



**Norfolk** County Council

# Travel Plan Guidance

July 2023



# Norfolk County Council

Norfolk County Council is the local authority for Norfolk. We provide a wide range of services for people who live, work, do business or visit here. They include education, social services, highway maintenance, waste disposal, libraries, museums, fire and rescue, economic development and trading standards. For further details visit [www.norfolk.gov.uk](http://www.norfolk.gov.uk)

Tom McCabe  
Executive Director of Community and Environmental Services  
Norfolk County Council  
County Hall Martineau Lane Norwich Norfolk  
NR1 2DH

General Enquiries: 0344 800 8020 or [information@norfolk.gov.uk](mailto:information@norfolk.gov.uk)

Published: May 2023



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## Glossary

**Framework Travel Plan** - A Travel Plan which covers a range of employment and residential uses or several residential developments

**Full Travel Plan** - A completed travel plan with the latest up to date Employee /Resident / Educational travel data

**Interim Travel Plan** - Intermediate plan - no current travel survey data

**ISI** - Independent Schools Inspectorate

**LPA - Local Planning Authority**

**MSOA** - Middle Super Output Area

**NH** - National Highways, formerly Highways England

**NCC / LHA** - Norfolk County Council / Local Highway Authority

**NPPF** - National Planning Policy Framework

**OFSTED** - Office of Standards in Education

**ONS** - Office of National Statistics

**S106**- Section 106 of the Town and Country Planning Act

**SAM** - Standard Assessment Methodology

**STIP** - Sustainable Travel Information Pack

**TIP** - Travel Information Plan

**TRICS** – Trip Rate Information Computer System

# 1. Introduction

- 1.1 The primary purpose of a Travel Plan is to encourage active travel and healthier lifestyles by the promotion of sustainable travel such as walking and cycling, to reduce the use of the private car and encourage the use of public transport whilst reducing CO2 emissions in line with government requirements. Safe and Sustainable access should be achievable for all users including those with protected characteristics.
- 1.2 The objective for Norfolk County Council (NCC) is to minimise the impact of new or expanding development on the highway network at peak times and to reduce the environmental impact of travel. NCC in its role as local highway authority seeks to ensure Travel Plans are secured, monitored and delivered effectively.
- 1.3 The purpose of this document is to set out clearly the Travel Plan requirements the County Council may seek in association with new or expanding developments, as indicated in the [safe and sustainable development document](#).
- 1.4 This guidance applies to:
  - a. New large-scale residential developments
  - b. New large-scale employment development
  - c. Educational premises,
    - i. including all schools and colleges, where an increase in pupil and staff numbers is proposed
    - ii. schools transferring from State to Free or Academy schools
    - iii. and all new build school
    - iv. other significant development
- 1.5 The County Council in formulating this guidance, has paid due regard to its Public Sector Equality Duty under the Equalities Act 2010.
- 1.6 The contact for all Travel Plans in Norfolk is [developer.services@norfolk.gov.uk](mailto:developer.services@norfolk.gov.uk)

## 2. National Guidance

**2.1** Where new development is likely to have significant transport implications a Transport Assessment may need to be submitted as part of any planning application. This is a process which considers total travel demand; patterns of public transport in the area; how the development impacts on the local highway network; and if required how infrastructure and services could be improved to address impacts. All new developments that will generate significant amounts of movement and require a Transport Assessment will also be required to provide a Travel Plan.

**2.2** Section 9 of the [National Planning Policy Framework](#) sets out the requirements for sustainable development with paragraph 104 highlighting that “Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- The potential impacts of development on transport networks can be addressed
- Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated
- Opportunities to promote walking, cycling and public transport use are identified and pursued
- The environmental impacts of traffic and transport infrastructure can be identified, assessed and considered – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains
- Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.”

