Clay Farm - Residential
Travel Plan
Clay Farm - Residential Travel Plan

<table>
<thead>
<tr>
<th>Rev No</th>
<th>Comments</th>
<th>Checked by</th>
<th>Approved by</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Updated to reflect S106 agreement</td>
<td>AD</td>
<td>NJA</td>
<td>Aug 10</td>
</tr>
<tr>
<td>2</td>
<td>Updated to include CCC comments</td>
<td>RS</td>
<td>NJA</td>
<td>Oct 10</td>
</tr>
<tr>
<td>3</td>
<td>Updated to reflect further CCC comments</td>
<td>RS</td>
<td>RS</td>
<td>Nov 10</td>
</tr>
</tbody>
</table>

AECOM House, 63-77 Victoria Street, St Albans, Hertfordshire, AL1 3ER
Telephone: 01727 535000    Website: http://www.aecom.com

Job No    Reference    Date Created August 2010

This document is confidential and the copyright of AECOM Limited. Any unauthorised reproduction or usage by any person other than the addressee is strictly prohibited.
# Table of Contents

1 Introduction ....................................................................................................................................................................... 2
2 Background on Residential Travel Plans ........................................................................................................................ 4
3 Site Description ............................................................................................................................................................... 10
4 Objectives and Targets ................................................................................................................................................... 16
5 Measures .......................................................................................................................................................................... 20
6 Management .................................................................................................................................................................... 24
7 Monitoring and Review ................................................................................................................................................... 31
8 Conclusions ..................................................................................................................................................................... 34

**FIGURES**
3.1 Future Regional Cycle Network  
3.2 Proposed Walking and Cycling Network  
3.3 Proposed Walking and Cycling Infrastructure  
3.4 Preliminary Public Transport Strategy
1 Introduction

1.1 Proposed Development
Countrywide Properties plc is promoting the Clay Farm development on the southern outskirts of Cambridge. Clay Farm is located immediately east of Trumpington. It will provide a residential development of up to 2,250 new mixed-tenure dwellings and accompanying provision of community facilities; sports and recreation facilities and landscaped open spaces including 49 ha. of public open space in the green corridor, retail (A1), food and drink uses (A3, A4, A5), financial and professional services (A2), non-residential institutions (D1), a nursery (D1), alternative health treatments (D1); provision for education facilities; and all related infrastructure including; all roads and associated infrastructure, an alternative location for the Cambridgeshire Guided Busway Trumpington stop, alternative location for CGB Landscape Ecological Mitigation Area, attenuation ponds including alternative location for Addenbrooke’s Access Road pond, cycleways, footways and crossings of Hobson’s Brook.

The Transport Strategy for Clay Farm has been developed to encourage travel by sustainable modes of transport and to therefore minimise the impact on the local highway network. A key feature is the urban design that will create an appropriate environment. The design of the development includes areas of open space, including the green corridor and other areas within the built environment. Home zones and residential streets will form the majority of the development. Strategic routes for walking and cycling journeys will be provided. The roads within the site have been designed with this type of journey in mind. It is proposed that vehicle speeds are therefore limited to 20 miles per hour or less. This will be achieved by the design of the road but is not likely to be enforced by the formal introduction of a speed limit. The main spine road through the development will also have restricted access for vehicles through the central area. This will be achieved by the provision of a bus gate which will only allow buses and cyclists to travel through this area. The development is also likely to be the subject of a parking enforcement order which will restrict in appropriate parking.

In addition, the development will be served by the Cambridgeshire Guided Busway and a bus service using the local road network.

1.2 Residential Travel Plan
This residential travel plan was originally developed in support of the outline planning application for the development. This version of the residential travel plan has been updated to reflect the detailed requirements of the County Council, as set out in the S106 agreement, and to further develop the measures identified within the document.

This document has been developed on behalf of Countryside Properties by AECOM. The document is intended to assist the travel plan co-ordinator and the Travel Plan Management Group with the further development / implementation of the travel plan.

In accordance with the S106 agreement the Travel Plan (as approved by Cambridgeshire County Council) shall be put in place prior to the occupation of the first property on the development.

This document contains the proposed Travel Plan for the Clay Farm development. Section 2 describes the background to residential travel plans. The transport strategy for the Clay Farm site is described in Section 3. Section 4 defines the objectives for the travel plan and sets targets that will measure the success of the plan. A series of measures will be implemented by the travel plan and these are described in Section 5. Monitoring and review are an important part of the travel plan and the planned regime is defined in Section 7. The conclusions are presented in Section 8.
2 Background on Residential Travel Plans
2 Background on Residential Travel Plans

2.1 Overview
A Travel Plan is a package of measures and initiatives designed to encourage a sustainable approach to travel. This may be achieved through the reduction of the number and duration of trips generated by a development, the reduction in the number of individual private vehicle trips or the encouragement of public transport, walking and cycling as viable travel choices.

Given these objectives, the implementation of a successful Travel Plan may have the following benefits:

- Minimising unnecessary journeys and the cost associated with them;
- Improving the number and quality of the transport options available to residents, increasing the accessibility of a site and subsequently its attractiveness;
- Lower car use reduces the likelihood of congestion around the site and the associated noise and air pollution, benefiting not only residents of the development but also in neighbouring areas;
- A healthier and more active community;
- Increased social interaction through common use of transport modes and initiatives such as car sharing and Travel Plan meetings.
- A positive, environmentally friendly image of the development with the associated public relations value.
- A reduction in the need to provide developable land for car parking;
- Compliance with National and Local Policy

Travel Plans have been recognised as a valuable tool to encourage travel by sustainable modes for employment and school developments for a number of years, however, more recently the focus has moved to the development of smarter choices to reduce the number of car journeys generated by new housing.

Specific guidance is provided in ‘Making Residential Travel Plans Work: Good Practice Guidelines’ published by the Department for Transport in September 2005 and also more recently ‘Making Residential Travel Plans Work’ in August 2007. These documents provide specific guidance in an area where it was perceived there was a need and to facilitate the development of more sustainable new communities.

The documents highlight that a Residential Travel Plan will be different to a school or workplace travel plan because of the wide range of reasons that residents have for journeys commencing at home. They are also different because there is not normally a single company or organisation to provide continuity for the travel plan or a focal point for residents.

Travel planning for residential developments has the ability to create more sustainable developments. This will assist development in complying with national, regional and local planning transport policy. These all aim to minimise the impact of the car, particularly single occupancy vehicles and promote travel by sustainable modes.

In addition to providing smarter travel choices for residents the guidance states that the Residential Travel Plan should set out key objectives and achievable targets to measure its success. It should also set out how the Travel Plan would be implemented, managed, monitored and reviewed.

2.2 Policy Guidance

The White Paper ‘The Future of Transport’

In July 2004 the government published ‘The Future of Transport’. This document sets out how the government will respond to the demands on the transport network for the next 30 years. It addresses all aspects of travel with particular emphasis on promoting sustainable transport choices and reducing the need to travel by car. With regard to the development site it describes how local transport options should be
enhanced by providing more bus services that are convenient and reliable. It also promotes the use of Travel Plans to encourage alternatives to the car and create a culture whereby cycling and walking are seen as attractive alternatives to the car for short journeys.

**PPG13 and PPS3**

The Government’s White Paper ‘New Deal for Transport: Better for Everyone’ was published in 1998. The main focus of the white paper was the development of a transport strategy integrated with land use planning, ‘which makes it practical to live in a more environmentally sustainable way, with less noise, pollution and traffic congestion’.

National policies relating to transport are detailed in the Planning Policy Guidance (PPG) Note 13. The policies and key aims of PPG13 are well versed, with the overall objective of reducing both the number and duration of private car trips and encouraging travel to be undertaken by alternative modes. The first revision to PPG13 was published in March 2001 and builds upon the previous version, promoting better integration between planning and transport and achieving a more consistent implementation of the existing policy approach.

