

**Essex County Council**  
**Guidance Notes**  
**For a Residential Travel Plan**  
**Template**

**For new residential developments**



## Definitions

**Residential Travel Plan Template** shall mean this document containing a mixture of measures to encourage sustainable travel to the site alongside disincentives to driving alone.

**Residential Travel Plan** shall mean a working plan to be implemented for local development schemes with 250 (two hundred and fifty) or more Residential Dwellings to include all measures to ensure sustainable means of travel are available to new residents of such developments in accordance with the requirements of the National Planning Policy Framework and amended and supplemented from time to time under the provisions of the **Section 106 Agreement** and **Biennial Residential Travel Plan Reviews**.

(A **Residential Travel Plan** may also be required for sites with less than 250 dwellings if there are pre-existing concerns around pollution, congestion and the local transport infrastructure; and where there is a need to mitigate against the impact of the development scheme).

**Residential Travel Plan Co-Ordinator** shall mean a member of staff appointed by the Developer (and or the Owner) with appropriate skills and budgetary provision and resources to fulfil the role as described in the job description.

**Sustainable Travel Planning Team** shall mean the Essex County Council's Sustainable Travel Planning Team whose role includes but is not limited to providing recommendations and advice concerning all matters associated with the **Residential Travel Plan** plus monitoring, as well as production (if required) and supply of the **Residential Travel Information Pack(s)**.

**Residential Travel Information Pack** shall mean a specific district or borough tailor-made booklet aimed at promoting the benefits of sustainable transport in support of the objective to secure a modal shift from the private car and increase the use of sustainable modes of travel, and shall contain the following:

- Guidance and promotional material on the use of sustainable modes of travel
- Details on walking, cycling, trains, buses, park & ride, taxis, car sharing, car clubs, electric vehicles, school transport, and personalised journey planning services
- Reference to travel websites, resources and support services for each mode of travel, information provided by county, district and/or borough councils
- Details of local travel campaigns and networking/support groups

**Travel Vouchers** shall mean tickets/passes/vouchers or other means of accessing transport or other journey planning information as agreed with Essex County Council including the following as a minimum (six scratchcard bus tickets per household OR season ticket voucher) and/or (incentives for rail travel with the local rail operator) for each eligible member of the household AND access to an online tool to generate personalised travel plans using a home and destination postcode to provide details of different travel modes/options travel routes/maps and timetable information).

**Traffic Counts** shall mean the collection of travel data from all entry and exit points to the development including pedestrian and cycle routes leading to a service or amenity.

**Travel Surveys** shall mean a questionnaire approved by Essex County Council, undertaken to identify the main modes of travel used by residents and visitors for journeys to and from the site.

**Essex County Council Travel Plan Monitoring Protocol** shall mean the biennial undertaking of **Traffic Counts**. In addition to **Traffic Counts**, written or face-to-face travel surveys may also be required. Data collected from all surveys must be submitted to Essex County Council in the form of a written report for review.

**Action Plan** shall mean the identification of all sustainable travel opportunities and activities that should be taken to help achieve the Plan's Objectives.

**Section 106 Agreement (S106)** is a legal agreement between Local Authorities and developers; linked to planning permissions or obligations

**Biennial Residential Travel Plan Review** means a two-yearly report including the results and analysis of the Traffic Counts/Travel Survey indicating how the **Residential Travel Plan** is performing.

Please read through this document carefully as the **Residential Travel Plan Template** should be completed in the following three stages...

## Stage 1 - Planning

In the initial stages of the development of your **Residential Travel Plan Template** please complete all of the sections written in **red** where the information is known. The unknown information can be completed in **Stage 2** but **must** be done within the allowed timescales. You should endeavour to complete the **Template** and submit to Essex County Council's **Sustainable Travel Planning Team** with as many details as possible prior to the signing of the **S106 Agreement**.

## Stage 2 - Development

Elements such as the appointment of the **Residential Travel Plan Co-ordinator** (and notification to Essex County Council's **Sustainable Travel Planning Team**), provision of existing **Traffic Counts** plus completion of the **Action Plan** should all be done at this stage.