**2.3** Local planning authorities in consultation with the local highway authority will make a judgement as to whether a proposed development would generate significant amounts of movement on a case by case basis and therefore whether a Transport Assessment is required. If as part of the Transport Assessment, it is considered a Travel Plan is required then the following should be taken into account:

- The Travel Plan policies (if any) of the Local Plan
- The scale of the proposed development and its potential for additional trip generation (smaller applications with limited impacts may not need a Travel Plan)
- Existing intensity of transport use and the availability of public transport
- Proximity to nearby environmental designations or sensitive areas
- Impact on other priorities/ strategies (such as promoting walking and cycling)
- The cumulative impacts of multiple developments within a certain area
- Whether there are certain types of impacts around which to focus the Travel Plan (e.g. minimising traffic generated at peak times)
- Relevant local / national parking policies

**2.4** The need for a Travel Plan should be established early on, preferably in the pre-application stage as mentioned in the National Planning Policy Framework (July 2021) guidance. If a Travel Plan is required consideration should be given at the pre-application stage to:

- The form and scope of the Travel Plan
- The outcomes sought by the Travel Plan
- The processes, timetables and costs involved in delivering the required outcomes (including any relevant conditions and obligations)
- The scope of the information needed
- The proposals for the on-going management, implementation and review processes
- The cost to deliver the Travel Plan over the duration including index linked interest

**2.5** Where a Travel Plan is to be delivered through a S106 agreement this must be compliant with Legal Tests set out in the Community Infrastructure Regulations (2010 as amended Reg. 122) and be:

- a.** Necessary to make the development acceptable in planning terms
- b.** Directly related to the development
- c.** Fairly and reasonably related in scale and kind to the development

## 3. Norfolk County Council Guidance

**3.1** Travel Plans are an essential tool for delivering sustainable access to new developments, whatever the use. They have been defined as “a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed.”

**3.2** NCC requires a Travel Plan to be submitted alongside a Transport Assessment for a planning application which is likely to have significant impact on the highway network, including (but not necessarily limited to):

All major residential and employment developments comprising jobs, shopping, leisure and services or any other development, which would generate significant amounts of travel.

- a. New and expanded school facilities or those changing to a free school or an academy
- b. Where a Travel Plan would help address a specific local traffic problem
- c. New or expanding Commercial locations that will attract 50+ employees

Further information on development thresholds can be found within the County Council guidance on [safe sustainable development](#).

**3.3** Travel Plans are critical to ensure that the transport network is used effectively and the need for disproportionate highway infrastructure improvements is avoided where possible. The Travel Plan is not purely a ‘planning tool’ and therefore should remain a live working document while the development remains in operation to guide how travel to / from the site will be managed. Travel Plans provide an important role in delivering active travel, ensuring healthy lifestyles and delivering physical and mental health and well-being.

**3.4** Travel Plans can include a wide range of strategies, initiatives with incentivised measures which seek to:

- Achieve a reduction in car use
- Promote use of more sustainable forms of transport.
- Promote the use of active modes such as walking and cycling
- Reduces employee ill health
- Support and enhance sustainable public transport including local bus and rail services
- Reduce the need to travel at all encouraging smart and flexible working practices
- Help to create and shape a sense of ‘place’ with the promotion of alternative modes of travel
- Reduce the environmental impact of travel

- 3.5** Where Travel Plans accompany a planning application, they should be submitted in consultation with NCC using the Travel Plan Checklist ([Appendix 1](#)) and they should include but are not limited to the following:
- a.** Description of location, size and type of development
  - b.** Appointment of a travel plan coordinator prior to first occupation
  - c.** Residential trip rates and modal split data which is compliant with TRIC's validated data specific to Norfolk and the site location
  - d.** Clearly defined objectives and targets
  - e.** Details of proposed measures, budgets and campaigns within a fully costed action plan showing the total sum allocated to the Travel Plan
  - f.** Location of the nearest bus stops (which ideally should not exceed 400 metres from any dwelling within the development or if they exceed this distance, what mitigation measures are proposed) along with a live bus times web link from these stops (not a bus timetable)
  - g.** Detailed timetable for implementation of initiatives
  - h.** The impact of any nearby developments and changes to the provision of public transport
  - i.** Clearly defined responsibilities
  - j.** Evidence that all key groups and individuals have been consulted
  - k.** Travel Plan annual review, monitoring and update proposals
  - l.** Allocated budget to cover NCC monitoring fees
  - m.** Signatures of the representatives from Development, Consultant and Norfolk County Council to agreement the delivery of the full travel plan.
  - n.** Legacy arrangements in the penultimate year of the travel plan
  - o.** A draft Sustainable Travel Information Pack (STIP)
  - p.** Evidence of including with the guidance issued by [Active Travel England](#) to deliver a higher percentage of Active Travel for mode shift