In order to assist in promoting the use of more sustainable modes of travel, PPG13 also suggests significantly reducing the amount of parking in new developments, and particularly that local authorities ‘should not require developers to provide more (parking) spaces than they themselves wish’. Central to this objective is the integration between land use planning and transportation planning, ensuring that new developments are located where access is achievable and practical by modes other than the private car.

PPG13 requires all major development applications to be supported by a Transport Assessment and Travel Plan, which demonstrate that the proposed development is sustainable in transport terms. A sustainable development is one, which reduces the need to travel by virtue of the location, minimising reliance on the private motor car, and adequately accessed by non car modes and public transport in particular. A Travel Plan is a package of measures designed to reduce the impact of traffic generated by a development. It is an important element of the Government’s Integrated Transport White Paper, which aims to increase personal travel choice by improving infrastructure and services that enable more people to use sustainable modes of transport, such as walking, cycling and public transport. A Travel Plan will normally include a number of measures to improve travel choice, reduce reliance on the car and reduce the environmental impact of travel. The plan may incorporate a range of measures, including public transport initiatives, car sharing, cycle and pedestrian facilities, and travel information.

Planning Policy Statement (PPS) 3 sets out the national policies for housing. In relation to the transport issues relating to housing, it states that local authorities should:

- Create more sustainable patterns of development by building in ways which exploit and deliver accessibility by public transport to jobs, education and health facilities, shopping, leisure and local services;
- Place the needs of people before ease of movement in designing the layout of residential developments;
- Seek to reduce car dependency by facilitating more walking and cycling, by improving linkages by public transport between housing, jobs, local services and local amenity, and by planning for mixed use.

Measures should be sought which reduce the need to travel, especially by car – with the ultimate goal of minimising greenhouse gases. The Implications for development include greater promotion and implementation of realistic and deliverable Travel Plan initiatives – and associated financial support.
Cambridgeshire and Peterborough Structure Plan 2003
The Cambridgeshire and Peterborough Structure Plan was published in November 2000 and was formally adopted by both Councils on 22nd October 2003. It is a statutory piece of planning policy that provides guidance on the development of new homes, industry, shops and infrastructure in the local area. The plan does not indicate specific sites for development but provides a strategic framework on which more detailed local plans can be made. The policies that are relevant to Clay Farm include:

- Policy P1/3 covers sustainability in the built environment. It stipulates that development should minimise the need to travel by car by providing: a nice and people friendly environment; direct pedestrian and cycle routes; good access to public transport; and managing access by the private car and other private vehicles.
- Policy P2/2 covers the general locations of employment. It states that new development should: reduce the need to travel, particularly by private car; enable the fullest use of public transport, walking and cycling for work-related journeys.
- Policy P5/3, in relation to housing provision, states that high density housing is preferential and that; densities of at least 40 dwellings per hectare should be sought in locations close to a good range of existing or potential services and facilities and where there is, or there is the potential for, good public transport accessibility.
- Policy 8/1 – 8/10 cover movement and access issues relating to new development. Of these, policy 8/1 stipulates that new development should be located in areas that are, or can be made;
  - highly accessible to public transport, cycle and on foot,
  - designed to reduce the need to travel, particularly by car,
  - to provide opportunities for travel choice,
  - to provide for the needs of pedestrians, cyclists and public transport users,
  - to provide appropriate access from the highway network that does not compromise safety.
- Policy 8/3 relates to area transport plans that identify transport contributions to be made by developers.
- Policy 8/6 states that developers will seek to maximise accessibility to the development by bus.
- Policy 8/8 covers walking and cycling networks for new developments. It sets out that all new development must provide safe and convenient pedestrian and cycle environments including adequate cycle parking, and contribute towards the wider encouragement of cycling and walking.
- Policy 8/9 stipulates that the use of public rights of way should be encouraged by integrating new and existing routes into the new development. Furthermore, links should be provided to educational establishments, public open spaces and Countryside Enhancement Areas.
- Policy 8/10 relates to transport investment priorities for all major developments.
- Policy P9/2C deals with location and phasing of development land to be released from the green belt: includes the locations south and west of Addenbrooke’s Hospital.
- Policy P9/8 sets out how infrastructure improvements will be coordinated and how developer contributions will be made concerning transport.
- Policy P9/9 covers the Cambridge Sub-Region Transport Strategy. Reference is made towards the rapid transport link from Trumpington and Addenbrooke’s Hospital to Cambridge and the access road from Hauxton Road, Clay Farm and Addenbrooke’s.

Cambridgeshire Local Transport Plan 2006 – 2011 (LTP2)
The Cambridgeshire LTP (2006 – 2011) was submitted to government on 31st March 2006 and builds on the interim Cambridge LTP produced in 2003. The document sets out how government funding will be spent on improving transport systems in the County focusing on meeting government objectives on accessibility, air quality, congestion and safety. It also aims to meet the local objective of meeting the needs of the economy and the growing population whilst maintaining an efficient transport network.
The document defines its aim as ‘to protect and enhance the quality of life and quality of environment in Cambridgeshire’. To achieve this, its objectives are to:

- create a transport system accessible to all,
- protect and enhance the built and natural environment,
- develop integrated transport and to promote public transport, walking, cycling and other sustainable forms of transport,
- make travel safer,
- maintain and operate efficient transport networks,
- provide a transport system that supports the economy and the growing population of the County.

To meet housing demand the LTP states that 57,400 new houses will be built in Cambridgeshire between 1999 and 2016. Emphasis is given to the fact that the current imbalance of housing to jobs has created a large amount of in-commuting, creating significant transport problems. The strategy adopted for managing this housing growth is to concentrate new housing close to existing urban areas including the edge of Cambridge. This is expected to reduce travel distances to employment areas and locates housing near sustainable transport networks. It also stresses the importance of maintaining and improving cycleways, footways and public rights of ways to create an environment that encourages walking and cycling.

The Cambridgeshire Guided Busway (CGB) route is identified as a major scheme that can increase choice (for travel), improve social exclusion, provide transport to the new developments, integrate with the existing network, improve access to employment and improve safety.

**Cambridge City Local Plan 2006**

The Cambridge City Local Plan provides a policy framework for guiding development in Cambridge until 2016. It was formally adopted by the Council on 20th July 2006. It interprets national and regional policy and sets out a vision for the City against which planning applications can be assessed, future infrastructure can be planned and major developments can be facilitated in a sustainable manor. The plan aims to improve the quality of life for people who live in the City without harming that of future generations.

With regard to transport, the objectives of the plan are:

- minimise the distances people need to travel, particularly by car,
- maximise accessibility for everyone, particularly to jobs and essential services,
- minimise adverse effects of transport on people and the environment,
- ensure adequate provision of sustainable forms of infrastructure to support the demands of the City,
- promote a safe and healthy environment, minimising the impacts of development upon the environment.

Policy 8/4 states that to support walking and cycling, all development will be designed to:

- give priority for these modes over cars,
- ensure maximum convenience for these modes,
- be accessible to those with impaired mobility,
- link with the surrounding walking and cycling network.

To help achieve these objectives the plan reinforces this point by specifying general design principles to which development must conform (see Chapter 3). In relation to movement networks it states that the design should allow for easy and well connected movements by pedestrians, cyclists and public transport to ensure that these modes have priority.
Policy 8/7 states that all development within the urban extensions must be served by a high quality public transport service within a 400 metre walk (i.e. a 5 minute walking journey). Further explanation of what a ‘high quality public transport service’ is, is provided in Chapter 8 of the plan.

