



INTERIM RESIDENTIAL TRAVEL PLAN

Darwin Green, Huntingdon Road, Cambridge

Client:



February 2019

Project No: 80047

Document Review Sheet: -

Original Document

prepared by: -

Heidi Wilson BA (Hons) AMCIHT
on behalf of Smarter Travel Ltd

Date: -

14th February 2019

Original Document

checked by: -

Raymond Long BSc (Hons) IEng MCIHT MICE
on behalf of Smarter Travel Ltd

Date: -

14th February 2019

Original Document

Approved by: -

Raymond Long BSc (Hons) IEng MCIHT MICE
on behalf of Smarter Travel Ltd

Date: -

14th February 2019

Document Status

DRAFT

FINAL

Revision Status

Issue	Date	Description	Prepared	Checked	Approved

This document has been prepared for the sole use of BDW Trading Limited, is copyright and its contents should not be relied upon by others without the written authority of Smarter Travel Ltd. If any unauthorised third party makes use of this report they do so at their own risk and Smarter Travel Ltd owe them no duty of care or skill. All information provided by others is taken in good faith as being accurate, but Smarter Travel Ltd cannot, and does not, accept any liability for the detailed accuracy, errors or omissions in such information.

Contents: -

1. FOREWORD	3
2. INTRODUCTION	5
3. POLICY CONSIDERATION.....	6
4. EXECUTIVE POLICY STATEMENT	7
5. LOCAL ACCESSIBILITY AUDIT.....	8
6. DARWIN GREEN DEVELOPMENT.....	18
7. OBJECTIVES AND TARGETS.....	20
8. RESIDENTIAL TRAVEL PLAN MEASURES.....	23
9. MANAGEMENT AND MONITORING.....	30

Figures

- Figure 1 Darwin Green Site Location
- Figure 2 Cambridge Cycle Way's
- Figure 3 Location of Car Club Vehicles

Appendices

- Appendix A Site Layout
- Appendix B Cambridge Cycle Map
- Appendix C Bus Timetables
- Appendix D Timetable of Measures
- Appendix E Example Residential Travel Survey

1. FOREWORD

- 1.1. Smarter Travel Ltd (ST Ltd) has been appointed by the Developer – Barratt David Wilson Homes (BDW) - to manage, monitor and promote the Residential Travel Plan (TP) for development land north of Huntingdon Road, Cambridge **known as 'Darwin Green'**. The development scheme is for up to 1,593 residential dwellings. There is an adjacent 187 dwellings associated with David Wilson Homes which is not covered by this TP or planning requirements. The provision of this interim TP is to comply with the schedule nine, paragraph 8.2 of the Section 106 agreement of Cambridge City Council (CCC) planning approval Ref: 07/0003/OUT. The layout of the development is included in Appendix A.
- 1.2. A Travel Plan is defined as a long term management strategy and package of measures intended to encourage sustainable travel choices for a healthier lifestyle and reduce the reliance on the private car; this effectively requires identification and implementation of a set of interrelated measures and initiatives which will reduce the environmental impact of the travel associated with a development, particularly through the use of public transport, walking and cycling, which reflects current Government policy in respect of transport.
- 1.3. BDW are committed to the role and TP implementation and measures which are further set out in Section 8.
- 1.4. The Travel Plan Coordinator (ST Ltd) will promote, manage and monitor the success of the TP and report to Cambridgeshire County Council (CCC) for the agreed monitoring period, commencing at 1st occupation and until one year after the final dwelling is occupied. The monitoring period is likely to be completed in 2029 with the principle target to have an 5% decrease in single occupancy car modal split when compared to the baseline modal split.
- 1.5. Darwin Green lies to the north western edge of Cambridge. Overall the site is close to the city centre with numerous local amenities and public transport services as well as excellent pedestrian and cycling infrastructure to support the promotion of sustainable travel.

Definitions

- 1.6. The following definitions are used throughout this document:
- i. **"Travel Plan" means a comprehensive "living" document that includes the sustainable travel objectives, targets and commitments, which is updated, amended and supplemented from time to time under the provisions of the conditions of the planning approval and "Travel Plan Reviews" which are obliged to be undertaken by the Travel Plan Coordinator on behalf of the Developer.**
 - ii. **"Travel Plan Coordinator (TPC)" shall mean a permanent representative appointed by the Developer with the appropriate skills, budgetary provision and resources to produce and update a "Travel Plan" and manage the continued implementation of the "Travel Plan" including the provision of information to the Local Authority.**

- iii. **"Multi-modal Survey"** means a **standardised** annual travel survey undertaken with manual observations at each access point to identify the modes of travel used by the residents and to determine vehicular generation and additionally pedestrian and cyclist movements in and out of the development. This will be supplemented with a postal/online survey of residents with both surveys commencing at approximately 100th dwelling occupation and then repeated annually.
- iv. **"Annual Travel Plan Review"** means a **report** every year including **the results and analysis of the "multi-modal survey" indicating how the "Travel Plan" is performing** and updating the document as necessary to reflect changes in local area accordingly.
- v. **"Monitoring Period"** means the time period that the Developer is committed to fund and **manage the "Travel Plan" and "Travel Plan Coordinator"** to review travel behaviour to / from the site with an aim to reduce private car usage in favour of sustainable modes **with reporting to the "Local Authority" via the "Annual Travel Plan Review" for approval**. The monitoring period is due to commence at 1st occupation through to one year post final occupation.
- vi. **"Local Authority"** shall mean **the relevant district council or county council** required to approve the Travel Plan.

2. INTRODUCTION

- 2.1. This document provides the basis, from which to refine, expand and develop the TP and promote the objectives within it; an updated TP (a full TP) will next be submitted to CCC for approval at approximately 100th occupation and the targets and measures will be finalised.
- 2.2. The development is not only residential, but also includes a school and a community centre to be built on future phases (these are will be covered by alternative Travel Plan documents), which will substantially reduce school travel distance and time as well as potentially reducing traffic in and out the area. The TP is therefore an important tool in helping to deliver sustainable communities. This will bring a number of benefits into the local area, including:
- i) Reducing the need to travel by private car and aim to cut congestion to and from Darwin Green.
 - ii) Increasing awareness of sustainable travel alternatives to the private car.
 - iii) Promotion of social inclusion and interaction by identifying that a wide range of transport options are easily available for new residents, including those with disabilities, and that existing amenities are accessible.
 - iv) Helping to reduce greenhouse gas emissions by accommodating those journeys that need to be made by car through information on greener car travel usage. This will aid in addressing the increased emphasis of tackling climate change and reducing impact on the local environment.
 - v) Residents can enjoy improved health, less stress and better quality of life through the increased use of walking, cycling and public transport use. Financial savings over the ownership and running costs of a private car can also be achieved through providing a greater travel choice.
 - vi) Bringing new choices of modes of transport to the wider community with the promotion of a car sharing scheme.
- 2.3. This TP has been prepared with reference to current CCC and Department for Transport (DfT) guidance documents "Using the Planning Process to Secure Travel Plans (April 2009)"; "Making Residential Travel Plans Work: Guidelines for New Development" and "Good Practice Guidelines: Delivering Travel Plans through the Planning Process" (April 2009).
- 2.4. This TP will highlight any policy considerations in relation to Darwin Green. Additionally, a local accessibility audit has been undertaken, which includes; public transport options, walking and cycling and other sustainable travel options. Objectives and targets are set out in Section 7 with details of all measures that will be implemented to encourage sustainable travel behaviours.

3. POLICY CONSIDERATION

National Planning Policy Framework (NPPF)

3.1. The NPPF and the DfT guidance, referred to in Section 2, identifies that the provision of a Travel Plan will help to deliver more sustainable transport objectives, including:

- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
- Reduced traffic speeds and improved road safety and personal security, particularly for pedestrians and cyclists; and
- More environmentally friendly delivery and freight movements, including home delivery services.

Regional

3.2. The Cambridgeshire Local Transport Plan 2011-2031 sets out the local transport strategies and policies across the whole of Cambridgeshire. This document sets out the County Councils vision and strategy for long term development of transport up to 2031.

3.3. The plan identifies how transport will play its part in supporting and facilitating future sustainable economic growth in Cambridgeshire by:

- Making the best use of what we have to facilitate reliable journeys;
- Reducing the need to travel; and
- Influencing others and ensuring transport is integrated into development plans.

3.4. The Cambridge City Local Plan (2018) Policy 81: Mitigating the transport impact of development states Developments will only be permitted where they do not have an unacceptable transport impact. Therefore, new development will require:

- Sufficient information to be supplied with all development proposals that the transport impact can be suitably assessed. This should take the form of transport assessments for schemes above the thresholds set in the latest Cambridgeshire County Council guidance;
- A travel plan to accompany all major development proposals; and
- Reasonable and proportionate financial contributions/mitigation measures where necessary to make the transport impact of the development acceptable. This could include investment in infrastructure, services or behavioural change measures to encourage the use of sustainable modes of transport. Such measures should be provided to meet the first or early occupation of a site in order to influence travel behaviour from the outset.

4. EXECUTIVE POLICY STATEMENT
 - 4.1. BDW has agreed to the following TP arrangements. These demonstrate the importance of the environmental and health benefits of increasing the use of more sustainable modes of travel, as an alternative to the private car. BDW is committed to developing and funding this programme, with the support of a TPC, and delivery of measures set out herein to achieve the monitoring targets whilst supporting change in travel habits of residents of this development.
 - 4.2. The Developer will be responsible for the ownership of the residential TP for this development for a period of no shorter than 10 years from the date of the approval by CCC of this updated TP. It is therefore expected that the monitoring period is to end no earlier than 2029.
 - 4.3. The appointed TPC can delegate responsibilities to others to assist in the operation and monitoring of the TP. The contact details are set out below. Should the contact details of the TPC change at any time during the monitoring period the following details will be amended accordingly and advised to CCC within two months.

<i>Acceptance and Commitment to the Role of Travel Plan Coordinator</i>
<p>Name: Heidi Wilson</p> <p>Company: Smarter Travel Ltd</p> <p>Telephone: 01603 230240 (Mon – Fri; 0900-1700)</p> <p>Email: DarwinGreen@SmarterTravel.uk.com</p> <p>Website: www.DarwinGreenTP.co.uk</p> <p>Date: 14th February 2019</p> <p>On behalf of: BDW Trading Limited</p>
<i>Developers Representative</i>
<p>Name: Justice Nyakatawa</p> <p>Company: BDW Trading Limited</p> <p>Date: 14th February 2019</p>

5. LOCAL ACCESSIBILITY AUDIT
Darwin Green Location

5.1. Darwin Green is located to the north of Huntingdon Road, Cambridge. It lies approximately 40 km west of Bury St Edmunds, 46 km south of Peterborough and 40 km east of Bedford. Cambridge city centre is approximately 2.4 km to the south of Darwin Green.

