

RESIDENTIAL TRAVEL PLAN

# Croudace Homes Ltd

Officers' Meadow, Shenfield

Part of Allocated Site R03: Land North of Shenfield

March 2024

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Residential Travel Plan

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# 1 Introduction

## Background

- 1.1 Vectos has been appointed by Croudace Homes Ltd to provide transport and highways advice in relation to the development of Officers' Meadow, Shenfield, referred to as 'the site' for the remainder of this report.
- 1.2 The site is located to the south of A1023 Chelmsford Road, east of Alexander Lane, north of railway lines, and to the west of proposed residential development. The site is located 1.7km north from Shenfield train station and Shenfield town centre. It lies within the administrative boundary of Essex County Council (ECC) and Brentwood Borough Council (BBC).
- 1.3 The development description for this full application (ref 23/01164/FUL) is as follows:
- “Hybrid planning application for 344 units including 35% affordable housing, safeguarded land for a 2FE primary school and early years facility, public open space and associated landscaping, drainage and highways infrastructure.”*
- 1.4 The site masterplan included at **Appendix A** for reference.

## Residential Travel Plan

- 1.5 This Residential Travel Plan (RTP) relates only to the residential element of the development proposals. A separate travel plan has also been prepared for the proposed primary school which forms the outline part of the application (23/01159/OUT). This RTP sets out specific aims and measures for the proposed residential development at Officers' Meadow, Land North of Shenfield. This baseline RTP has been prepared with reference to the Local Highways Authority *Essex County Councils (ECC) Guidance Notes for Residential Travel Plan*.

## Structure of the Remainder of the Report

- 1.6 The report is structured as followed:
- **Section 2:** Baseline Transport Conditions;
  - **Section 3:** Residential Travel Plan Strategic Goals;
  - **Section 4:** Residential Travel Plan Management;
  - **Section 5:** Measures & Initiatives;
  - **Section 6:** Monitoring & Review;
  - **Section 7:** Action Plan; and
  - **Section 8:** Summary.

## 2 Baseline Transport Conditions

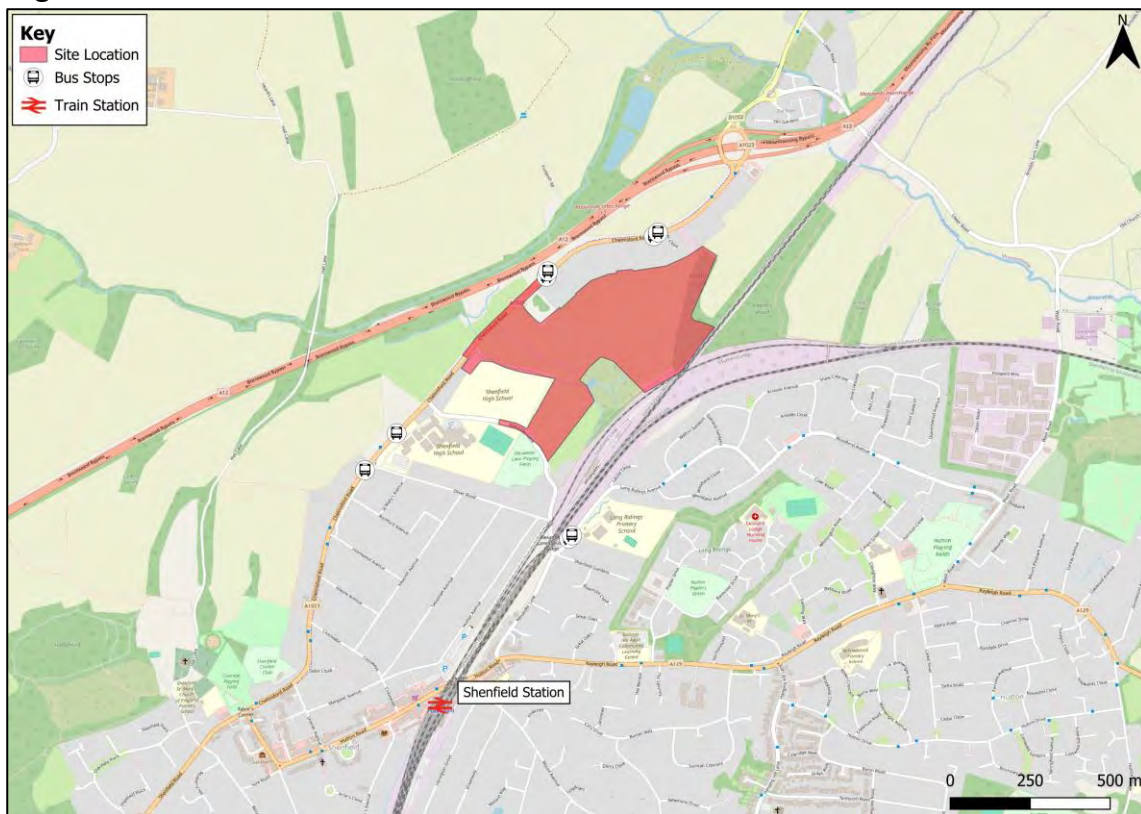
2.1 This section will set out the site location in terms of the surrounding area, and the accessibility of the site by both car and non-car modes of transport.

### Site Location

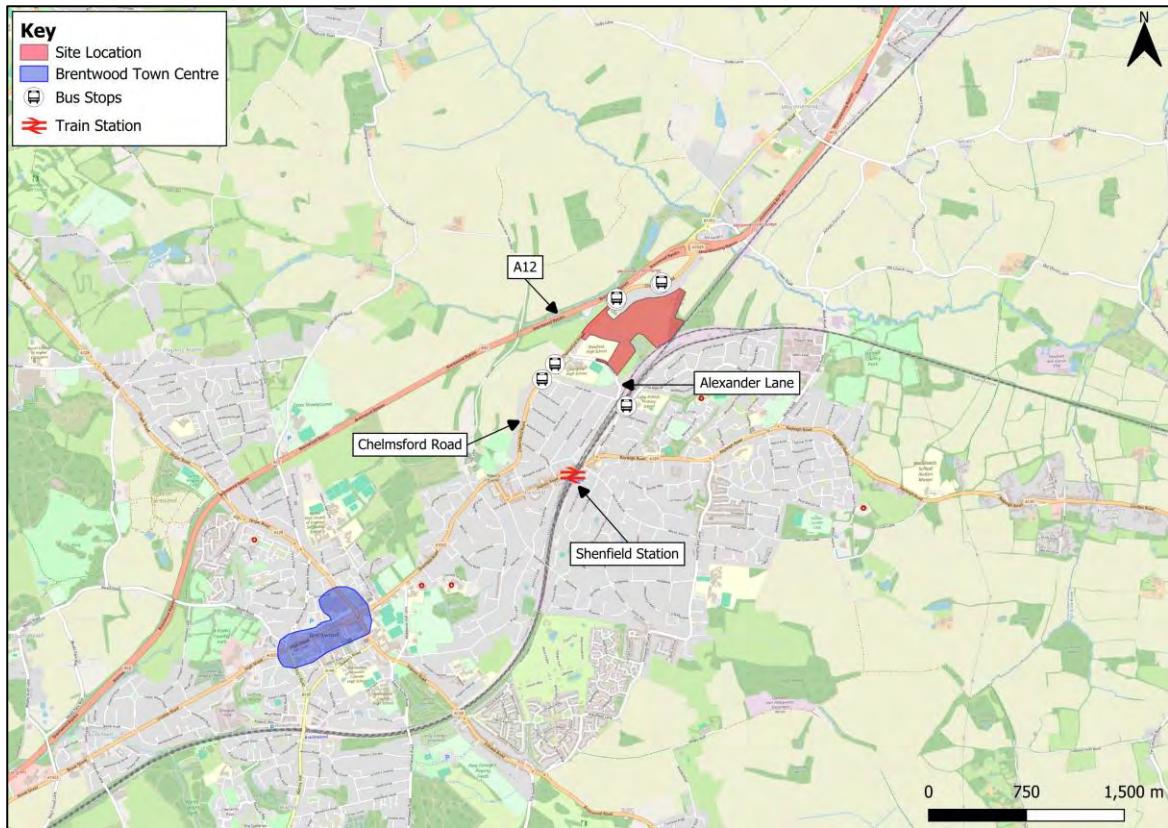
2.2 The site is located to the south of A1023 Chelmsford Road, east of Alexander Lane, north of railway lines, and to the west of proposed residential development. The site is located 1.7km north from Shenfield train station and Shenfield town centre. It lies within the administrative boundary of Essex County Council (ECC) and Brentwood Borough Council (BBC).