The plan also identifies the southern fringe as an Area of the Major Change. Chapter 9 provides a framework on the delivery of the major development and sets out a vision for each Area of Major Change. It also makes prior reference to improvements in transport infrastructure that support expansion in the south, stating that the new access road linking Hauxton Road with the hospital will provide access to residential communities on land removed from the green belt to the East and South of Trumpington.

Policy 9/2 refers to the development of Areas of Major Change and states that work will only commence once a detailed transport network has been agreed for the area. Also that occupation will only be permitted once the necessary transport infrastructure is provided. This policy also states that earlier occupation would be permitted if acceptable alternatives are available or a Transport Assessment so indicates.

Policy 9/3 covers developments in the urban expansion and stipulates that sites will be fully integrated into transport networks and are served by High Quality Public Transport Services. In addition, major developments should provide a high quality footway and cycle network that links with the existing network and encourages these modes of transport. Where applicable, planning obligations will be sought as a contribution to transport infrastructure improvements.

Policy 9/5 refers specifically to development in the southern fringe. It makes reference to: the likely access to Clay Farm; the preference for the effective links to the wider highway network; permeable cycle and footways; the expansion of public transport services including the CGB.

Cambridge Southern Fringe Area Development Framework

This document is the product of extensive consultation between Cambridge City Council, Cambridgeshire County Council and South Cambridgeshire District Council. It was approved by the Environment Scrutiny Committee on 10th January 2006. It sets out a vision for future developments in the southern fringe of Cambridge. Section 3 makes reference to transport and movement network in the area. It states that developments must be highly permeable for pedestrians and cyclists, offering appealing routes that link with existing networks.

The framework makes particular reference to Clay Farm stating that the limited permeability to the north of the site limits accessibility to the High Street and the Cambridge Guided Busway.

Sustainable Design and Construction SPD, June 2007

This document was published by Cambridge City Council and provides guidance on the policies contained within the Local Plan and their relationship with sustainability.

Section 2.2 relates to transport, movement and accessibility and refers to local plan policies 8/1 – 8/11, which have been described previously. Table 1 sets out a series of transport related objectives and identifies a range of measures that could be adopted within the design to ensure that transport has a sustainable approach. These are presented as suggestions and the wider text within this section refers to adopting good and best practice.
3 Site Description
3 Site Description

3.1 Site Description
Clay Farm is located on the southern edge of Cambridge city centre. Its western edge abuts Trumpington village and its eastern edge lies adjacent to the London to Cambridge railway line. Addenbrooke’s Hospital and the proposed Cambridge Biomedical Campus lie immediately east of the railway line. The northern boundary of the site runs along Long Road and the southern boundary leads to agricultural land.

The site is currently in agricultural land use. Hobson’s Brook, is an important water course which flows from its source at Nine Wells (to the south of the site) into the city centre. It runs north – south through the development.

The development site currently contains a section of the Addenbrooke’s Access Road, this provides a new road between Hauxton Road and the Addenbrooke’s hospital site. It forms a junction with both Hauxton Road and Shelford Road before entering the Clay Farm site. Within the site it forms a roundabout junction which provides access to Clay Farm, before it heads south and then east to follow the site’s southern boundary. It then crosses the London to Cambridge railway line before terminating at a roundabout on the edge of the Cambridge Biomedical Campus development site.

The internal road network for the Cambridge Biomedical Campus development will link the Addenbrooke’s Access Road to the Addenbrooke’s Campus. It is noted that the proposed road aims to serve those accessing Addenbrooke’s Hospital and the Cambridge Biomedical Campus only, so the road will not be used by traffic travelling through the development. To enforce this situation a number plate recognition system will be in place to recognise those who are travelling through. Clay Farm residents will not have a right to drive through the Addenbrooke’s Hospital / Cambridge Biomedical Campus.

In addition to providing a vehicular route through the site the Addenbrooke’s Access Road will provide on road cycle lanes and a footway / cycleway along the north side of the road.

The Cambridgeshire Guided Busway (CGB) is currently being constructed through the Clay Farm site. The CGB will provide public transport services from Trumpington Park and Ride site, into Cambridge city centre and then on to St Ives and Huntingdon. The CGB will also provide a route into Addenbrooke’s Hospital. It is not currently known when the CGB will be completed or when services south of the City Centre will start to operate.

3.2 Proposed Development
The Clay Farm development will include up to 2,250 dwellings. The residential development will be located on land on the western side of Hobson’s Brook.

The masterplan for the development is shown in Figure 3.1. The masterplan for the residential area includes a range of community / local facilities in the central area of the development. The community facilities include the following:

- multi-use hall
- meeting rooms
- library
- police and social services

The actual nature of the local facilities has yet to be finalised, however, the outline planning consent included the following land uses

- Retail
- Food and drink land uses
The community / local facilities have been located in the central area in order to encourage residents within
the development to consider walking and cycling to destinations within the site.

To the east of Hobson’s Brook, between it and the railway line the development will provide a Green
Corridor. The Green Corridor will provide approximately 54 Ha of public open space. This will include
sports and recreational facilities along with areas of ecological interest and attenuation ponds. A number of
links for pedestrians and cyclists are provided so that residents can access the area for recreation / leisure
purposes.

3.3 Mode Shares and Trip Generation
The Clay Farm development has been the subject of a comprehensive Transport Assessment. As part of
that assessment the trip generation of the development has been predicted. This provides an estimate of
the trips that would be generated on the external transport network.

Table 3.1 shows the mode shares that have been adopted in the Transport Assessment for the 2 way trips
during the 12 hour period from 07:00 – 19:00. It is noted that the Transport Assessment had LGV and HGV
vehicle categories. For the purposes of the Travel Plan these categories have been included in the car
driver category.

Table 3.1 – Predicted Mode Shares

<table>
<thead>
<tr>
<th>Mode of Travel</th>
<th>Mode Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>15.4%</td>
</tr>
<tr>
<td>Cycle</td>
<td>24.2%</td>
</tr>
<tr>
<td>Bus</td>
<td>8.4%</td>
</tr>
<tr>
<td>CGB</td>
<td>3.0%</td>
</tr>
<tr>
<td>Car Driver</td>
<td>44.9%</td>
</tr>
<tr>
<td>Car passenger</td>
<td>3.3%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

The predicted trip generation for the proposed development during the period 07:00 – 19:00 is included in
Table 3.2. This based on Clay Farm developing 2,300 dwellings.
Table 3.2 – Predicted Trip Generation (07:00 - 19:00)

<table>
<thead>
<tr>
<th>Mode of Travel</th>
<th>In</th>
<th>Out</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>888</td>
<td>888</td>
<td>1,776</td>
</tr>
<tr>
<td>Cycle</td>
<td>1,396</td>
<td>1,396</td>
<td>2,792</td>
</tr>
<tr>
<td>Bus</td>
<td>486</td>
<td>486</td>
<td>972</td>
</tr>
<tr>
<td>CGB</td>
<td>171</td>
<td>171</td>
<td>342</td>
</tr>
<tr>
<td>Car Driver</td>
<td>2,629</td>
<td>2,629</td>
<td>5,258</td>
</tr>
<tr>
<td>Car passenger</td>
<td>188</td>
<td>188</td>
<td>376</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>47</td>
<td>47</td>
<td>94</td>
</tr>
<tr>
<td>Total</td>
<td>5,805</td>
<td>5,805</td>
<td>11,610</td>
</tr>
</tbody>
</table>

3.4 Transport Facilities and Services

3.4.1 Introduction

The location of the Clay Farm development is generally slightly remote to the local existing transport network. The Addenbrooke’s Access Road and the Cambridgeshire Guided Busway will provide transport infrastructure within the development and link it to the external transport network. It has been necessary to promote a further range of infrastructure improvements to ensure that the development is linked to both internal and external destinations. The following sections describe the infrastructure improvements and routes and services that will be provided by the development.

