels, from beginners to seasoned enthusiasts, in finding the most enjoyable routes.

sustrans.org.uk

HEALTH

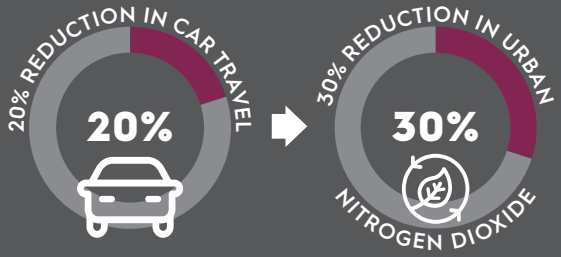
ACTIVE SUFFOLK

A scheme, funded by Sport England, dedicated to increasing the number of people taking part in sport and physical activity.

activesuffolk.org

JUST SOME OF THE REASONS TO CONSIDER YOUR SUSTAINABLE TRAVEL OPTIONS

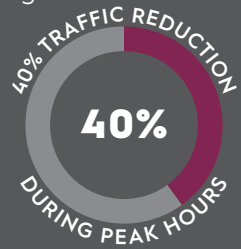
LOCAL AIR QUALITY:
Did you know reducing car travel by 20% could lower urban nitrogen dioxide levels by up to 30%. This could massively improve public health.



SAFETY AND CONGESTION:
Did you know a

10%

increase in cycling could reduce traffic congestion by 40% during peak hours, making streets safer and commutes faster?



SUPPORT FOR LOCAL BUSINESSES:
Did you know cyclists and pedestrians are more likely to shop locally, visiting more often and spending more money over time?

COMMUNITY COHESION:
Locations with higher levels of walking and cycling have better utilised and more vibrant public spaces, fostering a strong sense of community.

Would you like more information on your travel choices from Great Wilsey Park? Head over to the Travel Choices website for more information and resources on active travel, public transport and sustainable car use. We've put the website together to help you make more sustainable daily travel choices, where possible.

greatwilseypark-travelchoices.co.uk



FURTHER INFORMATION AND ADVICE

REQUEST A PERSONAL JOURNEY PLAN (PJP)

If you are unsure about your local travel choices, we are here to help! We can provide you with a PJP for a journey of your choice. Based upon your destination and time of travel you will receive an email which sets out your journey choices in a user-friendly format.

Simply email us or complete the form on the Travel Choices website.

FIND US ONLINE

greatwilseypark-travelchoices.co.uk

The Great Wilsey Park Travel Choices website is packed full of further information, advice and tools to help you explore and plan your daily or one-off journeys.

EMAIL US

info@travelchoices.uk

TRAVEL CHOICES

BLOOR HOMES

CONTACT US

If you would like information or further advice regarding the travel options available to you please email us at: info@travelchoices.uk

greatwilseypark-travelchoices.co.uk

Appendix F

Example Travel Choices Newsletter


2023 NEWSLETTER
TRAVEL
CHOICES
BLOOR HOMES AT LONG HELFORD
CLAIM YOUR
FREE
SUSTAINABLE TRAVEL CHOICES CREDIT WORTH UP TO £115!
LOCAL TRAVEL OPTIONS
CYCLING INTO SUNSHINE
PUT YOUR BEST FOOT FORWARD
DON'T BE IDLE!
TRAVEL CHOICES
BLOOR HOMES


WHY CONSIDER YOUR LOCAL TRAVEL CHOICES?
94%
Cars are parked on average 94% of the time, spending only 4% of the time on the road.
63%
During 2022, 63% of commuting trips were undertaken by car or van alone. Just 2% shared their car journey with someone else.
It costs an average of £296 per month To run a car; excluding finance.
It takes just 10 minutes to reach Long Melford Primary School on foot. If you walked the school run just one day a week, rather than jumping in the car, you would save the same CO2 as produced by charging your smartphone 3,675 times across the year!
longmelford-travelchoices.co.uk


CLAIM YOUR
FREE
TRAVEL CHOICES CREDIT WORTH UP TO £115!
To help support a shift towards the use of sustainable travel choices we're offering residents at Bloor Homes at Long Melford the chance to claim up to £115 in Travel Choices credit.
The credit can be used to request one of the following great incentives:
HALFORDS CYCLE VOUCHER
ADULT ANYWHERE MONTHLY TICKET AND FAMILY ANYWHERE DAY TICKET
To find out more and to claim your credit simply visit: longmelford-travelchoices.co.uk


EXPLORE YOUR
PUBLIC TRANSPORT OPTIONS
TRAVEL BY TRAIN
TRAIN + BIKE
TRAVEL BY BUS
£2 CAPPED BUS FARES EXTENDED!
Service 236
Service 253
Service 236
To find out more about your public transport options simply visit: longmelford-travelchoices.co.uk
APPROX TIME TO TRAVEL BY TRAIN


CYCLING INTO SUNSHINE
With the onset of summer comes longer days and (hopefully!) warmer weather, so what better time to get out and about on your bike?
SAFETY FIRST!
BUILD THAT CONFIDENCE
PLAN YOUR JOURNEY
For further information on cycling, you can check out the Bloor Homes at Long Melford Travel Choices website: longmelford-travelchoices.co.uk


PUT YOUR BEST FOOT FORWARD
STRUGGLING TO HIT THE MAGIC 10,000?
WHY WALK?
For further information, advice, and tips on walking around the local areas, check out the Bloor Homes of Long Melford Travel Choices website longmelford-travelchoices.co.uk


DON'T BE IDLE!
Idling is simply leaving the engine of your vehicle running when you're not in motion. Sometimes it can be unavoidable but often, switching your engine off could be a smarter option.
DID YOU KNOW...
PLAN YOUR ROUTE
THINK AHEAD
MAINTAIN YOUR VEHICLE
DRIVING ELECTRIC?