2.3 The site in its local and strategic context is illustrated in **Figures 2.1** and **2.2** respectively.

**Figure 2.1 - Local Site Location**



**Figure 2.2 - Strategic Site Location**



**Description of Site**

2.4 The site is located to the north of Shenfield, a 20-minute walk and a 10-minute cycle to Shenfield town centre. The site is bound to the northwest by Chelmsford Road, its associated dwellings and their rear residential curtilages. Beyond Chelmsford Road lies the A12 (dual carriageway) and open farmland. The eastern boundary of the site is delineated by Ancient Woodland, an area of undesignated woodland and a railway line, beyond which lies additional areas of woodland, residential development, and further farmland.

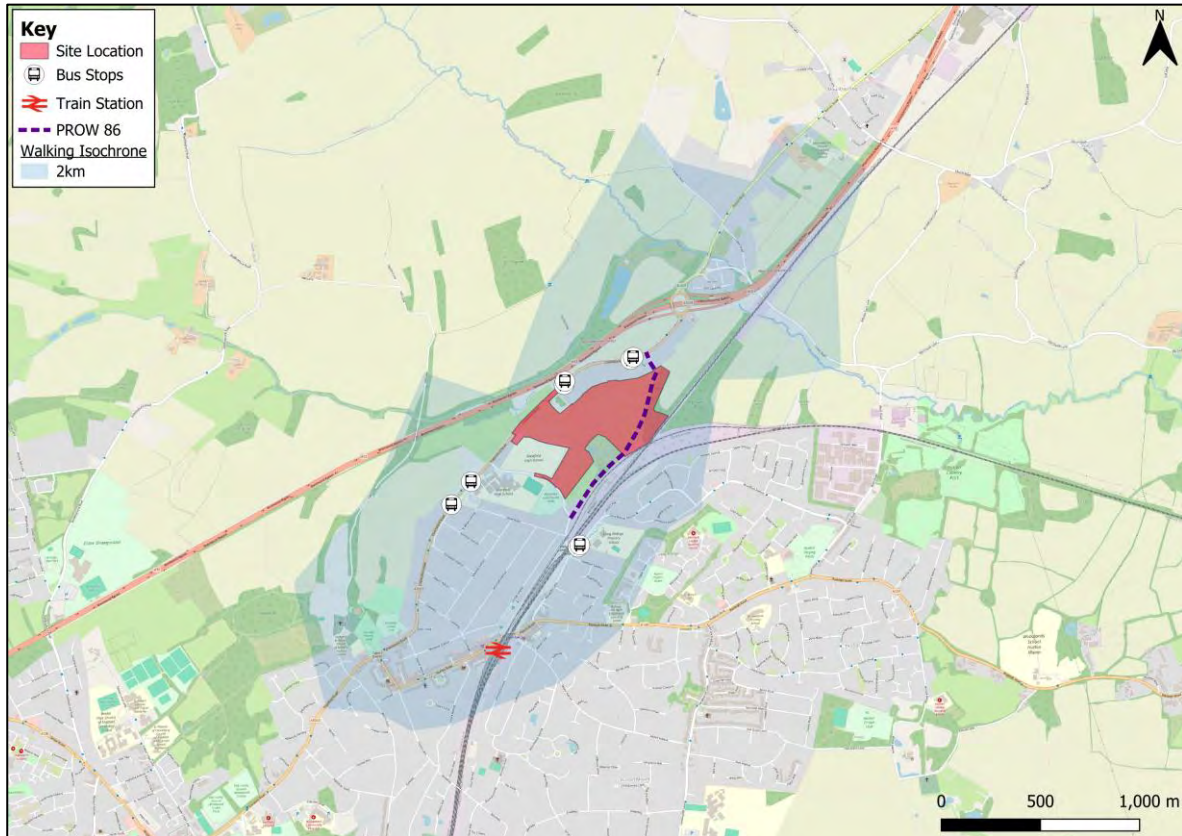
**Accessibility**

- 2.5 This section outlines the existing transport conditions in the vicinity of the site in detail, including details of walking and cycling routes, local train and bus services, and the local highway network.
- 2.6 This section will demonstrate the site is well served by nearby bus stops and walking/cycling infrastructure.

**Walking Provision**

2.7 **Figure 2.3** shows a walking isochrone of up to 2km distance, which is equivalent to 20-minutes walking time, and whilst this should not be considered the upper limit for walking trips, it is indicative of an easy walking distance for residents to undertake their day-to-day activities.

**Figure 2.3 - 2km Walking Isochrone**



2.8 **Figure 2.3** indicates that a vast area of Shenfield town is within a short walking distance of the site. By cross referring to **Figure 2.6** it can be seen that this area includes Shenfield town centre and the nearby facilities within the town centre are located in an acceptable walking distance from the site. This includes Shenfield train station which can be reached within circa 20 minutes walking time from the site. The walking isochrone also demonstrates good access to the bus connections available from the site, the details of which follow within this section.

2.9 Shenfield town centre, train station and bus services are accessed via Chelmsford Road or Alexander Lane. Chelmsford Road has a shared footway/cycleway on either side of the carriageway running from the intersection with the A12 to Oliver Lane. The highway is subject to a 30mph speed limit to the south of the site and 40mph to the north of the site. Several pedestrian refuge islands are located along the highway.

2.10 Alexander Lane is predominantly a residential street and is subject to a 30mph speed limit. It connects Chelmsford Road through to Shenfield town centre via an underpass under the train track. In the proximity of the site, no footway is provided due to the land uses predominantly being playing or green fields. To the southeastern extent of Alexander Lane, and where residential properties begin

to appear along the road, a footway is provided on the southern side of the carriageway. However, the road becomes more rural as it continues through Alexander Lane Recreation Ground, located to the southwest of the site.

- 2.11 Footpath 86, a Public Right of Way (PRoW) runs through the eastern boundary of the site. It is an unpaved footpath, that varies in its condition and width throughout. The footpath is 2m at its widest, but this reduces to as little as 0.3m as the narrowest sections, as shown in **Photograph 1**.