3.4.2 Walking and Cycling

The illustrative masterplan for Clay Farm has been developed to encourage residents and visitors to walk and cycle to their destinations, especially internal journeys.

The masterplan locates local shops, schools and community facilities within the central part of the development to ensure that they are within a reasonable walking / cycling distance of all properties. The community facilities are also located close to residential properties in Trumpington to encourage walking and cycling journeys by those residents.

In addition the design of the internal transport network aims to create an environment where people will want to walk and cycle. The balance between the needs of pedestrians and cyclists and vehicular access is carefully managed to ensure that the car does not dominate. This is achieved through the design of the road and also the fact that there will be a bus gate in the central area which means that cars cannot travel along the full length of the spine road, only buses and cyclists.

The future walking and cycling network is shown in Figures 3.2 and 3.3. Figure 3.2 shows the wider cycle network in Cambridge and demonstrates that there are a wide range of routes within the City Centre. There are also a series of strategic routes (i.e. along Trumpington Road/Trumpington High Street/Shelford Road and Long Road and Hills Road) which link into the City Centre routes from the south.

Figure 3.3 shows the existing and planned routes within the Clay Farm development and in the immediate surrounding area. This figure shows that there will be a comprehensive network of routes within the development, including within the Green Corridor. This internal network of routes will link to the strategic...
routes provided along the Addenbrooke’s Access Road and the Cambridgeshire Guided Busway and also
the existing strategic routes on Long Road and Shelford Road.

3.4.3 Public Transport

The public transport strategy will comprise Cambridgeshire County Council’s guided busway and
conventional public transport services. Figure 3.4 shows the public transport strategy.

Cambridgeshire County Council are promoting the Cambridgeshire Guided Busway (CGB), this will provide
services to the railway station, the City Centre and destinations to the north and east including St Ives and
Huntingdon. A link will also be provided to the Addenbrooke’s Campus.

The route of the CGB passes through the centre of Clay Farm and proposes a stop to serve existing
Trumpington residents in the southern part of the Clay Farm development. To better serve Clay Farm an
additional CGB stop is being promoted by the development and will be located adjacent to the central area,
where the local shops and community facilities will be located.

The CGB will provide a high quality bus service at a minimum 10 minute frequency.

In addition to the CGB it is proposed that a bus service will run along the main Spine Road within Clay
Farm. The route will be provided by Cambridgeshire County Council, and it is expected that it would be
based on the diversion of the existing Citi 7 service. In order to provide a service which will encourage
residents to travel by bus then it is expected that the bus service will operate on a minimum of 20 minute
frequency. The timing of the provision of this service is linked to the completion of the Spine Road through
the full development. It is not currently known when this will be open as it is dependent on the rate of build
out of the development, which in turn is dependent on market conditions.

The Clay Farm development will provide bus stops within a 5 minute walking journey of most properties in
the development. Four preliminary stop locations have been identified, one within the central area and two
others located on the Spine Road to the north and south of the central area. A fourth bus stop would be
provided on the Addenbrooke’s Access Road, but only if bus services are to be diverted onto this route.

In addition to the proposed bus stops it is noted that some properties in the northern part of the development
and others adjacent to Shelford Road lie within a 5 minute walking journey of bus stops on Long Road and
Shelford Road.

To give priority to bus services the main Spine Road of the development will not allow cars to travel through
the central area. A bus gate will be provided in this area to allow buses to take the most direct route through
the development, minimising journey times and giving bus journeys significant benefit over the car.

3.5 Nearby Facilities and Services

The Clay Farm development is located immediately adjacent to the village of Trumpington. The existing
village has a range local shops and services. The facilities in the central area of Clay Farm have been
designed to compliment rather than compete with the existing village. It is therefore expected that a
proportion of residents will travel to use these existing facilities. The network of walking and cycling routes
ensures that there are a number of routes from the development linking through to Trumpington village to
facilitate these trips.

The proposed development will expand the existing Fawcett school which lies adjacent to the proposed
development. The Clay Farm masterplan includes a pedestrian cycle link to the expanded school. This is
located at the north-eastern corner of the school site.

Waitrose is located to the west of the Clay Farm development and to the south-west of Trumpington village.
This is also likely to be a popular destination for residents of the development. The walking and cycling
route along the Cambridgeshire Guided Busway will provide a route to the Trumpington Park and Ride site which is a short walking journey from Waitrose.

Addenbrooke’s Hospital is a major employer in Cambridge, it is therefore likely that a proportion of Clay Farm residents will work at the hospital or the proposed Cambridge Biomedical Campus development. High quality links for walking and cycling journeys will exist along the Cambridgeshire Guided Busway and the Addenbrooke’s Access Road for destinations within Addenbrooke’s Hospital and the surrounding area.

Clay Farm will also provide a series of facilities that will attract trips from people who live outside the development. These include the facilities in the central area and others in the Green Corridor such as the multi use games area and allotments. The infrastructure put in place for walking and cycling journeys will ensure that other local residents can easily gain access to destinations within the Clay Farm development.
4 Objectives and Targets
4 Objectives and Targets

4.1 Introduction
In order to measure the success of the Travel Plan it is important that a series of objectives are set along with a range of targets that will provide a measure of how successful the Travel Plan is in achieving the set objectives. The proposed objectives and targets are set out in this section of the Travel Plan.

4.2 Objectives
The objectives of the Travel Plan are:
- reduce motorised traffic generated by the development, for journeys both within the development and outside.
- promote healthy lifestyles and a sustainable, vibrant local community

4.3 Targets
The success of the Travel Plan will be measured against a series of targets. The DfT guidance suggests that the main target would be the number of car trips originating from the site per day. It is also suggested that other targets could also be set for other modes, for example, bus ridership or walking and cycling trips. Other suggested targets include car ownership. It is also suggested that qualitative targets may be appropriate, such as membership of cycling groups.

4.3.1 Car Driver Mode Share
The main target will be the mode share for the car and taxi driver trips. Cambridgeshire County Council has specified that an assumed baseline mode share of 58% should be adopted for this mode of travel, in the absence of baseline survey data. They also have a countywide aspiration to achieve 32%, therefore this value has been adopted as the ultimate target for the development.

It is noted that the Transport Assessment for the development has assumed a car driver mode share of 44.9% and highway improvements have been promoted to accommodate this level of traffic. The 32% mode share is therefore a desirable target but it is not expected that the developer will fund additional measures beyond those currently proposed to achieve mode shares lower than those proposed in the transport assessment.

Cambridgeshire County Council does not have a specific date for achieving the 32% car driver mode share, therefore it is has been assumed that it would be achieved by completion of the development. The build out period of the development is expected to be 6 years, and would suggest an annual reduction of 2.89%. The annual reduction should be reviewed following the completion of the baseline survey.

4.3.2 Cycling Mode Share
Cycling is a very popular mode of travel in Cambridge. Demanding targets have therefore been set for the cycling mode share for the development. The Transport Assessment assumes that approximately 25% of the trips generated by the development would be by cycle. It is assumed initially, that in the baseline situation 15% of journeys would be made by cycle, targets would then be set to increase the mode share by 5% in the two following three year periods.

4.3.3 Public Transport
Clay Farm will have a high quality public transport network delivered by the Cambridgeshire Guided Busway and an on road bus service. It is therefore proposed that the mode share for public transport is also one of the targets adopted for the monitoring phase of the travel plan. The transport assessment for the development assumed a mode share of 8.4% for bus journeys generated by the development. This has therefore been adopted as the initial target for the travel plan.
The early development on the site will commence on the plots adjacent to Shelford Road, whilst development in the Central Area is likely to commence approximately 5 years following the commencement on site. The mode shares for take up of public transport should be based around the build out of infrastructure serving the development.

