

Cambridge Waste Water Treatment Plant Relocation Project



Outline Framework Travel Plan

February 2022

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Executive Summary

Mott MacDonald has been commissioned by Anglian Water Services Limited to prepare an outline Framework Travel Plan to accompany a DCO application for the relocation of the existing Cambridge wastewater treatment plant (WWTP).

The proposed WWTP site is located 2km to the east of the existing WWTP. The area is a rural environment with key strategic and local roads such as the A14 and the B1047 Horningsea Road.

The outline Framework Travel Plan aims to promote sustainable travel facilities and encourage staff to travel sustainably more often, whether it be by walking, cycling, or using public transport to and from the site. It will provide information regarding walking, cycling, and public transport to the site, with the aim of making these forms of transport an attractive and affordable alternative.

The overall aim of the outline Framework Travel Plan is to ensure that staff at the proposed WWTP have a viable alternative to private car journeys for their journey to work. Making use of more sustainable modes of travel reduces vehicle carbon emissions.

This outline Framework Travel Plan sets out the background of the Proposed Development, and provides an early view on the objectives, preliminary targets, measures, and monitoring strategy, which are to be developed as the design of the Proposed Development is advanced and will be part of the final Travel Plan. Therefore, some sections are set out to be added for details to be added as the Framework Travel Plan is developed to be submitted as part of the Transport Assessment appended to the Environmental Statement.

The final Travel Plan, which will be based on this outline Framework Travel Plan, will fully set out the objectives, targets, measures, and monitoring strategy and review and update the baseline and policy sections as appropriate.

The final Travel Plan will be updated once the site is occupied, and initial baseline travel surveys have been conducted which is expected to be within six months of operation.

1 Introduction

1.1 Project Background

- 1.1.1 The project involves the relocation of the existing Cambridge WWTP in Milton and the construction of the new Cambridge WWTP, hereafter referred to as the proposed WWTP.
- 1.1.2 As part of the construction process, the existing Cambridge WWTP will be decommissioned once the proposed WWTP is fully operational.
- 1.1.3 The proposed WWTP site is located 2km to the east of the existing Cambridge WWTP, within the administrative boundary of South Cambridgeshire Council. The site lies between the villages of Horningsea to the north, Stow-Cum-Quy to the east and Fen Ditton to the south east. The A14 extends along the south western boundary of the proposed WWTP and Low Fen Drove Way, an unclassified road and public byway follows parts of the eastern and north eastern boundary of the site area.

1.2 Framework Travel Plan Scope

- 1.2.1 The outline Framework Travel Plan will set out the proposed WWTP, indicative operational staff numbers, and the primary objectives that will be followed by this plan as it is developed.
- 1.2.2 Construction information for the proposed WWTP is provided for context in this document, the workforce travel plan will be part of the Construction Employee Travel Plan (CETP) document.
- 1.2.3 The final Travel Plan will set out measures to manage and reducing the number of trips made to and from the site by private car during the operation phase. All staff will be made aware of the measures included in the final travel plan so that benefits can be delivered, and the number of car-borne trips reduced by promoting alternative sustainable modes of travel.
- 1.2.4 The plan will aim to ensure all staff are aware of the advantages and potential for travel by more sustainable and environmentally friendly modes of transport, through raising awareness and the provision of information identifying travel options and the necessary contact information.
- 1.2.5 The primary objectives which are of most relevance during the operational phase of the proposed WWTP are to:
 - Reduce the overall need to travel
 - Where travel is essential promote sustainable transport options as the main modes of travel for staff and visitors to the proposed WWTP
 - Reduce vehicle carbon emissions by supporting growth in electric cars and reducing single occupancy car travel to and from work
 - Ensure all staff and visitors are made aware of the Travel Plan measures

- Ensure continued progress in improving sustainable transport usage through continued management and review of the Travel Plan

1.2.6 The outline Framework Travel Plan is structured as follows:

- Introduction
- Site Context and Proposed Development
- Policy Review
- Current waste water treatment measures
- Scope of framework travel plan
- Objectives
- Traffic reduction targets
- Framework travel plan measures
- Management
- Monitoring

1.2.7 This outline Framework Travel Plan has been developed in accordance with Cambridgeshire County Council's Travel Plan Guidance and consideration has also been given to:

- National Planning Policy Framework
- Cambridgeshire Local Transport Plan (2011-2031)
- Cambridgeshire County Council Transport Assessment Requirements (2019)