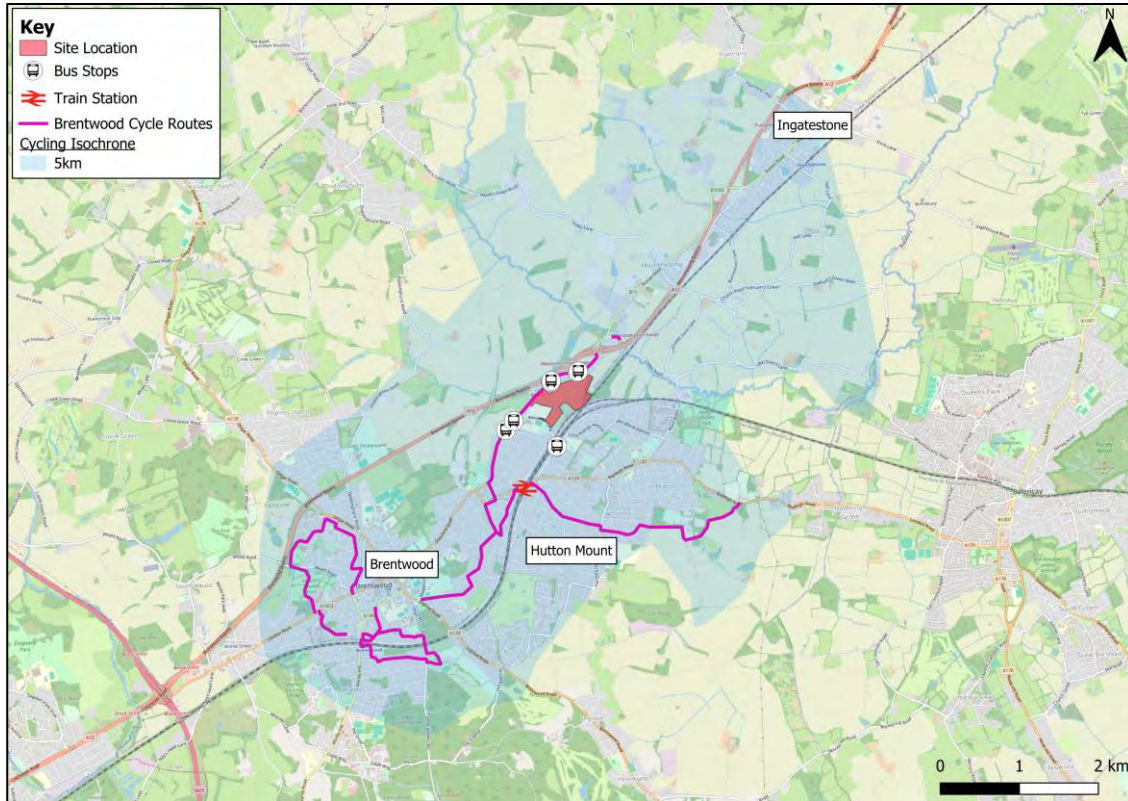
**Photograph 1 – Footpath 86**



### Cycling Provision

2.12 **Figure 2.4** illustrates the area which can be reached within a 5km cycling distance. It shows that cyclists are able to access Ingatestone to the northwest and Shenfield to the south, including the train station. A large proportion of Brentwood is also accessible within this distance, providing further access to a range of facilities located within Brentwood town centre.

**Figure 2.4 - 5km Cycling Isochrone**

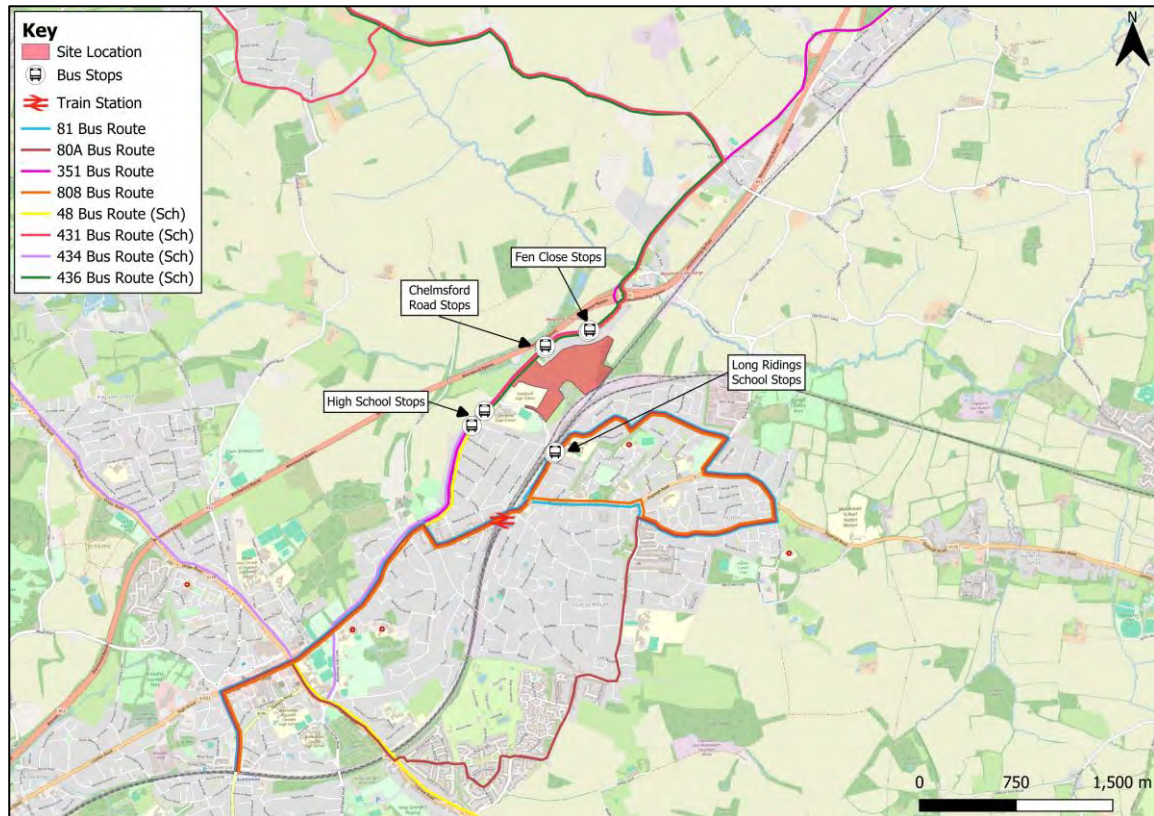


### Bus Services

2.13 The closest bus stops to the site are located on Chelmsford Road and Long Ridings Avenue, approximately 400m and 500m walking distance from the site, respectively. **Figure 2.5** shows the bus routes that are accessible from the site and these stops, with **Table 2.1** providing details on the frequency of the bus service.



**Figure 2.5 – Bus Services**



**Table 2.1 - Bus Services Frequency**

No.	Route	Nearest Bus Stop	Distance From			Average Frequency (mins)		
			Chelmsford Road	Site Centre	Alexander Lane	M-F	S	S
351	Chelmsford to Warely via Brentwood	Chelmsford Road	220	470	750	60	60	120
81	Brentwood to Hutton	Long Ridings School	1100	1350	400	30	60	n/a
80A	Colchester to Boxted	Long Ridings School	1100	1350	400	2 per day	2 per day	n/a
808	Brentwood to Shenfield	Long Ridings School	1100	1350	400	60	n/a	n/a
431	(School Service) Blackmore to Wyatts Green via Stondon Massey	Chelmsford Road	220	470	750	2 per day	n/a	n/a
436	(School Service) Shelley to Shenfield High School	High School	500	750	550	2 per day	n/a	n/a
434	(School Service) High Ongar to Shenfield High School	High School	500	750	550	2 per day	n/a	n/a
48	(School Service) Laindon to Shenfield High School	High School	500	750	550	2 per day	n/a	n/a

- 2.14 The bus stops from Chelmsford Road provide access to the 351 service, an hourly service that provides access to Warley via Shenfield and Brentwood to the southwest, and Chelmsford City Centre via Ingatestone to the northeast.
- 2.15 Additional bus connections are available from the site via Long Ridings School bus stops. These are located to the south of the site and can be accessed via Alexander Lane in approximately 10 minutes from the southern site access.
- 2.16 The Long Ridings Avenue stops are served by the 81 and 808 services, with the 808 providing an additional service to Warley via Shenfield train station and Brentwood. The 81 acts as the return service from Warley, terminating a short distance north at Hutton before returning to Warley via the residential area located around Hutton.
- 2.17 As illustrated above, the site is well served by buses. There are several bus routes and bus stops within an acceptable walking distance from both site accesses and the centre of the site.