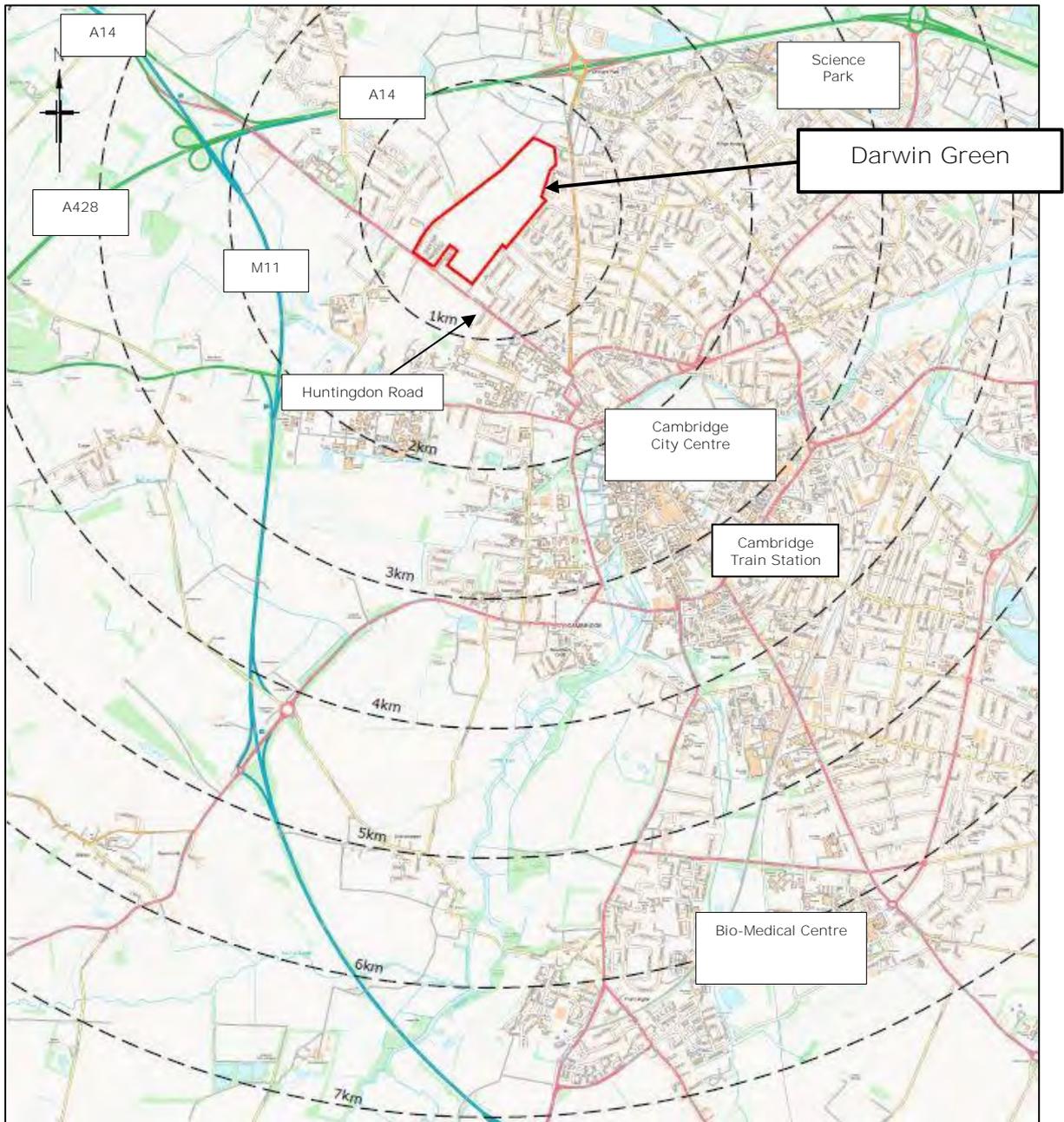


Figure 1. Darwin Green Location

5.2. The A14 runs to the north of Darwin Green, with local access possible at the Histon Junction with Histon Road, and the Girton Interchange junction

with the M11 and Huntingdon Road. South east of the site, Huntingdon Road and Histon Road join the junction with Victoria Road.

- 5.3. The current sole vehicular access to Darwin Green is off Huntingdon Road. More information about vehicular access to the site can be found in Section 6. A site layout can be found in Appendix A. An additional vehicular access will be available on future phases of the development.

Pedestrian and Cycle Network

- 5.4. Darwin Green has good access for pedestrians and cyclists to the centre of Cambridge which provides access to local amenities including schools, shopping and employment areas.
- 5.5. The Travel for Cambridgeshire Partnership is also involved with the development of a Local Travel Plan Network (LTPN) for the Cambridge Science Park. The Science Park is likely to be a key destination of Darwin Green residents due to its 2km distance to the east.
- 5.6. The site lies to the north and west of an existing residential area with good pedestrian facilities that connect with the city centre and the local area. Both Histon Road and Huntingdon Road have good facilities for pedestrians, with wide pavements and crossing facilities along the routes.
- 5.7. Large local employment areas in Cambridge include; Cambridge Science Park, Clifton Road Industrial Estate and Cambridge Business Park located to the east of the site. Additional employment areas can be located within the city centre of Cambridge, at Addenbrookes Hospital, Cambridge University, Anglia Ruskin University, Cambridge Biomedical Campus and Cambridge International Airport, all positioned to the south of the site. All can be accessed using footways and cycleways and 20/30mph speed restricted roads from Darwin Green.
- 5.8. 2011 Census Data highlights that a large percentage of the population of Castle Ward work in the centre of Cambridge with short distances to commute, ideal by either foot or bicycle.
- 5.9. One of the closest supermarkets to the development is an Iceland Foods store located on Histon Road (1.7 km or a 20 minute walk), an Aldi supermarket is also positioned adjacent to Iceland Foods on Histon Road. Further, a Sainsbury's superstore located to the southwest of Darwin Green on Eddington Avenue (1.2 km or 14 minute by bicycle); all accessible by both foot and bicycle. A Co-op Food store is also located on Histon Road. Additional supermarkets are located to the south of the site to the centre of Cambridge.
- 5.10. Local schools (which include the area of Darwin Green) within the catchment are as follows: Mayfield Primary School (0.4 km) and **St Luke's Church of England Primary School** (1.7 km). University of Cambridge Primary School is also located close to the site on Eddington Avenue. In terms of Secondary Schools, the two closest public schools to the site are as follows; North Cambridge Academy is located to the northeast of the site (3.0 km) and Parkside Community College which is part of Cambridge Academic Partnership (3.0 km). These schools are all accessible via established

pedestrian and cycle links within Cambridge. A Primary School will be located within the Darwin Green development in a future phase and will be covered by a different TP.

- 5.11. A review of 2011 Census Data for the Castle Ward of Cambridge shows that cycling for commuting purposes is high. This is discussed later in this TP.
- 5.12. Regional Cycle Route 24 follows Huntingdon Road, connecting to National Cycle Route 51, to the north of the site, to the south of St Ives on London Road. National Cycle Route 51 connects Oxfordshire, Buckinghamshire, Bedfordshire, Cambridgeshire, Suffolk and Essex.
- 5.13. Regional Cycle Route 24 is located to the south of the site, connecting to **National Cycle Route 11 linking Harlow, King's Lynn, Cambridge and Ely**. National Cycle Route 51 can also be reached to the southwest of the site from National Cycle Route 11 on High Street, Cambridge. Huntingdon Road contains a cycle way. These routes and connections are outlined in Figure 2.

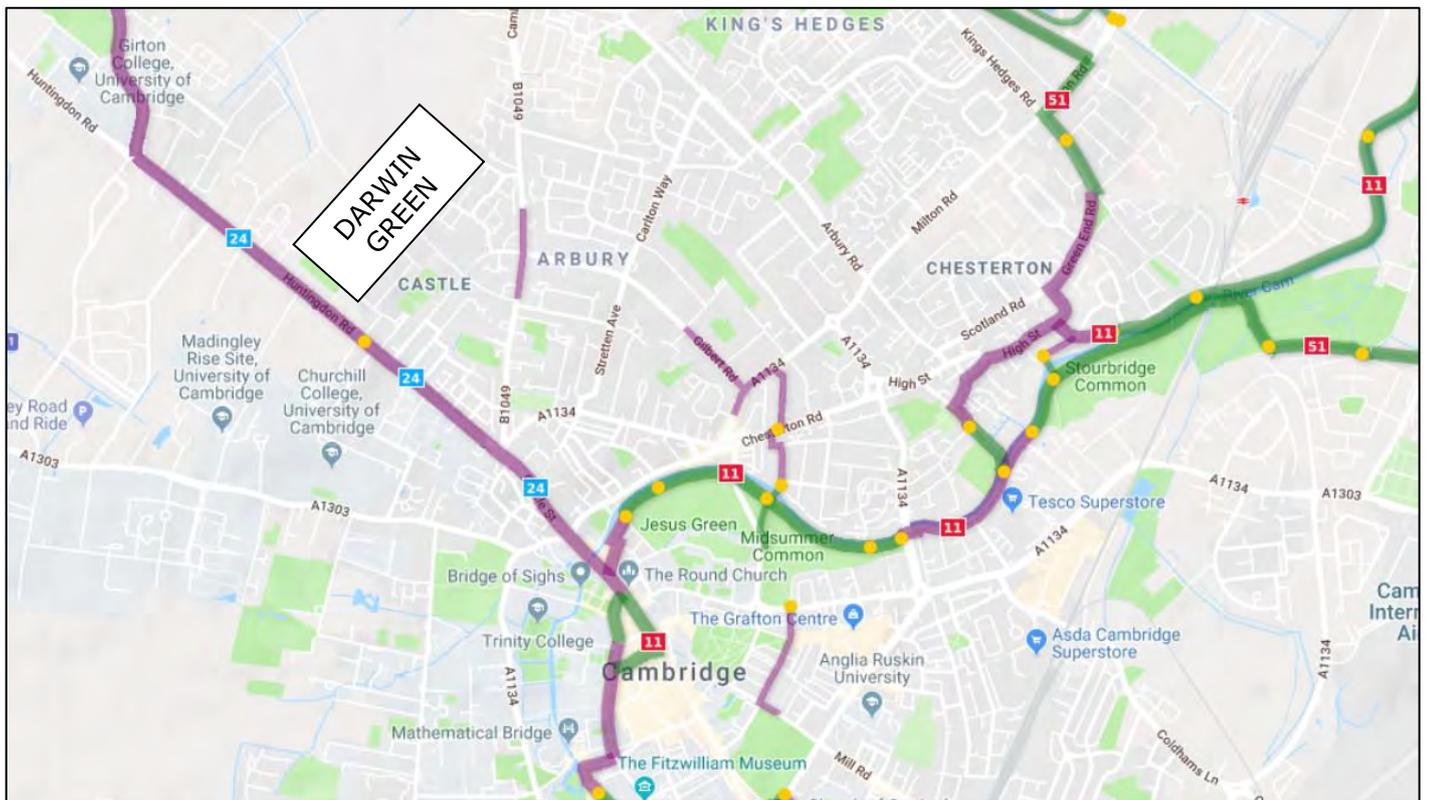


Figure 2. Local Cycling Routes

- 5.14. There is a good network of cycle routes in the area of the site. There are wide, well-used cycle lanes on both Histon Road and Huntingdon Road. In particular, Huntingdon Road is a popular cycle route into Cambridge City Centre with up to 280 cycles an hour in the peak direction (about 20% of total movements). The Cambridge Cycle Map (Appendix B), available on the Cambridge City and Cambridgeshire County Council websites, shows the cycle routes across the city and illustrates that both Histon Road and

Huntingdon Road are signed primary network routes, running directly into the city centre.