4.3.4 Car Sharing
Two targets have been set for car sharing. The first records the number of people who have registered to use the car share database. The second is the mode share achieved by car sharers. At this stage it is difficult to predict realistic targets for these targets. It is therefore proposed that targets would be set following the completion of the baseline survey.

4.3.5 Car Club Membership
It is proposed that the car club will initially provide one space within the development, this will increase to three spaces as demand requires. This target aims to monitor how many residents become members of the car club. The targets are based on the build out of the development and are based on 20% take up of membership of the car club. The targets are based on assumed build out giving the following cumulative numbers of dwellings at the end of each year:

- Year 1 – 150
- Year 2 – 518
- Year 3 – 928
- Year 4 – 1,338
- Year 5 – 1,695
- Year 6 – 1,876

This is based on a uniform build out of units though each phase of the development, therefore the value of the targets should be refined as the build out of the development is fixed.

In addition to the take up of membership it is also proposed that targets are set for the utilisation of each car club car. It is understood that Streetcar assume that the existing car club spaces within Cambridge are operating at an average use of 7 hours per day and that a space is commercially viable if it achieves a utilisation of 9 hours per day, averaged over a week. It is therefore proposed that these values are adopted as the targets for the travel plan.

The initial target will be for an average of 7 hours per day to be achieved at the end of the second year after the introduction of the bay. The target will rise to 9 hours per day at the end of the sixth year after the introduction of the bay. It is proposed that each bay is monitored separately against the proposed targets.

4.3.6 Targets
As discussed above, it is not possible to set targets for the following modes of transport at this stage:
- Car passenger/sharing
- Bus
- Walk

Therefore, it is proposed that this section of the Travel Plan is updated, following the completion of the baseline survey, when suitable information will be available to produce targets and a realistic timeframe over
which they could be achieved. Table 4.1, below, provides preliminary targets for all major modes of transport, however, these are considered aspirational at this stage and will be reviewed in the context of the baseline survey, once initial modal splits are available.

Table 4.1. – Car Driver and Cycle Modal Share Targets and Timeframe

<table>
<thead>
<tr>
<th>Year</th>
<th>Car Driver</th>
<th>Car Passenger</th>
<th>PT</th>
<th>Walk</th>
<th>Cycle</th>
<th>Car Club Membership (Hholds)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year of first occupation</td>
<td>58.0%</td>
<td>2.5%</td>
<td>8.4%</td>
<td>16.1%</td>
<td>15%</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>52.8%</td>
<td>3.0%</td>
<td>9.5%</td>
<td>17.2%</td>
<td>17.5%</td>
<td>104</td>
</tr>
<tr>
<td>3</td>
<td>47.6%</td>
<td>3.5%</td>
<td>10.3%</td>
<td>18.6%</td>
<td>20%</td>
<td>186</td>
</tr>
<tr>
<td>4</td>
<td>42.4%</td>
<td>3.5%</td>
<td>11.6%</td>
<td>20.8%</td>
<td>21.7%</td>
<td>268</td>
</tr>
<tr>
<td>5</td>
<td>37.2%</td>
<td>4.0%</td>
<td>12.7%</td>
<td>22.8%</td>
<td>23.3%</td>
<td>339</td>
</tr>
<tr>
<td>6</td>
<td>32.0%</td>
<td>4.0%</td>
<td>13.9%</td>
<td>25.1%</td>
<td>25%</td>
<td>375</td>
</tr>
</tbody>
</table>
5 Measures
5 Measures

5.1 Introduction
A range of potential travel initiatives for Clay Farm residents have been identified to encourage residents to travel by sustainable modes. The final package of measures offered will be fixed as the Travel Plan is further developed. These initiatives could include those set out in the following sections.

5.2 Public Transport
The Transport Assessment shows that public transport provision is high on the agenda. The development will be well served by the CGB and an on road bus route. Bus stops are located within a short walk of all properties and will be of high quality. Initiatives to encourage people to use public transport could include:
- Free / discounted travel on public transport when a dwelling is first occupied or timed to the commencement of the provision of bus services. This could be provided in a variety of ways, one season ticket per household, or a monthly / three monthly ticket for all members of a household. The viability of providing a period of free / discounted travel and the term would be fixed to maximise the likely benefit in the most cost effective manner.
- Discounted season tickets, weekly and monthly megarider tickets would assist in helping residents continue to use public transport following the initial period of free travel. The potential provision of discounted travel tickets for residents should be discussed with bus operators and a system implemented if this proves to be a commercially viable option.
- Public transport information should be available via the development website and also included in the welcome packs provided with each new home. This information should include maps, timetables and prices. Contact details / web links to other relevant information sources.
- The bus operators may provide real time information at main bus stops and on the CGB. It may therefore be possible to provide real time information on the development's website. This will be investigated to determine whether it is viable.

5.3 Walking
Clay Farm will provide a comprehensive network of walking routes, which will provide high quality routes in a fitting urban environment for most daily journeys. In addition links to the Green Corridor and the wider countryside are also included for leisure journeys.

It is expected that the design of the urban environment will be the main factor that encourages people to walk to their destination, especially to the schools and community facilities in the centre of the development. It is therefore proposed that the urban design will include the following features, to cater for all residents, but especially those with mobility difficulties and those with young children etc:
- The provision of opportunities for people to sit and rest.
- Shady areas to keep people out of the sun on hot summer days.
- Good quality street lighting

It is therefore expected that walking will be largely self promoting and that initiatives should focus on making people aware of the routes available to them. It is therefore proposed that a map showing walking routes would be prepared. This should be included on the community website and also included in the welcome pack for new residents. Maps showing the routes available could be placed at key locations within the development, possibly in the central area community facilities and the Green Corridor. These could be stand alone signs or maps on notice boards within public buildings. This information would also be available on the website.
In addition to this, the website could provide links to other websites which offer information on pedestrian routes. An example of this is walkit.com which provides an online journey planner for people wishing to walk to destinations in a number of towns and cities, including Cambridge.

It is also expected that there will be close liaison with the two primary schools (i.e. the new school and the expanded Fawcett school) to ensure that pupils are encouraged to walk to school, through the promotion of walking buses.

As the community develops a walking group for leisure activities could evolve. This could be promoted via the website.

5.4 Cycling
Clay Farm is very well located for cycling journeys and the development proposes to encourage this mode of travel by the provision of a wide range of routes within the development and new links to existing and future major routes in the local area. Properties within the development will incorporate cycle parking. Parking facilities will be provided at all trip attractors within the development. It is expected that cycling will be a popular mode, especially bearing in mind the strong cycling culture that already exists within Cambridge. The following additional initiatives should be promoted to encourage take up of cycling.

- Properties within the development will incorporate cycle parking to Cambridge City Council's published standards
- Promotion of a community cycling group to bring together like-minded residents
- A cycle buddy network could be developed, which could be used to encourage less confident people to cycle with a more experienced rider, or to generally motivate people to cycle more regularly.
- Cycle training should be provided for young cyclists to ensure an appropriate degree of competence for cycling on the local road network. It is expected that the Travel Plan Management Group would liaise with the local primary schools to ensure that they provide this facility as part of the School Travel Plans.
- It is expected that the Clay Farm development website would provide a key role in the development and ongoing communication of the various cycling groups.

5.5 Car Usage

5.5.1 Car Sharing
Car sharing would reduce the number of car trips and participants will meet other members of the community. The potential to set up and operate a database would therefore be investigated. The car share database could be based upon the CamShare scheme which is already up and running. Details are available on its website www.camshare.co.uk.

The community website would have a section dedicated to the car share scheme. Residents would have the option to sign up to it.

To encourage take up of the car sharing the travel plan co-ordinator would host events that introduce prospective car sharers to each other. These would be focussed on residents who could potentially car share and would help 'break the ice' as it is always more likely that people will car share with somebody that they have met rather than a complete stranger.