## Rail Services

- 2.18 The nearest train station to the site is Shenfield train station which is located approximately 1.1km to the south of the site, which is shown in **Figure 2.5** above. The train station benefits from a frequent service both towards London and towards the Essex coast. The key direct train services that operate through Shenfield train station are summarised in **Table 2.2**.

**Table 2.2 – Rail Services from Shenfield Railway Station**

Destination	Weekday Train Frequency (mins)	Weekend Train Frequency (mins)
London Liverpool Street	4	4
Paddington	8	8
Stratford	4	4
Tottenham Court Road	7	8
Romford	6	6
Clacton-On-Sea	60	60
Chelmsford	15	15
Colchester	20	20
Braintree	60	60
Heathrow	30	30
Southend Victoria	20	20

- 2.19 Shenfield train station is located on the Great Eastern Main Line serving Greater Anglia trains and one of the two eastern termini of the Elizabeth Line. As a result of the Elizabeth Line, it benefits from direct train services to London Liverpool Street, Tottenham Court Road, London Paddington, Heathrow Airport and Reading. Greater Anglia provide express services to London Liverpool Street, and to destinations northeast bound to Chelmsford, Southend, and Clacton-on-Sea.

## Local Facilities

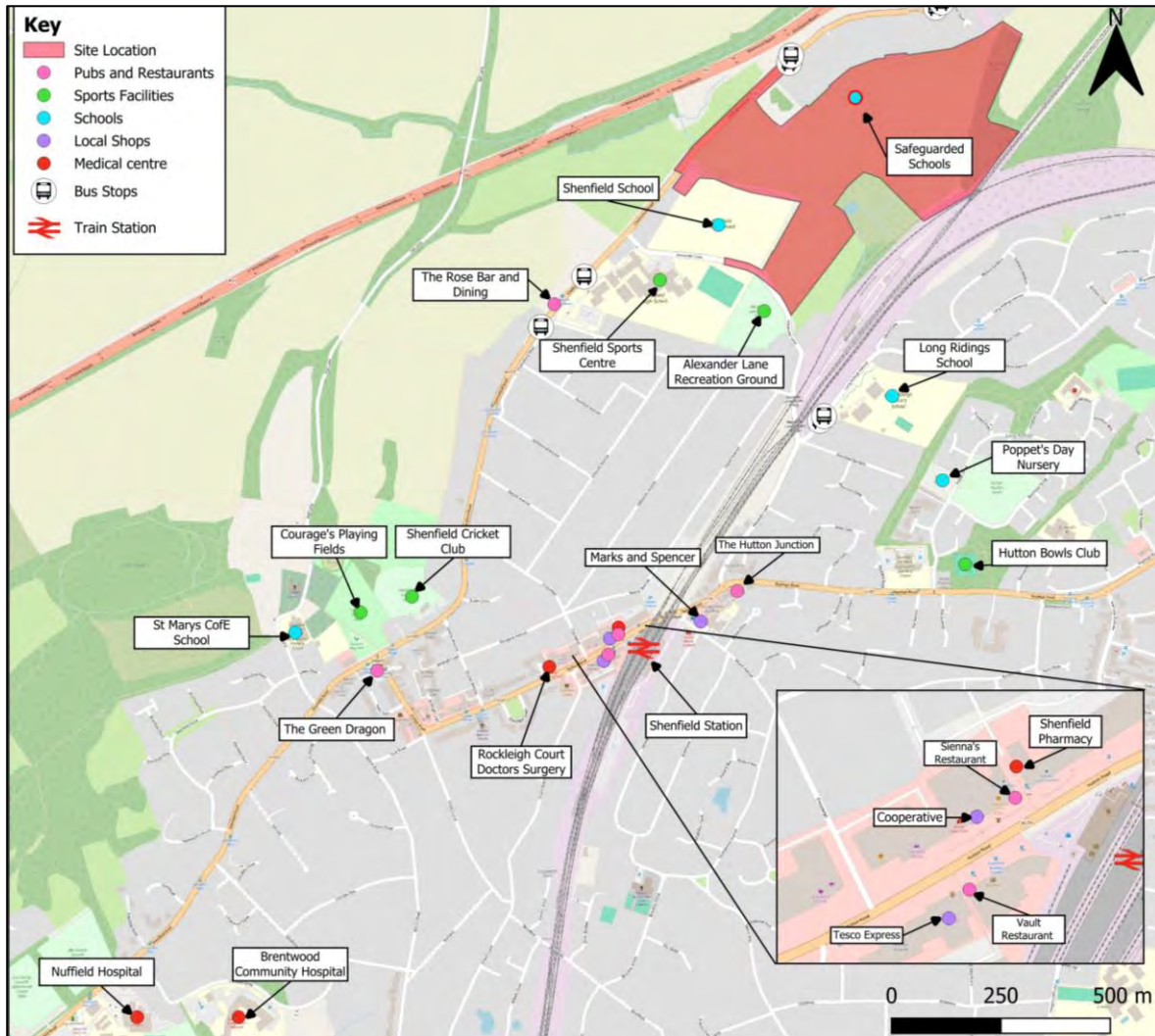
- 2.20 Due to the site's proximity to the centre of Shenfield and surrounding residential areas, the site benefits from a wide range of existing local facilities to be utilised by future residents.
- 2.21 **Table 2.3** provides a list of facilities located in proximity to the site. These are also shown in **Figure 2.6**. An approximate distance from the centre of the site has been provided, but this will vary depending on location within the site, with some being located nearer and others further.

**Table 2.3 – Local Facilities**

Local Facility	Distance from the centre of the site (m)	Walking Time (mins*)	Cycling Time (mins*)
<b>Public Transport</b>			
Chelmsford Road Bus Stop	400	5	1
Long Ridings School Bus Stop	950m	12	5
Shenfield Station	1500	19	5
<b>Schools / Education</b>			
Shenfield High School	260	3	1
Long Ridings School	1000	13	3
Poppets Day Nursery	1000	13	3
St Marys CofE Primary School	1700	22	8
Sunflower Montessori Kindergarten	2000	25	7
<b>Leisure / Sports Facilities</b>			
Shenfield Sports Centre	260	3	1
Alexander Lane Recreation Ground	500	6	2
Shenfield Cricket Club	1200	16	5
Courage’s Playing Fields	1400	18	6
Hutton Bowls Club	1800	23	6
<b>Pub / Restaurants / Food</b>			
The Rose Shenfield Bar and Dining	400	5	1
The Hutton Junction	1200	15	4
The Green Dragon	1200	16	5
Vault Restaurant	1300	17	5
Sienna’s	1400	18	6
<b>Local Shops</b>			
Tesco Express	1300	17	5
Marks and Spencer’s	1400	18	5
Cooperative	1400	18	6
<b>Medical Centres</b>			
Shenfield Pharmacy	1400	18	6
Rockleigh Court Doctors Surgery	1400	18	6
Nuffield Health Hospital	2400	31	9
Brentwood Community Hospital	2500	33	10

\*calculated using Google Maps walking and cycling journey time calculation.

**Figure 2.6 - Local Amenities**



2.22 As demonstrated in **Table 2.3** and **Figure 2.6**, to the immediate south of the site are Shenfield High School and Alexander Lane Recreation Ground, both accessible via Alexander Lane. These are both located within a 5-minute walking distance of the western site access.