- 5.15. **There is a cycle shop (Chris’s Cycles) located just a few minutes to the west** of the site access, in Thornton Way in addition to a number of other cycle shops in the local area.
- 5.16. Cambridge has extensive cycle parking options, including two cycle parks located at the Grand Arcade and Park Street, both in the city centre. The Grand Arcade provides space for over 200 cycles in a variety of cycle racks and lockers. For those that wish to cycle into Cambridge City Centre with young children, a pushchair can be borrowed when using Grand Arcade and Park Street cycle parking.
- 5.17. Cycling to Cambridge train station is a relatively straight forward journey with the train station being located to the south of Darwin Green, the other side of the city centre. Residents would need to follow Huntingdon Road towards the city, then join the A1307 until they reach Station Road.
- 5.18. Figure 1 shows the 5km catchment area, demonstrating the area which is within a reasonable cycling distance from the site (a 5km journey would take approximately 20 minutes). The entire city centre is captured by this catchment, including many other surrounding villages and areas that host popular transport links.

Public Transport

- 5.19. The current closest bus stops to the development are located on Huntingdon Road near Howes Place to the southwest of the site, and Ardbury near Carisbrooke Road on Histon Road to the east of the site.
- 5.20. Bus service 5 from Stagecoach in the Fens (Citi) run through these stops linking the site to Swavesey, as well as service 6 from Stagecoach in Cambridge (Citi) connecting Oakington. Bus services 8 and X8 from Stagecoach in Cambridge link the site to Cottenham. Bus stops in the local vicinity are either a standard flag and pole style stop, or a shelter but all shelters have real-time bus information panels.
- 5.21. Table 5.1 below presents the regular current services and times with services 5 and 6 from Huntingdon Road, near Howes Place, and services 8 and X8 from Arbury near Carisbrooke Road, Histon Road. Local bus timetables for services are included in Appendix C.

Table 5.1 – Nearest Local Regular Bus services

Operator	Service	Frequency
	5 Cambridge – Bar Hill – Longstanton – Swavesey (- Fenstanton)	<p>Mon to Sat: 39 buses 0730, 0800 – 1840 (every 20 mins) 1920, 2020, 2120, 2220, 2320</p> <p>Sun: 9 buses 0950 – 1750 (every hour)</p>

Stagecoach in the Fens (Citi)	5 (Fenstanton -) Swavesey – Longstanton – Bar Hill – Cambridge	<p>Mon to Sat: 40 buses 0706 – 1806 (every 20 mins) 1854, 1914, 2009, 2109, 2209, 2309</p> <p>Sun: 9 buses 0918 – 1718 (every hour)</p>
Stagecoach in Cambridge (Citi)	6 Cambridge City Centre – Girton - Oakington	<p>Mon to Fri: 24 buses 0655, 0725, 0755, 0835 – 1705 (every 30 mins) 0741, 1811, 1845</p> <p>Sat: 22 buses 0805 – 1835 (every 30 mins) No service from this bus stop on Sat or Sun.</p> <p>Sun: 9 buses 0920 – 1720 (every hour)</p>
	6 Oakington – Girton – Cambridge City Centre	<p>Mon to Fri: 23 buses 0700, 0730, 0808, 0838, 0910 – 1810 (every 30 mins)</p> <p>Sat: 22 buses 0740 – 1810 (every 30 mins)</p> <p>Sun: 10 buses 0848 – 1748 (every hour)</p>
Stagecoach in Cambridge (Citi)	8 Cambridge – Impington – Histon - Cottenham	<p>Mon to Fri: 43 buses 0025 (not on Mondays) 0701 – 1856 (every 20mins) 1925, 1955, 2025, 2125, 2225, 2325</p> <p>Sat: 42 buses 0025, 0741 – 1856 (every 20mins) 1925, 1955, 2025, 2125, 2225, 2325</p> <p>Sun: 19 buses 0025, 0940 – 1810 (every 30mins)</p>
	8 Cottenham – Histon – Impington – Cambridge	<p>Mon to Fri: 45 buses 0016, 0621 – 1906 (every 20/30 mins) 1946, 2016, 2116, 2216, 2316</p> <p>Sat: 43 buses 0016, 0701 – 1901 (every 20 mins) 1946, 2016, 2116, 2216, 2316</p> <p>Sun: 18 buses 0937 – 1807 (every 30 mins)</p>
Stagecoach in Cambridge	X8 Cottenham – Cambridge	<p>Mon to Fri: 1 bus at 0803</p> <p>Sat: 1 bus at 0815</p> <p>Sun: No service from this bus stop on Sundays.</p>

- 5.22. Up to date timetable information for each bus stop can also be obtained via the websites of each operator or via Traveline East Anglia website. Links to updated timetables will be promoted to residents.
- 5.23. The site is well served by buses, with stops within a 400-metre walk of the development providing regular and frequent bus services.
- 5.24. At least six buses per hour run along Huntingdon Road in each direction, to and from the city centre as the Citi 5 and 6 services. Connections to other bus services, including high frequency links to Cambridge rail station, can be made in the city centre.
- 5.25. A review of 2011 Census Data for the Castle Ward area shows that currently the use of bus services is low for commuter purposes. This is discussed further later in this TP.
- 5.26. An adult day ticket for Stagecoach services within Cambridge (covering Darwin Green) is £4.50* and can be purchased either on the bus or through the Stagecoach website or mobile app. Additionally there are a variety of discounted season tickets available including monthly options. (*All prices correct as of February 2019).
- 5.27. Stagecoach also provides a useful travel app for mobiles with live bus times, and location based search where buses, stops and routes can be found instantly. The app includes a journey planner; ticket options; walking directions; disruption updates; and mobile tickets and payments.
- 5.28. Community transport options are also available to residents that may have need for these services and have difficulty accessing regular transport services. The charitable organisation Cambridge Dial-a-Ride is available within the area. Further information can be found on their website (<https://cambridgedialaride.org.uk/about-us/>).

Car Club

- 5.29. Car club opportunities are also available from nearby the site. Zipcar has been operating in the Cambridge area since 2007 and is now working in partnership with the council to provide car clubs on-street to residents. There are currently 19 vehicles in the city and over 1,500 members. Figure 3 highlights the current closest car club locations.
- 5.30. The current closest car club vehicle (Hyundai i30) to Darwin Green is located on Wentworth Street which is an 11 minute walk from the south of the development. Additionally, there is a ZipCar van (VW Transporter) available **for hire on St. Peter's Street which is a 20 minute walk from Darwin Green.**

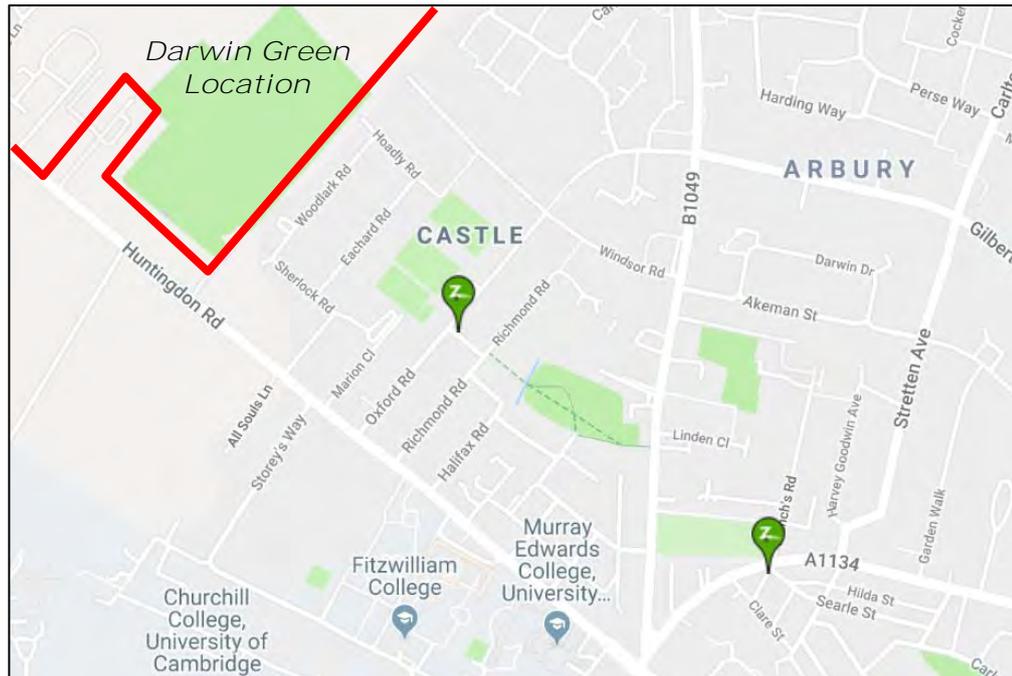


Figure 3. Locations of Local Car Club cars

Train Services

- 5.31. The closest Train Station from Darwin Green is Cambridge Train Station to the southeast approximately 4 km away or 15 minute drive (as shown in Figure 1). Cambridge Train Station is a large train station offering links to London, Ipswich, Brighton, Norwich, and Kings Lynn. The station features 374 car parking spaces, with 7 accessible spaces, and 2,850 cycle parking spaces. The car park is operated by National Car Parks Limited and has a daily rate of £11.50 or £209.00 monthly.
- 5.32. Cambridge train station also provides links to Great Northern, Thameslink and Cross Country train services **to London King's Cross**, Stansted Airport and Birmingham via Peterborough. Further services towards Nottingham, Sheffield, Manchester and Liverpool can be accessed from Ely, approximately a 20 minute journey on the Fen Line north towards Kings Lynn.
- 5.33. The current season and day ticket cost of train services to London and Norwich should be promoted to the future residents as well as the available railcards that can be obtained that can reduce off-peak train travel costs by up 33%. The PlusBus ticket option will also be promoted as a way to get discounted bus travel at train destinations such as Cambridge, Newmarket, Bury St Edmunds, Ipswich and Colchester, which is likely to be taken up for leisure related journeys.
- 5.34. Cambridge station is included within the 5km catchment of the site, facilitating the option for residents to make multi- modal, sustainable journeys.