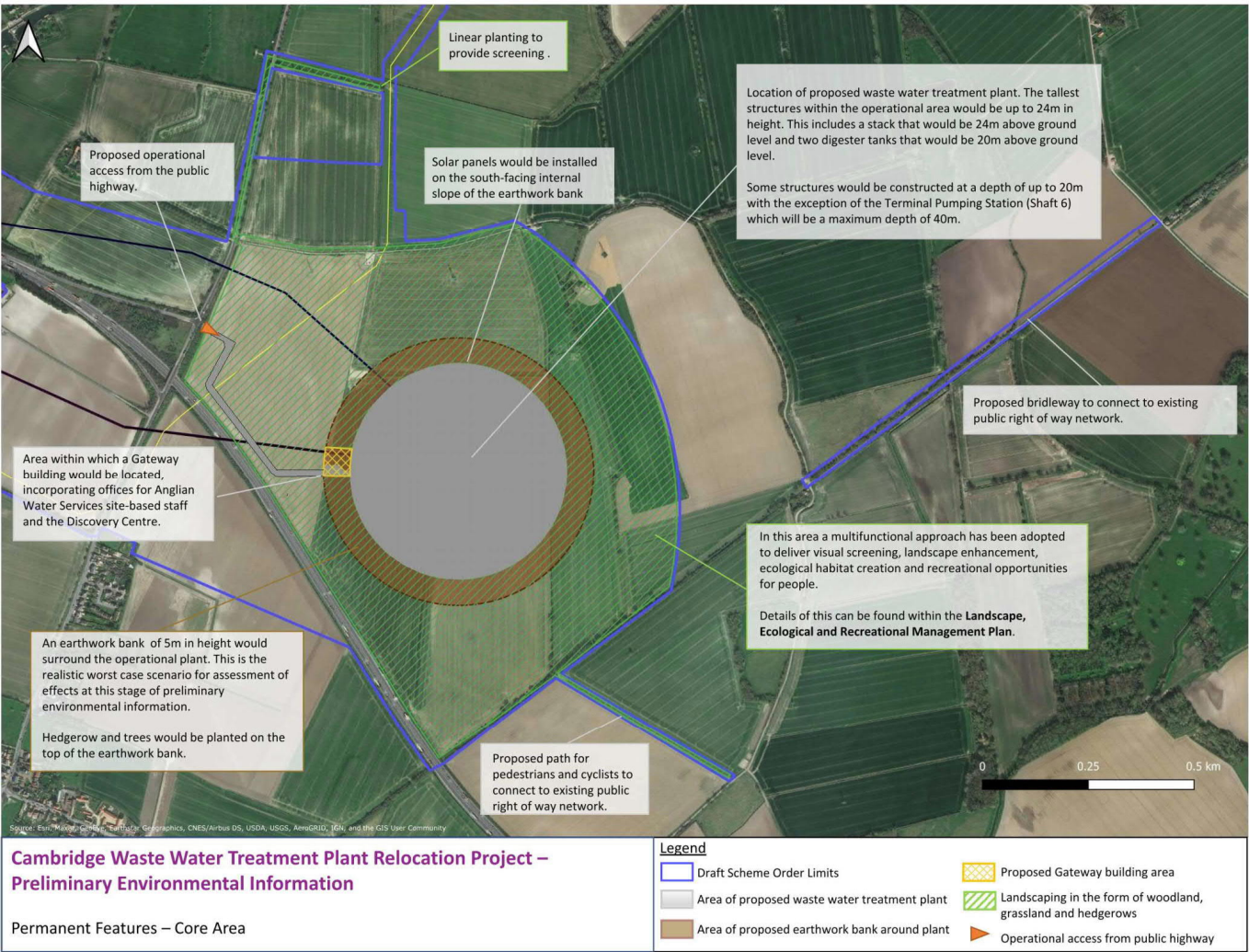
2 Site Context and Proposed Development

2.1 Project background

- 2.1.1 Since 1895, the existing Cambridge WWTP has been serving the needs of Cambridge and Greater Cambridge by taking waste water from people's homes and businesses, cleaning it, and returning it to the environment. The existing Cambridge WWTP also plays a vital role by receiving surface water during heavy rainfall.
- 2.1.2 The need to relocate the existing Cambridge WWTP arises principally from forecast population growth and urbanisation in Cambridge. Cambridge City Council (CCC) and South Cambridgeshire District Council (SCDC) are jointly preparing a North East Cambridge Area Action Plan (AAP). The AAP identifies the site of the existing Cambridge WWTP as an area where housing and other development is to be located to support the accommodation of population growth in a sustainable location.
- 2.1.3 The relocation of the existing Cambridge WWTP is therefore required to deliver the objectives of the emerging AAP in close collaboration with CCC, Anglian Water and other stakeholders in the area.