2.23 Long Ridings County Primary School and Poppetts Day Nursery are both located 1km south of the site on Long Ridings Avenue. Both of these educational facilities are within 15 minutes walking distance. The site’s sustainability will further improve when the safeguarded land for a 2FE primary school and early years facility is brought forward, if approved by ECC, illustrated in **Figure 2.6**.

2.24 The centre of Shenfield benefits from a range of restaurants and shops that are accessible walking/cycling distance to the site. Additionally, more services are available within Brentwood town centre, which can be accessed within a cycling or via the bus services available from Chelmsford Road or via the train services from Shenfield train station.

2.25 **Table 2.3** and **Figure 2.6** demonstrates that the site is located in an accessible location which provides residents to live locally with opportunities to walk and cycle rather than travelling by car when undertaking everyday activities.

## Summary

- 2.26 The site is readily accessible by all modes of transport due to its proximity to the existing town of Shenfield.
- 2.27 There already exists a good active travel network in the vicinity of the site, with a cycleway located on Chelmsford Road providing a traffic-free link towards Shenfield and Brentwood, and a number of pedestrian routes that can be utilised to access the numerous local facilities within the centre of Shenfield.
- 2.28 The site benefits from an excellent public transport network, with frequent buses to Brentwood via Shenfield and towards Chelmsford City Centre within walking distance of the site. The site is located within an acceptable walking and cycling distance of Shenfield train station. The station provides access to the Elizabeth Line and Greater Anglia services. These combine to provide very frequent services towards London, with Greater Anglia services providing links to Chelmsford and other destinations in Essex.
- 2.29 The site, therefore, is in an excellent location for a residential led development designed on the basis of a movement hierarchy with pedestrians prioritised and access to everyday facilities within a short walk of the site.

### 3 Residential Travel Plan Strategic Goals

- 3.1 The main aim of this RTP is to put in place the tools necessary to enable residents to make informed decisions about travel, which minimises the adverse impacts of travel on the environment.
- 3.2 The RTP is a working document and should be actively used and updated throughout the monitoring period.

#### Objectives

- 3.3 The transport principles for the proposed development reflect the following sustainable objectives:
- Encourage residents to use alternative modes of transport to the private car; and
  - Increased awareness of the environmental and social benefits of using alternative modes of transport including the significant health benefits.
- 3.4 The more detailed objectives of the Travel Plan are to:
- Increase awareness of the advantages and availability of sustainable modes, but particularly active modes;
  - Actively promote sustainable transport options for travel to and from the proposed development, to enable informed decisions about how to travel is to be made;
  - Increase the use of active and sustainable travel modes (particularly for shorter trips), and to encourage people to build active travel into their everyday routines to support and contribute to wider health benefits;
  - Enhance as far as is practical, the accessibility of the proposed development by active modes at all times; and
  - Raise awareness of the impacts of travel choices on healthy lifestyles and the local environment etc.

#### Targets

- 3.5 To assess whether the RTP is successful in achieving its objectives, targets have been established. The targets set are SMART: Specific, Measurable, Achievable, Realistic and Time constrained.
- 3.6 There are two types of targets, namely: 'Action' and 'Aim' targets.
- Action Targets: set out specific commitments to implement measures to ensure delivery.
  - Aim Targets: provide numerical goals for mode shift.

**Action Targets**

3.7 The key action targets are set out below:

- A Travel Plan Co-ordinator (TPC) will be appointed prior to first occupation of the proposed development. The TPC’s contact details will be submitted to Essex County Council’s Sustainable Travel Planning Team upon appointment to the role and/or prior to first occupation of the site;
- The TPC will remain in employment until at least one year post full completion;
- The first travel plan survey will be undertaken within six months of first occupation of each phase of the proposed development (to be carried out within a neutral month);
- A finalised RTP, with updated modal split data, will be agreed within six months of first occupation of the first phase of the proposed development.

**Aim Targets**

3.8 The aim targets are based centrally on reducing the car driver modal share. In the absence of site-specific data, which will be available once the development is occupied and data can be gathered, census data is used in the interim to inform the mode split baseline and to set indicative future targets of the RTP.

3.9 To determine the mode share for the residential units Census 2011 Method of Travel to Work (QS701EW) data was obtained for Brentwood 005 where the site is located. Whilst not all trips in the peak periods will be associated with employment, this represents the majority and is therefore considered appropriate. However, the methodology will tend to under estimate the walking and cycling trips as it does not consider education, shopping and community/social trips that are more likely to be local. The mode share for the development is shown below in **Table 3.1**.

**Table 3.1: Method of Travel to Work Modal Split**

Method of Travel	Mode Share
Underground, metro, light rail, tram	2%
Train	40%
Bus, minibus, or coach	1%
Taxi	1%
Motorcycle, scooter or moped	0%
Driving a car or van	45%
Passenger in a car or van	3%
Bicycle	1%
On foot	7%
Other	1%
<b>Total</b>	<b>100%</b>

Details: Mode categories ‘working from home’, ‘other’ and ‘not in employment’ have been removed.



3.10 The Census refers to the method of travel as “*the longest part, by distance, of the usual journey to work*”. As such, 2% of the modal split is within the ‘underground, metro, light rail, tram’ category, despite this not being present within Shenfield, as existing residents are using the underground as their primary mode, as part of a linked journey.

3.11 This assumed mode split in **Table 3.1** has been used to derive the following targets set out in **Table 3.2** for the development once the RTP has been implemented. It has been determined that a 10% modal shift away from car drivers, which will bring car driver mode split to 35%, is achievable following the implementation of the travel plan. This is a similar level of reduction as is targeted for other developments across Essex including Beaulieu Park and Land East of Chelmsford. The reduction applied to car driver mode split has been proportionally re-applied to the remaining active and shared mode splits.

**Table 3.2: RTP Modal Split Aim Targets**

Method of Travel	Mode Share	Targets (Years)		
		0	3	5
Underground, metro, light rail, tram	2%	2%	2%	2%
Train	40%	42%	44%	47%
Bus, minibus, or coach	1%	1%	1%	1%
Taxi	1%	1%	1%	1%
Motorcycle, scooter or moped	0%	0%	0%	0%
Driving a car or van	45%	42%	39%	35%
Passenger in a car or van	3%	3%	3%	3%
Bicycle	1%	1%	1%	2%
On foot	7%	7%	8%	9%
Other	1%	1%	1%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

3.12 If, after the baseline travel surveys have been carried out, it is found that the expected mode split is not appropriate, the targets will be adjusted to reflect the actual mode split.

3.13 Indicators are the elements which will be measured in order to assess progress towards meeting the final targets. For the most part this will be the main mode listed by residents of the site in the monitoring surveys conducted from Year 0 (after first occupation) up to and including Year 5.

**Benefits**

- 3.14 The achievement of the objectives will bring about a range of benefits for residents, including:
- Health benefits associated with walking and cycling, including reduced levels of stress;
  - The opportunity to save money by using alternative modes of travel to the car; and,
  - Improved quality and reliability of journeys.