- 5.35. A review of 2011 Census Data for the Castle Ward area shows that currently the use of the train is very low for commuter purposes. This is discussed further later in this TP.

Local Amenities

- 5.36. The Institution of Highways and Transportation in its publication "Guidelines for Providing for Journeys on Foot (2000)" suggests that an average walking speed of 1.4 m/s can be assumed. The Department for Transport's document LTN 1/86 "Cyclists at Road Crossings and Junctions" recommends that an average cycling speed of 4m/s can be assumed.
- 5.37. Although now superseded by the National Planning Policy Framework, the widely accepted Government's document "Planning Policy Guidance 13: Transport" stated that "*walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres.*" The same document also stated that "*cycling also has potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport.*"
- 5.38. Focusing upon the site, Table 5.2 presents a range of local amenities in the surrounding areas, with the appropriate distance and travel time from the site.

Amenity	Name	Location	Distance from the site*	Walking / Cycling time	Accessible direct by bus? Service Numbers
Nursery	Arbury Pre-School	Arbury Primary School, CB4 2DE	1.6 km	26 mins / 6 mins	No
Primary School	Mayfield Primary School	Warwick Road CB4 3HN	0.5 km	14 mins / 3 mins	No
High School	Parkside Community College	Parkside CB1 1EH	3.0 km	37 mins / 13 mins	5, 6
Dentists	Green Tree Dental	50 Metcalfe Road, CB4 2DD	2.5 km	25mins / 7 mins	8, X8
Doctors	Huntingdon Road Surgery	Huntingdon Road, CB3 0DB	1.1 km	12 mins / 3 mins	5, 6
Post Office	Histon Road Post Office	Histon Road, CB4 3HL	1.4 km	17 mins / 4 mins	8, X8
Supermarket	Sainsburys	Eddington Avenue, CB3 1SE	0.3 km	12 mins / 3 mins	No

Public House	Beefeater Travellers Rest	Huntingdon Road, CB3 0DL	0.3 km	4 mins walking	No
Place of Worship and Community Centre	St Augustine's Church, Hall and Community Centre	Richmond Road, CB4 3PS	0.9 km	11 mins / 2 mins	No
Recreation Ground	Histon Road Recreation Ground	Histon Road, CB4 3QE	0.9 km	12 mins / 3 mins	No
Library	Milton Road Library	Ascham Road, CB4 2BD	2.7 km	34 mins / 10 mins	6 (continue on 1)
Bus Stops		Huntingdon Road	0.9 km	1 min walking	No
Bus Stops		Histon Road	1.6 km	20 mins walking	No
Police Station	Cambridgeshire Constabulary	Parkside, CB1 1JG	3.2 km	39 mins / 14 mins	5, 6
Employment Areas	Darwin AZ Science Park	Milton Road CB4 0GQ	5.1 km	65 mins / 17 mins	5, 6 (continue on Park and Ride)
Employment Areas	Clifton Road Industrial Estate	Clifton Road CB1 7ED	5.3 km	59 mins / 17 mins	5, 6 (continue Citi 3)
Employment Areas	Cambridge Business Park	Homefield Road CB4 0WT	4.8 km	59 mins / 16 mins	5, 6 (continue with Park and Ride)
Employment Area / Airport	Cambridge International Airport	Boundary Road CB5 8RX	6.1 km	75 mins / 22 mins	5, 6 (continue Citi 3)
Hospital	Addenbrookes Hospital	Hills Road CB2 0QQ	4.8 km	77 mins / 22 mins	5, 6 (continue with Citi 2)
Leisure	Cambridge Leisure Park	Clifton Road, CB1 7DY	4.8 km	54 mins / 16 mins	5, 6 (continue with Citi 3 / 1)
Leisure	Cambridge City Centre	Hobson Street and surrounding area	2.4 km	29 mins / 9 mins	5, 6
Sports	Chesterton Sports Centre	Gilbert Road, CB4 3NY	2.7 km	28 mins / 7 mins	5, 6 (continues with Citi 1)

Table 5.2 – List of Nearest Local Amenities

* Distances taken from the edge of the site via public highway only.

5.39. In conclusion, the development is very well located to a great number of amenities which are accessible on foot or by bicycle. Further to this the site is located approximately 2.4 km from Cambridge City Centre where a wide variety of further amenities and services are located.

- 5.40. The excellent range of amenity provision in the city and local area should influence the residents of Darwin Green to use more sustainable modes of transport to travel locally when possible, reducing the impact of unsustainable travel in the area.

Barriers to Sustainable Travel and Accessibility

- 5.41. The potential issues and barriers to the promotion of sustainable travel in association with the site and its locality have been identified as follows:
- Lack of knowledge about public transport links within the vicinity;
 - The likelihood of residents undertaking shift work or working irregular hours;
 - Lack of knowledge of potential car sharing and car club opportunities;
 - Perceived high cost of public transport compared to driving;
 - Perceived inaccessibility to Cambridge City Centre and train station on foot or by bicycle; and
 - Perceived poor quality of facilities (shelters / seating etc.) at bus stops and train station.

- 5.42. The measures and initiatives proposed within this TP will seek to address the identified issues and barriers to sustainable travel and will be fully supported by BDW for the monitoring period.

Annual Inspection (off-site)

- 5.43. During the monitoring period, at least an annual inspection shall be made prior to each survey by the TPC to review the condition of local footways, cycleways and local bus shelters off-site to identify any maintenance issues that could be detrimental to the promotion of sustainable travel. Any maintenance issues seen can then be reported to the relevant department at the Local Authority for remediation and be reported in monitoring reports or TP reviews.

6. DARWIN GREEN DEVELOPMENT
- 6.1. Darwin Green consists of a total 1,780 dwellings of which 187 homes developed by David Wilson Homes are excluded from this TP. This TP only covers 1,593 residential dwellings and further non-residential uses will be covered by separate planning applications. At least 40% of these residential dwellings will be classed as 'Affordable Homes' and will be managed by affordable homes operator, London & Quadrant Housing Trust.
- 6.2. Car parking is provided at 1.5 spaces per dwelling. Additionally, a car club will be provided on-site (likely in 2020 at the earliest).
- 6.3. It is expected that the build out rate will be between 100 and 200 dwellings per year. Darwin Green will be built over several phases with BD1 consisting of 173 dwellings built during 2019. It is expected that a further 114 dwellings will be constructed in 2020 as part of the Local Centre and this will include a community / local centre. BD2 will commence in 2020 and will consist of approximately 320 dwellings.
- 6.4. Suitable broadband provisions will be made throughout the development.
- 6.5. The Office for National Statistics website has been used to estimate the number of people that could potentially live in the development. The "Key Figures for 2011 Census" for "Cambridge 002C", "Cambridge 005A" and "Cambridge 005B" (site is close to these three boundaries) has given the breakdown of number of people living per dwelling: 4,174 people living in 1,843 households; using this data it has been forecasted that a development of 1,593 residential units has the potential to accommodate 3,608 people.
- 6.6. Other facilities to be included within the development are; a primary school, a community hall and approximately 1,200m² of retail space plus up to 6 smaller retail units (up to 100m²).

Access

- 6.7. Initially there will be only one vehicular access to Darwin Green; and that is from Huntingdon Road. As the development of the site progresses, another vehicular access will be made available at the north of the site. During the development of Darwin Green, construction traffic will be accessing the site from an access point to the north off Histon Road.

Cycle Parking

- 6.8. Cycle parking will be provided in line with what was specified at Reserved Matters stage.

Public Transport

- 6.9. A bus service connecting the development with the city centre will be provided through the site and will run at a frequency of every 15 minutes. Bus stops will be located to ensure that a bus stop is within 400 metres (5 minute walk) of every dwelling of the development. Further updates will be provided as this comes to fruition as this will be undertaken by CCC via a S106 contribution.

Annual Inspection (on-site)

- 6.10. During the monitoring period, an annual inspection shall be made prior to each survey by the TPC to review the condition of on-site local footways and cycleways to identify and maintenance issues that could be detrimental to the promotion of sustainable travel. Any maintenance issues seen can be reported to the relevant department at the Developer / or Local Authority for remediation and be reported in monitoring reports or TP reviews.

7. OBJECTIVES AND TARGETS

7.1. Baseline travel data was produced in the 2012 SKM Colin Buchanan Residential Travel Plan that supported the planning application. Household travel surveys were undertaken in the north west of Cambridge (Woodhead Drive area). Modal split rates were identified as per below in Table 7.1. This formed the basis of the planning officers decision to emphasise single occupancy vehicle use should not exceed 39%.

Mode of Transport	Percentage
Train	1%
Bus	8%
Taxi or minicab	1%
Driving a car or van	39%
Passenger in a car or van	13%
Motorcycle, scooter or moped	1%
Bicycle	22%
On foot	15%
<i>Total commuting</i>	<i>100%</i>

Table 7.1 – Method of Travel to work – Baseline Survey

7.2. The above table shows that 37% of the commuting is undertaken by cycling and walking, and a further 9% of the commuting is undertaken by public transport.

7.3. Furthermore, 2011 Census Data highlights that people commuting from this area of Cambridge by single occupancy car journey are travelling locally to areas within Cambridge. These locations are very accessible by public transport or walking / cycling from Darwin Green and this will be strongly promoted to future residents.

Objectives

7.4. The main objectives that the implementation of a TP is intended to help fulfil are as follows;

- To reduce the number and proportion of single-occupancy car journeys to and from Darwin Green.
- To raise awareness of the availability of relevant and feasible alternatives to single-occupancy car travel and the financial, health and environmental benefits of using the alternative modes.
- To encourage and incentivise car drivers to try an alternative mode of travel and then to sustain this new travel behaviour.
- To promote the Smarter Travel for Cambridgeshire initiatives available across the city and Cambridgeshire and to enable and support effective partnership working between local authorities, community groups, schools and other stakeholders for mutual benefit.