2.2 Site location

- 2.2.1 The proposed WWTP is located in Cambridgeshire in the east of England. The proposed WWTP is expected to require a total footprint of 22 hectares (ha).
- 2.2.2 The proposed WWTP is located 2km to the east of the existing Cambridge WWTP, within the administrative boundary of South Cambridgeshire District. The site lies between the villages of Horningsea to the north, Stow-Cum-Quy to the east and Fen Ditton to the south east.
- 2.2.3 The A14 extends along the south western boundary of the site and Low Fen Drove Way, an unclassified road and public byway follows parts of the eastern and north eastern boundary of the site area. Beyond Low Fen Drove Way, open farmland extends to the north east towards and beyond Stow-Cum-Quy, and to the east, towards Stow-Cum-Quy village.
- 2.2.4 To the west of the site lies Junction 34 of the A14, a junction intersected by B1047 Horningsea Road which extends north, parallel to the western boundary of the site area. The B1047 Horningsea Road connects Fen Ditton to the south with the village of Horningsea in the north.
- 2.2.5 The closest rail stations are Cambridge North and Waterbeach. Waterbeach is around 4km to the north of the site and Cambridge North is around 3km.
- 2.2.6 There are bus stops in both Horningsea and Fen Ditton villages. Horningsea is approximately 1km to the north and Fen Ditton is around 700m to the south along Horningsea Road.
- 2.2.7 Figure 1 shows the location and extent of the proposed WWTP.
- 2.2.8 The final Travel Plan will provide an overview of site accessibility by all modes of travel. This will be based on a site audit.



Source : PEI Introductory Paper figure Permanent Features – Core Area

Figure 1: Overview of proposed development (permanent features at the proposed WWTP)

2.3 Proposed Development

2.3.1 The Proposed Development comprises:

- An integrated WWTP;
- a transfer tunnel from the existing Cambridge WWTP to the new location with ancillary infrastructure;
- a new pipeline to transfer waste water from Waterbeach to the proposed WWTP;
- a treated effluent transfer pipeline;
- a site access to the proposed WWTP;
- utilities connections
- offsite highway network alterations;
- delivery of a landscaping masterplan; and
- renewable energy generation and storage for use on-site and export; and
- ancillary on-site buildings (including a site office, amenities building, substation building, security kiosk and vehicle parking).

2.4 Construction programme and duration

2.4.1 The earliest construction is expected to start is 2024. Main works construction will commence in late 2024, followed by tunnel construction ending in 2026. Following a period of progressive commissioning, commencing autumn 2026 the proposed WWTP is planned to be fully operational in 2028.

2.5 Decommissioning activities

2.5.1 Once the proposed WWTP is fully operational and the Waterbeach transfer pipeline works are complete, the existing Cambridge WWTP and existing water recycling centre (WRC) at Waterbeach will be decommissioned.

3 Policy Review

3.1 Introduction

- 3.1.1 The preparation of this outline Framework Travel Plan has been informed by a review of relevant policy documents and Travel Plan guidance, which is summarised in this section of the document.

3.2 National policy

NATIONAL PLANNING POLICY FRAMEWORK

- 3.2.1 In July 2021, the Ministry of Housing, Communities & Local Government produces its revised National Planning Policy Framework (NPPF) which has replaced the 2012 and subsequent 2018 and 2019 publications of the same title. The document identifies those applications for development proposals should ensure that:

- appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location,
- safe and sustainable access to the site can be achieved for all users; and
- any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.

- 3.2.2 Paragraph 111 of the NPPF sets out that all developments which generate significant amounts of transport movement should be required to provide a Travel Plan.

The NPPF defines a Travel Plan as:

‘a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is regularly reviewed’

3.3 Regional policy

CAMBRIDGESHIRE LOCAL TRANSPORT PLAN (2011-2031)

- 3.3.1 The Cambridgeshire Local Transport Plan (LTP) was published in January 2020 and replaced the Interim Local Travel Plans. The Plan describes how transport interventions can be used to address current and future challenges and opportunities for Cambridgeshire and Peterborough. The document requires “healthy streets” and quality public realms that puts people first and promotes active lifestyles.

