



Proposed Residential Development
Land off Radwinter Road
Saffron Walden
Essex

Framework Workplace Travel Plan

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1.0 Introduction

1.1 Background

1.1.1 This Framework Workplace Travel Plan will support an outline planning application for a proposed mixed development. Two alternative masterplans have been submitted as described below:

1. up to 230 dwellings, a retirement village comprising 102 beds and up to 1800m² gross floor area of B1 Office.
2. up to 200 dwellings, a retirement village comprising 102 beds, up to 1800m² gross floor area of B1 Office and a school

1.1.2 This Travel Plan will outline the objectives, targets and methods available for achieving the objectives for the workplace aspects, offices and care home, of the development only. A separate Travel Plan, reference R-RTP-R6694PP-01, has been produced for the residential aspects of the development.

1.1.3 The applicant will not construct the proposed development therefore this Travel Plan sets the targets and describes possible methods for achieving this target. The future occupant will submit a full and detailed Travel Plan to the planning authority 6 months prior to first occupation. The detailed Travel Plan produced by the future occupant will establish the specific methods which are to be utilised to encourage workers of the development to travel via more sustainable forms of Transport.

1.2 Instructions

1.2.1 This Framework Workplace Travel Plan (WTP) has been prepared by JPP Consulting Limited acting on behalf of Manor Oak Homes to support an outline planning application for a proposed mixed development comprising up to 230 dwellings, a retirement village comprising 102 beds and up to 1800m² gross floor area of B1 Office. The benefit of this report is limited to our instructing Client.

1.3 Site Location

1.3.1 The proposed residential development is located to the east of Saffron Walden at land off Radwinter Road as shown on the location plan below in Figure 1 and enclosed in Appendix A. The proposed development is bound by Radwinter Road to the north, agricultural land to the east and south and commercial development to the west.

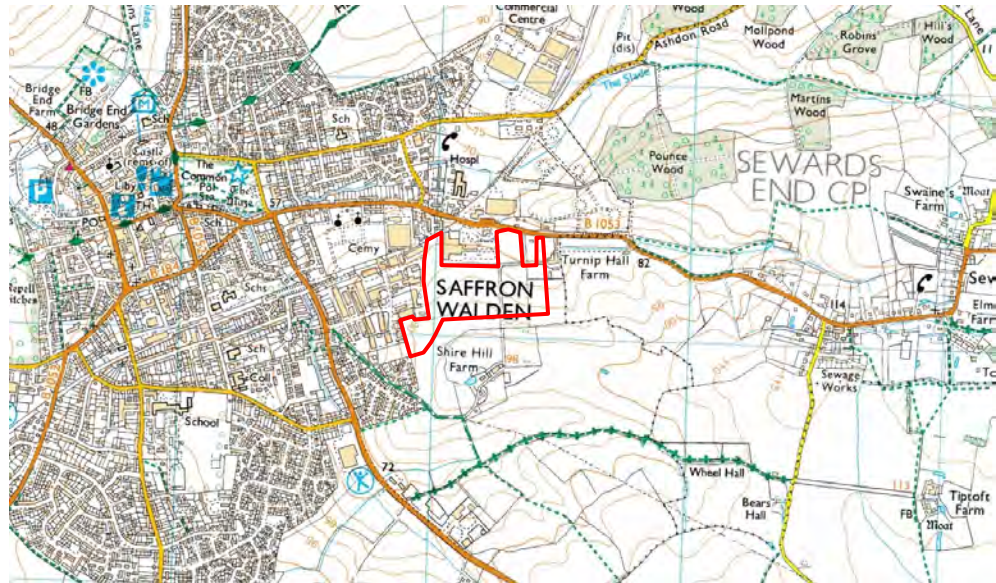


Figure 1.1 – Site Location (outlined in red)

1.4 Proposed Development

1.4.1 Two alternative masterplans have been submitted as described below:

1. up to 230 dwellings, a retirement village comprising 102 beds and up to 1800m² gross floor area of B1 Office.
2. up to 200 dwellings, a retirement village comprising 102 beds, up to 1800m² gross floor area of B1 Office and a school

1.4.2 The proposed masterplans are shown in Appendix B

1.4.2 Proposed Access Strategy

1.4.2.1 The proposed development will be provided with two vehicular accesses. The primary access will be off Radwinter Road in a similar position to the existing farm access. This access will provide the development with an all movements ghost island junction which will allow residents to access the existing highway infrastructure.