Targets

- 7.5. Targets should be Site-specific, Measurable, Achievable, Realistic and Time-related (SMART). They may be phased year on year and can be by 'aim' type (e.g. percentage using non-car modes by....) or 'action' type (e.g. appoint a TPC by....).
- 7.6. **The "aim type" Travel Plan targets are quantifiable and are given over** two timescales: short-term (within one year) and long-term (within five years). The suggested key targets are based on the principle objectives of the TP and are as follows:
- Within three years of implementation of the full TP, decrease the single occupancy vehicle journeys by 2% when compared to the data shown in Table 7.1.
 - Within five years of implementation of the full TP, decrease the single occupancy vehicle journeys by 5% when compared to the data shown in Table 7.1.
 - Retain the car trip rates seen at year five of implementation of the full TP when compared to that identified in Table 7.1.
- 7.7. A review of targets should be agreed between BDW, the TPC and CCC at the baseline survey which will be undertaken at around the 100th occupation.
- 7.8. Additional **"aim-type"** targets that are not directly related to travel mode are as follows:
- 25% response rate on postal/online surveys of residents.
 - 80% of dwellings should be aware of the TP and TPC and the services that can be provided.
 - 50% of the dwellings will have obtained a Personal Travel Plan provided by the TPC.
 - 15% of the dwellings of the development should have used either their bus ticket or active travel voucher.
 - 15% average utilisation of the car club (on-site).
- 7.9. **The "action-type" TP targets are non-quantifiable targets** and take the form of actions that need to be achieved by a specified date. These targets are based on implementing the measures specified in Section 8 and therefore **aid in meeting the "aim-type" targets and the principle objectives of the TP.**

Remedial Measures and Triggers

- 7.10. After each multi-modal survey the TPC will assess if the targets are being achieved. Should the targets not be considered to be to the SMART principles then a review of achievable, realistic targets will be undertaken and submitted to the Local Authorities with supporting evidence to be agreed.

- 7.11. If the agreed targets are not being met after the final year of monitoring, an additional year of monitoring will be undertaken including further promotion of the sustainable travel measures highlighted in Section 8.

8. RESIDENTIAL TRAVEL PLAN MEASURES

8.1. The timescale for the implementation of measures are presented in a table included within Appendix D. The table details when measures will be put in place during the agreed monitoring period and an indication of the potential utilisation of the overall TP budget.

8.2. A Travel Plan Coordinator has been appointed to manage, review and monitor the Travel Plan. The responsibilities and appointment of the Travel Plan Coordinator are detailed in Section 9.

On-site Accessibility

8.3. It is essential to ensure that pedestrian and cycle routes are safe and accessible. The site layout is designed to respect the permeability for pedestrians and cyclists.

8.4. Through direct communication channels from residents to the TPC, as well as personal site visits, any maintenance issues identified with constructed pedestrian / cyclist routes on site will be identified to the Developer or CCC (as applicable) to be rectified.

Public Transport

8.5. An up to date schedule of bus and rail services, within the surrounding area of the site, including route information and service frequencies will be permanently available to the residents of the site (see Marketing and Promotion). The use of smartphone apps and mobile technology will be promoted so residents can access up to date bus timetables.

8.6. Residents will also be made aware of the seasonal discounts of fares that are currently available for buses and train services through promotional links to relevant websites.

8.7. Residents will be made aware of both rail and bus timetables, routes and fares through Travel Information Packs in addition to the Darwin Green TP website.

8.8. **Relevant events such as, 'Catch the Bus Week' will be promoted to residents** (see Marketing and Promotion).

8.9. In order to promote early positive behaviour change, each dwelling will be provided the opportunity to gain 4-weeks free bus travel on Stagecoach bus services or the approximate equivalent value as a voucher for an online activewear retailer (this voucher value will be reviewed upon each phase of Darwin Green). In order to claim their voucher, residents must contact the TPC and will be promoted through a "Travel Information Pack".

8.10. A dedicated bus service will be provided through the site linking Darwin Green to the city centre. This service will ensure that no dwelling is more than a 400m distance from a bus stop. This is secured through a Section 106 requirement.

8.11. Through Section 106 requirements, improvements will be made to two bus stops along Huntingdon Road.

- 8.12. When the bus routes are diverted through the development, this will be promoted to residents through social media channels in addition to an on-site marketing event. In addition to this, bus ticket incentives will be promoted to residents again upon completion of bus route changes.
- 8.13. A bus gate will be installed within the development (secured by the Section 106). This will prevent the use of private motor vehicles using the development as a cut through from Huntingdon Road to Histon Road.

Walking

- 8.14. Pedestrian routes in the vicinity of the site are adequate, linking with local amenities within Cambridge. However, the TPC will liaise with the relevant authority to highlight any maintenance issues.
- 8.15. The residents will be provided information on pedestrian routes from the site to relevant local amenities such as the city centre, Science Park and other leisure facilities within the Travel Information Pack and through the RTP website in addition to this, walking for leisure purposes will be promoted.
- 8.16. Local walking groups will be promoted to residents of Darwin Green. Additionally, **events such as, 'Walk to Work Week' will be promoted through regular marketing material** (see Marketing and Promotion).
- 8.17. Route planning mobile apps and websites will be promoted through the Travel Information Packs as well as through the Darwin Green Travel Plan website.
- 8.18. The TPC will work with TPC of local schools in the nearby vicinity with the aim of encouraging walking to and from Darwin Green where possible.
- 8.19. As an alternative to a one month public transport pass, residents can claim an active travel voucher (for the equivalent value of 4-weeks bus travel) to purchase either walking or cycling equipment (the value of the voucher will be reviewed upon each phase of Darwin Green). The voucher incentives will be promoted through the TIP and will be funded by the developer.
- 8.20. As per Section 106 requirements, walking signage will be displayed within the Darwin Green development. This will highlight directions to key destinations. Further details are to be agreed between BDW and CCC.

Cycling

- 8.21. The TPC will liaise with the relevant authority to ensure that local cycle routes are properly maintained, should residents provide information on issues. The residents will be provided with information and advice concerning highway safety and appropriate cycle routes from the site to relevant regular destinations via Personal Travel Planning (see Marketing & Promotion).
- 8.22. As a Section 106 requirement, upgrades of the existing nearby cycle network are to be made, in particular along Histon Road, Brownlow Road, Blackhall Road, Hazelwood Close and Roseford Road. There will also be additional

upgrades to the existing pelican crossing to create a toucan crossing to accommodate additional cycle movements.

- 8.23. Combined cycle and train journeys will be promoted to residents of Darwin Green. Information on rail operators policies regarding bicycles will be made available to residents through the Darwin Green TP website.
- 8.24. The active travel voucher that is available to residents can be spent on cycling equipment or accessories (the value of the voucher will be reviewed upon each phase of Darwin Green). Alternatively it can be used as a contribution towards to the cost of a new bicycle and will be promoted heavily through the TIP and funded by the developer.
- 8.25. At least two loan bicycles will be made available by the TPC and funded by the developer to residents of Darwin Green. These bicycles will be available for residents to borrow free of charge to try cycling as an alternative to their regular mode of travel. Further bicycles will be supplied if required due to demand. The bicycle loan scheme will be facilitated by an external company such as Outspoken.
- 8.26. In addition to the bicycle loans, discussions with dockless bike company, Mobike are taking place to try and implement a new zone to cover the area of Darwin Green allowing residents to leave or pick up bikes nearby the development.
- 8.27. High visibility cycling clothing will be made available to residents. Items such as reflective bands and jackets will be given away to residents through regular social media competitions coinciding with national cycling events such as Cycle to Work Day. Additionally, the active travel voucher available to residents can be redeemed against high visibility items.
- 8.28. A cycle buddy scheme will be promoted to residents from 100th dwelling occupation. This will be promoted through the Darwin Green TP website in addition to the social media group. The cycle buddy scheme will encourage those who are less confident in cycling to partner up with others who are more confident.
- 8.29. Bicycle servicing such as Dr. Bike sessions will be offered to residents and funded by the developer at the time of on-site sustainable travel events. In addition to this, bicycle servicing will be offered at appropriate points throughout the monitoring period to coincide with national sustainable travel events.
- 8.30. From the 100th dwelling occupation, cycle training sessions will be promoted and offered to residents of Darwin Green. This will be provided through a qualified operator such as Outspoken Training and funded by the developer.
- 8.31. Local groups such as Cambridge Cycling Campaign will be promoted to residents through regular marketing collateral. Additionally, events such as the Cambridge Cycling Festival will also be promoted.

- 8.32. Second hand bike retailers such as The Bike Man (<http://www.thebikeman.co.uk/>) will be promoted to residents through the TIP and additionally through the Darwin Green Travel Plan website.
- 8.33. Employee benefits such as cycle to work schemes will be highlighted to residents throughout the monitoring period.
- 8.34. Cycle route maps will be provided to residents through the Darwin Green TP website. Additionally, locations of city centre cycle parking facilities will be shown in marketing material distributed.
- 8.35. For those residents that work on the Cambridge Science Park, Cambridge Electric Transport will be promoted to them. This services allows the hire of E-bikes for trips around the site. Bikes need to be pre-booked online at <https://cambridgeelectrictransport.co.uk/>.
- 8.36. Secure cycle parking will be installed by the developer throughout the site for residents, this will comply with Cambridge County Council parking standards. Additionally, visitor cycle parking will be provided as various locations including the community centre. This cycle parking will be monitored throughout the TP monitoring period on an informal basis. If capacity reaches 85% at peak times, further cycle storage will be considered.

Car Travel

- 8.37. Car sharing represents a relatively convenient and alternative form of car travel and potential exists to reduce the total commuter mileage of the residents.
- 8.38. The TPC will establish from the multi-modal travel survey, the potential for car sharing to and from regular destinations and will arrange for individual residents to be made aware of that potential. For example if it is found that many residents are travelling to places such as the employment areas such as the Science Park, the TPC will contact the relevant TPC of these locations in the hope of cross promotion of the benefits of car sharing journeys.
- 8.39. The Travel Plan Coordinator will promote the Cambridge car share scheme (<https://liftshare.com/uk/community/camshare>), to provide opportunities to car share with residents from the surrounding areas. Residents will be made aware of the car share website and be encouraged to make use of the information it contains from the outset.
- 8.40. Furthermore, residents will be encouraged to use the Darwin Green social media group to liaise with each other and arrange any potential car sharing opportunities.
- 8.41. Currently, there are over 24 car sharing options listed on the Cambridgeshire Lift Share website which residents of Darwin Green could utilise to places such as; Chelmsford, Bar Hill, Norwich, Royton or Peterborough.
- 8.42. Residents will be made aware of the car sharing scheme via social media, Travel Information Packs and the Darwin Green TP website. Residents who commute via single occupancy vehicle will be encouraged to sign up to CamShare.