- 3.3.2 The Cambridgeshire LTP addresses Cambridgeshire County Council’s overarching priorities. These include:

- supporting and protecting people when they need it most
- helping people to live independent and healthy lives in their communities
- developing the local economy for the benefit of all

3.3.3 To promote and raise awareness of sustainable travel options, a new development should be supported by a Travel Plan. The Travel Plan should contain safe, healthy, low carbon travel options for commuters. That includes:

- adoption and enforcement of local travel plan guidance for new planning applications,
- promote existing and new walking and cycling routes for commuters and residents,
- continue promoting cycle training; and
- improve availability, type, and quality of information on sustainable travel modes ensuring health and air quality benefits and emphasised.

CAMBRIDGESHIRE COUNTY COUNCIL TRANSPORT ASSESSMENT REQUIREMENTS (2019)

3.3.4 Cambridgeshire County Council guidance requires developers to provide a Travel Plan for any planning application where a Transport Assessment is required.

3.3.5 Any Travel Plan should include details of the following:

- Proposed Development
- Policy
- Site Assessment
- Baseline Modal Split
- Objectives
- TP Coordinator
- Measures
- Funding

3.3.6 Travel Welcome Packs should contain the following:

- Map of the local area and facilities like shops, doctors, schools, library
- Details of walking routes and related websites
- Details of cycle routes, cycle training, and related websites
- Details of nearest bus stops, routes, timetables, and related websites
- Details of how to get to the nearest train station, timetables, and related websites
- Details of journey times to key destinations for each mode of travel
- Details of car sharing, car clubs, car hire, local taxi companies, local community transport, and related websites
- Incentives such as bus taster or cycle discount vouchers

3.3.7 The final Travel Plan is to be agreed and implemented through either a S106 agreement or via Condition.

3.4 Local policy

SOUTH CAMBRIDGESHIRE LOCAL PLAN (2018)

- 3.4.1 The Local Plan for South Cambridgeshire replaces the South Cambridgeshire Local Development Framework. The Local Plan policies and proposals cover the period 2011 to 2031.
- 3.4.2 The Local Plan states that larger developments require a Transport Assessment and a Travel Plan. These are required to produce a site based on Low Emission Strategy Statement. The Local Plan defines larger developments as “proposals of over 20 dwellings of 0.5 hectares for residential development and over 1,000m² or 1 hectare for other development”.
- 3.4.3 A Transport Assessment and travel plan should also be provided for proposals that “are likely to have significant transport implications¹”.
- 3.4.4 A Travel Plan should provide measures targeted to reduce the need to travel and maximise the use of sustainable transport modes, so as to achieve a modal share of no more than 40% of trips by car (excluding passengers). This includes the provision of employees travel plan and other similar measures which could include car clubs.
- 3.4.5 In relation to Transport Assessment and Travel Plan requirements, the Local Plan (2018) states:
- ‘Travel plans must have measurable outputs, be related to the aims and objectives of the Local Transport Plan, and provide monitoring and enforcement arrangements’

CAMBRIDGE LOCAL PLAN (2018)

- 3.4.6 The Cambridge Local Plan replaced the Cambridge Local Plan 2006 and sets out policies and proposals for future development and spatial planning requirements to 2031.
- 3.4.7 A Travel Plan should provide opportunities taken to mitigate negative transport impact of a development. It includes:
- Financial contributions towards schemes approved by the City and County Councils for any necessary improvements required as a result of development. The existing conditions on the wider transport network and any increase in demand over and above the existing use levels need to be taken into account.

¹ The South Cambridgeshire Adopted Local Plan 2018 defines developments with ‘significant transport implications’ as those:

- In particularly congested locations and/or generating larger numbers of trips;
- Where there are particular local travel problems;
- That will have an adverse impact on an existing, or will result in the declaration of new, Air Quality Management Area or an unacceptable adverse impact on local air quality.