1.4.2.2 A second vehicular access for the development will be provided on the western boundary. This access will connect with Shire Hill which serves the neighbouring commercial development. To the west Shire Hill connects with Thaxted Road.

1.4.2.3 The above mentioned vehicular accesses will be provided as an all movements accesses and will accommodate pedestrians on dedicated footways. The Shire Hill access will accommodate cyclists on a 3m wide shared cycleway / footway.

1.4.2.4 A dedicated 3m wide shared cycleway / footway will be provided for users wishing to access Radwinter Road. This access will be located between the proposed care home and the existing supermarket. This dedicated link will reduce travel time and distances to Radwinter Road and will further encourage the use of more sustainable forms of transport.

1.4.3 Car and Cycle Parking

1.4.3.1 Car and cycle parking for the development will be provided in line with Essex County Council's document 'Parking Standards Design and Good Practice' dated September 2009 which has been adopted by Uttlesford District Council.

1.5 Existing Transport Links

1.5.1 Existing Highway Infrastructure

1.5.1.1 The existing local highway infrastructure is shown on the plan enclosed in Appendix C.

1.5.1.2 The B1053 Radwinter Road is a single carriageway road which provides an east – west link between Saffron Walden and Radwinter. Within the vicinity of the site's access Radwinter Road is approximately 6.4m wide, to the west the road widens to accommodate a right turning lane for Tesco. To the west of the site access Radwinter Road is bound by 1m and 1.8m wide footways on the northern and southern sides of the carriageway respectively. To the east of the access a footway is only provided on the northern side of the carriageway. Radwinter Road is subject to a 30mph speed limit to the west of the access and de-restricted (60mph) to the east.

1.5.1.3 Shire Hill is a single carriageway road which serves predominately industrial development. Within the vicinity of the site's access Shire Hill is 6.6m wide. Shire Hill is a cul-de-sac which connects with Thaxted Road via a simple priority junction at its western extent. Shire Hill is bound by footways with a minimum width of 2m, is street lit and subject to a 30mph speed limit.

1.5.1.4 The B184 Thaxted Road is a single carriageway road which provides a north - south link between Saffron Walden and Radwinter. Within the vicinity of Shire Hill Thaxted Road is approximately 7.5m wide, bound by footways with a minimum width of 2m, is street lit and subject to a 30mph speed limit.

1.5.2 Pedestrian Facilities

1.5.2.1 The highway infrastructure within Saffron Walden is generally bound by footways on both sides of the carriageway. There are no dedicated footway facilities within the vicinity of the development that are not connected with the highway.

1.5.2.2 Walking distances and the proximity of key facilities is shown on the plan enclosed in Appendix C.

1.5.3 Cycle Facilities

1.5.3.1 There are no dedicated existing cycling facilities within the vicinity of the proposed development.

1.5.3.2 Cycling distances and the proximity of key facilities is shown on the plan enclosed in Appendix C.

1.5.4 Bus

1.5.4.1 The nearest existing bus stops for the proposed development are located at the bus interchange located at the Tesco’s store off Radwinter Road, Radwinter Road and Elizabeth Way. The bus stops are located approximately 100m, 290m and 450m from the pedestrian / cyclist access located off Radwinter Road. The location of the existing bus stops is shown on the facilities plan enclosed in Appendix C. In the future when the RT Link is completed it is envisaged that the bus services will route via the RT Link shortening the walking distance to bus services.

1.5.4.2 General bus service frequencies and routes of buses utilising the bus stops located at the bus interchange located at the Tesco’s store off Radwinter Road, Radwinter Road and Elizabeth Way are set out in table 4.4 below. Full time table information is enclosed in Appendix D. The information provided in the tables below and the appendices was correct at the time of publication.