- 8.43. Car clubs provide a suitable alternative to car ownership, particularly for second vehicle households. Car club vehicle spaces are to be provided within the Darwin Green development. In the interim, nearby existing car club vehicles will be promoted to residents and free memberships will be provided upon request. This measure will be funded by the developer.

Marketing and Promotion

- 8.44. The TPC is to provide training to the sales staff of the Developer on the aims and objectives of the TP as well as the incentives available to residents. Posters will also be provided so that sales staff can visually show the sustainable travel options available to them.
- 8.45. It is considered that in order to best promote a change in sustainable travel habits of new residents to an area, it is key to provide information within the first few weeks of moving in. Therefore, each dwelling will be provided with a Travel Information Pack that will direct residents to the development Travel Plan website and social media for travel related information and contact details of the TPC. A survey of current and intended travel habits will also be included within the Travel Information Packs to ascertain very early indications of travel behaviour change.
- 8.46. For residents that have already moved into their homes, the TPC will hand out the Travel Information Packs individually to each dwelling. **the TPC will hand deliver TIP's to residents of the affordable homes.**
- 8.47. The TIP will be revised and updated upon each phase of the development ensuring all information is up to date and current. Additionally, residents can request more personalised travel advice by contacting the TPC.
- 8.48. A stakeholder group will be set up for the Darwin Green TP which will be managed by the TPC. The stakeholder group will provide feedback and assistance on TP measures and will include representatives from; the residents, BDW, CCC, local public transport operators and members of local cycling groups.
- 8.49. A travel website will be created specifically for the development's residents via www.DarwinGreenTP.uk.com this will provide links to this TP and summary reports as well as a useful way to contact the TPC for general travel related queries or for Personal Travel Planning. It also provides information set out below and further links to other useful travel related websites:
- Information on what a TP is and the benefits of the scheme;
 - Real-time bus information (when the bus route is diverted)
 - Local area map indicating local amenities;
 - Links to the social media pages and news articles;
 - Information on car sharing, eco-driving, travel information and community transport availability;
 - Personal Travel Plan requests;

- Public transport information including details of the bus text service (explaining what buses and train services, can be taken to access facilities);
 - Cycle and pedestrian route maps (a Cambridge Cycle Map is provided in Appendix B);
 - Details of home shopping services and collection points;
 - Details of how to obtain the sustainable travel vouchers and any other measures including residents travel surveys;
 - Marketing for the Cambridgeshire Lift Share website and rail discount card application forms; and
 - Contact details of the TPC for the resident to be able to discuss any travel related problem or to receive further information for their personalised trips.
- 8.50. The Darwin Green TP website will be linked to the BDW Darwin Green sales website. The information provided will also be useful for visitors in addition to residents.
- 8.51. The TPC will, through the use of social media and other marketing materials for the development, promote the use of sustainable travel and any nationally promoted travel days such as national bike week, etc.
- 8.52. Healthy living and active lifestyles will be promoted to residents by promoting leisure passes or gym trials for residents.
- 8.53. A residents group will be set up for Darwin Green. This residents group will consist of volunteers who have identified themselves in response to TP marketing whom wish to have an input into the TP and its measures. The residents group will regularly liaise with the TPC on any potential issues in the Darwin Green area. These residents will be incorporated into a mailing list.
- 8.54. It is recommended that the TPC undertake promotional measures to increase awareness of the Travel Plan. Suggested measures are as follows:
- Bi-annual newsletters to be distributed to all residents highlighting any relevant travel information or local events happening;
 - Additional marketing material will be produced and distributed by the Darwin Green sales team. This will be produced in the form of flyers in which highlight the benefits of the developments TP to any potential purchasers;
 - Marketing collateral in the form of information posters are to be displayed in a noticeboard located at the community hub (Phase Two);
 - Postal/online surveys with prize incentives will take place annually, with the first being undertaken at 100th dwelling occupation;
 - Sustainable travel marketing events are to take place on-site. The first event will take place at approximately 100th dwelling occupation and third parties such as CamShare will be invited to promote their services;

- Sustainable travel marketing events will then take place biennially; and
- General small social media promotional events to engage with residents and provide information directly on sustainable travel.

8.55. Delivery lockers for resident use will be provided on-site (funded by the developer) to eliminate the need to travel to delivery collection points.

Personal Travel Planning

8.56. The TPC will provide Personalised Travel Planning to residents who request it. They will be made aware of this scheme by information provided on the website and via marketing media issued to them. They can also contact directly the TPC through details given in Section 4 of this TP.

8.57. Residents will be given the opportunity to request a telephone conversation with the TPC to further discuss their PTP results and provide specific travel planning advice for their requirements.

8.58. In order to have the greatest impact on travel behaviour, Personal Travel Plans will be offered to any prospective purchasers or residents of Darwin Green. This promotion will be undertaken through distribution of A5 promotional flyers.

8.59. The above list of measures is not exhaustive and should provide a basis of measures that can be implemented easily. The TPC will identify other measures throughout the life of the plan to aid in achieving the set targets and reducing single occupancy car travel.

9. MANAGEMENT AND MONITORING
- 9.1. A programme of monitoring and review has been designed to generate information by which the success of the scheme can be evaluated. Monitoring and review will be the responsibility of the TPC.

The Travel Plan Coordinator

- 9.2. The TPC has been identified and appointed – with the contact details set out in Section 4. The TP will be managed until at least one year after complete occupation of the residential dwellings. Although Section 106 requirements states the TPC is to be funded until final occupation, to best monitor the TP it is suggest that this is extended to one year after full occupation. The TPC will be funded by the Developer from appointment prior to first occupation and for the duration of the monitoring period.
- 9.3. The TPC will take responsibility for the development and management of the TP and ensure its delivery to its completion of the monitoring period. It is important that the TPC makes regular visits to the site and presents the ideals of the TP to the residents and oversees the monitoring and reporting of the TP to the Local Authority.
- 9.4. The TPC will be able to provide Personal Travel Planning (PTP) to residents of this development. This service will be provided on demand and be available within five working days of **residents'** request.
- 9.5. The TPC will ensure that structures for the on-going management of the plan are set up and running effectively, and will help to promote individual measures such as bus tickets, car sharing, etc. This can be undertaken through social media / marketing material, PTP and / or via the development TP website.
- 9.6. The TPC will liaise with the public transport operators, highway authority and / or the Developer in order to report any inadequacies in maintenance maximise the potential use of sustainable travel options.
- 9.7. The TPC will liaise with local schools in order to promote walking and cycling to school where possible. In addition to this, the TPC will liaise with other **TPC's in the area where possible.**
- 9.8. The TPC will be responsible for setting up and the security of the residential travel database which will include the results of the multi-modal traffic surveys. In the interest of confidentiality, the TPC alone will hold the database and be responsible for the release of the results to the Local Authority and to the residents (data should be conveyed in an accessible but secure format).
- 9.9. The TP will be reviewed at every completion of the annual multi modal travel survey, as part of an on-going monitoring process ending one year after full occupation of the development. The TPC will submit details of each review to CCC within two months of the completion of the surveys.

Monitoring

- 9.10. To ascertain whether the residents have already changed their mode of travel as a result of moving to this development from another location, a

short survey will be provided within the Information Pack that the resident will need to complete to obtain the 4 one-week bus tickets or active travel voucher alternative.

- 9.11. This modal split of travel will then be able to be used to compare the effectiveness of the TP over the monitoring period. The data should also be used to identify what further measures, if any, are required to further promote the TP and its objectives.
- 9.12. The results of the survey will be issued to CCC as part of the TP review identifying the progress against the original objectives and targets. If the set targets have not been reached the TPC will seek to address and improve use of any mode, which seems to be under represented and where greater utilisation could reasonably be achieved and report to CCC.
- 9.13. In addition to the multi-modal traffic surveys, the take-up of additional TP measures will be monitored to demonstrate the impact of the TP on the residential estate, and to understand which measures are successful. The measures to be monitored are:
- The take up of Personal Travel Planning and response to follow up surveys;
 - The level of redemption of the free bus travel;
 - The level of redemption of the active travel voucher.
 - The number of residents requesting free car club membership.
 - The number of residents undertaking cycle training.
 - The number of residents utilising the free bicycle hire.

Multi-Modal Travel Survey

- 9.14. In order to identify the travel patterns of the residents of the development, a baseline multi-modal travel survey will take place after the 100th dwelling occupation. Manual surveys will be repeated annually to analyse how the residents and visitors actually travel from and to the development and observe how effective the TP is in influencing modes of travel.
- 9.15. The annual multi-modal survey will be supplemented by postal/online surveys of residents annually. The postal/online surveys will provide a more direct method of questioning of travel habits and assist in providing measures that can assist in changing residents travel habits to more sustainable modes. A copy of example post/online survey questions can be found in Appendix E.
- 9.16. The multi-modal survey will be undertaken at a cost to the Developer and be at a similar time of the year to provide a comparative assessment. The survey will take place during British Summer Time months (April to October) due to the extended daylight hours and ensuring accuracy in the survey results. It will also be ensured prior to the survey being undertaken that the following circumstances will not affect the outcomes of the surveys:

- School / public holidays;
- Highway maintenance;
- Closures on public transport services; and / or
- Any publicised strike action.

- 9.17. The methodology of undertaking the multi-modal survey will involve a manual count of all vehicle, pedestrian and cyclist movements in and out of Darwin Green. The determined mode split of travel and car trip rates will then be able to be used to compare the effectiveness of the TP over the monitoring period. The data also enables a way to identify any new travel plan measures that could be introduced, to assist in reducing single occupancy car travel.
- 9.18. **Where possible, ATC's will be used to record vehicle movements in and out of Darwin Green.** The suitability and locations will be assessed prior to the annual surveys and discussed with the TP stakeholder group.
- 9.19. The manual count survey will be taken over a 12-hour period (7am – 7pm) on either a Tuesday, Wednesday or Thursday (also when the show home is not open). As the development is still under construction, associated construction / contractor movements will be disregarded.
- 9.20. All survey information shall be kept secure by the TPC in accordance with the ST Ltd Data Protection Policy. Hard copies of any surveys that have any personal information on shall be kept on file in a lockable cabinet for a period of no more than two years and shall be securely destroyed thereafter. Electronic copies of surveys that hold any personal information shall be saved securely on the local server and the file shall be password protected. Electronic copies shall not be kept longer than a period of two years and shall be securely deleted thereafter.

