

REPORT

Growing Baldock

Framework Travel Plan

Client: Urban&Civic

Reference: PC7029-ITP-XX-XX-RP-TP-0002

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by Haskoning

HASKONING UK LTD.

6th floor Cornerblock
2 Cornwall St
Birmingham
B3 2DX
Mobility & Infrastructure
VAT registration number: 792428892

Phone: +44 (0) 121 709 6520
Email: info@haskoning.com
Website: www.integratedtransportplanning.com

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Author(s): Kirsty Guttridge

Drafted by: Kirsty Guttridge

Checked by: Mark Lever-Green

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Approved by: Scott Marshall

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9 Summary

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1 Introduction

This Framework Travel Plan has been prepared by ITP by Haskoning on behalf of Urban&Civic in association with an Outline Planning Application for the Growing Baldock development. This is a phased development that seeks to deliver:

- Up to 3,200 homes
- Up to 16 hectares of employment land
- A mixed-use local centre
- Up to two primary schools and one secondary school
- A health hub and other community facilities
- Extensive green infrastructure and active travel networks
- Two new railway crossings and an internal street network

The Local Planning Authority is North Hertfordshire District Council (NHDC), and the Local Highway Authority is Hertfordshire County Council (HCC). National Highways is the Strategic Highway Authority, with responsibility locally for the A1(M).

The Framework Travel Plan will act as a live document refreshed initially on a yearly basis, with this regularity decreasing in the later phases of the development by mutual agreement of the Transport Working Group (TWG); elements will need to be reviewed and updated as progress is made with the outline planning application and further application stages. ITP has prepared the Framework Travel Plan in line with HCC's *Travel Plan Guidance* and the Department for Transport's *Good Practice Guidelines: Delivering Travel Plans through the Planning Process*.

The Framework Travel Plan is a core component of a Vision-Led strategy outlined in the accompanying Transport Assessment. The Framework Travel Plan will play a pivotal role in delivering the sustainable transport outcomes required by local and national policy. The Framework Travel Plan sets out a proactive approach to encouraging residents, commuters and students to adopt sustainable travel behaviours, reducing reliance on single-occupancy vehicles and promoting public transport, car sharing, walking, wheeling and cycling. The successful implementation of the Framework Travel Plan is essential to help minimise traffic impacts both within and beyond the development footprint, supporting a healthier, more accessible and environmentally responsible community.

1.1 Report Structure

Following this section, this report has the following structure:

- **Chapter 2** covers background information including site audit information, the proposed development, the mobility vision, and trip generation and census data,
- **Chapter 3** covers the scope of the Framework Travel Plan,
- **Chapter 4** defines the aim and objectives of the Framework Travel Plan,
- **Chapter 5** defines the Framework Travel Plan targets,
- **Chapter 6** describes how the Framework Travel Plan will be implemented,
- **Chapter 7** sets out the Framework Travel Plan action plan,
- **Chapter 8** describes how the Framework Travel Plan will be monitored, and



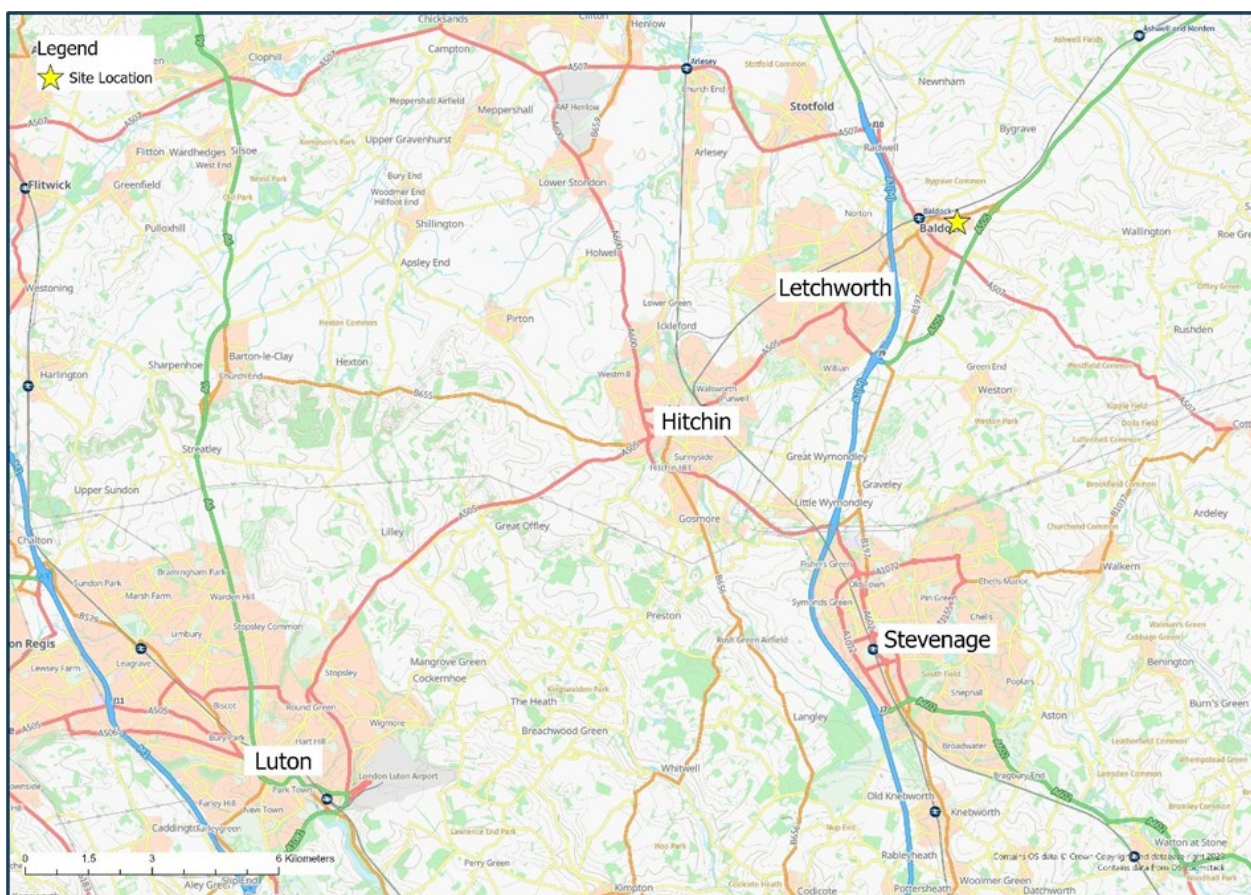
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- **Chapter 9** provides a summary of the Framework Travel Plan.

2.1 Site Location and Existing Accessibility

Figure 2-1: Site Location and Local Towns



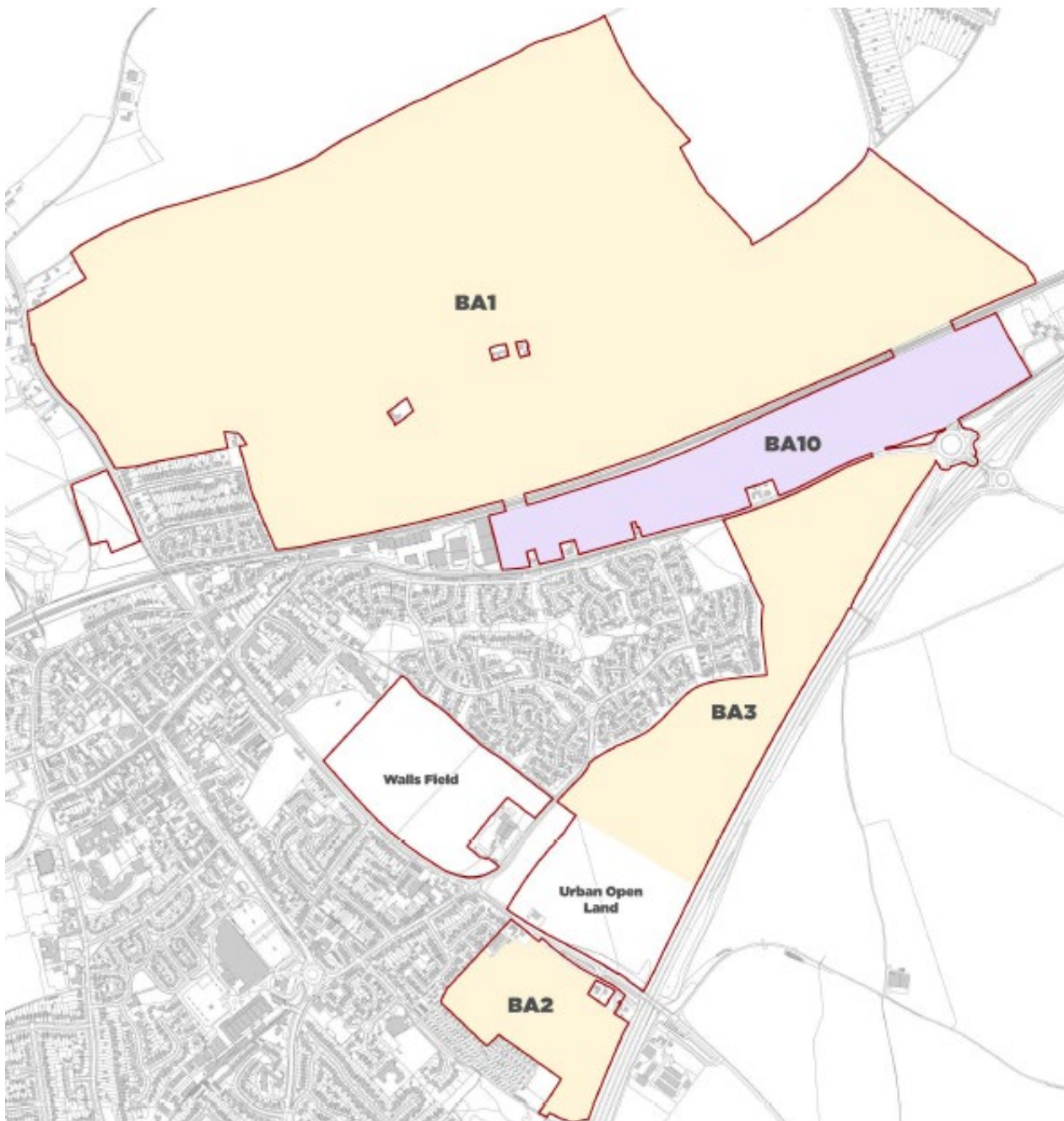
- The Hitchin to Cambridge railway bounds Site **BA1** to the south, and North Road borders it to the west. A public bridleway runs along the northern boundary of the site, which lies on agricultural land about 1 km northeast of central Baldock,
- Clothall Road borders Site **BA2** to the north, and the A505 runs along its eastern edge. This southernmost land package sits on empty agricultural land to the southeast of Baldock town centre,



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- Site **BA3** is located on agricultural land around 1 km east of the town centre. It is bounded by the A505 to the east and by existing development to the west. Royston Road and Clothall Road bound the north and south of the site respectively, and
- The Hitchin to Cambridge railway borders Site **BA10** to the north, and Royston Road runs along its southern edge. The site sits on agricultural land between Sites BA1 and BA3, about 1 km east of Baldock town centre.