## Stage 3 – Implementation

The **Residential Travel Plan Template** should now be fully completed and will become the functioning **Residential Travel Plan**. It must be submitted to Essex County Council's **Sustainable Travel Planning Team** for final approval (and agreement of future targets) prior to the first phase of occupation.

## Overview

A **Residential Travel Plan** will be required for all developments of 250 dwellings and above, or for smaller sites where existing transport, infrastructure, congestion or pollution problems exist.

For your **Residential Travel Plan** to work it is essential that you take ownership of it. The Plan should reflect the sustainability of the development, where the site is located and how much time and resource will be put into it.

These guidelines can be used by developers and consultants. Please read through all the guidelines before commencing with your **Residential Travel Plan Template**.

Essex County Council is able to assist you throughout the production and implementation of your **Residential Travel Plan**. If you need any help at all contact us:

Telephone: 0345 743 0430

Email: [travelplanteam@essex.gov.uk](mailto:travelplanteam@essex.gov.uk)

Online: [www.essex.gov.uk/travelsmart](http://www.essex.gov.uk/travelsmart)

### The process

A **Residential Travel Plan** is a dynamic, evolving management tool that will take account of changing circumstances, ensuring targets are maintained. These guidelines will give you advice on how to organise the production of your Plan.

### Build-out period

The **Residential Travel Plan** should be implemented upon first occupation of the development site, and remain in place throughout the build-out period. The **Residential Travel Plan Co-Ordinator** should also remain in employment until at least one year post full occupation.

### Residents and other site users

Your **Residential Travel Plan** will be seeking to influence the travel behaviour of residents, visitors and other site users. It is essential to keep them informed and involved on what is going on at each stage of the process; seek their feedback from your travel surveys and their views in focus groups.

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The following pages are Guidance Notes on how to complete each section of your [Residential Travel Plan Template](#).

## 1.0 Travel Plan Aim and Objectives

### 1.1 Travel Plan Aim

This section has already been completed for you.

### 1.2 Travel Plan Objectives

You will need to set objectives that help achieve the overarching aim of your [Residential Travel Plan](#). These objectives will give direction and provide the focus for your [Residential Travel Plan](#). The objectives must state what you want to achieve by implementing the travel initiatives. You may wish to prioritise your objectives in order to plan the implementation of supporting initiatives.

Some examples objectives are:

- Decrease the number of vehicle trips, particularly during peak hours
- Increase travel awareness among residents and promote sustainable travel behaviour, thus supporting a reduction of traffic congestion and pollution
- Promote the health, social and environmental benefits of sustainable travel

## 2.0 Introduction

### 2.1 Reason for Travel Plan

Use this section to outline the reasons for the [Residential Travel Plan](#), referencing planning conditions and obligations.

Also provide details of any site specific Travel Planning requirements, for example; if the plan has been requested to mitigate the impact of the development on any pre-existing transport issues, e.g. traffic congestion, or air quality management.

### 2.2 Background Information

Include background information about the development, its location, developers etc...

Provide details such as:

- Nature of development, i.e. full residential, mix of residential/commercial, school etc...
- Overall number of dwellings/commercial/retail units etc...
- Build-out forecast, including number of dwellings per phase
- Key factors about local area and infrastructure

You may also wish to provide the following within the appendix:

- Site map
- Development location plan
- Build-out and phasing plans

Consideration should also be given to the existing transport conditions relevant to the site and its surrounding environment, as well as the proposal of broad measures designed to effectively manage transport associated with the site and reduce the level of single occupancy car use.

Provide a summary detailing the location of the site and key localities within the surrounding area. Include the approximate distance from the site to the local city/town centre and any roads which provide access to and from the site. Consider the inclusion of:

- Existing pedestrian/cycle access points (on and off road)
- Road names and signage
- Designated crossing points
- Distances and duration of journeys to local schools, shops and other amenities

Detail the location of nearby bus stops and railway stations along with the approximate distances from the development site. Provide bus and train service information, including:

- Approximate distance in miles from local bus stops and railway station(s) to the development site.
- The services numbers/names available from each bus stop and railway station.
- Service frequencies (i.e. day, evenings and weekends).
- Timetable information (service times in minutes/hours).
- Destinations that can be reached via local bus and train services, including journey durations.