5.5.2 Car Club
The Cambridge City Car Club has 12 car club spaces within the City Centre. Initial discussions have taken place with Streetcar who run the scheme, to determine whether providing car club spaces at Clay Farm would be viable.
It has been agreed that Streetcar will initially provide one car club place at the first occupation on the site. This will be increased over time by a further two spaces. The timing for the provision of the two additional spaces will be defined by Streetcar and reflect the demand generated by Clay Farm residents.

Some discussion has taken place about the strategy for locating the car club bays, that is, whether they should all be located in the central area or whether they should be distributed through the development. Initially it is proposed that the bays would be located adjacent to the areas of early development, ideally located within areas of public highway such as along the main spine road. As the development progresses this approach will be reviewed to reflect the requirements of Clay Farm residents. Eventually some or all of the spaces might be re-located to the central area, depending on demand and feedback from residents and Streetcar.

Ideally, incentives would be provided to encourage take up of membership of the car club scheme. These are currently under discussion with Streetcar.
6 Management
6 Management

6.1 Management

For the Travel Plan to be successful, it is important that it is suitably organised and managed. To achieve this, a Travel Plan Management Group would be set up. Initially, it is expected that Countryside Properties would lead this group and would be responsible for the initial set up of the Travel Plan.

The timing for the commencement of the Travel Plan would be agreed with Cambridgeshire County Council, it is expected that the date would be linked to the occupation of 300 dwellings.

If the Travel Plan is to be successful it is essential that residents and other occupiers take ownership of it. Therefore, over time, as the development is built out and the community becomes established it will become increasingly important for management responsibility to be taken over by the Clay Farm community.

It is likely that resident involvement would be co-ordinated through local residents groups. The existing local communities in the vicinity of Clay Farm are all represented by local residents associations and it is expected that a similar group would be formed for Clay Farm.

In addition to residents it is important that the various community facilities within the development are also involved in the Travel Plan as they will attract a significant number of journeys from both within the development and from the surrounding area. It is therefore important that they sign up to the Travel Plan and are represented on the Travel Plan Management Group.

There are a number of schools and employment land uses associated with the development that will operate their own individual Travel Plans, these include the new primary school, the extended Fawcett school and the County Council’s potential secondary school. These Travel Plans will focus on the particular travel aspects of those developments, but ultimately the promotion and initiatives will be aimed substantially at Clay Farm residents. It is therefore important that there is a direct link between these Travel Plans. At least this would take the form of strong liaison and co-ordination of the various Travel Plan Co-ordinators.

Ideally, the individual Travel Plans would ensure a co-ordinated area wide approach to travel planning. This will ensure that residents see a clear ‘joined up’ approach to travel planning and are therefore more likely to participate in the Travel Plan.

It is expected that the Travel Plan Management Group would be made up of representatives of the following groups:

- Countryside Properties
- Other developers on the site
- Clay Farm residents groups
- Travel plan co-ordinators for the Fawcett and new primary schools
- Travel plan co-ordinator for the secondary school
- Travel plan co-ordinator for the businesses within the central area
- Local Authority representative(s) from the County Council and/or City Council

The remit for the Travel Plan Management Group would be the overseeing the implementation, management, monitoring and review of the Travel Plan. The Travel Plan Management Group would be set up within 12 months of the appointment of the Travel Plan Co-ordinator.

In accordance with the requirements of the S106 agreement Countryside Properties will manage the travel plan up to the full occupation date for the development, unless otherwise agreed with Cambridgeshire County Council. It is expected that the local community groups who form part of the Travel Plan Management Group will take over the travel plan after this time.
6.2 **Travel Plan Co-ordinator**

A Travel Plan Co-ordinator would be appointed by Countryside Properties, that person would take ownership of the Travel Plan, its promotion and management including monitoring, review and reporting to others.

The Co-ordinator’s roles and responsibilities would include:

- Responsibility for the delivery and promotion of the Travel Plan;
- Acting as the key point of contact for residents in order to provide information, advice and guidance;
- To establish and ensure the operation of the individual initiatives and schemes;
- Confirming the information provided is relevant and current, including the travel content on the community website;
- Overseeing the monitoring, review and reporting of the Travel Plan;
- Preparation of an annual monitoring and review report;
- Liaising with the relevant service operators and providers (e.g. bus operators) as well as the local authority for local events and initiatives;
- Liaison with other local Travel Plan co-ordinators;
- Liaison with Cambridge City Council

In addition the travel plan co-ordinator would agree the composition of the travel plan management group and their roles and responsibilities with Cambridgeshire County Council within 12 months of being appointed.

Countryside Properties will provide a Travel Plan Co-ordinator within 60 business days from the first occupation date they will continue to fund this post until the full occupation date.

6.3 **Residents Group**

As the development approaches full occupation, residents will be invited to form a Residents Group to continue the work of the Travel Plan Coordinator beyond the extent of the coordinators appointment. Based on the current timeframe, the Travel Plan Coordinator is expected to be appointed until 2019.

It is proposed that the Travel Plan Coordinator will be responsible for inviting residents to form the Residents Group 1 year before the expected full occupation date. From within the Residents Group a single member will be elected to act as spokesperson for the group and act as a single point of contact. This will allow the Travel Plan Coordinator to work together with the Residents Group for 1 cycle of the annual review, ensuring that the group is fully versed in the roles and responsibilities required in order to continue the Travel Plan process.

Once the appointment of the Travel Plan Coordinator ends, the residents group would be expected to continue the Travel Plan. The residents group would be in a position to ensure the long term success of the Travel Plan through the engagement of the local community.

6.4 **Travel Plan Timeframe**

The timing for the development of the Travel Plan would be agreed with Cambridgeshire County Council. An initial timeframe for the development and implementation has been developed and is included in Table 6.1. This timeframe is based on current assumptions about the build out of the development. The timeframe will therefore be reviewed to reflect the actual build out programme.
### Table 6.1 – Timeframe for Travel Plan Development

<table>
<thead>
<tr>
<th>2011</th>
<th>Month</th>
<th>Development Programme</th>
<th>Travel Plan Programme</th>
<th>Travel Plan Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>April</td>
<td>Commence Phase 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>August</td>
<td>First Occupation</td>
<td>Travel Plan in place</td>
<td></td>
</tr>
<tr>
<td></td>
<td>September</td>
<td>Commence Phase 2</td>
<td></td>
<td>Appoint Travel Plan Coordinator</td>
</tr>
<tr>
<td></td>
<td>October</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2012</th>
<th>Month</th>
<th>Development Programme</th>
<th>Travel Plan Programme</th>
<th>Travel Plan Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>April</td>
<td>Commence Phase 3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2013</th>
<th>Month</th>
<th>Development Programme</th>
<th>Travel Plan Programme</th>
<th>Travel Plan Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>March/April</td>
<td>300th occupation</td>
<td>Carry out Baseline Survey</td>
<td>Travel Plan coordinator</td>
</tr>
<tr>
<td></td>
<td>April</td>
<td></td>
<td>Review results of baseline monitoring and update Travel Plan as necessary, including any changes to measures and targets. Prepare annual monitoring report.</td>
<td>Travel Plan coordinator</td>
</tr>
<tr>
<td></td>
<td>May - June</td>
<td></td>
<td>Submit annual monitoring report and updated Travel Plan to the County Council.</td>
<td>Travel Plan Coordinator</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Liaise with County Council to reach agreed position.</td>
<td>Travel Plan Management Group</td>
</tr>
<tr>
<td></td>
<td>July</td>
<td></td>
<td>Report findings of the annual monitoring report to all stakeholders and residents and distribute updated Travel Plan.</td>
<td>Travel Plan Coordinator</td>
</tr>
<tr>
<td></td>
<td>12 months after appointment of Travel Plan Coordinator</td>
<td></td>
<td>Set up Travel Plan Management Group</td>
<td>Travel Plan Coordinator</td>
</tr>
</tbody>
</table>