## 4 Residential Travel Plan Management

4.1 This section outlines the key stakeholders of the RTP.

### Travel Plan Co-ordinator

- 4.2 A Travel Plan Co-ordinator (TPC) will be appointed to manage and implement the RTP six months prior to occupation and provide information to BBC and ECC. The contact details of the TPC (i.e., name, address, telephone number, etc) will be provided to the appropriate contact at BBC and ECC. The TPC will be part of the site management team. Once the TPC has been appointed, the RTP will be updated to include their contact details.
- 4.3 Administration of the RTP will involve the maintenance of the necessary systems, data and paperwork, consultation and promotion associated with the implementation of the RTP. Regular updating of the RTP is part of the responsibility of the nominated TPC.
- 4.4 The TPC will establish and maintain a filing system to record all correspondence related to the RTP, the results of periodic monitoring and the results of each review.
- 4.5 The TPC will contact the first occupiers of dwellings within one month of their occupation to explain the purpose of the RTP and the opportunities on offer. The TPC's role includes:
- Overall responsibility for delivering the RTP measures and monitoring strategy;
  - Leading the process of developing targets, implementation, and review;
  - Encouraging resident co-operation;
  - Liaising with BBC, ECC and public transport operators;
  - Promoting the RTP to residents;
  - Making travel information readily available; and
  - Ensuring new residents are made aware of alternative travel opportunities.
- 4.6 It is anticipated that the amount of time that the TPC will spend on the RTP will vary according to the period of occupation, the organisation of activities and the extent of monitoring. It is not expected that the time dedicated will be uniform throughout the life of the RTP.
- 4.7 The TPC will act as a single point of contact for all transport, access and travel related issues for residential units within the development.

### Site Management

- 4.8 The site management organisation will have an interest in ensuring that the travel to/from the site is sustainable and that vehicular travel and parking activity at the site is effectively managed and controlled. Site management will be the first point of contact for the TPC with regards to sustainable travel to the site, funding for marketing, other measures, and the monitoring of the RTP.

## Partnerships

- 4.9 There will be several additional roles and responsibilities that should exist alongside those of the RTP, for example:
- Residents Association
  - Steering Groups
  - Property Management Companies
  - Local Public Transport Groups or Operators
  - Local Walking and Cycling Groups
- 4.10 The duties of which will include the following:
- Working with RTP to create a plan to engage with residents
  - Act as a messenger between the residents, Residential Travel Plan Co-ordinator and Developer
  - Hold regular meetings with all parties involved to identify areas for improvement

## Brentwood Borough Council & Essex County Council

- 4.11 The Local Planning Authority (BBC) and Local Highways Authority (ECC) have an important role in supporting the RTP because of their duty of care and responsibility to the wider community. In addition, they have a responsibility for ensuring that the local transport network is well managed. These authorities will be consulted, where necessary, throughout the life of the RTP.

## Residents

- 4.12 Residents are the most important stakeholders because they are the ones directly affected by the effectiveness of RTP implementation. The TPC and site management must work toward encouraging residents' interest and participation in RTP measures.

## 5 Measures

5.1 This section outlines the package of hard and soft measures to be implemented as part of the RTP.

### Marketing & Awareness

- 5.2 Residents will be made aware of the travel arrangements and the options associated with the site from the outset, as part of the sales and marketing process for the development.
- 5.3 Sales staff will be advised by the TPC on the purpose of the RTP and their roles in facilitating it through the sales department. An information pack will be provided to all potential residents at the showroom, detailing the RTP choices available to them at this development.
- 5.4 The TPC will liaise with BBC, ECC and the public transport operators where appropriate with regard green travel promotions.
- 5.5 Travel Plan information will be available on the development website and within community areas.
- 5.6 Pedestrian and cycle route information as well as timetables for walking buses and cycle trains will be provided. These will pass through the development, ensuring greater safety for pupils, and promoting active travel journeys to school. The walking bus and cycle trains will be supervised by guardians at the front and back, likely volunteering parents and/or local teachers.
- 5.7 Public transport information including journey planning websites such as TfL for buses and National Rail and TfL for trains will be provided, and details of car free days organised either by BBC, ECC or the TPC, will be linked to the website and displayed within community areas. These will be reviewed and updated on a regular basis by the TPC.
- 5.8 Promotions and community activities/events such as but not limited to Walk to Work Week, Bike Week, and LiftShare will be published on the website and promoted in community areas. Essex County Council have partnered up with Go Jauntly to come up with 60 free new guided walking routes, accessible by an app, which can be found at the following link: <https://www.gojauntly.com/>. Regarding cycling, the following link provides an online platform for cycle challenges for experienced and novice cyclists: <https://www.lovetoride.net/essex>.

### Travel Welcome Pack

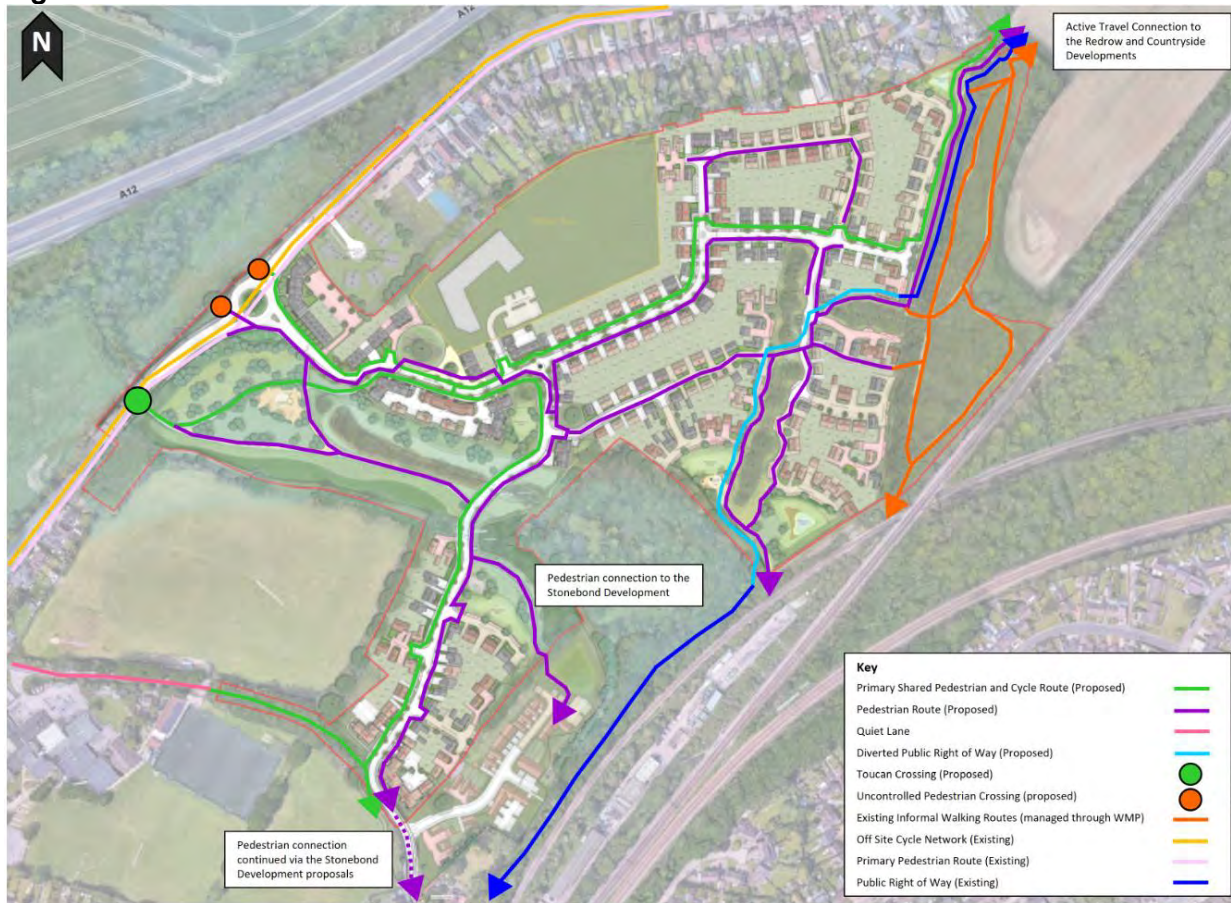
- 5.9 A Welcome Pack will be distributed to each household upon first occupation, and will include:
- The name and contact details of the TPC;
  - An explanation of the purpose and benefits of the RTP;
  - Maps of walking and cycling routes to key destinations including information on discounted cycle schemes;
  - Reference to travel websites, resources, and support services for each mode of sustainable travel;

- Details of local travel campaigns and networking/support groups.
- Timetables, route maps and ticketing information for public transport including information on discounted tickets;
- Contact numbers and website details;
- Information on and how to access Personalised Travel Planning;
- Electric vehicle charging point locations;
- Car share information;
- Contact details for local taxi and private hire companies;
- Information about working from home;
- Promotion of the benefits of home delivery; and
- Location and contact details of nearby services.