## 4. Residential Travel Plans

- 4.1** Residential Travel Plans may be required for 150 dwellings or more and may also be requested for smaller developments at locations where a significant impact on local traffic has been identified as an issue.
- 4.2** The NCC standard highway condition states: Prior to first occupation a Travel Plan shall be submitted to and approved by the Local Planning Authority: The Travel Plan shall include a monitoring programme to ensure that the identified travel plan targets are met. The Travel Plan shall be implemented in accordance with the timetable and targets contained therein and continue to be implemented as long as any part of the development is occupied subject to approved modifications agreed by the Local Planning Authority.
- 4.3** A Travel Plan should be submitted and approved prior to first occupation of the development and should be completed using the Travel Plan Checklist [Appendix 1](#) as a guide. The trip rate reduction should be from the established baseline data (taken from the forecasted traffic generation contained within the Transport Assessment) and be reported annually.
- 4.4** The Travel Plan should also set out a fully costed action plan of how it will be delivered and how it will achieve the required modal shift (the costs can be indicative but must be aligned to the funding allocated within the S106).
- 4.5** NCC require in the order of £575 (from April 2023) per dwelling to be allocated to support residential Travel Plan implementation. This will be specified within the S106. The Travel Plan must contain measures and incentives to support the required modal shift targets and trip rate reductions.

### Sustainable Travel Information Pack

- 4.6** With the submission of the Travel Plan, a Sustainable Travel Information Pack (STIP) should be presented, details of what this should contain are shown in [Appendix 3](#).
- 4.7** The purpose of a STIP is to provide new residents with all the information and incentives required to encourage sustainable travel to and from any new development thereby reducing the impact of additional traffic generated by the development on the highway network. Each location is unique in that provision of different sustainable travel options outlined below may/may not be possible due to local circumstances.
- 4.8** Principally, the STIP is a key element in enabling a development to meet targets set out in a Travel Plan, to reduce the use of private vehicles through encouraging use of the following sustainable transport options:
- Bus and rail services,
  - Walking,
  - Wheeling
  - Cycling,
  - Home working,

- Car sharing or Car Club vehicle.

## Monitoring

- 4.9** The first Travel Plan monitoring survey should take place in the September after first occupation provided either more than 10% of dwellings or 20 dwellings (whichever is highest) have been occupied at the time of the survey. Every year, for the entire duration of the Travel Plan, the travel plan monitoring survey will be undertaken. The survey shall be on a neutral day outside of the school holidays.
- 4.10** The first monitoring survey shall be a multimodal survey. An online link will be sent to the Travel Plan Coordinator. In addition, on the 3<sup>rd</sup>, 5<sup>th</sup>, 7<sup>th</sup>, 9<sup>th</sup> (or whichever is appropriate) year of monitoring, a multimodal survey will be undertaken. The results of which will be submitted online in a PowerBi format.
- 4.11** The annual data collected will not only include count data but will also include the number of cycle vouchers issued, the number of bus vouchers issued and details of any other incentives. For the multimodal survey information will be required which will include, number of single occupancy vehicles, number of bus users, cycle users, pedestrians etc.
- 4.12** It is expected that the online monitoring is completed by December of the year the surveys have been undertaken. Annual Traffic Count Data should be captured following TRICS' SAM survey methodology, or similar, but it is not expected that the data be submitted or certified by TRICS. The survey will capture all vehicle modes and be submitted to NCC as part of the annual travel plan monitoring. The data submitted shall be in a PowerBi format (an example of which will be sent) and the total raw data shall be uploaded as part of completion of the online forms.
- 4.13** In the penultimate year of the agreed Travel Plan delivery period, any funding that remains prior to the penultimate year should be allocated to sustainable initiatives (such as surveys, incentives, marketing and interventions) for use in the final year and or the suitable legacy delivery that can help further reduce the use of car travel and promote incentivised use of sustainable travel to and from the development.