Summary of bus services			
Service	Route	Service Times	Day Time Frequency
Tesco Bus Interchange			
6	Bishops Stortford - Stansted Airport - Debden - Saffron Walden	Mon – Fri First ≈ 0815 Last ≈ 1925 Sat First ≈ 0815 Last ≈ 1625	Hourly
17	Saffron Walden - Radwinter - Great Sampford - Great Bardfield	Tue / Thur / Sat 1240	1 Service

101	Whittlesford - Duxford - Saffron Walden	Tue: Arrives Tesco only 0953	1 Service
301	Saffron Walden - Newport - Bishop's Stortford - Stansted Airport	Mon – Sat First ≈ 0712 Last ≈ 1847	Hourly
SB13	Saffron Walden - Wicken Bonhunt - Newport - Clavering	Tue / Fri 1305 & 1415	2 Services
SB27	Saffron Walden - Howlett End - Thaxted - Great Saling	Thur 1215	1 Service
34	Tesco Store - Highfields - High Street	Mon – Fri First ≈ 1055 Last ≈ 1732 Sat 1020	4 Services 1 Service
443	Newport - Audley End - Saffron Walden - Elmdon - Chrishall	Tue / Thur / Sat 1115, 1315, 1615	3 Services

Radwinter Road Bus Stops

18	(Newport) - Saffron Walden - Sewards End - Hempstead - Haverhill	Mon – Sat First ≈ 0905 Last ≈ 1540	3/4 daily Irregular service
118	Newport - Saffron Walden - Radwinter - Birdbrook - Great Yeldham	Mon – Fri ≈1530 School days only	1 Service
417	Newport - Audley End - Saffron Walden - Great Sampford - Rayne	Mon – Fri ≈1530 School days only	1 Service
418	Newport - Radwinter - Great Saling	Mon – Fri ≈1530 School days only	1 Service
419	Finchingfield - Sampford - Radwinter - Saffron Walden - Newport	Mon – Fri ≈0820 School days only	1 Service

Elizabeth Way

590	Audley End - Saffron Walden	AM Service from Saffron Walden only 0535, 0605, 0635, 0705 PM Service from Audley End only First ≈ 1759 Last ≈ 2105	Mon - Fri 4 Daily Mon - Fri 7 Daily Half hourly
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Table 4.4

- 1.5.4.3 There are two regular bus services located within close proximity of the development. These bus services will offer residents of the development the opportunity to travel to Saffron Walden, Bishop Stortford and Stansted Airport via more sustainable forms of transport.
- 1.5.4.4 In addition to the above regular services there are a number of irregular services which will offer the residents of the development a chance to travel to destinations further afield using more sustainable forms of transport.
- 1.5.4.5 The proposed development will provide four bus stops on the future Radwinter Road to Thaxted Road link road. These bus stops, two in each direction will be located in agreement with Essex County Council and provide for any future bus routes which will utilise the Radwinter Road to Thaxted Road link road.

1.5.5 Rail

- 1.5.5.1 The nearest railway station is located within Audley End approximately 5.9km (3.7 miles) from the proposed development's access off Shire Hill. Audley End railway station is located on the Greater Anglian and Cross Country lines and provides onward connections to destinations including Stansted Airport, Cambridge, London Liverpool Street and Birmingham New Street. Service frequency varies but trains serve London every 10-20 minutes during peak periods.
- 1.5.5.2 Audley End railway station can be reached via the 590 bus service which enables potential rail passengers to make a fully sustainable multi-modal journey.

1.6 National Policy

- 1.6.1 *Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen*, the Transport White Paper was published in January 2011 by the Coalition Government. The Document outlines a vision '*for a transport system that is an engine for economic growth, but one that is also greener and safer and improves quality of life in our communities.*' Consequently, reducing carbon emissions derived from transport together with generating economic growth and contributing to economic vitality. The Localism Agenda is another strong theme with the White Paper supporting local solutions that are tailored to specific needs and behaviour patterns to deliver effective local transport.
- 1.6.2 The priority for local transport, as outlined is to "*encourage sustainable local travel and economic growth by making public transport and cycling and walking more attractive and effective, promoting lower carbon transport and tackling local road congestion.*"
- 1.6.3 The White Paper Chapter 4 is titled Enabling Sustainable Transport Choices. The chapter states that '*the Government wants to encourage and enable more sustainable transport choices.*' The document goes on to explain the "nudge" concept that taps into human behavioural tendencies to encourage "good" choices. Nudge interventions are described as being easy and not forbidding choice and travel planning is listed as an example of such.

1.6.4 The National Planning Policy Framework (NPPF) sets out the Government's policies in respect of transport and development planning.

1.6.5 Maximum parking standards are set out in Annex D of the document.

1.7 Benefits

1.7.1 The purpose of this travel plan is to promote sustainable transport options to the occupiers of the development, the benefits to the occupier include:

- Improved travel options;
- Opportunity for a healthier lifestyle; and
- More vibrant communities.