Figure 2-2: Growing Baldock Land Packages



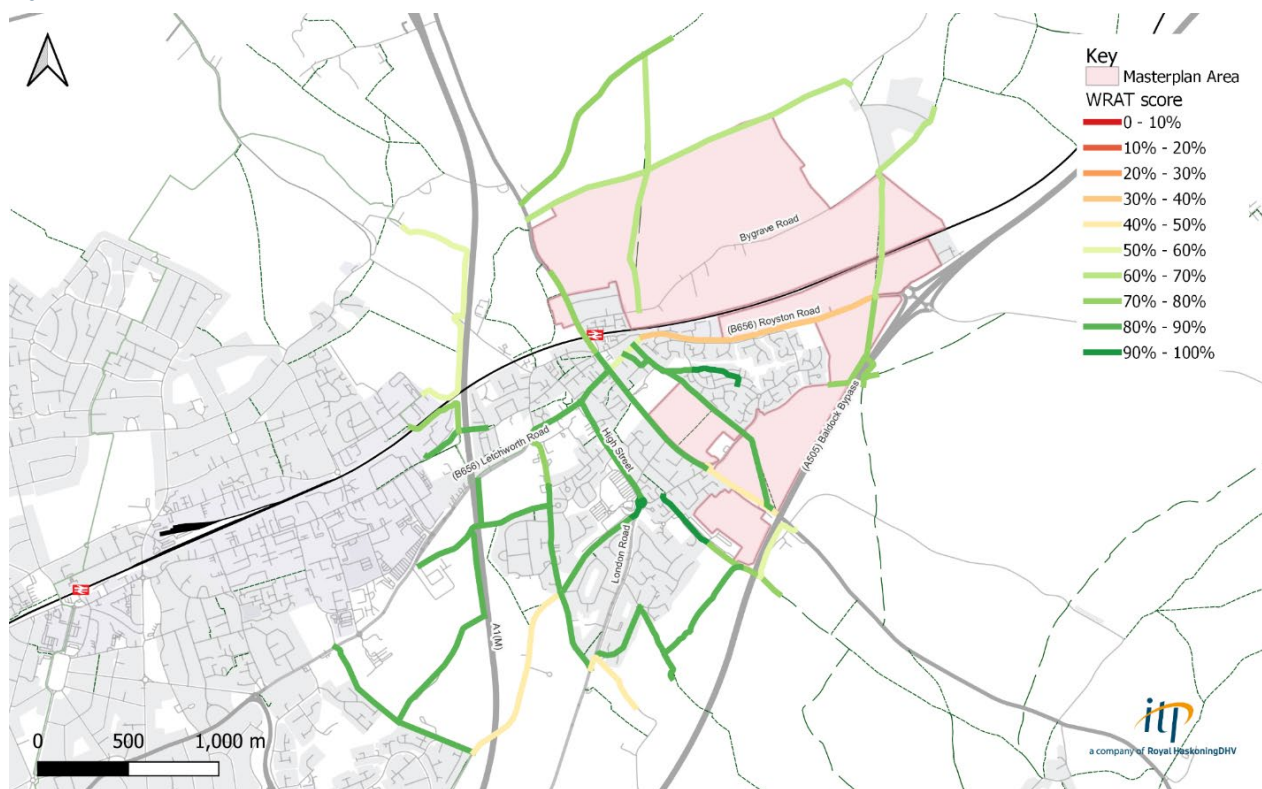
The accompanying Transport Assessment includes further details regarding accessibility and public transport/active travel connections to the site. The following sections provide a summary of this information, which is pertinent to the Framework Travel Plan.

2.1.1 Walking and Wheeling

A Walking Route Audit Tool from the Department for Transport (DfT) assessed the accessibility of walking routes in the proposed development area. Of the 42 links audited for walking purposes, the results ranged from 40%-98%, with an average of 78%. Comfort, particularly width, was a lower-scoring category, both in terms of the width of footways and crossings, while links fared well against directness and safety indicators. The lower score for comfort is something to consider relating to residents and visitors who may use a wheelchair or a pushchair, as decreased width may limit their options for travelling actively.

Figure 2-3 below shows a visual summary of the results. Roads around central Baldock generally performed the best. The lowest-scoring link was Royston Road. Links in the immediate vicinity of the development also scored positively, indicating the potential for walking for short and medium length journeys is high.

Figure 2-3: WRAT Audit Results

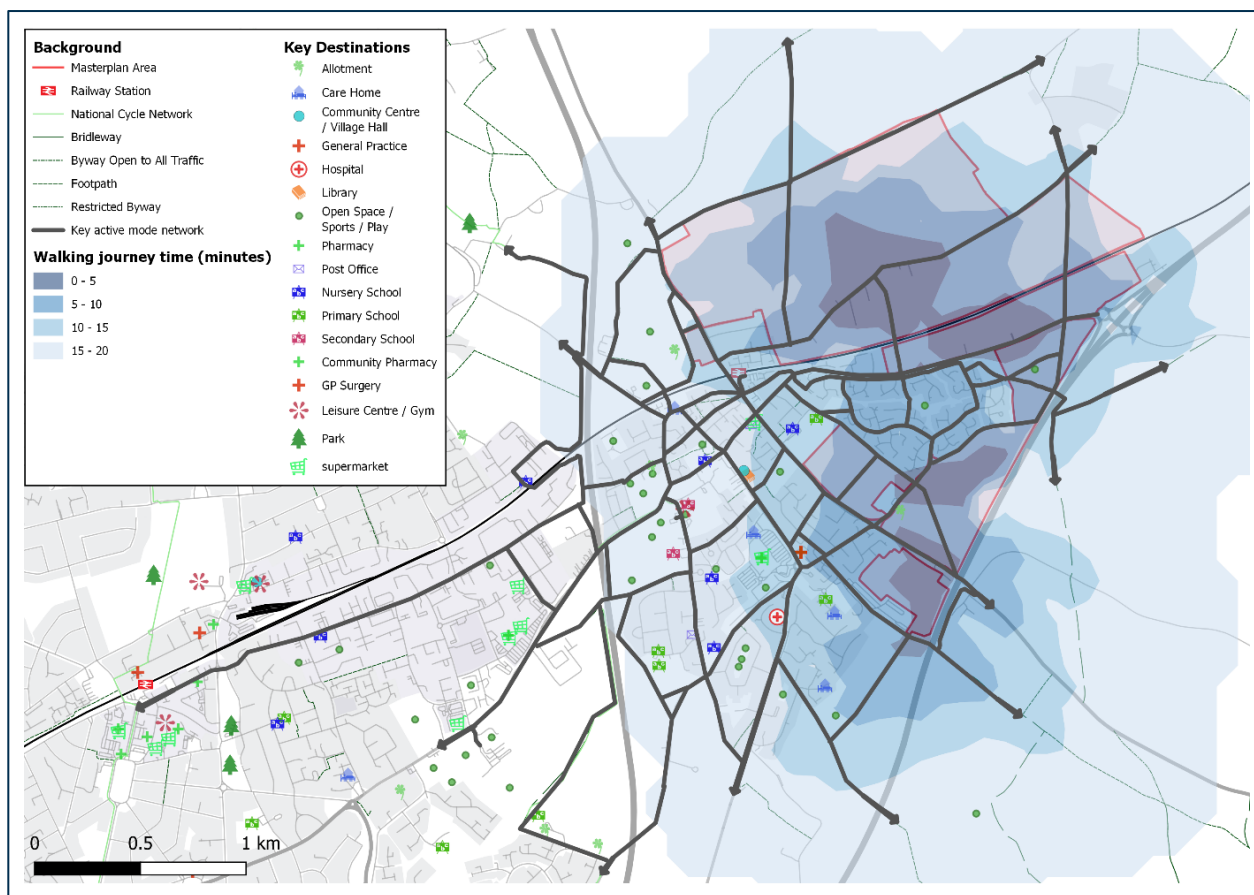


A bridleway heads north out of Baldock through the west of site BA1, with another bridleway forming the northern boundary of the site. A footpath crosses the south east of site BA1, crossing the railway at grade to do so. This right-of-way continues south over Royston Road into the north of site BA2 as a bridleway. This connects to the bridleway bridge over the A505 and to Wallington Road. Another footpath traverses the south of site BA2, connecting to the Clothall Road Bridge over the A505.

Footpaths and bridleways offer car-free active travel journeys to the north, east and south on a dense network of footpaths, bridleways and byways. Several footpaths and bridleways connect the outskirts of Letchworth to Baldock.

Figure 2-4 below shows walking journey times from the sites. Sites are well located, with the majority of facilities within Baldock town centre located less than a 20-minute walk from the higher density areas of the sites. Sites are located in a suitable location to maximise opportunities to connect into Baldock town centre and facilitate an increase in walking trips in and around the town. Facilities include groceries, leisure shopping, healthcare, sports facilities, schools etc.