Options for future managing the Residential Travel Plan

- 9.21. There is a choice of different structures available for the on-going management of the TP beyond the ten-year monitoring period, should demand warrant it.
- 9.22. The different options for management exist, are as follows:
- Management or consultant Companies;
 - Town Council;
 - Steering groups, created with partnership working between the Local Authority, Developer and local representatives; and
 - Resident Groups.
- 9.23. Whichever option is chosen then it will be notified to the Local Authority within the final TP review.



Appendix A





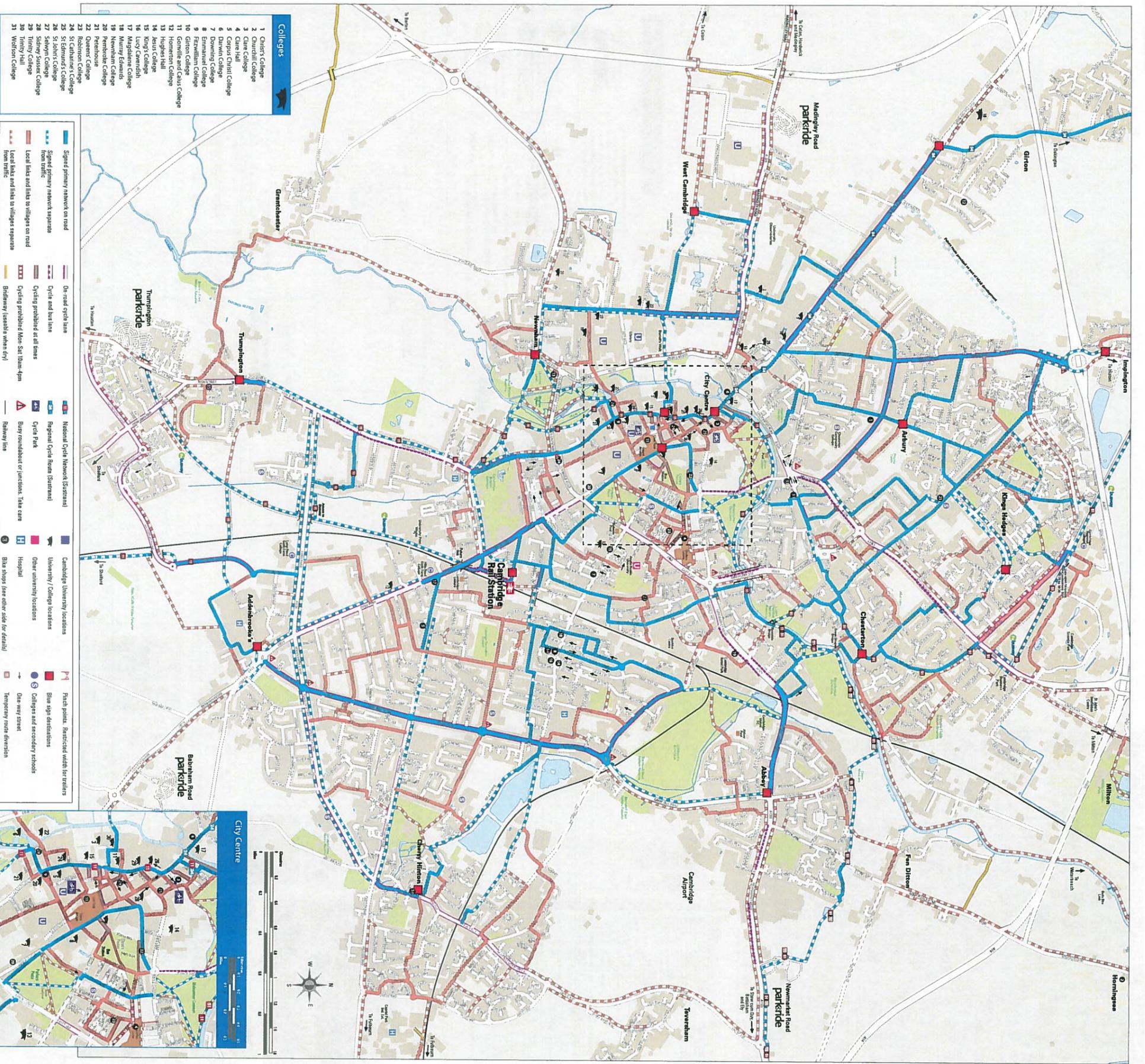
0 Address of land shown on this plan is shown in bold
A Address of land shown on this plan is shown in bold
B Address of land shown on this plan is shown in bold
C Address of land shown on this plan is shown in bold
D Address of land shown on this plan is shown in bold
E Address of land shown on this plan is shown in bold
F Address of land shown on this plan is shown in bold
G Address of land shown on this plan is shown in bold
H Address of land shown on this plan is shown in bold
I Address of land shown on this plan is shown in bold
J Address of land shown on this plan is shown in bold
K Address of land shown on this plan is shown in bold
L Address of land shown on this plan is shown in bold
M Address of land shown on this plan is shown in bold
N Address of land shown on this plan is shown in bold
O Address of land shown on this plan is shown in bold
P Address of land shown on this plan is shown in bold
Q Address of land shown on this plan is shown in bold
R Address of land shown on this plan is shown in bold
S Address of land shown on this plan is shown in bold
T Address of land shown on this plan is shown in bold
U Address of land shown on this plan is shown in bold
V Address of land shown on this plan is shown in bold
W Address of land shown on this plan is shown in bold
X Address of land shown on this plan is shown in bold
Y Address of land shown on this plan is shown in bold
Z Address of land shown on this plan is shown in bold

LDADDESIGN

Land Between Huntingdon Road and Histon Road, Cambridge Illustrative Masterplan

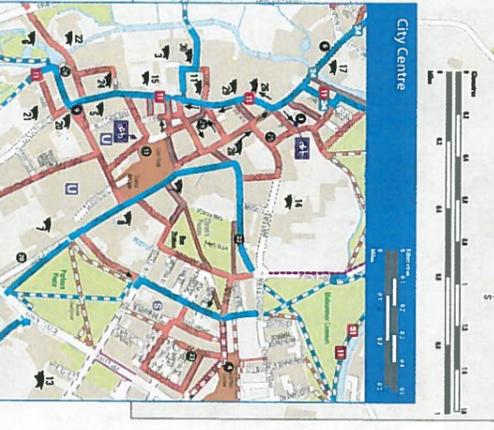
Date: August 2020
Scale: 1:2500
Author: [Name]
Checked: MS
Approved: [Name]
Drawn: MS
Site: [Name]
Page: [Number]
Dwg No: 2020/002





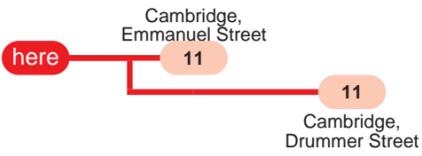
- Colleges**
- 1 Christ's College
 - 2 Churchill College
 - 3 Emmanuel College
 - 4 Clare Hall
 - 5 Corpus Christi College
 - 6 Darwin College
 - 7 Downing College
 - 8 Emmanuel College
 - 9 Fitzwilliam College
 - 10 Girton College
 - 11 Gonville and Caius College
 - 12 Homerton College
 - 13 Hughes Hall
 - 14 Jesus College
 - 15 King's College
 - 16 Lucy Cavendish
 - 17 Magdalene College
 - 18 Murray Edwards
 - 19 Newnham College
 - 20 Pembroke
 - 21 Pembroke
 - 22 Queens' College
 - 23 Robinson College
 - 24 St Catharine's College
 - 25 St Edmund's College
 - 26 St John's College
 - 27 Sayers' College
 - 28 Trinity College
 - 29 Trinity College
 - 30 Trinity Hill
 - 31 Wolfson College

- Signed primary network on road
- Signed primary network separate
- From traffic
- Local links and links to villages on road
- Local links and links to villages separate
- On road cycle lane
- Cycle and bus lane
- Cycling prohibited at all times
- Cycling prohibited Mon-Sat 10am-4pm
- Bridleway (usable when dry)
- National Cycle Network (Sustrans)
- Regional Cycle Route (Sustrans)
- Cycle Park
- Bury roundabout or junction, take care
- Railway line
- Cambridge University locations
- University/College locations
- Other university locations
- Franch points, Restricted width for trailers
- Blue sign destinations
- Colleges and secondary schools
- Hospital
- One way street
- Blue signs (see other side for details)
- Temporary route diversion





5 (Fenstanton -) Swavesey - Longstanton - Bar Hill - Cambridge Stagecoach in the Fens



6 Oakington - Girton - Cambridge City Centre Stagecoach in Cambridge



The numbers circled indicate approximate timings in minutes from Cambridge, Howes Place

Mondays to Fridays Bus times as at 1st February 2019

Time	Service Note														
0700	6	0838	6	1010	6	1146	5	1326	5	1506	5	1640	6	1810	6
0706	5	0846	5	1026	5	1206	5	1340	6	1510	6	1646	5	1854	5
0726	5	0906	5	1040	6	1210	6	1346	5	1526	5	1706	5	1914	5
0730	6	0910	6	1046	5	1226	5	1406	5	1540	6	1710	6	2009	5
0746	5	0926	5	1106	5	1240	6	1410	6	1546	5	1726	5	2109	5
0806	5	0940	6	1110	6	1246	5	1426	5	1606	5	1740	6	2209	5
0808	6	0946	5	1126	5	1306	5	1440	6	1610	6	1746	5	2309	5
0826	5	1006	5	1140	6	1310	6	1446	5	1626	5	1806	5		

Saturdays Bus times as at 2nd February 2019

Time	Service Note														
0706	5	0846	5	1026	5	1206	5	1340	6	1510	6	1646	5	1854	5
0726	5	0906	5	1040	6	1210	6	1346	5	1526	5	1706	5	1914	5
0740	6	0910	6	1046	5	1226	5	1406	5	1540	6	1710	6	2009	5
0746	5	0926	5	1106	5	1240	6	1410	6	1546	5	1726	5	2109	5
0806	5	0940	6	1110	6	1246	5	1426	5	1606	5	1740	6	2209	5
0810	6	0946	5	1126	5	1306	5	1440	6	1610	6	1746	5	2309	5
0826	5	1006	5	1140	6	1310	6	1446	5	1626	5	1806	5		
0840	6	1010	6	1146	5	1326	5	1506	5	1640	6	1810	6		

Sundays Bus times as at 3rd February 2019

Time	Service Note												
0848	6	1018	5	1148	6	1318	5	1448	6	1618	5	1748	6
0918	5	1048	6	1218	5	1348	6	1518	5	1648	6		
0948	6	1118	5	1248	6	1418	5	1548	6	1718	5		

Notes: 1 - terminates at Cambridge, Drummer Street
 Times shown in italics are approximate times



Next bus times on your phone

the code for this stop is **CMBDADGD**

Mobile internet: Use the QR code (left) if you can, or enter the stop code at www.nextbuses.mobi

By SMS: text the stop code to 84268. Add a space and service number for just that service.