2.0 Scope of the Travel Plan

2.1 This Workplace Travel Plan will set out the sustainable measures to be implemented for the proposed commercial aspects of the mixed development located off Radwinter Road, Saffron Walden.

2.2 This Workplace Travel Plan will look to promote more sustainable forms of transport to the eventual occupiers of the development. Below sets out the main ways the Workplace Travel Plan will meet some of the objectives:

- Production of welcome packs to be provided to all new employees from 1st employment;
- Notice Boards to be placed at communal areas of the workplaces;
- Appointment of a Travel Plan Coordinator;
- Setting up of a Travel Plan Forum;
- Encouraging walking;
- Encouraging cycling; and
- Encouraging use of public transport;

3.0 Motivations, Aims and Objectives

3.1 Motivations

3.1.1 The motivations for the Travel Plan are:

- To provide sustainable access to facilities required by employees on site;
- To make the proposed development more accessible for employees through the use of sustainable modes;
- To help potential employees to be healthier, fitter and more productive by encouraging exercise; and
- To create a vibrant, pleasant sustainable local community.

3.2 Aims

3.2.1 The overall aim of the Residential Travel Plan is:

“To reduce the dependency of employees on single occupancy car journeys by encouraging increased use of more sustainable forms for transport.”

3.3 Objectives

3.3.1 The following specific objectives form the basis of this Framework Residential Travel Plan:

- To reduce the proportion of single occupancy car journeys by encouraging increased use of more sustainable forms for transport;
- To promote the health and environmental benefits of using more sustainable forms of transport; and
- To assist employees in making informed choice about their mode of travel to and from the development.

4.0 Targets

4.1 Modal Shift Targets

4.1.1 The proposed commercial aspects of the development will aim to achieve a 10% reduction in single occupancy vehicle journeys to work. A 10% modal shift in single occupancy vehicle trips will be measured during the morning (0800-0900) and evening (1700-1800) peak hours and will be measured against the latest available census data at the time of first occupation. The current method of travel to work data has been obtained from the 2011 Census for the Saffron Walden Shire ward and is shown in table 4.1 below.

Method of Travel to Work – 2011 Census	
Mode of Travel	Percentage
Driving a car or van	67%
On foot	17.8%
Train	6%
Passenger in a car or van	5.1%
Bus, minibus or coach	2.1%
Bicycle	1.2%
Motorcycle, scooter or moped	0.8%

Table 4.1

4.1.2 It is proposed that a 10% modal shift will be achieved within 5 years of first occupation and that the target will be phased during this period. It is not intended to prioritise one form of sustainable transport above another. Hence, no targets will be identified for modal split on more sustainable forms of transport. The proposed target and phasing for the proportion of peak hour single occupancy vehicle journeys to work is set out in table 4.2 below based on the 2011 Census data which is the latest data set available for use.

Proposed Mode Shift Target – Post first Occupation			
Mode of Travel	End of Year1	End of Year3	End of Year5
Car (Driver)	65%	63%	60.3%

Table 4.2

5.0 Management Strategy

5.1 Responsibility

- 5.1.1 A Travel Plan Coordinator (TPC) will be appointed by each employer who will have prime responsibility for setting up and administration of the Workplace Travel Plan. The TPC will be named and contact details provided to Essex County Council. A TPC will be appointed at the earliest possible opportunity and will be named prior to the first occupation of the workplace.
- 5.1.2 It is not considered that a full time TPC is appropriate for this level of development, it is proposed that this role will be carried out initially by a senior member of the employing company on a part time basis as and when required, with support provided by the management.
- 5.1.3 The TPC will liaise with Essex County Council and Travel Plan Co-ordinators located in the local area.
- 5.1.4 The Travel Plan Coordinator's duties will include:
- Provision of travel information to all new employees;
 - Co-ordination with other Travel Plan Coordinators in the area to identify any areas for joint working or "added value";
 - Liaise with key stakeholder including bus/rail operators, Essex County Council, and Uttlesford District Council;
 - Keeping all public transport and database records up to date;
 - Educating staff on the principles of sustainable travel and personalised journey planning techniques to ensure the sustainable travel initiatives is widely promote;
 - Preparing and maintaining publicity for the WTP;
 - Providing travel information packs;
 - Update the RTP to take account of latest developments, i.e. notifying employees of changes to bus services etc; and
 - Ensuring that monitoring of the targets is completed at the appropriate times.
- 5.1.5 In addition to the above, the TPC will be integral to the process of reviewing the effectiveness of the Travel Plan.