- 3.4.8 Mitigation measures to be secured through planning obligations where essential site-specific measures are required. The infrastructure resulting from these contributions should be provided in a timely manner, to meet the first occupation of the site in order to influence travel behaviour from the earlier opportunity.
- 3.4.9 Any development should include a comprehensive transport strategy for the site, incorporating a sustainable transport plan to minimise reliance on private cars.
- 3.4.10 Existing footpaths that cross the site should be retained where possible. To offer more sustainable travel choices, cycling and walking infrastructure improvements should be adopted.
- 3.4.11 The Council strongly supports contributions to and provision for car clubs at new developments to help reduce the need for private parking.

3.5 Other guidance

SMART JOURNEYS

- 3.5.1 Smart Journeys² is a not-for-profit commercial enterprise which provides advice on how to implement and promote sustainable and active travel. Smart Journeys was previously known as Travel for Cambridgeshire (TfC) and “has helped businesses prepare and implement effective travel initiatives on behalf of Cambridgeshire County Council”.
- 3.5.2 Cambridgeshire County Council’s Transport Assessment Requirements (2019) “advise the applicant contact Smart Journeys through info@smartjourneys.co.uk to obtain further advice and guidelines on what to include within a Travel Plan and to assist with developing a suitable measure package”.

CONNECTING CAMBRIDGESHIRE

- 3.5.3 Connecting Cambridgeshire is a digital delivery initiative led by Cambridgeshire & Peterborough Combined Authority to improve digital infrastructure “to drive economic growth, help businesses and communities to thrive and make it easier to access public services”.
- 3.5.4 Connecting Cambridgeshire’s Smart Programme focuses on improving public transport infrastructure by exploring various uses of data and how these data can be better embedded in transport.
- 3.5.5 In 2018, Connecting Cambridgeshire launched a mobile travel app and installed smart wayfinding screens to help residents, commuters and visitors plan their journeys. The app and screens use real-time travel data and other information to help plan the most convenient journey for users.
- 3.5.6 The app predicts travel time and suggests the best routes around Cambridge using a mix of buses, trains, walking and cycling. The interactive screens show latest travel updates and useful visitor information including city map, local places, and suggested walking and cycling routes.

BUILDING RESEARCH ESTABLISHMENT'S ENVIRONMENTAL ASSESSMENT METHOD (BREEAM)

3.5.7 BREEAM is a sustainability rating scheme for the built environment.

3.5.8 BREEAM's objectives are:

- To mitigate the life cycle impacts of buildings on the environment
- To enable buildings to be recognised according to their environmental benefits
- To provide a credible environmental label for buildings
- To stimulate demand and create value for suitable buildings.

3.5.9 A BREEAM certificate provides assurance to any interested party that a building's BREEAM rating, at the time of certification, accurately reflects its performance against BREEAM standard.

² Smart Journeys' website available at: <https://smartjourneys.co.uk/>

4 Current Waste Water Treatment Plant measures

4.1 Existing Cambridge WWTP staff and working hours

4.1.1 The number of staff at the existing Cambridge WWTP is:

- Eight office staff are typically on site each day, with normal working hours of 07:30-17:00,
- Eight operations daytime staff are typically on site each day, with normal working hours of 07:30-17:00,
- Two operations process controller are typically on site at any time working two 12-hour shifts per day (07:00-19:00 and 19:00-07:00),
- Up to four operation shifts technician are typically on site at any time working two 12-hour shifts per day (06:00-18:00),
- Four mechanical and electrical specialists and samplers are typically on site each day, during normal working hours of 06:00-18:00.

4.2 Existing mode share

Section to be populated in next iteration.

4.3 Current Travel Plan

Section to be populated in next iteration.

5 Scope of Framework Travel Plan

5.1 Operational staff and hours

- 5.1.1 The proposed WWTP will be operated by a similar level of staffing to the existing Cambridge WWTP. These details will be updated within the final travel plan.

5.2 Operational traffic

- 5.2.1 Once the existing Cambridge WWTP ceases to operate this will result in a reassignment of all operational vehicles across the strategic and local road network. Vehicle trips, including the 129 two-way operational HGV trips that currently travel to and from the existing Cambridge WWTP will reassign on the highway network to routes to and from the proposed WWTP.
- 5.2.2 Once the proposed WWTP is operational, including the existing 129 two-way HGV trips, a total of 146 two-way operational HGV trips will be made on a daily basis.

5.3 Maintenance activities

- 5.3.1 The type and frequency of maintenance activities will be defined as the design evolves.