Figure 2-4: Walking Journey Time from Site



2.1.2 Cycling

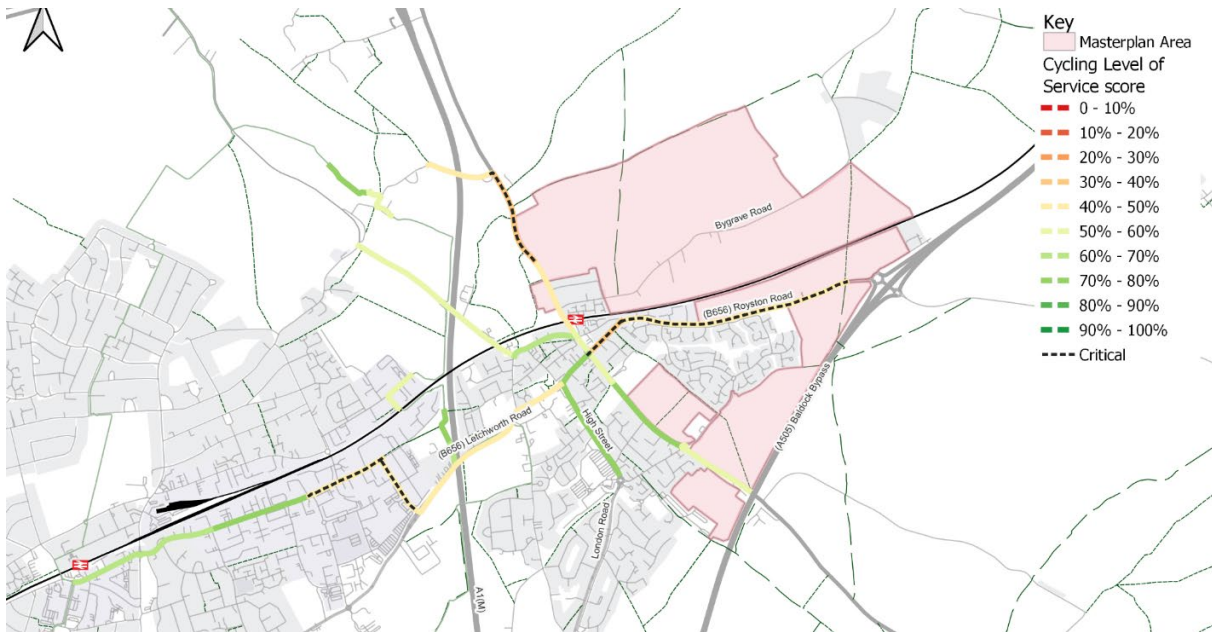
Two cycling audit tools have been used to assess the accessibility of cycling routes in the proposed development area: LTN 1/20 Cycling Level of Service Tool for links and LTN 1/20 Junction Assessment Tool for junctions. ITP assessed 26 links specifically for cycling and found an average score of 57%, with individual scores ranging from 33% to 77%. Five of these links had at least one critical fail, within the categories of risk of collision, motor traffic speed and kerbside conflict. High levels of HGVs and a general lack of cycle lanes and space for cyclists were a common occurrence on links around the town.

Figure 2-5 below shows a visual summary of the results. Baldock requires improvements for cycling, as the road surfaces were of fair quality, but cyclists generally shared the road with vehicles due to a significant lack of segregated infrastructure. Aside from cycle parking on the High Street, there were almost no dedicated cycle parking provisions.

Issues highlighted by the cycling audit tools indicate the Framework Travel Plan will need to include actions that help address any concerns or barriers related to cycling for leisure or commuting purposes. The developer will promote and market any new cycling infrastructure or facilities implemented as part of the Framework Travel Plan action plan.

Route 12 of the National Cycle Network (NCN), running from Enfield to Peterborough, passes through western Baldock. The route facilitates mostly car-free cycling journeys north to the settlements of Stotfold and Henlow, and south to Stevenage, Welwyn and London. There is no dedicated cycle infrastructure on any of the roads immediately surrounding the development site.

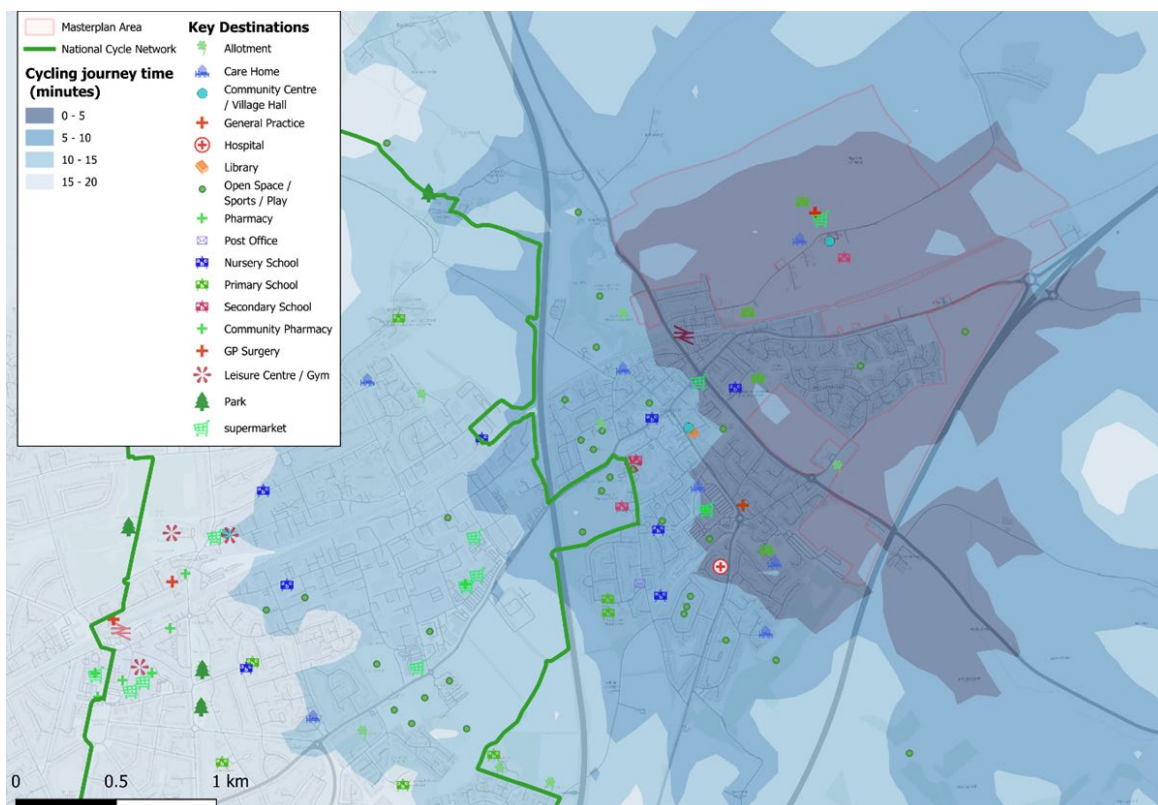
Figure 2-5: Cycling Level of Service Audit Results



Most of Baldock's existing town lies within a 20-minute cycle of the proposed developments, indicating the development is well placed to maximise opportunities for cycle trips in and around Baldock, despite some issues identified in the cycling audits.

Figure 2-6 below shows cycling connections surrounding the development site and key destinations within a 20-minute cycle.

Figure 2-6: Cycle Connections from Site



2.1.3 Rail

The development site benefits from Baldock railway station, which is easily accessible. Trains run frequently to London, Cambridge, Brighton and Peterborough. Baldock railway station is located in the centre of the proposed development land packages, making it easy to access and providing significant opportunities to access the proposed development by rail, including connections via walking, cycling or bus. Proposed improvements to the East Coast Main Line, expected with the December 2025 timetable update, will enhance services at Baldock railway station by increasing peak-time trains, reducing journey times, and better spacing departures.

Thameslink and Great Northern services serve Baldock railway station, which sits on the Hitchin to Cambridge line. Typical service frequency is summarised in **Table 2-1**.

Table 2-1: Summary of Rail Services at Baldock Station

Operator	Destination	Trains Per Hour (peak services)	Trains Per Hour (off-peak services)	Journey Time (approx.)
Thameslink & Great Northern	Cambridge	4	4	0h 30m
	London Kings Cross	2	1	0h 55m
	Brighton via London	2	2	2h 00m
	Peterborough (via Hitchin)	3	3	1h 25m

Baldock station provides sheltered cycle parking in a secure location with CCTV, further encouraging rail users to travel to the station by bicycle and reducing the need for amendments to the current car parking arrangements, that serve those travelling from surrounding villages without the same sustainable transport infrastructure. There is currently stepped access to both platforms, which presents a barrier to prevent those with mobility issues or pushchairs from using rail services. **Figure 2-7** shows cycle parking available at Baldock railway station.

Figure 2-7: Cycle Parking At Baldock Railway Station



2.1.4 Bus

There are multiple bus services serving roads local to the development, with several bus stops surrounding the development land packages. These services and frequencies are summarised in **Table 2-2** below with **Figure 2-8** indicating the geography of the routes.

Table 2-2: Summary of Bus Services Accessible from Site

Service	Operator	Route	Direction	First	Last	Frequency	Sunday Service?
37	Vectare	Stevenage – Hitchin – Letchworth – Baldock – Buntingford	Stevenage	07:22	17:22	1 bus every 2 hours	No
			Buntingford	09:00	18:45	1 bus every 2 hours	No
90	Richmond's Coaches	Letchworth – Baldock – Ashwell - Royston	Letchworth	09:25	N/A	1 bus per day	No
			Royston	13:25	N/A	1 bus per day	No
91	Richmond's Coaches	Letchworth – Baldock – Ashwell - Royston	Letchworth	07:28	16:17	4 buses per day	No
			Royston	08:34	17:30	4 buses per day	No
98	Arriva Kent Thameside	Hitchin – Letchworth - Baldock	Hitchin	07:03	18:25	1 bus per hour	Yes, 1 bus per 2 hours
			Baldock	06:30	17:55	1 bus per hour	Yes, 1 bus per 2 hours

The existing bus services are not adequate to meet the needs of the existing area, with infrequent services that do not run throughout the week. Under the current operation, the bus service provided is not a suitable alternative to travel by private car.

The low frequency of these services during peak hours is reflected in the low mode share of travel to work data. Based on the 2021 Census, shared modes such as bus, minibus or coach had some of the lowest mode share at 0.3% across Baldock (this compared to 0.9% in 2011).

Most existing bus stops close to the development site do not provide seating or shelter; this can present a barrier to encouraging bus travel.

Figure 2-8: Local Bus Routes



2.1.5 Local Highway Network

The development is located on land between the A1(M) to the west and the A505 to the east, providing connectivity between the locality and the wider region, including connections to Stevenage, London and the Midlands. The A505 provides connections to Cambridge, East Anglia, Hitchin and Luton.

2.2 Proposed Development

The Growing Baldock sites include NHDC Local Plan allocation sites BA1, BA2, BA3 and BA10, which are shown in **Figure 2-2**. The Framework Travel Plan has been prepared in association with the following planning application.

“Outline planning application with all matters reserved except for means of highway access into the development from the A505/Royston Road, North Road and Clothall Road :, for up to 3,200 homes, up to 16ha of employment, waste and leisure infrastructure, a mixed use local centre, up to 1 secondary school, up to 2 x primary schools, up to 1 SEND school, health hub, green infrastructure (including parks, formal sports provision, play, habitat areas, informal open space and structural planting), internal street network, access junctions and railway crossing, public transport infrastructure, pedestrian/cycle network (including PRow diversions, active travel routes, mobility hubs and crossing of the railway), utilities and drainage infrastructure (including diversions of existing and provision of new infrastructure, pumping stations, sustainable drainage, primary substations, rising main/strategic sewer and renewable energy infrastructure), ground remodelling/earthworks and any necessary demolitions.”