## 5. Workplace Travel Plans

- 5.1 Workplace Travel Plans should contain measures such as trip rate reductions and mode shift targets aimed at promoting sustainable travel and minimizing the impacts of the development on the highway network. A full Travel Plan should be submitted and agreed prior to first occupancy of the workplace in accordance with the relevant planning condition.
- 5.2 The Travel Plan should be funded through employer contributions secured either within the S106 or by voluntary contributions. The funding allocated is based on the number of employees per net internal area and business type.
- 5.3 NCC recommend a minimum of £75 per employee (this applies to all new or expanding firms with 50 or more employees) be allocated toward the cost of delivering the Travel Plan for each year of the Travel Plan

### Monitoring

- 5.4 Travel Plan monitoring should take place in the September after first occupation. An online link will be sent to the Travel Plan Coordinator. Every year, for the duration of the Travel Plan, the travel plan monitoring survey will be undertaken. In addition, on the 3<sup>rd</sup>, 5<sup>th</sup>, 7<sup>th</sup>, 9<sup>th</sup> (or whichever is appropriate) year of monitoring, a multimodal survey will be undertaken. The results of which will be online.
- 5.5 The first monitoring survey shall be a multimodal survey. An online link will be sent to the Travel Plan Coordinator. In addition, on the 3<sup>rd</sup>, 5<sup>th</sup>, 7<sup>th</sup>, 9<sup>th</sup> (or whichever is appropriate) year of monitoring, a multimodal survey will be undertaken. The results of which will be submitted online in a PowerBi format.
- 5.6 Information required for the annual monitoring will include the AM and PM trip rate, the number of cycle vouchers issued, the number of bus vouchers issued and any other incentives. For the multimodal survey information will be required which will include, number of single occupancy vehicles, number of bus users, cycle users, pedestrians etc.
- 5.7 It is expected that the online monitoring is completed by December of the year the surveys have been undertaken. Annual Traffic Count Data should also be captured with data validated to TRICS methodology (but not necessarily validated by TRICS) capturing all vehicle modes and be submitted to NCC as part of the annual travel plan monitoring. The data submitted shall be in a PowerBi format (an example of which will be sent) and the total raw data shall be uploaded as part of completion of the online forms.
- 5.8 In the penultimate year of the agreed Travel Plan delivery period, any funding that remains prior to the penultimate year should be allocated to sustainable initiatives (such as surveys, incentives, marketing and interventions) for use in the final year and or the suitable legacy delivery that can help further reduce the use of car travel and promote incentivised use of sustainable travel to and from the development.

- 5.9** For new or expanding locations of less than 50 employees, employers may be required to complete a Travel Information Plan (TIP) as part of a planning condition; a sample template is shown in [Appendix 4](#).
- 5.10** “Active Workplaces” is Active Norfolk’s workplace physical activity and active travel programme, which supports and provides advice to obtain training, resources and an Active Workplaces Event Calendar. For more information on [Active Workplaces, visit their website](#).

## 6. Educational Establishment Travel Plans

6.1 NCC will require Travel Plans for the following:

- All new schools
- Extended schools where there is an increase in staff and pupils
- Current establishments becoming Free or Academy schools
- Schools where a local traffic problem has been identified as an issue
- Further and Higher Education establishments

6.2 The Travel Plan will need to conform to [Modeshift Stars Bronze level](#).

6.3 All educational establishments will be given free access to [Modeshift Stars](#) to enable them to register and complete the online templates providing evidence and surveys to gain annually accredited Travel Plans as a requirement of their planning permission.

6.4 [Modeshift Stars](#) is the Centre of Excellence for the delivery of Effective Travel Plans in Education, Business and Community settings. The STARS Education scheme recognises schools and other educational establishments that have shown excellence in supporting cycling, walking and other forms of sustainable and active travel.