## 3.0 Travel Plan Management

### 3.1 Residential Travel Plan Co-ordinator

The **Residential Travel Plan Co-ordinator** should be a permanent member of staff appointed by the Developer with the appropriate skills, budgetary provision and resources to produce update and manage the continued implementation of the **Residential Travel Plan** including the provision of information to the District/Borough/City Council and the County Council.

This person should be identified from the outset and will lead on writing and implementing the **Residential Travel Plan**. This person will either have the authority to make decisions themselves or have the direct support of the developer who can facilitate decision-making.

The appointment of a **Residential Travel Plan Co-Ordinator** is crucial, as there must be one focal point of contact to successfully implement the **Residential Travel Plan**. **The contact details for the Residential Travel Plan Co-Ordinator must 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.**

### 3.2 Partnerships

Provide details of other roles and responsibilities that may exist alongside those of the **Residential Travel Plan Coordinator**. For example:

- Residents Association
- Steering Groups
- Property management companies
- Local public transport groups or operators
- Local walking or cycling groups

Duties of such roles may include:

- Working with the **Residential Travel Plan Co-ordinator** to develop new ideas and engage with residents
- Act as a communication channel between the residents, **Residential Travel Plan Co-Ordinator** and Developer
- Hold regular meetings with all parties involved to identify areas for improvement

## 4.0 Travel Plan Targets

To give momentum to achieving your objectives you should set targets which should be **SMART** (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound).

They should also have a deadline which should aim to reach fruition in the short and longer terms.

Clear targets should be set to help achieve the Plans objectives. For example:

- Car trips per household – based on annual or biennial travel and traffic survey data
- Increase in uptake of alternatives – e.g. increase in bus patronage, number of people in resident focus groups, uptake of vouchers offered and car club membership etc..
- Reduced car ownership levels
- Increased awareness of travel options from the site (to be identified from face-to-face surveys)

Some examples of targets have been given below:

- Decrease the number of single occupancy vehicle trips by *X% or X number of trips* by *(insert date)*
- Increase the number of journeys made by sustainable modes by *X%* by *(insert date)*

Before setting your targets you should also give consideration to any **Traffic Counts** identified via the Transport Assessment, Census Records, or other nearby developments. This data should be used to help forecast future trip rates and types of targets needed.

Targets should aim to achieve between a **5%** and **10%** reduction in single occupancy car use over a set period. Alternatively where baseline data is already considered to be at a reasonable level, it may be accepted that the target should aim to maintain the baseline figure. All targets should be agreed by Essex County Council prior to implementation.

## 5.0 Sustainable Travel Opportunities

### 5.1 Residential Travel Information Pack

A **Residential Travel Information Pack** should be issued to the first occupants of each new dwelling, upon the point of occupation. The pack should be aimed at promoting

sustainable travel in support of the [Residential Travel Plan](#) Objectives, and must contain the following:

- Guidance and promotional material on the use of sustainable modes of travel.
- Details on walking, cycling, buses, trains, park & ride, taxis, car sharing, car clubs, electric vehicles, electric vehicle charging, school transport, and personalised journey planning services.
- Reference to travel websites, resources and support services for each mode of travel, information provided by county, district and/or borough councils
- Details of local travel campaigns and networking/support groups.

Information provided within the [Residential Travel Information Pack](#) should be bespoke to the development and specific to the district or borough it is situated within, as well as supported by the inclusion of:

- Bus tickets for local operator services - These can be Carnet, Scratchcards, Weekly or Monthly tickets.
- Rail tickets/vouchers – For development within a 5km radius of a mainline railway station. Tickets/vouchers can be negotiated by Essex County Council with the Local Rail Operator. This can be discussed with you by our [Residential Travel Plan Coordinator](#) in advance of pack production/distribution.
- Access to an online tool to generate personalised [Residential Travel Plans](#) using a home and destination postcode to provide details of different travel modes/options travel routes/maps and timetable information).

## **5.2 Walking and Cycling**

Walking is suitable for journeys under 2 miles and can be combined with other methods, such as public transport to cover longer distances, whilst those employees who live within 5 miles of the workplace are potential cycle commuters. If your development is located on quieter roads formal crossings are unlikely to be needed, however their walk ability should be noted in some way.

Cycle routes are likely to only be on parts of routes – both on and off road, with shared and segregated use.