USEFUL WEBSITES & TOOLS
There are an increasing range of online tools and information sources which can help you to plan and undertake journeys by different travel choices. Here are just a few that we have picked out for you:
LONG MELFORD TRAVEL CHOICES
BUS OPERATORS
SUSTRANS
ELECTRIFYING
LIFTSHARE
TRAVELINE


CLAIM YOUR FREE CREDIT WORTH UP TO £115
CONTACT US
FOR FURTHER INFORMATION


BLOOR HOMES AT LONG MELFORD
2023 NEWSLETTER
TRAVEL
CHOICES
SHAKE
UP YOUR COMMUTE
FREE SUSTAINABLE TRAVEL CREDIT
LOCAL TRAVEL OPTIONS
SHARE YOUR CAR JOURNEYS!
WAYS TO SAVE


WELCOME
to the latest edition of the Bloor Homes at Long Melford Travel Choices Newsletter
CLAIM YOUR
FREE
TRAVEL CHOICES CREDIT WORTH UP TO £115!
HALFORDS CYCLE VOUCHER
OR
ADULT ANYWHERE MONTHLY TICKET AND A FAMILY ANYWHERE DAY TICKET


EXPLORE YOUR
PUBLIC TRANSPORT OPTIONS
LOCAL TRAIN TRAVEL
LOCAL BUS TRAVEL
5 BENEFITS OF COMMUTING BY PUBLIC TRANSPORT
APPROX TIME TO TRAVEL BY TRAIN


SAVE
ON THE COST OF CAR JOURNEYS TO WORK
IF YOUR COMMUTE IS...
A 25 MILE ROUND TRIP
YOU COULD SAVE
£460
800KG IN CO2 EMISSIONS PER YEAR
5 DAYS PER WEEK
BY SHARING YOUR JOURNEY WITH ONE OTHER PERSON!
WHAT IS CAR SHARING?
HOW TO GET STARTED
HOW ELSE COULD YOU BENEFIT FROM CAR SHARING?


WAYS TO SAVE
Commuting can be costly; however, we want to help you save some pennies. Here we have detailed some options that could help you cut costs. We would always suggest speaking to your employer too as they may be part of schemes or offer benefits that could help reduce your travel costs.
£2 FARES EXTENDED!
RAILCARDS
RAIL FLEXI SEASON TICKETS
WALKING AND CYCLING
EV SALARY SACRIFICE SCHEMES
CYCLE TO WORK SCHEMES
Find exclusive Travel Choices discounts with retailers such as Halfords, Bike Register and EO charging at longmelford-travelchoices.co.uk


USEFUL WEBSITES & TOOLS
There are an increasing range of online tools and information sources which can help you to plan and undertake journeys by different travel choices. Here are just a few that we have picked out for you:
LONG MELFORD TRAVEL CHOICES
NATIONAL RAIL
FLUSBUS
SUSTRANS
HEDINGHAM AND CHAMBERS
RAMBLERS
TRAVELINE


CLAIM YOUR FREE CREDIT WORTH UP TO £115
CONTACT US
FOR FURTHER INFORMATION

Appendix G

Action Plan

Bloor Homes - Great Wilsey Park	Action	Responsibility	Target Delivery Date
Engagement on Travel Choices			
Engagement Strategy 1	Prepare Travel Choices Guide	TPC	Achieved
Engagement Strategy 2	Annual Travel Choices Newsletter	TPC	Annually throughout delivery period
Engagement Strategy 3	Travel Choices Website	TPC	Achieved
Support for Sustainable Travel Choices			
Support Strategy 1	Travel Choices Offers, Discounts and Savings	TPC	Ongoing throughout delivery period
Support Strategy 2	Offer of £250 Free Travel Credit	TPC	Ongoing throughout delivery period
Support Strategy 3	Personal Journey Planning	TPC	Ongoing throughout delivery period
Support Strategy 4	Provision of Cycle Storage	Bloor Homes	Through design
Support Strategy 5	Provision of EV charging points	Bloor Homes	Through design
Management of the Travel Choices Programme			
Management Strategy 1	Appointment of Travel Plan Coordinator	Bloor Homes	Achieved
Monitoring and Reviewing the Travel Choices Programme			
Monitoring Strategy 1	Annual 14-Day ATC	TPC	Beginning after 100th occupation, continuing for 5 years or until 1 year after final occupation, whichever is later.
Monitoring Strategy 2	Annual Resident Travel Survey	TPC	Beginning after 100th occupation, continuing for 5 years or until 1 year after final occupation, whichever is later.
Monitoring Strategy 3	Annual Monitoring Report	TPC	Annually as required, in line with the above