The proposed development site benefits from proximity to the existing town of Baldock and access to high-quality public transport and active travel connections. The proposed development is set out in **Table 2-3**.

The flexible land use on BA3 will comprise one of the following three options:

Option 1 – Knights Templar expansion and relocation to BA3

- Relocation and expansion (up to 12FE) of Knights Templar school to BA3. BA3 to accommodate SEND school and secondary school

Option 2 – Knights Templar expansion

- Expansion of Knights Templar on existing site (up to 10FE). BA3 to accommodate SEND school and residential (c. 250 units)

Option 3 – Additional secondary school on BA3

- Provision of additional secondary school (up to 5FE) on BA3. BA3 to accommodate SEND school, secondary school and residential (c.90 units)

Table 2-3: Schedule of Land Uses by Plot (2040 full development)

Land Use Type	Land Use	Floorspace	Dwellings	Other
BA1				
Dwellings	C3		2,800	
Shops	A1-A3	700 m ²		
Financial & Professional Services				
Restaurants & Cafes				
Drinking Establishments	A4-A5	800 m ²		
Hot Food Takeaways				
Office	B1(a)/ B1(b)	550 m ²		
Hotel / Residential Institutions	C1-C2	3,500 m ²		
Leisure	D2	1,150 m ²		
Pub	Sui Generis	750 m ²		
Education – Primary School	F1			2no. 3-form
Community	F2	500 m ²		
Nursery	E(f)	550 m ²		
BA2				
Dwellings	C3		Circa. 200	
BA3 (Option 1)				
Education – Secondary School	F1			1no. 12-form
Education – SEND School	F1			150 pupils, 50 staff
BA3 (Option 2)				
Dwellings	C3		248	
Education – SEND School	F1			150 pupils, 50 staff
BA3 (Option 3)				
Dwellings	C3		86	
Education – Secondary School	F1			1no. 5-form
Education – SEND School	F1			150 pupils, 50 staff
BA10				
Medical Centre	E	6,000 m ²		
Waste transfer station and Vehicle Depot	B2	1.4ha		
Office	E	20,000 m ²		
Light Industrial	E	26,500 m ²		
Industrial	B2	26,500 m ²		
Gym	E(d)	5,000m ²		

The delivery of the Growing Baldock development will take place in phases over a period of 15-20 years, an indication of the proposed phasing is detailed below but this will depend on a number of factors as progress occurs through planning and into delivery.

- **Phase A** – Development is likely to start with the homes at BA2, which is close to existing infrastructure,
- **Phase B** – While BA2 is being built out, work will begin to prepare BA1 for construction – putting in services and construction routes and building west to east from a purpose-built construction access off North Road. Alongside this, work will start to bring forward green spaces. A primary school will be delivered alongside the new homes. The timing of health services is expected to be agreed through planning, and this will influence when the mixed-use employment area (BA10) comes forward,
- **Phase C** – Phase C will see the central section of BA1 being built, along with key work on road connections and the railway bridge. North of the railway line will include the local centre, which will include a community centre, shops and café. South of the railway line, work will continue in BA10 to deliver the central employment zone, and
- **Phase D** – The final phases will see the completion of the area north of the railway line and the delivery of employment space. By this time, a firm decision on the education strategy will have been made, enabling the secondary school options to be delivered according to an agreed timetable. Alternatively, this area (known as BA3) will be the final area where homes are built.

2.2.1 Proposed Walking and Cycling Infrastructure and Improvements

An Active Travel Strategy has been prepared as part of the vision-led approach for Growing Baldock. The Active Travel Strategy is covered in detail within the accompanying Transport Assessment. Key links and improvements are detailed below:

- Railway Overbridge – Separated shared use path (for pedestrians, cyclists and equestrian users), as well as a route for motor vehicles,
- Active Travel Underpass – Travel crossing, providing a dedicated route across the railway line for cyclists and pedestrians,
- Bygrave Road – Delivering a walking, wheeling and cycling greenway via the existing Bygrave Road,
- Royston Road Segregated Route – Provision of segregated footway and cycle track along Royston Road and provision of local cycle infrastructure,
- North Road Segregated Route – Provision of a segregated two-way cycle route,
- Station Road – Enhanced pedestrian space with more footway provision and dedicated cycle waiting areas, and
- Active Travel Spine – Connecting Baldock, the local centre and Clothall Common.

2.2.2 Proposed Public Transport Infrastructure and Improvements

A Public Transport Strategy has been prepared as part of the vision-led approach for Growing Baldock. The Public Transport Strategy is covered in detail within the accompanying Transport Assessment. Key improvements are detailed below:

- New and enhanced bus service provision – The public transport strategy will be developed in consultation with HCC's Public Transport team and operators. This may include enhancement of existing services, new or amended routing through the development, improved interchange with Baldock railway station, and phased service improvements as the development is built out. The strategy will retain flexibility so that the detailed service pattern can respond to operator engagement, HCC requirements, development phasing and observed demand, rather than relying solely on a fixed shuttle-loop concept.

- Bus Gate – Bus gate provision from Royston Road and North Road.

2.3 Mobility Vision

A Mobility Vision has been prepared for the Growing Baldock proposals. The vision reflects the need to deliver growth, guided by a clear vision, and in a way that embeds active and sustainable travel first, while being place and masterplan led. This approach aligns with the vision-led principles that the National Planning Policy Framework (NPPF) promotes.

The Mobility Vision is as follows:

Growing Baldock will be a place that prioritises quality of life over traffic movement. Walking, cycling and public transport will be a competitive mode of travel, with connections enhanced to key destinations, benefitting existing communities and businesses in the town. Through masterplan design, mix of uses and delivery of new infrastructure, the need to travel off-site will be reduced, with non-car options being the first choice when travel is required, encouraging active, healthy lifestyles.

The key principles within the Mobility Vision will feed into the aim and objectives of the Framework Travel Plan.

2.4 Trip Generation and Census Data

The accompanying Transport Assessment details the anticipated trip generation of Growing Baldock. The anticipated trip generation figures are based on vision-led principles and have been agreed with HCC. The vision-led scenario uses a bespoke Mode Shift Model (MSM) to account for anticipated modal shift resulting from sustainable transport interventions.

Table 2-4 below summarises the trip generation figures associated with the development that are relevant to the target setting within the Framework Travel Plan.

Table 2-4: Resultant Total Trip Generation Comparison

Scenario	Mode	BaU with D&P		Vision-led		Difference	
		Trips	Mode Share	Trips	Mode Share	Trips	Mode Share
2033 with development	Vehicle	6,082	71%	5,521	65%	-561	-7pp
	Public Transport	888	10%	891	10%	+4	+0pp
	Active Travel	1,544	18%	2,102	25%	+557	+7pp
2040 with development (option 1)	Vehicle	20,116	55%	15,522	42%	-4,594	-13pp
	Public Transport	3,961	11%	4,694	13%	+733	+2pp
	Active Travel	12,557	34%	16,418	45%	+3,861	+11pp
2040 with development (option 2)	Vehicle	18,878	69%	14,194	52%	-4,684	-17pp
	Public Transport	2,497	9%	3,270	12%	+773	+3pp
	Active Travel	6,063	22%	9,974	36%	+3,911	+14pp

Baldock residents used private vehicles for 71% of all commuting trips, according to 2021 Census data. A significant portion of these trips remain within Baldock, and the local towns of Letchworth, Hitchin and Stevenage. It is important to note that these figures should be treated with caution as the 2021 Census was conducted during the Covid-19 pandemic and associated restrictions.



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Census 2021 car ownership data demonstrates car ownership levels above the national average. In Baldock, 85% of households own at least one car, compared with 76.5% nationally. **Table 2-5** indicates that the largest proportion of households own one car or van and that the average number of car ownership is around 1.4 cars per household.

Table 2-5: 2021 Census Car Ownership Data

Category	Baldock
No cars or vans in household	15%
1 car or van in household	45.4%
2 cars or vans in household	29.5%
3 or more cars or vans in household	10.1%

It is important to note that while car ownership is high in Baldock, car ownership does not necessarily convert to car use. Studies undertaken have indicated that the relationship between car parking spaces and car ownership is not linear.

3 Scope of Site-Wide Travel Plan

HCC's *Travel Plan Guidance* indicates that mixed-use or phased developments with multiple occupants require a Framework Travel Plan. The Site-Wide Travel Plan Coordinator will centrally administer the overall objectives and targets for the entire development site, which the Site-Wide Travel Plan will clearly outline.

The Site-Wide Travel Plan will cover all residential, employment and educational sites included within the outline planning application for Growing Baldock in relation to site allocations BA1, BA2, BA3 and BA10.

Table 3-1 below provides further information on these allocations.

Table 3-1: Site Descriptions

Site	Description
BA1	c.2,800 homes, strategic housing site (includes mixed-use local centre, GP surgery, primary education provision)
BA2	c.200 homes, housing allocation
BA3	Option 1: secondary school, SEND school
	Option 2: c.248 homes, SEND school
	Option 3: c.86 homes, secondary school, SEND school
BA10	up to 16 hectares of mixed employment allocation

The Site-Wide Travel Plan monitoring period will be from first occupation at the Growing Baldock development site until five years following full occupation. The estimated build-out period for Growing Baldock at the time of writing is 15-20 years, meaning the Framework Travel Plan will need to cover this period as a minimum.

3.1 Transport Assessment Outcomes

The Framework Travel Plan supports some of the key issues identified in the Transport Assessment, such as:

- Cycle Safety and lack of Segregated Infrastructure (in particular at junctions)
- Inadequate Cycle Parking
- Inadequate Crossing Facilities and Insufficient Walking Space
- Poor Bus Stop Infrastructure

The forecast impact of development-related traffic on the local highway network has been assessed in the Transport Assessment for the 2033 interim, 2040 Option 1 and Option 2 scenarios. A Monitor and Manage Framework is proposed to ensure that the planned infrastructure is delivered at the right time and that where unforeseen impacts arise, that the strategy can be updated.

The Monitor and Manage Framework is intended to provide a proportionate response to future uncertainty. It will not operate solely as a mechanism for bringing forward physical interventions; it will also allow interventions to be reviewed, refined, re-phased, scaled, substituted or, where monitoring evidence demonstrates that they are not required, deferred. This is important given the 15–20 year build-out period for Growing Baldock and the potential for travel behaviour, public transport provision, technology and local network conditions to change over time.