6.0 Measures

6.1 Workplace Travel Plan Strategy

6.1.1 This chapter sets out the travel plan measures which are available to the employer in order to achieve the targets set out within this Travel Plan. The exact measures to be implemented will be determined by the employer. Table 6.1 sets out a summary of available measures. This list should not be considered exhaustive as there are many ways available to achieve the modal shift required.

Residential Travel Plan Measures

Promotion and awareness raising package

- Welcome travel packs, including information on walking and cycling routes, public transport services, car sharing and low emission travel and vehicle choices. Also information on local services
- Employees to be briefed on the workplace travel plan
- Travel plan information included in the employees information pack which is sent to all employees

Encouraging public transport

- Promotion of bus travel through the Employees Welcome Pack.

Encouraging Walking and Cycling

- Provide cycle parking for residents
- Adequate footpaths provide throughout the development
- Promotion of the 'Buddi System' through mytravelshare.org
- Promotion of the idea of a walking school bus to local primary schools

Car use

- Promotion of the nationwide car sharing scheme

Table 6.1

6.2 Site Design

- 6.2.1 The site layout will be designed to encourage and promote the use of more sustainable forms of transport. The pedestrian and cycling network integrates well with the surrounding footways offering good access to main roads and bus stops.
- 6.2.2 Parking standards are applied to the site in line with current guidance and therefore designed to encourage use of more sustainable forms of transport.
- 6.2.3 The development also includes a residential development which creates the opportunity for residents to work on the same site and not use the existing highway network.

6.3 Promotion and awareness raising

- 6.3.1 The employer via a travel plan coordinator will be responsible for promoting the sustainability and travel plan principles of the company and will be responsible for letting prospective employees know about them. A travel information pack will be developed by the Travel Plan Coordinator. The information contained in the travel information pack will help to inform the employees in order that they can make informed choices about how they choose to travel to and from their place of work. The pack will include travel and transport options available to new employees and could include promotional material and leaflets comprising of:

- Local bus timetables;
- Leaflets on responsible car use and clean fuel vehicles;
- Promotional material on car sharing and matching services including details regarding how to access and register;
- Local walking and cycling maps illustrating links to and from the site and within the local vicinity;
- Details of local amenities, e.g. corner shops, supermarkets, doctors, dentists and educational facilities;
- Details of the travel plan coordinators and travel plan forums/residential steering group; and
- Contact details for the Travel Plan Co-ordinator.

6.4 Encouraging public transport

- 6.4.1 The travel plan co-ordinator will promote bus travel through the dissemination of bus travel information within the Employees Welcome Pack.

6.5 Encouraging Walking and Cycling

- 6.5.1 A Budi system where walkers and cyclist can join people making a similar route will be promoted. A WalkBUDi (<https://walkbudi.liftshare.com/>) and BikeBUDi (<https://bikebudi.liftshare.com/>) websites are available as part of the Liftshare network. The BUDi system allows people to look for other people to share a walking or cycling journey. Employees will be encouraged to make use of this service (through promotional material distributed in the residential welcome packs).
- 6.5.2 The proposed workplaces will include showers to encourage the use of walking and cycling as forms of transport.

6.6 Car Sharing

- 6.6.1 Car sharing will be promoted to employees of the development through the national website Liftshare www.liftshare.com and informal workplace arrangements. This website provides a car sharing database for United Kingdom where users can search for and offer lifts. Car sharing could be encouraged for the development through the employee welcome packs and priority car parking spaces.

7.0 Marketing Strategy

7.1 Marketing and Advertising of the travel plan shall be undertaken by the travel plan coordinator who will promote the travel plan to the employees of the workplace. They will be trained to promote the sustainability and travel planning principles

7.2 The following will be used as communication tools

- Travel Plan notice Board;
- Quarterly Newsletters;
- Welcome packs;
- Dissemination of bus time tables and local cycle routes;
- Setting up of the travel plan forum;
- Monthly Email bulletins to employees

8.0 Monitoring and Review

8.1 Monitoring

8.1.1 It is essential that the impacts of the Travel Plan and the benefits achieved are continuously monitored to:

- Identify which aspects of the Travel Plan have worked and not worked;
- Identify if the targets are being met; and
- Identify changes need which may need to be implemented to achieve the Travel Plan targets.