6 Objectives

6.1 Introduction

- 6.1.1 This section of the Framework Travel Plan sets out the objectives specific to the proposed WWTP. These objectives are expected to be adjusted as the design of the proposed WWTP evolves.
- 6.1.2 The outline Framework Travel Plan has been developed in accordance with the aims and objectives set out in the Cambridgeshire Local Transport Plan (2011-2031) which commits to: “enabling people to thrive, achieve their potential and improve quality of life” and “meeting the challenges of climate change and enhancing the natural environment”.

6.2 Framework Travel Plan objectives

- 6.2.1 The primary objectives which are of most relevance for the Proposed Development are to:
- reduce the overall need to travel,
 - where travel is essential promote sustainable transport options as the main modes of travel for staff and visitors to the Waste Water Treatment Plant,
 - reduce vehicle carbon emissions by supporting growth in non-fossil fuel vehicles and reducing single occupancy car travel to and from the workplace,
 - ensure all staff and visitors are made aware of the Travel Plan measures; and
 - ensure continued progress in improving sustainable transport usage through continued management, monitoring, and review of the Travel Plan.

7 Traffic reduction targets

7.1 Introduction

7.1.1 This section presents examples of targets related to the proposed WWTP, and that will be part of the final Travel Plan.

7.2 Targets

7.2.1 Targets in the Framework Travel Plan will be developed as the design of the Proposed Development evolves.

7.2.2 Targets in the Framework Travel Plan will be regularly reviewed and monitored by a Travel Plan Coordinator (TPC). The role and responsibilities of the TPC are set out in Section 9: Management of this document.

7.2.3 Full targets will be specified in the final Travel Plan. An example of targets are provided below as part of the Framework Travel Plan and will be developed for the next iteration of the travel plan:

- Achieve a XX% modal share for cycling (currently X%)
- Increase walking mode share above the current X%
- Increase public transport mode share above the current X%
- Reduce single occupancy private motorised transport by XX% from a base of XX%
- Achieve a XX% reduction in CO2 by 20XX
- Balance capacity and demand for sustainable transport modes for staff

8 Framework Travel Plan Measures

8.1 Introduction

- 8.1.1 This section sets out the measures that will be used to achieve the targets set out in the Framework Travel Plan. The final version of the Travel Plan will include a fully developed set of measures that will serve to encourage staff to shift towards more sustainable modes of travel.
- 8.1.2 The Travel Plan will aim to contribute to environmental benefits by reducing the number of trips made to and from the proposed WWTP by private car during the operational phase. All staff will be made aware of the measures included in the final Travel Plan so that benefits can be delivered, and the number of car-borne trips reduced by promoting car sharing, minibus use and public transport.
- 8.1.3 The Travel Plan is to be communicated to all staff and seek to ensure that they are aware of the advantages and potential for travel by more sustainable and environmentally friendly modes of transport and make staff aware of information on travel options and the necessary contact information in relation to more sustainable travel.
- 8.1.4 A fully fledged set of measures will be developed as the design of the Proposed Development evolves and the Travel Plan is finalised. Measures could therefore include but are not limited to:

HARD MEASURES (INFRASTRUCTURE-BASED):

- Secure bike parking
- Showering and changing facilities
- Safe and accessible routes (for sustainable modes) to the site
- EV charging
- Clear signage e.g., way-marking to nearby town centres and public transport stops

SOFT MEASURES (ORGANISATIONAL INITIATIVES):

- Bicycle allowances e.g., cycle loans, Cycle-to-Work schemes
- Cycle proficiency training
- Cycle maintenance training/events
- Cycle events e.g., Dr Bike, cycle breakfast, social bike
- Car sharing e.g., employee car clubs, car pooling

AWARENESS RAISING MEASURES:

- Public transport time table information on specific services, based on Travel Survey responses.
- Discount/loans for tickets
- Engagement campaign
- Cycle route mapping to and from the site
- Walking maps which provide information on pedestrian routes between the site and local facilities

A more extensive list of example measures is included in Appendix A.2

9 Management

9.1 Travel Plan Coordinator

9.1.1 A Travel Plan Coordinator (TPC) will be appointed prior to operation commencing and will:

- make new staff aware of the overall aim of the plan,
- oversee implementation of the measures listed in the Framework Travel Plan,
- regularly monitor and review the Framework Travel Plan, including targets set out in Section 7,
- make staff aware of sustainable travel measures being implemented as part of the Framework Travel Plan,
- provide personal travel planning advice,
- be the first point of contact for employees for all matters related to the Framework Travel Plan.