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3.2 Physical Measures

A package of physical interventions has been developed to support the Growing Baldock masterplan, that promotes the use of non-car modes, while reducing dependency on journeys undertaken by private vehicle trips. The Monitor and Manage Framework will monitor the transport impacts resulting from the implementation of the masterplan as it is built out and agree when targeted physical interventions are required.

The physical intervention packages identified in this section should therefore be treated as an indicative and evidence-led programme rather than a fixed delivery list. Some interventions are associated with the planned development strategy and will be secured through planning obligations or conditions. Other potential interventions are included to provide a budgetary basis for the Monitor and Manage Framework and to demonstrate the type of response that could be available if monitoring identifies an unforeseen or residual impact. The precise form, timing and necessity of these measures will be agreed through the Transport Working Group, with HCC retaining the relevant approval role where highway or public transport measures are proposed.

A summary of the proposed physical intervention packages by development phases, is presented in **Table 3-2**. The interventions include schemes to be implemented by the client and/or other delivery partners (HCC, NHDC, Network Rail) prior to the scheduled completion year, as well as potential interventions which would only be considered post-completion to remedy any unforeseen residual impacts.

While it is not considered likely to be required, remedial measures to mitigate any unforeseen residual impacts post-completion may also include the potential upgrade/optimisation of the intervention packages provided prior to completion. The effectiveness of the interventions provided prior to completion will be monitored by the Transport Working Group (details in **Section 6.4**) throughout the lifetime of the Monitor and Manage Framework.

Table 3-2: Physical Intervention Packages and Indicative Schedule

Intervention Package	Indicative Delivery	Delivery Partners	Benefit
Proposed interventions			
Building a new road across the railway line to link North Baldock with Royston Road and the A505	2033/34	U&C, HCC, Network Rail	Reduce through-traffic that doesn't benefit Baldock
Introducing traffic gating at North Road BA1 access	2028	U&C, HCC	
Introducing a single lane alternating traffic system under the Station Road railway bridge	2028	U&C, HCC	
Supporting lower speed limits on North Road, Station Road and Clothall Road	TBC	HCC	
Supporting extension to 7.5t environmental weight restriction	TBC	HCC	
Capacity improvements at A1(M) Junction 9 and signalising Letchworth Gate entry	2028	U&C, HCC, National Highways	
Constructing North Road / Station Road segregated cycle route	2028	U&C, HCC	Create a 'Walk and Cycle First' town
Constructing Royston Road segregated cycle route	2033/34	U&C, HCC	
Improving access to the station via a new northern entrance from North Road and BA1	TBC	Network Rail, HCC	
New pedestrian and cycle underpass	2033/34 (assumed to be delivered in parallel with multi-modal bridge)	U&C, Network Rail	
Downgrading of Bygrave Road to create a walking and cycling green lane	2034/35 (not prior to BA1 access road completion)	U&C, HCC	Improve connections between Baldock and the nearby villages through new road, cycle, and bus links
Introducing onsite mobility hubs to provide sustainable transport options	2028	U&C, HCC	
Reorganisation of existing bus services and improvement to bus infrastructure, as well as engagement with HertsLynx	2028	U&C, HCC	
Further engagement with HCC's public transport team to investigate enhancing existing bus services with routing through development	2034/35 (not prior to BA1 access road completion)	U&C, HCC	
Potential Interventions to be Considered Post-Completion†			
Introducing additional turning restrictions at Station Road / Whitehorse Street Junction	TBC	U&C, HCC	Reduce vehicle traffic and encourage active and sustainable travel
Town Centre Parking Restriction Review	TBC	HCC, NHDC	
Norton Road Traffic Calming, Filtered Permeability or Point Closure	TBC	U&C, HCC	
Village traffic calming and speed limit reductions (Bygrave, Ashwell, Newnham, Wallington)	TBC	U&C, HCC	
† Potential interventions only to be considered if additional mitigation is deemed necessary by Monitor and Manage Framework.			



by Haskoning

4 Aim and Objectives

To achieve the targets outlined in the Framework Travel Plan (detailed in **Chapter 5**), clear aims and objectives that explain the document's intended purpose and the actions we will take to meet them are provided. Using a combination of *HCC's Travel Plan Guidance*, *Hertfordshire Transport Survey Findings* and the Mobility Vision, ITP has defined the aim and objectives for the Framework Travel Plan. It is important to note that at this stage of the planning process, a Framework Travel Plan will provide a high level of detail and overarching objectives, further detail will come forward as part of the production of Full Travel Plans for each individual residential, educational and workplace development site.

4.1 Aim

The Framework Travel Plan, in conjunction with the Transport Assessment, aims to ensure that 50% of all trips associated with the development are made by sustainable modes, encouraging non-car options as the first choice for travel. This acts as the overarching aims of the Framework Travel Plan, and more granular targets, which can be monitored in greater detail, are included in **Chapter 5**.

The Framework Travel Plan targets set out in Chapter 5 provide the measurable indicators through which progress towards this overarching aim will be monitored. The residential, educational, workplace and development-wide targets are not separate from the 50% sustainable modes aim; rather, they provide the practical mechanism for understanding whether day-to-day travel behaviour across the development is moving in the right direction. Where monitoring shows that individual targets are not being met, or that the development is not on a trajectory to achieve the overall sustainable modes aim, the Site-Wide Travel Plan Coordinator will identify appropriate additional actions for review by the Transport Working Group and HCC.

4.2 Objectives

To achieve the overarching aim of this Framework Travel Plan, the supporting objectives are:

- To deliver the action plan which includes measures that are commensurate with Growing Baldock and will promote and encourage sustainable travel or reduce the need to travel;
- To increase awareness of sustainable travel options and include suggestions for marketing and promotion;
- To encourage a shift from single-occupancy vehicle trips to more sustainable trips (e.g. walking, cycling and public transport) across short, medium and longer journey lengths;
- To encourage active travel (particularly for shorter journeys) to support and promote healthier lifestyles by providing new and improved active travel connections within the development footprint; and
- To introduce new bus services as part of Growing Baldock to provide further opportunities for residents, students, employees and visitors to travel via public transport.

Our bespoke targets in **Chapter 5** of the Framework Travel Plan will support the objectives.

5 Targets

ITP has developed targets to support the aim and objectives of the Framework Travel Plan, based on *HCC's Travel Plan Guidance*. **Table 5-1** below lists the relevant targets along with associated indicators for each development type.

It is important to note that the trip generation figures detailed in **Chapter 2** have been produced using a vision-led approach and a Mode Shift Model, therefore an envisaged level of mode shift has already been incorporated into the development's trip generation and subsequent modelling.

These targets are intended to provide measurable, user-specific indicators that collectively support the overarching aim for 50% of all development-related trips to be made by sustainable modes. For example, the residential targets focus on increasing weekly use of walking, cycling and public transport for everyday short, medium and longer-distance journeys; the educational and workplace targets focus on reducing staff, student and employee reliance on single-occupancy vehicle trips and the development-wide targets focus on improving sustainable travel awareness and uptake of public transport.

Progress against these individual targets will therefore provide evidence on whether the development is moving towards the overall 50% sustainable journeys target and will help identify where further measures or remedial action may be required.

The targets in Table 5-1 sit beneath the overarching aim of the Framework Travel Plan as detailed in **Section 4.1**.

Further information on the monitoring of targets in **Table 5-1** is provided in **Chapter 8**.

Table 5-1: Framework Travel Plan Targets

Development Type	Target	Indicator(s)
Residential	At least 30% of households have at least one occupant who travels by public transport weekly for medium/long trips	% of short trips made by walking or cycling % of medium/long trips made by public transport
	At least 40% of households have at least one occupant who travels by walking or cycling weekly for short trips	% of short, medium and long trips made by car sharing % of short, medium and long trips made by single-occupancy vehicle
	Monitor peak-hour travel patterns and mode share	Multi-modal traffic count data, used alongside travel survey results
Educational	At least 40% of students will travel to the institution by active travel modes and public transport	% of student trips made to the institution by walking, cycling, wheeling and public transport
	At least 30% of staff will travel to the institution by active travel modes, car sharing or public transport	% of staff trips made to the institution by walking, cycling, public transport and car sharing
Workplace*	At least 35% of staff will travel to work via active travel modes, public transport or car sharing	% of commuting trips made by walking, cycling, public transport and car sharing % of trips removed due to home or remote working
Development-Wide	Achieve commercial bus operation by the time 75% of the site is built out and operational.	Weekly patronage statistics
		Tracking of ridership growth % increase
		% uptake of free / discounted ticket incentive
	Achieve an increased awareness of sustainable travel modes across residents, students and employees	% of people aware of sustainable transport options



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Project related

		• % of people aware of how to find further information such as timetables, cycle route maps etc. • Number of promotional or marketing materials provided to residents, students and employees to help promote sustainable modes
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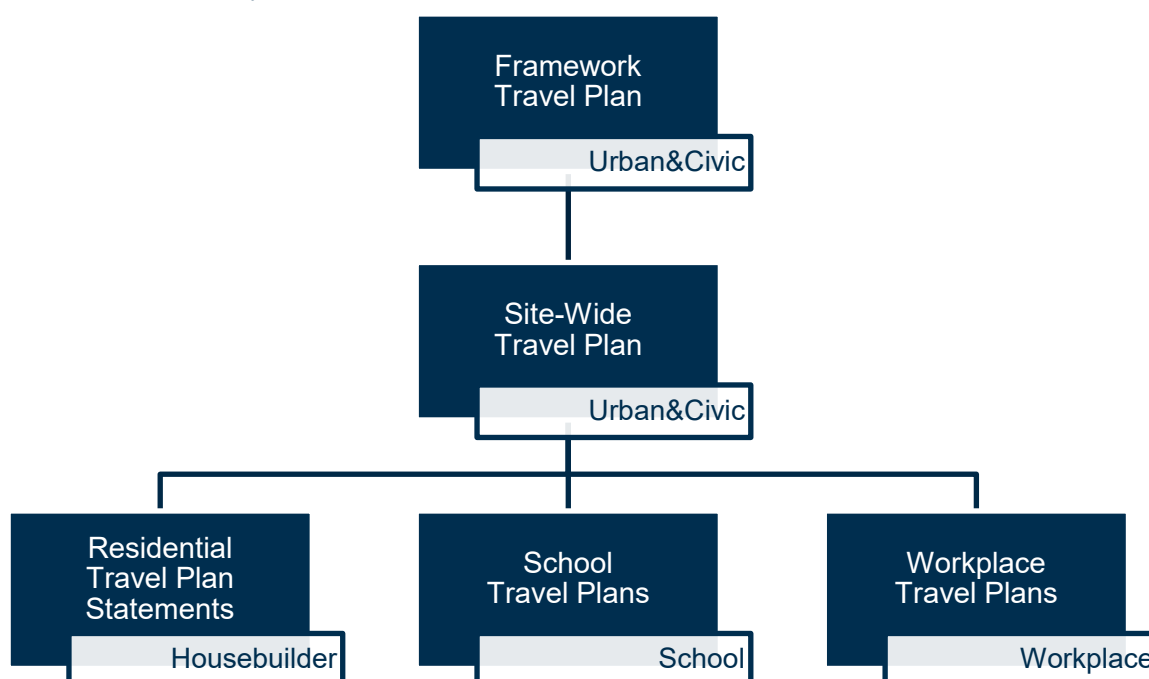
** Bespoke targets for individual Full Travel Plans linked to workplaces will also need to include separate targets for visitor, business, freight and delivery travel.*

6 Implementation

6.1 Overview

This section outlines how the Framework Travel Plan will be implemented via a combination of the Site-Wide Travel Plan Coordinator and individual site Travel Plan Coordinators. All Travel Plan Coordinators will have the opportunity to attend or provide updates to the wider Transport Working Group.