### **Active Travel**

5.10 The development proposal includes several walking and cycling connections as shown in **Figure 5.1**.

Figure 5.1 - Active Travel Links



**Walking**

- 5.11 The development has been designed from the onset such that active travel can form the first choice for all residents and users of the site.
- 5.12 The movement corridors running through the site feature a mixture of shared footway/cycleways and shared surfaces. All walking routes will be well lit, with environmental considerations in mind. Footways will link all dwellings to Chelmsford Road, Alexander Lane, the wider allocation as well as public transport stations and stops.
- 5.13 In addition, pedestrian/cycle access will be provided onto Alexander Lane through the site reducing journey times into Shenfield.
- 5.14 Signage will also be located at appropriate positions within the site indicating the location of the primary school.
- 5.15 The TPC and site management will ensure that pedestrian routes are appropriately maintained and encourage participation in National Walking Month and Walk to School Month.

**Cycling**

- 5.16 The development has been designed from the onset such that active travel can form the first choice for all residents and users of the site.

- 5.17 The movement corridors running through the site feature a mixture of shared footway/cycleways and shared surfaces. All cycling routes will be well lit, the majority are segregated from vehicle movements and link to the wider existing national and Essex cycle network. This includes links to Chelmsford Road, Alexander Lane, the wider allocation as well as public transport stations and stops.
- 5.18 Cycle parking will be provided to each household in accordance with local standards to encourage residents to cycle to and from the site. This cycle parking will be located in easy access locations, as it is crucial that the storage location should never inhibit the choice to cycle.
- 5.19 Plans of cycle routes in the area will be made available to all residents through the welcome travel packs and online information.
- 5.20 The TPC and site management will ensure that cycle routes are appropriately maintained through the site. Off-site, the TPC will liaise with ECC if a particular need for a cycle route or additional provision is identified.
- 5.21 The TPC will encourage residents to sign up to cycle training such as the Bikeability proficiency scheme promoted by the ECC. At the time of writing (February 2024), ECC are offering free family bikeability training to all families; funded from the Bikeability Trust, and is currently available until the end of March 2024, but may be extended. If not extended, the developer will also investigate the potential to offer bicycle training vouchers to the new residents, this information will be relayed to occupants. Moreover, ECC are also currently offering free adult cycle training, as can be found here: <https://www.essexhighways.org/safer-greener-healthier/safer-greener-healthier-cycling>.
- 5.22 The TPC will encourage residents to find out whether their respective workplaces offer Cycle to Work incentives and take up the offer if it is available. Further the developer will investigate the potential for maintenance vouchers to be provided to new residents (first occupiers only) for their cycles.

## Public Transport

- 5.23 Up-to-date details of public transport services including route information and service frequencies will be displayed on the development website. Details of Traveline, National Rail Enquiries, Travel Essex, and Transport for London (given expected commuter trips to London) will be provided in welcome travel packs.
- 5.24 The proposals seek to construct additional northbound and southbound bus stops along Chelmsford Road. These bus stops will ensure all residents are within a circa 600m walk of a frequent and reliable bus service. An appropriate and achievable sustainable transport solution for the site is to provide contributions towards bus services on Chelmsford Road to improve frequency of the services to local facilities and amenities.
- 5.25 Access to Alexander Lane will be provided from the development which provides a quick and convenient connection to Shenfield Train Station. The development proposals include ensuring appropriate walking and cycling routes connect to these stops and stations. These routes will be lit and well maintained.
- 5.26 The TPC will encourage residents to ascertain whether their respective workplaces offer public transport season ticket loans and to take these up if appropriate.

## Vehicles

- 5.27 It is recognised that for some people, the car will continue to be an essential means of mobility. The Applicant will provide car parking in accordance with local parking standards to meet the needs of expected car ownership without facilitating excessive car ownership.
- 5.28 Car sharing aims to match commuting journeys allowing the individuals to benefit from the convenience of a car journey whilst reducing the cost of the journey and the number of vehicles on the network. The TPC will encourage more efficient usage of vehicles by encouraging more site-based drivers to share their journeys with passengers and other people travelling in the same direction. The TPC will encourage residents to sign up to the car sharing service, Liftshare.
- 5.29 ECC have also worked closely with Liftshare to develop the Essex Car Share scheme which matches people up with potential partners to car share. The developer will also investigate the potential for car clubs within the site, providing hybrid vehicles only. The welcome pack will include details of the Essex Car Share website, which explains the benefits of this transport mode, whilst also connecting occupiers to district council carshare members.
- 5.30 Non-car owners may also require access to a private vehicle on occasion. The details of local taxi and private vehicle hire firms will be displayed on development website and provided in travel welcome packs.
- 5.31 Electric vehicle charging car parking spaces will be provided across the site with at least one EV charging point provided for every dwelling.

## Personalised Travel Planning

- 5.32 Personalised Travel Planning (PTP) will be offered to those residents who require it as part of the proposal for first occupiers of the site. This will be of significant benefit to influence residents travel patterns when considering their current routines, and also educate residents about the benefits of alternative modes of transport for differing journey purposes. Further information will be included in the travel welcome packs.
- 5.33 PTP has traditionally been conducted manually and can have a significant impact on travel behaviour and travel patterns, helping to achieve more sustainable travel practices and healthier lifestyles, which in turn contribute to a more socially inclusive community that help protect the environment.
- 5.34 Traditional manual PTP provides tailored information directly to the individual on sustainable mobility options through a one-to-one discussion with a PTP adviser. The personal approach and specifically tailored information can lead to a greater propensity for behavioural change than a one size fits all approach. Liftshare's MyPTP does this in an automated manner offering these same services and tailored advice but via a computerised platform, reducing time and cost. The system is accessible via their 'Mobilityways Platform', which is able to integrate the car sharing options available via their car sharing system.
- 5.35 In tandem with additional travel measures such as an attractive and improved bus service and good sustainable travel infrastructure; PTP can result in a step change in travel behaviour which will benefit every member of the community.



### Other

- 5.36 There are other measures that can also reduce the need to travel. The TPC will encourage residents to take up flexible working and working from home where this is possible. This will work toward reducing peak time travel and/or overall levels of travel across a day.
- 5.37 The TPC will also encourage residents to use home delivery services provided by food retail supermarkets to avoid the need to travel.
- 5.38 Each house will be provided with a facility for broadband connection which enables communication and connectivity outside the home without the need to travel.
- 5.39 The TPC will encourage parents to permit their primary school aged children to walk, cycle or scoot to school where appropriate, whether this is the on-site or off-site school. This will be made easier when the safeguarded land for a 2FE primary school and early years facility is brought forward, if approved by ECC, as can be seen within **Figure 2.6**.

### Funding for Measures

- 5.40 The site management will provide the funding and resources in order for the TPC to implement the above measures. The Travel Plan funding will be available for 5 years, following first occupation.