Internet enquiries incur normal mobile internet charges. SMS messages cost 25p plus your normal text message charge.

Live Departure information will be given if available (eg 3 mins) - otherwise scheduled times will be shown as clock times (eg 1007).

Bus departures from this stop Cambridge opp Howes Place

5 Cambridge - Bar Hill - Longstanton - Swavesey (- Fenstanton) Stagecoach in the Fens



6 Cambridge City Centre - Girton - Oakington Stagecoach in Cambridge



The numbers circled indicate approximate timings in minutes from Cambridge, Howes Place

Monday to Fridays Bus times as at 1st February 2019

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note			
0655	6		0840	5	6	1020	5		1200	5		1335	6		1505	6		1640	5	6	1820	5	
0725	6		0900	5		1035	6		1205	6		1340	5	7	1520	5		1700	5	6	1840	5	3
0730	5	SchO	0905	6		1040	5	6	1220	5		1400	5		1535	6		1705	6		1845	6	5
0730	5	7,SchC	0920	5		1100	5		1235	6		1405	6		1540	5	7	1720	5		1920	5	1
0755	6		0935	6		1105	6		1240	5	6	1420	5		1600	5		1740	5	3	2020	5	1
0800	5		0940	5	7	1120	5		1300	5		1435	6		1605	6		1741	6		2120	5	1
0820	5		1000	5		1135	6		1305	6		1440	5	6	1620	5		1800	5		2220	5	1
0835	6		1005	6		1140	5	7	1320	5		1500	5		1635	6		1811	6	4	2320	5	1,2

Saturdays Bus times as at 2nd February 2019

Time	Service	Note																					
0730	5	7	0920	5		1100	5		1235	6		1405	6		1540	5	7	1720	5		1920	5	1
0800	5		0935	6		1105	6		1240	5	6	1420	5		1600	5		1735	6		2020	5	1
0805	6		0940	5	7	1120	5		1300	5		1435	6		1605	6		1740	5	3	2120	5	1
0820	5		1000	5		1135	6		1305	6		1440	5	6	1620	5		1800	5		2220	5	1
0835	6		1005	6		1140	5	7	1320	5		1500	5		1635	6		1805	6	5	2320	5	1,2
0840	5	6	1020	5		1200	5		1335	6		1505	6		1640	5	6	1820	5				
0900	5		1035	6		1205	6		1340	5	7	1520	5		1700	5		1835	6	5			
0905	6		1040	5	6	1220	5		1400	5		1535	6		1705	6		1840	5	3			

Sundays Bus times as at 3rd February 2019

Time	Service	Note															
0920	6		1050	5		1220	6		1350	5		1520	6		1650	5	
0950	5		1120	6		1250	5		1420	6		1550	5		1720	6	
1020	6		1150	5		1320	6		1450	5		1620	6		1750	5	2

Notes: SchC - Runs Mon-Fri when schools are closed
 SchO - Runs Mon-Fri when schools are open
 1 - serves also from Girton, opp 4 Girton Road to Oakington, Dry Drayton Road
 2 - terminates at Bar Hill, Acorn Avenue
 3 - terminates at Fenstanton, Chequer Street
 4 - terminates at Madingley, Church Lane
 5 - terminates at Oakington, Mill Road
 6 - terminates at Swavesey, nr Whitton Close
 7 - terminates at Swavesey, opp Whitton Close

Times shown in italics are approximate times



Next bus times on your phone the code for this stop is **CMBDADAJ**

Mobile internet: Use the QR code (left) if you can, or enter the stop code at www.nextbuses.mobi
 By SMS: text the stop code to 84268. Add a space and service number for just that service.

Internet enquiries incur normal mobile internet charges. SMS messages cost 25p plus your normal text message charge.
 Live Departure information will be given if available (eg 3 mins) - otherwise scheduled times will be shown as clock times (eg 1007).



Appendix D – Travel Plan Measures Action Plan for Travel Plan Coordinator

Measure	Action	Impact	Cost	Timescales
Travel Plan Coordinator (TPC)	Appoint TPC to promote, manage and monitor the Travel Plan and associated measures	High	High	Completed.
Update and finalise Interim Travel Plan	Upon appointment of TPC, update the Travel Plan on the plan of action for the forthcoming monitoring period. Submit to CCC for approval.	Medium	Low	Completed.
Travel website page and Social Media	Create and maintain and regularly update the website and social media group with appropriate Travel Plan information.	Medium	Medium	In progress.
Sales Marketing Material	Promotional TP material will be provided to the sales staff of Darwin Green including A5 flyers highlighting the benefits of the TP and introducing potential residents to the scheme and free PTP.	Medium	Low	On-going.
Travel Plan Noticeboards	Noticeboards to be installed around the development for the display of TP marketing material.	Medium	Medium	To be installed on Phase Two alongside the community centre.
Residents / Stakeholders Group	Set up residents / stakeholders group to assist and consult on RTP measures.	Medium	Low	Prior to 50 th dwelling occupation.
Travel Welcome Packs	Create Travel Welcome Packs for residents and issue within two weeks of occupation. Provide online version for future residents.	High	Medium	In progress.
Active Travel Voucher	Coordinate the use of a £60 voucher for either local retailer or an online store.	Medium	Medium	Organise prior to first occupation then distribution on-going as per residents' requests.
Bus Vouchers	Work with local bus operators to provide 4 x one-week tickets for travel on local bus services in the area.	Medium	Low	Organise prior to first occupation then distribution on-going as per residents' requests.
Barratt Homes on-site sales staff training and	Provide TP training to sales staff and provide posters for promotion of travel options to potential residents.	Low	Low	Upon first occupation.

Measure	Action	Impact	Cost	Timescales
promotional posters				
Car Sharing	Promote the car sharing websites such as CamShare to residents via marketing media and Travel Welcome Packs.	Medium	Low	On-going.
Car Club	Promote car club to all residents of the development including the free membership and driving credit.	Medium	Medium	On-going. First cars will be implemented at the time of the opening of the community centre.
Personal Travel Planning	Provide information to residents on how to obtain a Personal Travel Plan and benefits that can be received.	High	Medium	On-going.
Cycling Buddy Schemes	Cycling Buddy schemes are to be promoted and encouraged. If interest deems this possible the TPC will set up relevant groups.	Medium	Low	Promotion to begin at 100 th dwelling occupation and to be promoted annually throughout the monitoring period.
Bicycle Loan Scheme	Two bicycles to be available free of charge to residents of Darwin Green to trial cycling.	Medium	Medium	To be available at first occupation.
On-site Cycle Parking	Secure cycle parking to be installed throughout the development in line with CCC standards.	Medium	High	On-going.
High Visibility Items	High vis items suitable for cycling or walking are to be offered to residents either as giveaway items or for sale.	Low	Low	Items can be purchased with the £60 active travel voucher from first occupation. Additionally, promotional high vis items will be available as giveaway items during sustainable travel events onsite from 100 th dwelling occupation.

Measure	Action	Impact	Cost	Timescales
Bicycle Servicing	Regular bike servicing to be available to all residents for the development.	Medium	Medium	To coincide with on-site sustainable travel events commencing at 100 th dwelling occupation. If on-site servicing is not available, vouchers for a local bike retailer will be made available to residents who request them.
Cycle Training	Cycle confidence training is to be made available to residents through a qualified provider such as Outspoken.	Medium	Medium	To be promoted and provided to residents from 100 th dwelling occupation.
Newsletters	Regular TP newsletters to be distributed to residents with any travel related updates and promotion of national sustainable travel events.	Medium	Low	First to be distributed at 100 th dwelling occupation and then repeated biannually.
Bus Re-Routing	A bus service is to be provided through the development so no dwelling is over 400m for a bus stop.	High	High	To be confirmed by CCC.
TP Promotional Event	Undertake promotional TP event to promote Personal Travel Planning and bicycle surgery. Free promotional material to be provided and third parties to be invited to attend.	Medium	Medium	At 100 th dwelling occupation and then again biennially for the remainder of the monitoring period.
Travel Survey	Multi-modal travel surveys	N/A	Low	Baseline survey to be completed at approximately 100 th dwelling occupation; to be repeated annually thereafter. Surveys to be undertaken between

Measure	Action	Impact	Cost	Timescales
				the months of March – October.
	Undertake online / postal surveys of residents.	Low	Medium	To be undertaken at 100 th dwelling occupation and then again annually throughout monitoring period.
Promotion and Awareness of Travel Plan	Facilitation of Travel Plan promotion and marketing throughout the year	Medium	Low – Medium	On-going
Monitoring and Review	Update Travel Plan and keep residents and CCC informed of the outcomes of the Travel Plan against the targets.	Medium	Medium	Full TP within two months of 100 th dwelling occupation and annually thereafter.



DARWIN GREEN, CAMBRIDGE

APPENDIX E – EXAMPLE RESIDENTIAL TRAVEL SURVEY

80047

February 2019

The following is the list of questions that could be asked to Darwin Green residents in the postal / online travel survey to measure baseline travel habits.

1. How many vehicles (car and/or van) does your household own?

Of these, how many are:

Electric

Hybrid

2. How many bicycles does your household own?

Children

Adults

3. How do the adults (18+) travel to their most regular destination? Eg. To work or college

Car (alone) Car (sharing) Motorcycle Bus Park & Ride Taxi Train By foot Cycling

Adult 1

Location or postcode of regular destination:

Adult 2

Location or postcode of regular destination:

Adult 3

Location or postcode of regular destination:

Adult 4

Location or postcode of regular destination:

4. What are the main reasons for travelling this way? Eg. Specific job requirements, cost, convenience.

5. Does anyone in the property sometimes use another mode of transport to their regular destination? Eg. Cycles in good weather.

Yes

No

If yes, which mode(s) and how many days per week?

6. Have you obtained the voucher(s) set out in your Smarter Travel Pack?

Yes

No

If yes, did you find this helpful?

7. How many people live in your property

Adults (Over 18)

Children

DARWIN GREEN, CAMBRIDGE

APPENDIX E – EXAMPLE RESIDENTIAL TRAVEL SURVEY

80047

February 2019

8. Of the adults in the property, how many are:

Please add quantities into boxes)

In full-time employment (30+ hrs per week)

In part-time employment

Unemployed / Not working

Full-time education

Retired

9. Your full name:

10. Postal address and postcode:

11. Your email address