<p>| 2014 |</p>
<table>
<thead>
<tr>
<th>Month</th>
<th>Development Programme</th>
<th>Travel Plan Programme</th>
<th>Travel Plan Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Carry out Annual Survey</td>
<td></td>
<td>Travel Plan Coordinator</td>
</tr>
<tr>
<td>April - July</td>
<td>Review and report annual review (as baseline survey)</td>
<td></td>
<td>Travel Plan Coordinator (with Travel Plan Management Group as required)</td>
</tr>
</tbody>
</table>

### 2015

<table>
<thead>
<tr>
<th>Month</th>
<th>Development Programme</th>
<th>Travel Plan Programme</th>
<th>Travel Plan Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Commence Phase 4 &amp; Completion of Phase 3</td>
<td>Carry out annual review (as 2013)</td>
<td>Travel Plan Coordinator (with Travel Plan Management Group as required)</td>
</tr>
<tr>
<td>March - July</td>
<td></td>
<td>Carry out annual review (as 2013)</td>
<td>Travel Plan Coordinator (with Travel Plan Management Group as required)</td>
</tr>
<tr>
<td>August</td>
<td>Completion of Phases 1 &amp; 2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 2016

<table>
<thead>
<tr>
<th>Month</th>
<th>Development Programme</th>
<th>Travel Plan Programme</th>
<th>Travel Plan Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>March - July</td>
<td>Carry out annual review (as 2013)</td>
<td>Travel Plan Coordinator (with Travel Plan Management Group as required)</td>
<td></td>
</tr>
</tbody>
</table>

### 2017

<table>
<thead>
<tr>
<th>Month</th>
<th>Development Programme</th>
<th>Travel Plan Programme</th>
<th>Travel Plan Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>Commence Phase 5</td>
<td>Carry out annual review (as 2013)</td>
<td>Travel Plan Coordinator (with Travel Plan Management Group as required)</td>
</tr>
<tr>
<td>March - July</td>
<td>Carry out annual review (as 2013)</td>
<td>Travel Plan Coordinator (with Travel Plan Management Group as required)</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Completion of Phase 4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 2018

<table>
<thead>
<tr>
<th>Month</th>
<th>Development Programme</th>
<th>Travel Plan Programme</th>
<th>Travel Plan Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Commence Phase 6</td>
<td>Residents Group formed</td>
<td>Travel Plan Coordinator</td>
</tr>
<tr>
<td>March - July</td>
<td>Carry out annual review (as 2013)</td>
<td>Travel Plan Coordinator (with Travel Plan Management Group as required)</td>
<td></td>
</tr>
</tbody>
</table>

Capabilities on project:
Transportation
### 6.5 Promotion and Awareness

Promotion and awareness of the travel options and the Travel Plan are vitally important.

Promotion would commence with the marketing of the development. The sustainable location of the Clay Farm development and the high quality infrastructure provision for walking and cycling journeys will be a prominent feature. The high quality links provided by the CGB to the railway station and to the City Centre and other links via on street bus services are also an attractive feature for encouraging sustainable travel for future residents.

The urban design of the development will also be a strong marketing feature as it creates an urban environment to promote walking and cycling within the Clay Farm development. This is especially reinforced by the 20mph speed limit on the main Spine Road, and lower speeds elsewhere.

Promotion at the marketing stage will ensure that residents are aware of the travel philosophy for the development prior to purchasing a property. This is likely to ensure that when people become Clay Farm residents they will have a positive attitude towards the travel planning proposals.

Promotion of sustainable travel will continue when residents first take up occupation of their new home. A Welcome Pack will be provided. This will include maps and timetable information for walking, cycling and public transport journeys. It will also include information on a range of incentives to encourage take up of the car club, public transport and cycling etc as set out in the measures section of this document.

The Welcome Pack will be produced and approved prior to 1st occupation and sales representatives will be trained in the contents and implications of the information contained therein. The Welcome Pack will include:

- A covering letter explaining the purpose of the Welcome Pack and providing contact details for the Travel Plan Coordinator;
- An overview of the Travel Plan including the purpose, objectives, targets and monitoring activities;
- Information on promotional schemes available to residents;
- Maps for walking cycling and public transport;
- Public transport timetables and contact details;
- Details of any communal cycle parking;
- Details of Traffic Regulation Orders (TROs) to be implemented to control on-street parking and explanations of the restrictions imposed;
- A list of useful websites.

<table>
<thead>
<tr>
<th>Month</th>
<th>Development Programme</th>
<th>Travel Plan Programme</th>
<th>Travel Plan Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Full Occupation</td>
<td>Travel Plan Coordinator appointment ends</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Completion of Phase 6</td>
<td>Carry out annual review (as 2013)</td>
<td>Travel Plan Management Group</td>
</tr>
<tr>
<td>March - July</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Welcome packs will be passed on to future residents of the development, this will be secured by incorporating a covenant for each property to provide subsequent buyers of the properties with the Welcome Pack.

Promotion would then continue via the Clay Farm community website. It is expected that there will be a section dedicated to travel and this could provide detailed information on the following:

- Travel to and from the site, including maps and timetables
- Ongoing initiatives that new and existing residents could take up.
- Information for specific travel based groups such as a cycling group
- Links to the car share database and the car club
- Information about the Travel Plan, how it operates and is monitored etc.
- Results from the Travel Plan
- Travel Plan Survey targets and results
- News about the travel plan, possibly via an electronic newsletter
- Information about the Travel Plans for the adjacent Schools and other community facilities.

The travel section of the website needs to ensure that residents have ready access to all of the travel information that they need, so the website should provide that information. It should also act as a local travel forum. The actual format of the website will evolve to reflect the needs of the local community and the evolving Travel Plan.

In addition to the community website there could be other transport related events to raise the profile of travel by sustainable modes. These events could range from a 'leave your car at home day' or ‘cycle to work’ event. Alternatively events could be aimed at publicity and awareness, with a Clay Farm ‘Travel Day or Week’.
7  Monitoring and Review
7 Monitoring and Review

7.1 Introduction
The success of the Travel Plan will be the subject of ongoing monitoring and review. This section of the travel plan sets out how it will be monitored and reviewed.

7.2 Baseline Conditions
Initial baseline conditions will be defined as early as possible following the first occupations of the development. The actual timing for this will be agreed with Cambridgeshire County Council and it is expected that this will be linked to achieving a particular level of occupation, 300 dwellings is considered an appropriate level.

Following the baseline survey annual surveys will take place until the development is fully occupied, by which time it is expected that travel habits would be established and limited further changes could be achieved. A review of the trends in Travel Plan results would then be used to identify whether further monitoring is required, if it is then a less frequent period may be more appropriate. This would be agreed with Cambridge City Council.

The Travel Plan Co-ordinator will be responsible for undertaking the monitoring, processing of the results, the production of appropriate reports and publicising the results.

7.3 Travel Survey
The monitoring will take the form of a Travel Survey taken on a particular day. The survey would obtain data for a typical day within the community and would take place on the same day every year. It is noted that the Cambridge Travel for Work Survey takes place in October every year, adopting this date may be useful in providing a set of data for the wider area. The timing of the Travel Survey should take place in a neutral time of year, i.e. spring or autumn.

The survey would be in the form of a questionnaire that residents would fill in. Ideally, the survey would be placed on the community website and residents would fill it in on-line. However, it is likely that letters would be issued to inform residents how they should complete the survey and this would also include how they could register for a paper copy of the survey.