9.1.2 The TPC will also:

- identify any other individuals involved in managing travel plan initiatives
- identify how much time will be dedicated by the TPC to the travel plan and estimate cost associated with this over the lifetime of the travel plan. Confirm how this cost will be met and by whom
- give details of management handover arrangements to ensure smooth transfer of travel plan responsibilities from the developer to the TPC
- review the plan every three years and report on targets, actions, and overall measurement of mode change to sustainable travel.

9.2 Staff Welcome Pack

9.2.1 A Staff Welcome Pack must be included and will be distributed and regularly reviewed by the TPC.

9.2.2 The Staff Welcome Pack will be distributed to all staff and provide information about sustainable travel modes to further encourage them to travel sustainably.

9.2.3 Information in the Staff Welcome Pack will be developed as the design for the Proposed Development evolves, and could include:

- A map of the local area showing key facilities and walking and cycling distances,
- public transport information for the site, including any other information such as organisational discounts (to be developed), bus, and train time tables, mobile phone applications that provide public transport updates,
- information on cycle schemes (to be developed), including Cycle-to-Work schemes, cycle leases, cycle maintenance schemes, cycle training,
- information on car sharing schemes.

- 9.2.4 The Staff Welcome Pack will be produced according to Cambridgeshire County Council's guidance on Travel Welcome Packs.

9.3 Communications/Marketing Strategy

- 9.3.1 Promotion of the final Travel Plan to all staff is vital to ensure its success and should be the responsibility of the TPC.

10 Monitoring

10.1 Introduction

10.1.1 Monitoring must be undertaken to ensure the site achieves the final Travel Plan targets and objectives agreed within the planning permission.

10.1.2 A monitoring programme will be completed as part of the final Travel Plan and will detail:

- what and how frequently surveys will be undertaken,
- the role of the TPC in the monitoring process,
- how the information will be reported and reviewed.

10.1.3 Surveys will be undertaken as part of the monitoring programme. An estimate of the cost of these surveys over the life time of the Travel Plan will be provided in the final Travel Plan.

10.2 Travel survey

10.2.1 A comprehensive travel survey will be carried out with operational staff, this is expected to be within six months of operation and will take the form of anonymous standardised employee travel surveys. This will include questions such as:

- Home post code (to comply with GDPR, this will only include the first three characters of the postcode)
- Usual mode of transport to the site
- Reasons for using this mode of transport
- Views on alternative more sustainable modes of transport (i.e., barriers to sustainable transport)
- What benefits will incentivise staff to make use of sustainable transport more often
- Demographic data e.g., age, gender, car ownership

10.2.2 The travel survey will be designed based on Cambridgeshire County Council's guidance via Smart Journeys.

11 Appendices

A.1. Action Plan

This is a key part of the document for the TPC and should be a programme for delivering the measures and a means of communicating this to the ultimate site users

- It should be concise and focused on the delivery of the travel plan measures
- It should include short/medium/long-term actions, timescales, and responsibilities
- It should include an explanation of the handover process from the travel plan author to the TPC
- All measures to be introduced should be summarised and there should be clarity on the funding source for these

A.2. List of measures – possible example measures to be included

- Provision of travel information (e.g. website link to Journey Planner or bus real-time information, notice board, newsletter, travel advice to visitors)
- Publicise travel plan successes. People may be more likely to continue mode shift if commended as well as encouraging others Reducing the need to travel
- On-site services for employees (e.g. cafe, shop)
- Promotion of public health campaigns encouraging walking and cycling
- Distribution of maps showing safe and convenient local walking routes to services
- Provision of appropriate numbers, type, and location of cycle parking facilities (e.g. covered and secure)
- Availability of supporting facilities for staff (e.g. showers, lockers)
- Provision of a public transport guide as part of sustainable travel information for residents, staff, or visitors
- Provision of shuttle service (e.g. private bus or minibus facilities, taxi share) to local transport hubs
- Parking enforcement (needs-based allocation, permits, drop off areas, pay and display)
- Corporate car club membership.
- Promoting car sharing schemes to raise car occupancy levels, including ride matching databases, a guaranteed ride home, dedicated parking spaces and incentives for car sharers such as preferential parking
- Providing dedicated parking for low emission vehicles in a priority location and supporting this through the vehicles in the company car fleet