Cycle route maps for Basildon (including Billericay & Wickford), Braintree (including Witham), Brentwood, Chelmsford, Colchester, Harlow and Maldon are available on the Essex County Council website. Further information can be sought from Essex County Council on 0345 743 0430.

In addition to the examples outlined in the template, the following are a selection of measures that promote travel choice and should be included within your **Residential Travel Plan**:

- Form a residents Bicycle Users Group (BUG) to encourage cycling and organise promotional events.
- Provide free cycle training for children and adults.
- Promotion of national campaigns, for example Walk to Work and Walk to School Weeks, National Bike Week, and Cycle to Work Day.
- Promote the use of online portals such as the Active Essex Challenge Platform ([www.activeessex.org](http://www.activeessex.org)).
- Negotiate discounts for residents on bikes and equipment with local cycle outlets
- Voucher provided for the purchase of a bicycle and associated safety equipment

### **5.3 Public Transport Services**

Public Transport can provide a good alternative to the car for many commuter and business related journeys. In addition to the examples outlined in the template, the following are a selection of measures that should also be considered for inclusion within your **Residential Travel Plan**:

- Upgrading existing bus stops with shelters, seating, and real-time information displays (ensuring new bus stops are also supplied with these facilities).
- Provision or diversion of existing services to serve the development site (if viable).

### **5.4 Car Sharing**

Car sharing should be promoted as an alternative to single occupancy car trips, particularly for journeys which are too far for walking or cycling, and where public transport is not available.

The **Residential Travel Plan** should highlight and promote the following;

- Promote the benefits of car sharing via the **Residential Travel Information Pack**
- Provide details of any local car share initiatives, for example, town centre car share parking spaces
- Community coffee morning to promote car sharing amongst residents.

## 5.5 Car Clubs

A 'Car Club' generally describes the arrangement where members of the Car Club have access to a pool of cars for flexible periods of time (as little as an hour or up to 2-3 days), as and when required, on a pay as you drive basis. Members normally pay an annual/monthly subscription and a mileage/time/booking base charge each time they use a vehicle that is inclusive of fuel. Cars are usually booked over the internet or by telephone through a central office. Bookings can be made weeks in advance or immediately prior to use.

Benefits of Car Clubs to development sites include the following:

- Developers benefit from being able to work on sites with a limited parking area which may previously have been impractical.
- Reduction in the amount of parking required - the Car Club allows an increase in the number of units or amenity space on the site, increasing the profitability of the site.
- Car Clubs have added value to housing developments as residents perceive the vehicles as an extra service
- Car Clubs contribute to [Residential Travel Plan](#) aims by reducing the impact of the private car from the development; the overall car miles driven, and local congestion.

Essex County Council supports the provision of Car Club vehicles within developments to reduce car ownership and hence vehicle trips by private cars. Provision of a Car Club vehicle is one option in a 'tool kit' of measures available to address the transport implications of a development.

Once a Car Club is installed the developer should consider offering the first year's membership free to all eligible residents to encourage the establishment of the Car Club. Car Clubs should be open to all those occupiers of a development except those ineligible under the terms of the operator's insurance because of age, lack of driving licence, poor driving record or occupation.

A successful Car Club scheme will require dedicated marked and signed car parking spaces for vehicle(s) to be provided in perpetuity. These should normally be provided within the development. In exceptional cases use of on-street parking or of a public car park space may be acceptable. Spaces should be located at an optimum location for the site and where possible, within a 400m walking distance.

Where Car Club parking spaces are to be provided on-street, a payment will be required to fund a Traffic Regulation Order and implementation of associated road marking and signage.