Figure 6-1: Travel Plan hierarchy



6.2 Framework Travel Plan

This Framework Travel Plan supports the outline planning application by setting out the context, roles and responsibilities that should be taken forward should planning permission be granted. Subject to planning condition and S106 agreements, the Framework Travel Plan will be updated and superseded by a Site-Wide Travel Plan, aligning with Urban&Civic's role as Master Developer responsible for delivery of all on and off-site strategic infrastructure.

6.3 Site-Wide Travel Plan and Coordinator Role

The Site-Wide Travel Plan will be the overarching live document that will continue to be updated through the lifecycle of the development. It will be a single source of site-wide targets, monitoring and revised actions. It will be maintained by the Site-Wide Travel Plan Coordinator, who will be assigned by and report to Urban&Civic as Master Developer.

The Site-Wide Travel Plan Coordinator will act as the principal interface between the on-site occupiers, Urban&Civic, Hertfordshire County Council and the remaining Transport Working Group. Given the scale and phased nature of the Growing Baldock development, ongoing engagement with HCC's Travel Plan team will be required to review, agree and monitor delivery of defined travel plan measures.

The Site-Wide Travel Plan Coordinator will also ensure that sustainable travel information is embedded within wider community communications and stewardship activity, so that travel planning is not treated as a standalone technical exercise but as part of the day-to-day operation of the new community.

For the Site-Wide Travel Plan to be successful, the appointed Site-Wide Travel Plan Coordinator should be an enthusiastic advocate of the travel planning process and the ability to encourage partnerships and work closely with external bodies such as local authority officers will be vital. The Site-Wide Travel Plan Coordinator will be responsible for a wide range of tasks, including but not limited to:

- Implementation and promotion of the Site-Wide Travel Plan;
- Liaising with HCC's Travel Plan team and Transport Working Group to agree the delivery of defined travel plan measures, including the timing, scope and monitoring arrangements;
- Liaising with the developers of each residential, educational and workplace site to gain their initial support and commitment to the aim, objectives and target of the Framework Travel Plan;
- Guiding developers and occupiers through the process of inputting to the Site-Wide Travel Plan;
- Management and coordination of Transport Working Group meetings;
- Overseeing the delivery of site-wide measures as part of the action plan implementation;
- Managing the Site-Wide Travel Plan budget;
- Acting as a single point of contact for transport-related advice and information to developers and occupiers;
- Liaising with third parties such as public transport operators, local authority representatives, National Highways etc. on travel planning matters;
- Monitoring the success of the Framework Travel Plan in achieving its aim and objectives by coordinating baseline and annual monitoring, and reporting to the Transport Working Group;
- Monitoring and collation of data associated with the Monitor and Manage Framework and associated reporting to aid decision-making; and
- Preparing and submitting monitoring outputs, action updates and proposed remedial measures to HCC's Travel Plan team for review at agreed intervals.

6.4 Residential Travel Plan Statements

Since Urban&Civic will retain a large proportion of responsibility for the delivery of the Site-Wide Travel Plan, the responsibility passed to individual housebuilders is more limited than in traditional cases. This means that it is expected that reserved matters applications for residential parcels will only need to come forward with Residential Travel Plan Statements.

These will not repeat the full level of detail set out in the Site-Wide Travel Plan but will need to include the following information:

- Confirmation of a single point of contact to enable liaison with the Site-Wide Travel Plan Coordinator;
- A list of measures that will be implemented on the specific site, where these are not covered at a site-wide level, for example on-plot cycle parking;
- Mode share targets developed in liaison with the Site-Wide Travel Plan Coordinator, demonstrating that the parcel will be working towards the overall targets that are monitored by the Site-Wide Travel Plan.

If necessary to the planning process, the Residential Travel Plan Statements can be submitted alongside the latest version of the Site-Wide Travel Plan.

6.5 School and Workplace Travel Plans

As relatively self-contained trip generators, schools and workplaces within the development will benefit from developing their own Full Travel Plans. These will remain linked to the Site-Wide Travel Plan, but will include additional contextual details, greater emphasis on the role of the School or Workplace Travel Plan Coordinator and greater scope for individualised Travel Plan measures. Some elements of monitoring and reporting may also be delegated from the Site-Wide Travel Plan Coordinator and captured through the Modeshift STARS platform. The results will still, however, be fed into the Site-Wide Travel Plan to ensure that this remains a single source for Travel Plan monitoring and reporting.

6.6 Transport Working Group

A Monitor and Manage Framework supports the vision-led transport strategy associated with the Growing Baldock development. It will do this by responding to travel behaviour, based on survey data and analysis, as the development is built out. It will allow for recommendations to be made to ensure the mode share ambitions are met and create organisational structures that allow key local stakeholders to be involved in decision-making.

The Monitor and Manage Framework will be managed by the Site-Wide Travel Plan Coordinator, who will take overall responsibility for its implementation. A Transport Working Group will be formed and will be the body that reviews the work of the Site-Wide Travel Plan Coordinator and the operation of the transport network around the site as it is built out, in order to make decisions on the phasing and delivery of defined travel plan measures. The Transport Working Group will be established by the Site-Wide Travel Plan Coordinator, reporting to the applicant team and engaging with the local planning and highway authorities.

The Transport Working Group will include representation from the applicant team, the Site-Wide Travel Plan Coordinator, HCC and other relevant stakeholders as appropriate. HCC's Travel Plan team will have a key role in reviewing monitoring outputs, agreeing the delivery of defined travel plan measures and confirming whether additional or remedial measures are required in response to monitoring outcomes.

The Transport Working Group will provide the forum for reviewing monitoring evidence and determining whether the Framework Travel Plan and Monitor and Manage Framework are performing as intended. This will include consideration of whether planned measures should be brought forward, amended, re-phased, supplemented or deferred. Decisions will be evidence-led and will take account of development occupation, observed mode share, traffic conditions, public transport patronage, community feedback and the effectiveness of measures already delivered.

Based on future monitoring and best-practice guidance, the Monitor and Manage Framework will act as a mechanism from which to, if required, adjust physical intervention trigger points as well as the final mitigation measures provided, as identified by the S106 agreement or otherwise. This approach would provide ongoing review of phasing and mitigation from first occupation through to a defined future point, post-completion. The overall level of mitigation provided would be subject to the S106 agreement secured.

Further detail regarding the administration of the Monitor and Manage Framework will be secured through the S106 agreement. This would include an allowance for the Site-Wide Travel Plan Coordinator to commission monitoring, analysis and reporting, as well as organise Transport Working Group meetings. It is assumed that general meetings would be convened annually, with members able to convene interim meetings as appropriate through the year. It should be noted that Transport Working Group members will not be paid for their roles.

Provision for the costs of the implementation of the Travel Plan and the Monitor and Manage Framework will be included in the S106 agreement.



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7 Action Plan

To achieve the overall aim and objectives, the Site-Wide Travel Plan will need to confirm specific measures. This should be accompany reserved matters applications for the initial housing parcel delivery. Agreeing this detail too soon risks measures becoming outdated or irrelevant by the time the development is occupied.

Unlike traditional development, a large amount of sustainable transport infrastructure and interventions is included in the baseline delivery of the development and will already be secured through planning condition and S106 agreement.

Examples of measures that could be taken forward are set out in **Table 7-1** below. These include examples of Travel Plan interventions that could be considered if the built-in interventions or initial Travel Plan measures do not achieve the required mode shift. It is not assumed in the first instance that all the interventions would be in place.

A dedicated Site-Wide Travel Plan fund will be set up to ensure the delivery of associated measures and infrastructure improvements required as part of the Growing Baldock development. Funding will be secured via S106 agreement.

The Site-Wide Travel Plan Coordinator will oversee most of the measures listed in **Table 7-1**, while some measures may be more appropriately implemented by school or workplace coordinators.



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Table 7-1: Example Action Plan and Measures

Measure
Offer personalised travel planning advice for those looking to make a new journey or try out a new mode of transport.
Produce dedicated Travel Information Packs for residents, employees and students.
Work with organisations to include sustainable travel information on their website and to install real time information in waiting or reception areas.
Produce posters and promotional materials to help increase awareness of sustainable travel options across the Growing Baldock development.
Organise pop-up events or roadshows in a key location within the development to speak to residents, students and employees about sustainable travel.
Deliver Travel Plan training to sales office teams at residential developments.
Set up community noticeboards to display transport and travel information in local centres.
Promote national activities such as Walk to School Week, Clean Air Day, Cycle to Work Week etc.
Create virtual active travel user groups, this could be set up via a Facebook page or WhatsApp group, depending on levels of interest.
Explore how social prescribing can encourage local residents to adopt active travel for health benefits.
Produce maps of the local Baldock area highlighting walking routes and connections.
Consider setting up a local walking group with residents to organise social walking groups.
Provide incentives via individual site Travel Plan Coordinators to encourage walking
Work with operators to determine potential for parcel collection and drop-off lockers at key locations.
Continue discussions with Walk Wheel Cycle Trust in relation to the connection of the site to the National Cycle Network
Source online maps of the local Baldock area highlighting cycling routes and connections / cycle parking facilities / bike shops etc.
Organise Dr Bike sessions at easy to access / local centres within the overall development to provide people with free bike maintenance and advice.
Promote cycle training sessions for both children and adults to increase the skills and confidence of those who have never learnt to ride a bike or those who have not cycled for a long period of time.
Provide showers, changing rooms and locker facilities at employment sites.
Provide salary sacrifice bike purchase scheme at individual employment sites.
Create a family activity linked to the proposed greenway route, encouraging parents, guardians, and children to spot features such as wildlife, bikes, trees, and pets along the way.
Liaise with operators of cycle hire schemes to determine potential for introducing at the development.