8.1.2 It is therefore important that the Travel Plan is considered a 'living' document evolving to provide the best forms of encouragement to employees of the development.

8.1.3 It is proposed that the Travel Plan will be monitored as follows:

- An initial travel mode survey shall be undertaken within the first 3 months following first occupancy to observe the quantity of single occupancy vehicle trips.
- Subsequent travel mode surveys will be completed annually for a period of 5 years from the point where 50% occupancy is achieved on the site.

8.1.4 The initial travel mode survey and subsequent annual monitoring will be completed in line with best practice guidance. The methodology of the survey will be agreed in advance between the developer and Essex County Council whose approval shall not be unreasonably withheld.

8.2 Monitoring Responsibility

8.2.1 The Travel Plan Coordinator will be responsible for undertaking the monitoring aspect of the travel plan for the site. Details of the Travel Plan Co-ordinator will be passed to Essex County Council.

8.3 Review


8.3.1 The findings of the monitoring and progress towards the target modal shift will be reported by the travel plan coordinator and the house builder to Essex County Council. In addition, the findings will be reported back to the residents via appropriate forms and dissemination methods, such as community newsletters.

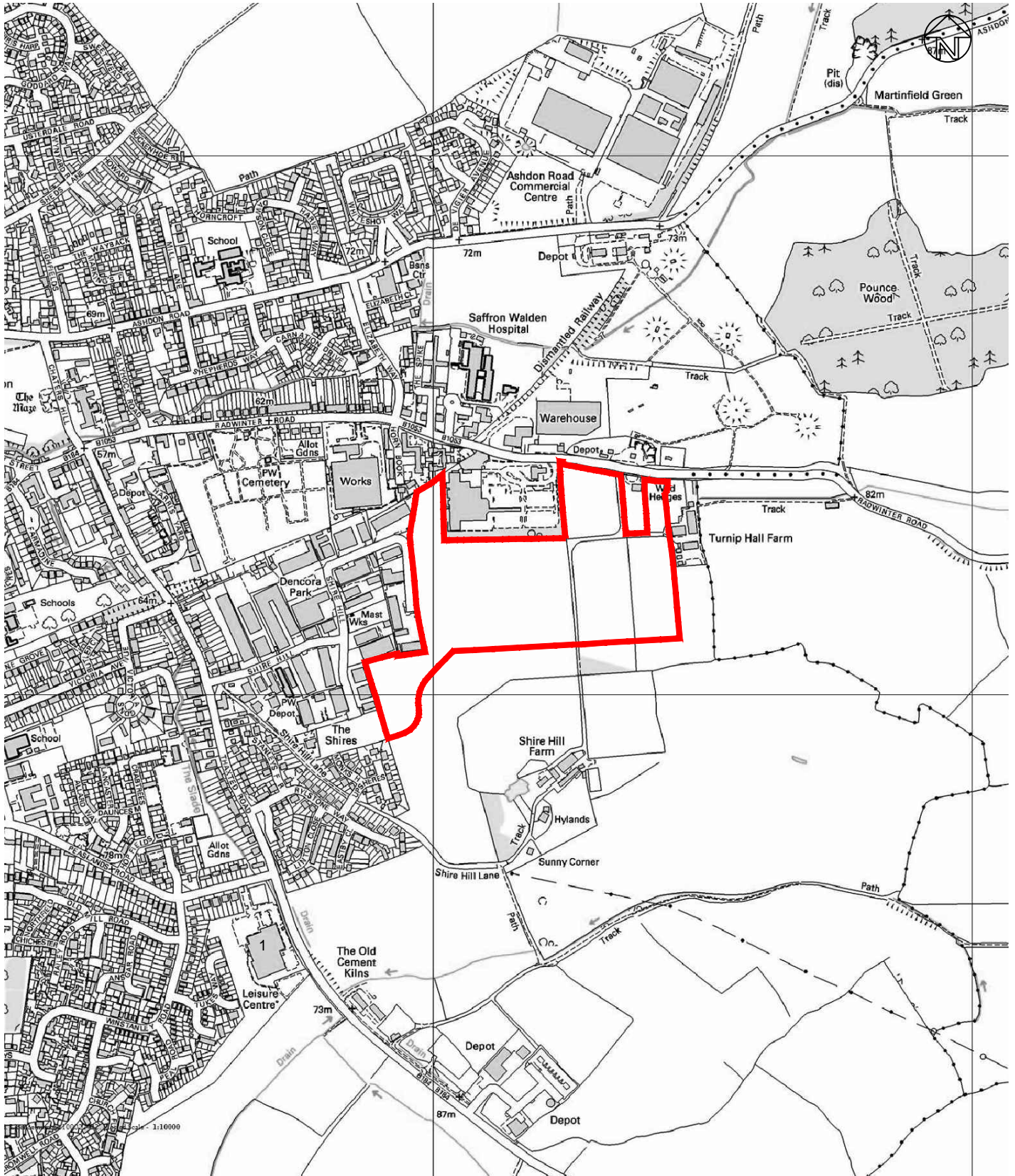
8.3.2 The travel plan coordinator will liaise with Essex County Council over the monitoring process. More specifically will constantly review and adapt the travel plan over time, with the introduction of new measures and packages to deliver on-going changes in travel behaviour.