## 5.6 Marketing, Promotion and Information

You may wish to include the following within your **Residential Travel Plan**:

- Travel Information Board – Installation of a Travel Information Board within a prominent location, i.e. site entrance. The information board should be updated on a regular basis with timetable information, travel incentives, events and promotions. In addition this information can be displayed online via the Developers website.
- Community travel events - consideration should be made to running regular promotional activities/campaigns throughout the year to promote sustainable modes. For example, Walk to Work Week (May), National Bike Week (June) and Liftshare Week (October).
- Community travel website

## 5.7 Action Plan

After identifying all sustainable travel opportunities actions should be set to help achieve the **Residential Travel Plan** Objectives and meet the Targets set out in section 4.0. Use the blank table supplied in the template to complete your **Action Plan**, giving careful consideration to:

- When the actions will be completed
- Who will undertake the actions and take responsibility
- How much resource each action will cost (both time and money)
- Where the resources will come from

Some example actions have been supplied below:

Target	Action	Implementation Date	Resources Required	Responsibility	How Measured
<i>Provide 100% residents with cycle storage and cycle maps upon first occupation</i>	<i>Installation of cycle storage facilities, signage and distribution of maps</i>	<i>By date of first occupation</i>	<i>X amount of funding for cycle parking. Knowledge of local cycle routes. X</i>	<i>Travel Plan Co-ordinator &amp; Developer</i>	<i>Monitor usage of cycle parking facilities</i>

			<i>amount of Travel Plan Co-ordinator time</i>		
<i>Number of vehicle trips per occupied unit per week will not exceed X amount</i>	<i>Offer incentives such as free bus travel and a free bike voucher</i>	<i>During and post first occupation</i>	<i>X amount of funding for purchase of bus tickets/cycle vouchers. X amount of Travel Plan-Co-ordinator time. Knowledge of local bus routes, timetables etc, and local cycle outlets</i>	<i>Travel Plan Co-ordinator</i>	<i>Monitor vehicle trips and the take up of incentives (i.e. bus tickets and cycle vouchers)</i>

## 6.0 Travel Plan Monitoring and Review

### 6.1 Traffic Counts

Developers are required to undertake biennial **Traffic Counts** for a minimum period of 5 years, or as long as the development takes to build (all phases).

Initial **Traffic Counts** should be conducted by the **Residential Travel Plan Co-Ordinator** at an agreed time with Essex County Council. For example, this could be post occupation of the hundredth dwelling or after one year post first occupation; whichever comes first.

**Traffic Counts** must be undertaken at all site access points (entry and exit), including pedestrian and cycling routes which lead to a service or amenity. Monitoring should also be undertaken on public transport use, if bus services pass through the site.

Results of all surveys should be submitted to the Essex County Council **Sustainable Travel Planning Team** in the form of a report for review, in line with when surveys are undertaken.

In the event that **Traffic Counts** are not conducted in line with the **Essex County Council Travel Plan Monitoring Protocol**, or in the timeframe agreed between the **Residential Travel Plan Co-Ordinator** and Essex County Council, then Essex County Council will seek to arrange **Traffic Counts** are undertaken on behalf of the Developer using a preferred supplier, and will invoice the Developer for the associated costs. Essex County Council will continue to facilitate the **Traffic Counts** for the remainder of the **Residential Travel Plan** period, unless the Developer / **Residential Travel Plan Co-Ordinator** seek to re-establish responsibility for this duty.

## **6.2 Written or Face-to-Face Travel Surveys**

If the trip data collected does not meet the predicted trip rates as set out in the original Transport Assessment / **Residential Travel Plan**, then the **Residential Travel Plan Co-Ordinator** will be expected to conduct written and/or Face-to-Face Travel Surveys at a time agreed with Essex County Council. This is to achieve a better understanding as to why a particular mode is being used, and will also give the **Residential Travel Plan Co-Ordinator** an opportunity to conduct **Personalised Travel Planning**.

**Travel Surveys** should be organised and conducted on the 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> anniversary of first occupation in order to identify traffic flows and mode share data.

The **Travel Survey(s)** should be distributed/directed at all residents travelling to and from the site; asking them how they would prefer to travel, any travel or transport issues they have encountered, and their attitudes towards sustainable modes of travel.

## **6.3 Reporting**

Travel Plan Reports must be submitted to the Essex County Council **Sustainable Travel Planning Team** for review. The data provided will be used to identify the progress of the **Residential Travel Plan** against its targets and objectives.

If the traffic generation rates predicted are not being achieved then revised measures will be agreed by the **Sustainable Travel Planning Team** and implemented by the **Residential Travel Plan Co-Ordinator** to reduce travel to the site by the private car. Additional measures identified must be agreed by Essex County Council prior to implementation.

## **7.0 Summary**

This section has already been completed for you and the only requirement is to enter the Site/Development Name.