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Project related

Measure
Negotiate free trials or discounted access to cycle hire schemes.
Include a free taster ticket for the bus service as part of household welcome packs.
Improved bus stop infrastructure within the Growing Baldock development and commit to improving existing bus stops in the local area.
Collate bus and rail timetable information, route information, ticket prices etc. and display in prominent areas / circulate via individual site Travel Plan Coordinators.
Discuss any wider season ticket offers that may be available with rail and bus operators.
Offer season ticket loans for the purchase of annual season tickets at discounted rates.
Work with car club operators to determine whether there is an opportunity for a scheme to operate within the development.
Promote a car sharing scheme/platform for the development as a whole to enable people to find potential car share matches.
Provide dedicated car share bays at workplaces to offer a visible incentive to those who car share.



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8 Monitor and Manage

The primary purpose of the Monitor and Manage Framework is to provide a proportionate, evidence-led mechanism for reviewing travel behaviour, transport network performance and the timing of any required interventions as the Growing Baldock development is built out. It will operate alongside the Framework Travel Plan and individual Full Travel Plans, using monitoring data to confirm whether the development is progressing towards the mode share assumptions and sustainable travel targets set out in the Transport Assessment and this Framework Travel Plan.

The Framework will not operate solely as a mechanism for bringing forward additional physical mitigation. It will also allow planned measures to be reviewed, refined, re-phased, scaled, substituted or deferred where monitoring evidence demonstrates that this is appropriate. This is important given the long build-out period for Growing Baldock, the potential for travel behaviour and public transport provision to change over time, and the need to ensure that interventions remain proportionate to observed impacts.

The Monitor and Manage Framework will be overseen by the Site-Wide Travel Plan Coordinator, with review and decision-making undertaken through the Transport Working Group. The Transport Working Group will consider monitoring outputs, progress against targets, public transport patronage, active travel uptake, traffic conditions, delivery of committed measures and any relevant feedback from HCC, operators, individual site Travel Plan Coordinators and other agreed stakeholders.

Monitoring will be used to determine whether the transport strategy is performing as intended. Where monitoring shows that sustainable travel targets are being met, or that traffic impacts are no greater than anticipated, no additional intervention would be required beyond the measures already secured or programmed. Where monitoring identifies underperformance against agreed targets, or an emerging impact that is materially different from the assumptions used in the Transport Assessment, the Site-Wide Travel Plan Coordinator will identify potential responses for review by the Transport Working Group and HCC.

Potential responses may include enhanced travel planning measures, targeted marketing and behaviour change campaigns, changes to public transport promotion or ticketing, refinement of bus service provision, adjustments to delivery phasing, operational changes, or physical interventions where these are demonstrated to be necessary and proportionate. The precise response will depend on the nature, scale and location of the issue identified through monitoring.

8.1 Monitoring Approach

Monitoring will be undertaken at both individual site level and development-wide level. Individual site monitoring will be delivered through the relevant Full Travel Plans, while development-wide monitoring will be coordinated by the Site-Wide Travel Plan Coordinator. This will ensure that data can be reviewed both locally, for individual parcels or land uses, and collectively, to understand overall progress across Growing Baldock.

The monitoring programme will include, where relevant:

- baseline travel surveys for individual sites;
- annual travel surveys for residents, employees, students and staff;
- multi-modal traffic counts at agreed locations;
- public transport patronage and ticket uptake data, as available;
- active travel usage data where available;
- monitoring of promotional activity and travel planning measures;

- review of occupation and build-out progress;
- feedback from individual Travel Plan Coordinators and occupiers; and/or
- review of any transport issues raised through the Transport Working Group.

The detailed scope and timing of monitoring will be agreed with HCC and reviewed through the Transport Working Group. The monitoring programme should remain flexible so that it can respond to the development phasing, occupation levels, the delivery of sustainable transport infrastructure and any specific matters that arise during implementation.

8.2 Surveys

8.2.1 Baseline

Baseline monitoring surveys will be undertaken for each individual site in accordance with the requirements of the relevant Full Travel Plan. Unless otherwise agreed with HCC, a baseline survey should normally be undertaken within three months of first occupation or once an agreed occupation threshold has been reached.

The baseline survey will establish initial travel patterns, mode share, awareness of sustainable travel options and any early barriers to walking, cycling, public transport or car sharing. The results will be used to inform site-specific measures, confirm whether the Site-Wide Travel Plan targets remain appropriate and provide a baseline against which future monitoring can be compared.

The baseline travel survey will be undertaken as a snapshot survey, rather than as continuous monitoring. The purpose of the baseline survey will be to establish an initial mode share position and understand travel behaviour, perception and barriers at the initial development.

8.2.2 Annual

Annual monitoring surveys will be undertaken by the Site-Wide Travel Plan Coordinator in accordance with the Site-Wide Travel Plans. These surveys will monitor progress against site-specific targets and will provide evidence of whether measures are influencing travel behaviour as intended.

The Site-Wide Travel Plan Coordinator will collate any separate surveys undertaken across residential, schools and workplaces to provide a development-wide picture of travel behaviour. This will allow trends to be identified across different land uses, phases and locations within the development. Where information is needed from individual schools or workplaces, the Site-Wide Travel Plan Coordinator will provide a template survey to ensure consistency for monitoring purposes.

Where survey results show that an individual element of the development is not making sufficient progress towards its targets, the Site-Wide Travel Plan Coordinator will work with the occupier to identify additional or amended measures, amending the Site-Wide Travel Plan as appropriate.

Annual monitoring surveys will also be undertaken as snapshot surveys rather than as continuous monitoring. The results will be used to assess mode share and travel behaviour at a defined point in time and to inform annual Travel Plan monitoring reports.

The Site-Wide Travel Plan Coordinator will compare the annual travel survey results against the Site-Wide Travel Plan targets to measure behaviour change. It is important for the annual monitoring surveys to achieve a strong response rate; therefore, surveys should include an incentive or prize draw provided by individual site Travel Plan Coordinators.

The surveys will focus on monitoring modal split for a range of short, medium and long-distance trips and will aim to understand more about people's perceptions, motivations and barriers in relation to sustainable

travel. Monitoring short, medium and long-distance trips will allow for a stronger demonstration of active travel, even if this is for shorter journeys. Monitoring perceptions, motivations and barriers will allow for improved targeting of future Site-Wide Travel Plan measures.

8.2.3 Additional

In addition to individual site travel surveys, site-wide monitoring will be undertaken to understand how the overall development is performing against the Transport Assessment assumptions and Framework Travel Plan objectives, in response to any concerns raised through the Transport Working Group.

This could include multi-modal traffic counts at agreed monitoring locations, public transport patronage monitoring, review of active travel infrastructure usage where data is available, and monitoring of the uptake of travel planning initiatives. Multi-modal count data will be used alongside vehicle survey results to understand mode share, travel patterns and changes in behaviour, rather than as a standalone pass/fail test.

The Site-Wide Travel Plan Coordinator will agree the detailed site-wide monitoring methodology with HCC. Monitoring locations, frequency and survey methods may be adjusted over time where this is agreed through the Transport Working Group and where changes are justified by development progress, observed conditions or the availability of improved data sources.

8.3 Reporting

The Site-Wide Travel Plan Coordinator will prepare monitoring reports for review by HCC and the Transport Working Group. These reports will bring together the results of individual site surveys, development-wide monitoring and progress against the Framework Travel Plan action plan.

Each monitoring report will include:

- an update on development build-out and occupation;
- a summary of measures delivered during the reporting period;
- progress against Framework Travel Plan and Full Travel Plan targets;
- analysis of travel survey results and observed mode share;
- review of public transport patronage and ticket uptake where available;
- review of multi-modal traffic count data;
- identification of any emerging issues or underperformance;
- recommendations for additional, amended or re-phased measures where required; and/or
- an updated action plan for the next reporting period.

The reporting process will support an adaptive approach to travel planning. Where monitoring confirms that the strategy is performing as intended, the report will record this and identify any ongoing actions required to maintain performance. Where monitoring identifies underperformance, the report will set out recommended actions for review by the Transport Working Group and HCC.

8.4 Remedial Measures and Review Process

If monitoring identifies that Framework Travel Plan targets are not being met, or that travel behaviour is materially different from the assumptions used in the Transport Assessment, the Site-Wide Travel Plan Coordinator will prepare a recommended response for consideration by the Transport Working Group.

The Transport Working Group will review the evidence and recommended response before any material changes are progressed to the Site-Wide Travel Plan. Where measures relate to the public highway, public transport services or planning obligations, approval will be sought from the relevant authority or delivery partner as appropriate.

8.5 Relationship with the Transport Assessment and S106 Agreement

The Monitor and Manage Framework will support the vision-led approach assessed in the Transport Assessment. It will provide a mechanism for comparing observed travel behaviour and network performance against the assumptions used in the transport evidence base, while recognising that long-term travel behaviour and development delivery may evolve over time.

The detailed governance, funding, reporting frequency, monitoring locations and intervention trigger mechanisms will be secured through the S106 agreement or other appropriate planning mechanisms. The Framework Travel Plan should therefore be read alongside the Transport Assessment, Transport Assessment Addendum and the relevant planning obligations.