## 6 Monitoring and Review

- 6.1 This section of the report sets out how the aim and action targets will be monitored and reviewed.
- 6.2 It is proposed that monitoring surveys in the form of traffic counts and questionnaires will be undertaken during neutral months to gauge the uptake of sustainable travel. Those who complete the surveys will be rewarded with a gift card to incentivise survey uptake.
- 6.3 Traffic counts will be organised by the TPC at the site access points and will be undertaken for a five-year period at times agreed with ECC. The results of the surveys will be submitted to ECC.

### Monitoring

- 6.4 The RTP will be monitored for a period of five years.
- 6.5 The baseline survey will take place within six months of first occupation with updated monitoring surveys undertaken in Years 2, 3 and 5.
- 6.6 The main reasons for monitoring the RTP are:
- To measure the level of success in meeting identified targets using key performance indicators; and
  - To provide feedback to the TPC and ECC so the RTP can be refined where necessary.

### Monitoring Strategy

- 6.7 An initial baseline travel survey will be undertaken within six months of first occupation of dwellings on the site. Households and residents will be requested to complete a questionnaire in order to provide baseline travel data. The TPC will administer and collect the questionnaire, which will monitor the mode splits being achieved.
- 6.8 Further surveys will be carried out in Years 2, 3 and 5 to monitor progress towards the interim and final targets.
- 6.9 Further to the residential travel surveys, monitoring will also be undertaken of communal cycle parking utilisation, car parking utilisation and informal monitoring of the use of pedestrian and cycle routes within the site will be considered. The TPC will also keep records where possible of those who sign up to cycle training, engage in car sharing and report back on taking workplace public transport ticket loans or participating in Cycle to Work schemes. This will be done informally by liaising with occupants.
- 6.10 Further to the information being collected across the selected monitoring years the collected data will be summarised into a monitoring report and given to the council for review.

## 7 Action Plan

- 7.1 The Action Plan outlined below in **Table 7.1** sets out the measures included within the RTP that are directed at influencing residents.
- 7.2 The action plan will be revised every year following each Annual Travel Plan Review.

**Table 7.1: Action Plan for Travel Plan Measures**

Mode	Measure	Task	When	Whom
All	Travel Plan Coordinator	Nominate a Site-Wide Travel Plan Coordinator	Prior to first occupation	Site Management
All	Webpage	Include 'How to Get Here' information on the development's website	Before first occupation	Site Management / TPC
All	Travel Welcome Pack	Provide each household with a Travel Welcome Pack	On first occupation	TPC
Walking	Pedestrian Facilities	Ensure the construction of pedestrian routes throughout the site linking to Shenfield, the wider allocation, bus stops and the train station.	Construction	Developer
Walking	Pedestrian Facilities	Ensure that walking facilities on-site remain in good condition for all site attendees	Ongoing	Site Management / TPC
Walking	Events	Encourage participation in National Walking Month and Walk-to-School Month, in addition to the Go Jauntly app	Ongoing	TPC
Cycling	Cycling Facilities	Ensure the construction of cycling routes throughout the site linking to Shenfield, the wider allocation, bus stops and the train station. A S106 obligation will ensure contributions towards cycle parking improvements at Shenfield station	Construction	Developer

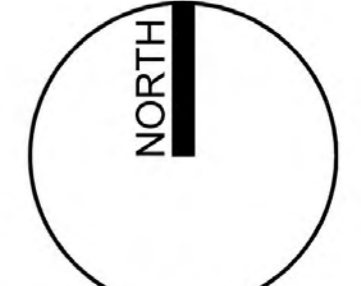
Mode	Measure	Task	When	Whom
Cycling	Cycle Parking	Maintain cycle parking provision in good condition for residents and visitors to use	Ongoing	Site Management
Cycling	Cycle Training	Promote cycle training initiatives offered by ECC, in addition to cycle challenges via LoveToRide.net	On first occupation / Ongoing	TPC
Cycling	Cycle to Work Exemptions	Encourage residents to find out if their workplaces offer Cycle to Work incentives	On first occupation / Ongoing	TPC
Cycling	Bicycle Maintenance Vouchers	Providing Vouchers for Residents to Maintain bicycles	Ongoing	TPC
Public Transport	Bus Stops	Ensure proposed bus stops are constructed and stops are relocated as detailed above	Construction	Developer
Public Transport	Encouraging Use of Public Transport	Post information on public transport (e.g., timetables, mapping, etc) on development website	Ongoing	TPC
Car	Car Sharing	Promote Liftshare.com to residents	Ongoing	TPC
Car	EV Parking	Electrical Vehicle charging points will be placed across the site	Ongoing	TPC
Taxi / Private Vehicle Hire	Enabling Car Mobility	Provide the details of local taxi and private hire vehicle firms for people requiring vehicular access.	Ongoing	TPC
Other	Flexible Working	Encourage residents to participate in flexible working and working from home where this is possible.	Ongoing	TPC
Other	Home Delivery	Provide the details of local retail and food retail companies that provide home delivery services.	Ongoing	TPC

Mode	Measure	Task	When	Whom
All	Personalised Travel Planning	Encourage residents to use alternative modes and promote the benefits of these modes.	Ongoing	TPC
All	Monitoring & Review	Undertake the baseline and follow up surveys	As per the monitoring and review strategy	TPC
All	Monitoring & Review	Review the effectiveness of the RTP and suggest remedial measures if appropriate	As per the monitoring and review strategy	TPC

## 8 Summary

- 8.1 This RTP sets out the sustainable travel measures that will be implemented at the site by the TPC in collaboration with site management and the developer. Site management will be responsible for funding and ensuring that the travel plan measures, monitoring and review strategy is deliverable.
- 8.2 The development proposal includes the implementation of a pedestrian/cycle network through the site which will link to Chelmsford Road and Alexander Lane which will improve connectivity and permeability to site occupants as well as the wider community.
- 8.3 In addition to the above, it is recognised that many residents will require access to/from the site by motorised means and measures will be taken to ensure that mobility by public transport, through additional bus stops along Chelmsford Road, and necessary mobility by car is also considered.
- 8.4 The RTP seeks to introduce a suite of sustainable travel measures to encourage the use of alternative modes of transport to the private car and increase awareness of environment and social benefits of using alternative modes of transport.

# Appendix A



- Site Boundary
- Proposed School Boundary
- \* Affordable Housing
- \* Custom Build Houses

Rev	Date	Amendment	Initials
S	20-02-2024	Site layout updated to reflect Schedule and Comments	AL
R	13-02-2024	Amendments following design team comments	SF
Q	31-01-2024	Amendments following planning feedback	SF
P	04-09-2023	Landscape information added	YC
M	24-08-2023	Layout updated with business added to flats	YC
M	08-08-2023	Flat block size updated	AL
L	04-08-2023	Site layout update for the flats footprint	LB
K	01-08-2023	Flats footprint adjusted, PDG footprint adjusted	YC
J	17-07-2023	Flats footprint adjusted, site entrances amended	SF/YC
H	15-07-2023	Pre-app and EOP comments addressed	SF
G	22-05-2023	Mix updated to balance affordable plots	SF
F	14-05-2023	Layout amended to suit pre-app feedback	SF
E	07-05-2023	Housing Mix amended	SF
D	03-05-2023	Layout amended to suit design team comments	SF
C	17-01-2023	Layout amended after Client's comments	SF
A	28-11-2022	Layout revised to suit tree survey	SF

Project:  
**OFFICERS' MEADOW  
SHENFIELD**

Client:  
**CRLOUDACE HOMES**

Drawing:  
**PROPOSED COLOURED SITE LAYOUT**

Drawing no: 22.1643.450 Rev: S

Scale: A3 1:1000 Date: JUNE 2022 Drawn: SF Checked: —

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0 10 20 30 40 50 100m  
Scale 1:1000

PLANNING



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