The survey will include questions to allow the monitoring of the particular targets that have been set. In addition it will also allow further questions to gauge resident’s perceptions of other possible initiatives and generally their views and comments on transport.

It is essential that residents and the wider local community see the results of their efforts and are also able to review their own travel habits against the ‘typical’ household. It is therefore expected that the results of the monitoring will be available to the residents of Clay Farm on the Travel Plan section of the community website.

The Travel Survey shall commence within 18 months of the Baseline conditions survey and then on an annual basis until full occupation of the development.

7.4 Annual Reports
The Travel Plan Co-ordinator shall be responsible for the preparation of annual monitoring reports presenting the results of each Travel Survey. The annual reports will also include a review of the travel plan to identify where targets are being met and identify potential changes to the measures implemented by the plan where targets are not being met.

The reports shall be submitted to the County Council for approval. The County Council will provide comments within 30 business days of receiving the reports. On receipt of the County Council’s approval to
the report then information will be provided to local residents via the development’s website and also upon request of residents. The annual monitoring report will be made available to the public in this way within 30 business days of receipt of County Council approval.

The Travel Plan should be revised to reflect the findings of the annual monitoring report, this may include, where necessary:

- Modifications to the previously agreed targets as a result of the monitoring data results
- Modifications to the activities undertaken throughout the previous period (namely, the Travel Plan measures implemented, monitoring (including Travel Surveys), marketing and promotion and management activities and techniques) based on their assessment in the Travel Plan annual report.
- Implementation of additional remedial actions if the Travel Plan is not meeting its objectives within the timescales specified, which remedial actions may include but not be limited to, undertaking new or additional monitoring activities to those specified in the Travel Plan.
- The production of a revised Travel Plan for the period following the relevant Travel Plan annual monitoring report to be submitted to the County Council within 30 business days from the of the related annual monitoring report for written approval from the County Council. The County Council will confirm whether they approved the revised Travel Plan within 30 business days of receipt.
8 Conclusions
8 Conclusions

The Clay Farm development will promote up to 2,250 dwellings along with a range of complimentary land uses. These include a central area which will provide the following facilities:

- Retail
- Food and drink land uses
- Financial and professional services
- Non-residential institutions
- Nursery
- Alternative health treatments

The development will also provide a new primary school and expand the existing Fawcett school which is located immediately adjacent to the development. The masterplan for the development also sets aside land for the County Council to develop a secondary school. In addition the eastern part of the development, to the east of Hobson’s Brook will provide a green corridor this will provide sports and recreational facilities along with areas of ecological interest and attenuation ponds.

The Clay Farm development aims to promote sustainable travel, this means that community facilities, schools and other facilities are provided within the development to reduce the need to travel outside the development. The design of the masterplan aims to promote sustainable travel by creating an attractive environment where high quality facilities are provided for pedestrians and cyclists. The impact of vehicles will be low as the speed limit on internal roads will be 20 miles per hour or less.

The development will therefore encourage travel by sustainable modes of travel. To ensure that residents consider travel by alternative modes to the car it is proposed that a Residential Travel Plan is promoted by the development. This document has set out the details of the Travel Plan.

The Residential Travel Plan commences by describing the Clay Farm development proposals. It also describes the infrastructure that will be put in place for walking, cycling journeys and public transport journeys. The predicted trip generation of the development is also summarised.

The objectives for the Travel Plan are as follows:

- Reduce the traffic generated by the development, for journeys both within the development and outside
- To promote healthy lifestyles and a sustainable, vibrant local community

To achieve these objectives a series of targets have been set. The main target is the car driver mode share, from the initial target of 58% it is proposed that the mode share is reduced to 32% over a 10 year period at an annual rate of 2.89%. Targets have also been set for the following modes / initiatives:

- Cycling mode share
- Public transport mode share
- Car sharing - number of people who are registered to car share
- Car sharing – mode share achieved by car sharers
- Car club - membership (after initial discounted period)
- Car club - utilisation of cars

A series of measures has been identified which could be taken up to encourage travel by sustainable modes of travel these assist in achieving the Travel Plan targets. For public transport it is expected that free / discounted travel will be provided for a period of time to be defined following further discussions with public transport operators.
Public transport information will be provided on the community website and if possible real time information will also be provided on the website.

Similarly walking and cycling information will also be made available on the website. It is also expected that walking and cycling groups will be set up so that like minded residents can meet.

Measures to encourage cycling will potentially include the following:

- the promotion of cycle buddy scheme to encourage less confident cyclists by cycling with a more experienced rider
- cycle training

Measures to reduce travel by car will include the promotion of a car sharing database, this will probably be linked to the existing CamShare database. In addition car club spaces will be provided, one space will be provided at first occupation and up to 2 further spaces will be introduced as demand requires it.

A Travel Plan Management Group will be formed to oversee the implementation of the Residential Travel Plan. This group will comprise:

- Countryside Properties
- Other developers on the site
- Clay Farm residents groups
- Travel plan co-ordinators for the Fawcett and new primary schools
- Travel plan co-ordinator for the secondary school
- Travel plan co-ordinator for the businesses within the central area
- The County Council’s travel plan officer

Countryside Properties will initially lead this group and continue to manage the travel plan up to the completion of the development. Responsibility for the Travel Plan will then be handed over to local residents groups.

A Travel Plan Co-ordinator will be appointed by Countryside Properties within 60 days of the first occupation on the site. Countryside Properties will continue to provide this role until the full occupation of the development. The Travel Plan Co-ordinator will be responsible for the day to day running of the travel plan including the management, monitoring and review.

Promotion and awareness is an important aspect of the Travel Plan. It is proposed that this will be a key marketing feature for the development and residents at each property will receive a ‘Welcome Pack’ when they move into the development. The welcome pack will include maps and timetables for walking, cycling and public transport journeys. It will also include details of the other measures and incentives that are promoted to encourage travel by sustainable modes, in addition to details of parking restrictions supported by Traffic Regulation Orders.

By including a covenant for each property, the Welcome Pack will also be passed on to subsequent owners of residential properties.

The success of the Travel Plan will be the subject of ongoing monitoring and review. It is proposed that initial baseline conditions will be determined when the development is built out to provide 300 dwellings. An annual travel survey will then be carried out, either in the spring or autumn. This will continue until the development is fully occupied.

The Travel Plan Co-ordinator will prepare an Annual monitoring report and undertake a review of the Travel Plan. The annual report will be submitted to the County Council for their approval, following that the results of the monitoring will be publicised so that local residents are aware of the progress being made.
Figures
Notes:
1) Footways along existing and proposed roads are not identified on this plan.
2) This masterplan is illustrative and has been prepared to demonstrate how the development could be built out. It will therefore evolve as the development progresses.
3) The Sustrans route has been constructed since the planning application along routes proposed by the adjacent developments.

Client: Countryside Properties Plc
Title: Proposed Walking and Cycling Network

AECOM House
83-87 Victoria Street
St Albans, Herts AL1 3ER

Tel: +44 (0)1727 335000
Fax: +44 (0)1727 335069
www.aecom.com

No. Figure 3.2
Rev. B
Notes:
1. This masterplan is illustrative and has been prepared to demonstrate how the development could be built out. It will therefore evolve as the development progresses.
2. The Green Corridor arrangement is based on 's Drawing Number 1816/C11/001C.
3. The Addenbrooke's Access Road arrangement is based on the consented scheme.

Key:
- Community Facilities
- Primary School
- Clay Farm
- Clay Farm Green Corridor
- Existing Bus Stops
- Proposed Bus Stops
- CGB Stops

Client: Countryside Properties Plc
Title: Preliminary Public Transport Strategy
Project: Clay Farm

Design: DNK
CAD: DNK

Date: 03/08/2007
Scale: NTS

No. Figure 3.4
Rev. C