8.4 Contingency Measures

- 8.4.1 The purpose of the annual reviews will be to assess the progress towards modal shift targets. Should the monitoring and review process highlight that the development is not meeting these targets as outlined in section 5 of this report the TPC will work with Essex County Council to identify which Travel Plan measures are effective and those which are not effective. The TPC will identify potential measures that could be incorporated in order that the Travel Plan targets are met. At this stage it is not possible to fully identify these measures but it could include revitalising existing measures or developing new measures.

Appendix A
Site Location Plan
JPP drawing no. R6694PP-TA01

Client	MANOR OAK HOMES		Date	OCTOBER 2013	
Project	Local Facilities Plan		Drawn by	DGB	
	Radwinter Road, Saffron Walden		Checked by		
Title	Location Plan		Scale at A4	1:10000	T: (01604) 781811 E: mail@jppuk.net F: (01604) 781999 W: www.jppuk.net
Project ref	R6694/PP	Drawing no.	TA01	Revision	



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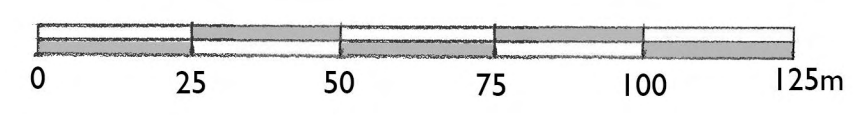
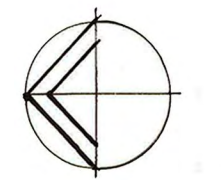
Appendix B
Illustrative Masterplan
McBains Cooper drawing no. 57183-SK06B
And
Illustrative Masterplan – School Option
McBains Cooper drawing no. 57183-SK07A

ILLUSTRATIVE MASTERPLAN

APPROX 1: 2500 @A3 /1:1250 @A1

MCBAINS COOPER

McBainsCooper Consulting Ltd
December 20 2013
57183-SK06 B



RADWINTER ROAD

RETIREMENT VILLAGE

FOOT/CYCLE LINK

ATTENUATION

ATTENUATION

GREEN

GREEN

AVENUE

GREEN

ATTENUATION

ATTENUATION

TESCO

BI

BI

BALANCE OF DRAFT ALLOCATION

OPEN SPACE PROVISION

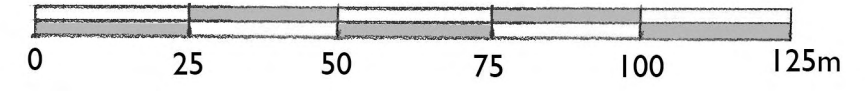
KIER HOMES APPLICATION

PUBLIC OPEN SPACE

**ILLUSTRATIVE
MASTERPLAN**
SCHOOL OPTION

APPROX 1: 2500 @A3 /1:1250 @A1

MCBAINS COOPER
McBainsCooper Consulting Ltd
December 20 2013
57183-SK07 A



RADWINTER ROAD

RETIREMENT VILLAGE

FOOT/CYCLE LINK

ATTENUATION

ATTENUATION

GREEN

GREEN

AVENUE

GREEN

ATTENUATION

ATTENUATION

OPEN SPACE PROVISION

BALANCE OF DRAFT ALLOCATION

0.9HA EXPANSION

1.2 HA PRIMARY SCHOOL SITE

KIER HOMES APPLICATION

TESCO

BI

BI