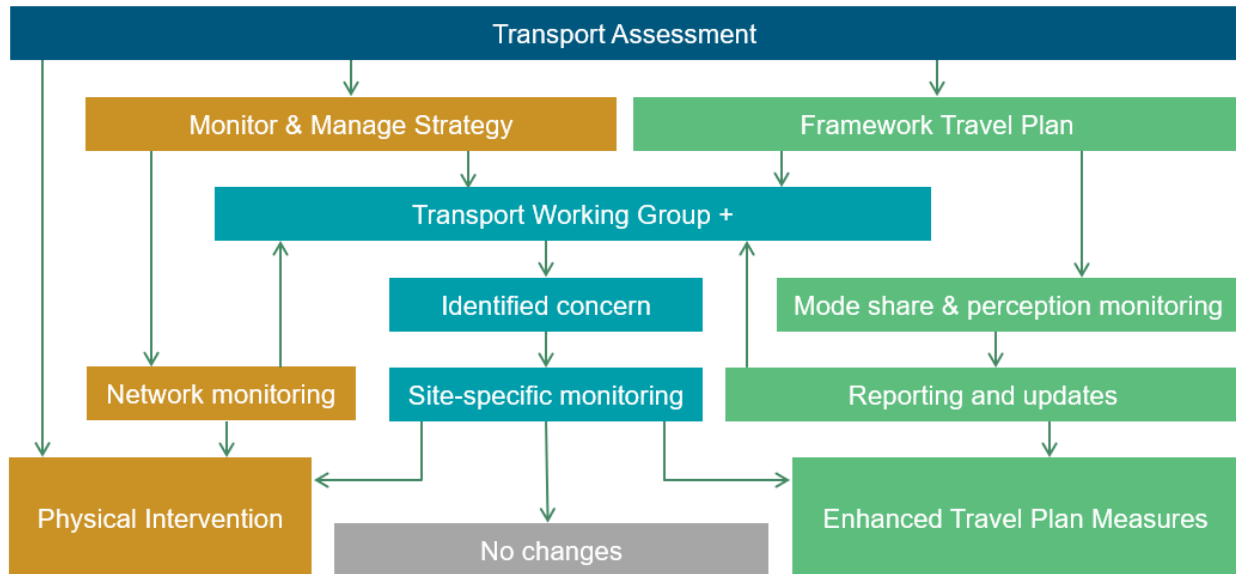
The overall approach is intended to ensure that Growing Baldock delivers its sustainable transport commitments while retaining the flexibility to respond to evidence as the development is occupied. This will help ensure that measures are delivered when they are needed, that unnecessary interventions are not brought forward prematurely, and that any additional response is targeted, proportionate and supported by monitoring evidence.

The S106 agreement should also secure the mechanisms needed to fund and implement proportionate remedial measures where monitoring demonstrates that they are required. These measures may include physical infrastructure, public transport improvements, marketing and communications, targeted travel planning, personalised travel planning, incentives, public transport ticketing support, traffic management or alternative interventions agreed through the Transport Working Group. The Monitor and Manage Framework should therefore retain flexibility to select the most effective response to the issue identified, rather than assuming that all proxy schemes or potential interventions will necessarily be delivered.

The primary purpose of the Monitor and Manage Framework is to determine the scope and phasing of physical interventions with a focus on uncertainty beyond the core package of measures agreed as part of S106 negotiations, alongside traditional Travel Plan target monitoring and accountability. It will do this by responding to travel behaviour, based on survey data and analysis, as the development is built out, reflecting on what was predicted to occur in the Transport Assessment. It will allow for recommendations to be made to ensure the mode share ambitions are met and create organisational structures that allow key stakeholders to be involved in the betterment of the development. The overall level of mitigation provided would be subject to the S106 agreement secured.

The Monitor and Manage Framework approach has been successfully developed at other large-scale development projects. A plan which presents the proposed structure of the Monitor and Manage Framework and how it relates to the traditional tasks of a Framework Travel Plan is presented in **Figure 8-1**.

Figure 8-1: Monitor and Manage Framework and Framework Travel Plan Structure

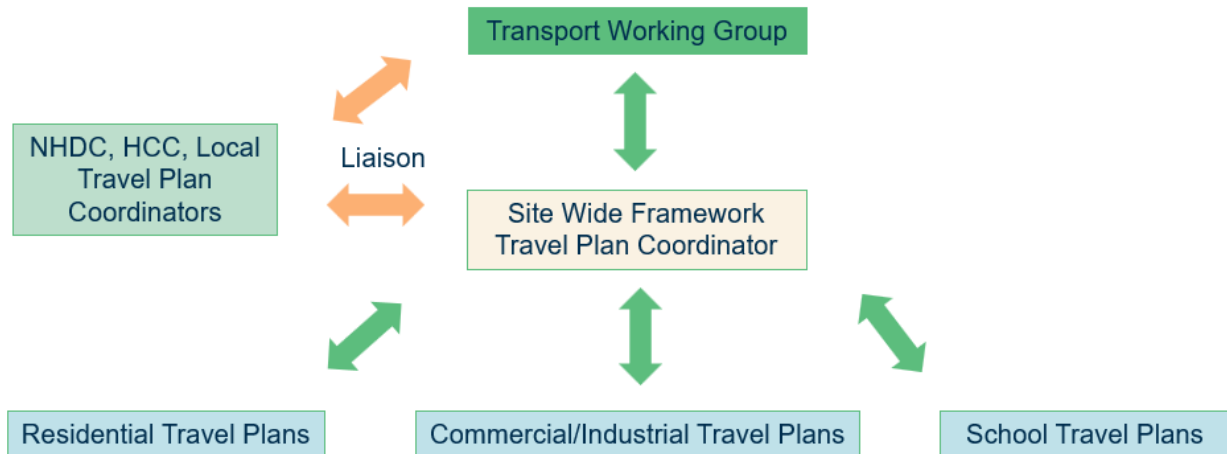


The methodology of data collection associated with on and off-site monitoring will be overseen on a day-to-day basis by the Site-Wide Travel Plan Coordinator, and adjusted as required, throughout the lifetime of the Monitor and Manage Framework, which will be the same as a traditional Travel Plan implementation period. The monitoring information collected will be compiled within a biannual monitoring report, which will include recommendations to be assessed by the Transport Working Group. The proposed monitoring report, compiled by the Site-Wide Travel Plan Coordinator, will include the following:

- **Survey Analysis** – an assessment of all quantitative and qualitative data gathered to inform the Monitor and Manage Framework, and to guide the defined areas of interest of the Monitor and Manage Framework and Transport Working Group. This would include an analysis of the most recent data, as well as a comparison to previous data gathered, in order to understand any developing trends. It will also allow the Transport Working Group to request specific data on issues that have been raised elsewhere.
- **Target Monitoring** – an analysis of the survey data and progress against the Transport Assessment mode share expectations and Framework Travel Plan targets, for each phase, as the masterplan is built out.
- **Remedial Measures** – based on the monitoring results compiled and the set Transport Assessment mode share expectations and Framework Travel Plan targets, the Site-Wide Travel Plan Coordinator would propose remedial measures, if required, which would be presented to the Transport Working Group for review.

The role of the Transport Working Group would be to review the monitoring reports and respond to recommendations made by the Site-Wide Travel Plan Coordinator. A plan which illustrates the proposed relationship between the Site-Wide Travel Plan Coordinator and the Transport Working Group is presented in **Figure 8-2**.

Figure 8-2: Monitor and Manage Framework Governance Structure



The mode split expectations, as set out in the Transport Assessment, acts as the expected minimum result. A core role of the Transport Working Group will be to assess whether the Transport Assessment mode share expectations are met for each phase as a minimum. If they are not, and then implicitly they are also behind the Framework Travel Plan mode share targets, the Site-Wide Travel Plan Coordinator will consider what changes may need to be made to on and off-site physical interventions. The Transport Working Group will have the ability to adjust physical intervention trigger points as well as the final mitigation measures implemented.

The monitoring of the mode share outcomes could be assessed against the classification set out in **Table 8-1**. The table sets out how the performance of the monitor and manage framework could be evaluated, and sets out some potential action plans in the event that the monitor and manage framework underperforms.



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Project related

Table 8-1: Monitor and Manage Framework Performance - RAG Assessment

Scenario		Indicative Action Plan
Exceeding both Transport Assessment mode share assumptions and all Framework Travel Plan targets	Green	Planned mitigation has been very effective to date, and intervention packages to be delivered in accordance with the initial schedule. No further potential interventions are required post-completion.
Exceeding or meeting Transport Assessment mode share assumptions but underperforming against some Framework Travel Plan targets	Amber	Planned mitigation has been effective to date; intervention packages to be provided broadly in accordance with the initial schedule. Minor amendments to the proposed intervention packages may be considered, only if on-going monitoring indicates this is required. No further potential interventions, as outlined in Table 3-2, are required post-completion; additional measures to be considered as part of the Framework Travel Plan.
Underperforming against Transport Assessment mode share assumptions	Red	Planned interventions have resulted in a failure to meet the Monitor and Manage Framework mode share expectations; remedial mitigation measures are required. Prior to completion, physical interventions planned for later phases could be expedited. Post-completion, if the implementation of all planned interventions results in an underperformance against the Transport Assessment mode share expectation, further interventions could be considered, which could include the additional interventions as outlined in Table 3-2.

9 Summary

The Growing Baldock Framework Travel Plan outlines a comprehensive strategy to support sustainable travel across a major mixed-use development comprising up to 3,200 homes, 16 hectares of employment land, educational institutions, community facilities, and green infrastructure. Developed in alignment with Hertfordshire County Council (HCC) and national guidance, the Framework Travel Plan is a live document designed to evolve alongside the phased delivery of the site over 15–20 years.

Vision and Objectives

The Framework Travel Plan is underpinned by a Mobility Vision that prioritises quality of life and sustainable transport. Its overarching aim is to ensure that 50% of all development-related trips are made by non-car modes. Key objectives include:

- Promoting walking, cycling, wheeling, and public transport.
- Reducing reliance on single-occupancy vehicles.
- Enhancing awareness and accessibility of sustainable travel options.
- Delivering new bus services and mobility hubs.

Targets and Implementation

Ambitious targets have been set for residential, educational, and workplace travel behaviours, including:

- 40% of households using active travel weekly.
- 35% of staff commuting via sustainable modes.

Implementation will be led by a Site-Wide Travel Plan Coordinator, supported by individual site Travel Plan Coordinators. A Transport Working Group will oversee delivery, monitor progress, and adjust interventions as needed.

Action Plan and Monitoring

The Framework Travel Plan includes a detailed action plan covering infrastructure improvements, behavioural change initiatives, and marketing. Measures include:

- Safe walking and cycling routes.
- Cycle parking and training.
- Bus stop upgrades and real-time information.
- Car sharing platforms and EV charging.
- Incentives and events to promote modal shift.

Monitoring will be conducted through baseline and annual surveys, traffic counts, and usage data. A Monitor and Manage Framework will guide adaptive responses to ensure targets are met, with performance assessed using a RAG system.

Conclusion

The Growing Baldock Framework Travel Plan provides a robust framework to embed sustainable travel into the development. Through coordinated planning, targeted interventions, and ongoing monitoring, it aims to achieve best-in-class outcomes for Baldock and its future residents.