6.5 NCC will cover the cost of the Modeshift Stars access for all Norfolk schools but cannot offer any further support beyond formal annual accreditation of submitted compliant School Travel Plans. These should be submitted to: [developer.services@norfolk.gov.uk](mailto:developer.services@norfolk.gov.uk) for accreditation

Additional information regarding school travel plans can be found at:  
[www.modeshiftstars.org/education](http://www.modeshiftstars.org/education)

6.6 If your school falls within a development area where AtoBetter are delivering a Travel Plan, additional support is available from: <https://www.norfolk.gov.uk/roads-and-transport/atobetter/schools>

## 7. Fees and Bonds

- 7.1** NCC may seek from developers for both residential and employment, where appropriate, the use of “surety bonds” to act as a guarantee for the delivery of the Travel Plan. These bonds are secured through the S106 process. The value of the bond is either determined by the projected costs of implementation for an agreed period or by using the NCC recommended minimum values set out below in 7.3.
- 7.2** Surety Bond payments can be aligned to phased build out rates but must include provision for RPI index linked inflation as soon as planning permission has been granted in accordance with any S106 obligation.
- 7.3** NCC have set recommended minimum values for successful travel plan delivery for the following types of development:
- Residential Travel Plans - £575 per dwelling per year of the Travel Plan period
  - Employment Travel Plans - £75 per Full Time Employee (FTE) per year for the duration of the Travel Plan (for a maximum of 5 years).

**All travel plan fees are index linked to Retail Price Index for the duration of their delivery as set out in the S106 agreement for the development.**

- 7.4** Any Travel Plan Contributions provided through Section 106 agreements for the delivery of a Travel Plan, must be used in accordance with the stated Section 106 agreement. If any unallocated / unspent contributions remain at the end of the allocated travel plan period, these must be returned in accordance the Section 106 agreement. If, however, by the final year the required trip rate target has not been met, the final delivery plan should contain a suitable travel plan legacy project and any unallocated / unspent funds shall be used to support the legacy proposal as identified and supported by the developer and NCC.
- 7.5** A Travel Planning assessment and review fee of £620 per year is also required to cover the cost to NCC for assessing and reviewing the Travel Plan over a five-year (or longer depending on the size of the development) period.
- 7.6** The developer / agent should pay Norfolk County Council the assessment / review fee, in full, on approval of the Travel Plan for residential and employment developments.

## 8. Travel Plan Delivery

- 8.1** As indicated within the [NCC Planning Obligations Standards](#), Travel Plans can be delivered by the following two options:
- a) A travel plan can be delivered by the developer or their 3rd party contractor with the surety bond payable to the County Council  
or
  - b) The County Council can deliver the travel plan for an agreed fee through the S106. This travel plan would be delivered by the AtoBetter project.
- 8.2** Norfolk County Council encourages developers to engage with specialist transport consultancies to advise or to deliver their Travel plan requirements.
- 8.3** Norfolk County Council through its AtoBetter project provides a competitive and compliant travel plan service offering, this includes a range of fully compliant products and services to create and deliver travel plans, survey analysis, issuing sustainable travel vouchers and tickets, and providing tailored travel information. Further information is available online [www.atobetter.co.uk](http://www.atobetter.co.uk) or if you have any questions please contact the team at [atobetter@norfolk.gov.uk](mailto:atobetter@norfolk.gov.uk) or 01603 223379.

The contact for all residential and workplace Travel Plan advice at Norfolk County Council is [developer.services@norfolk.gov.uk](mailto:developer.services@norfolk.gov.uk)

To discuss the AtoBetter writing and or delivery option for your development, please contact [AtoBetter@norfolk.gov.uk](mailto:AtoBetter@norfolk.gov.uk)

Sources of guidance:

- [National Planning Policy Framework \(2021\)](#);
- [www.gov.uk/guidance/travel-plans-transport-assessments-and-statements](http://www.gov.uk/guidance/travel-plans-transport-assessments-and-statements)
- <https://www.norfolk.gov.uk/rubbish-recycling-and-planning/planning-applications/planning-obligations>

## 9. Appendices

### Appendix. 1 Residential Travel Plan Check list

# Norfolk County Council Residential Travel Plan Checklist

Residential Development name and location:	
Planning application number	
Date:	

Compliant  requires further information

## 1. Description of location, size of development

- a) Number of dwellings the travel plan represents or will represent:
- b) A written description of the locality of the development:
- c) Site audit – list of facilities and site map,  
(Use of isochrone or heat map distances not zonal distances)  
nearest bus stops etc.
- d) List of travel issues or barriers to sustainable travel and how the  
Travel Plan will mitigate these issues
- e) Use of travel time map showing time to location by public transport  
<https://www.traveltimeplatform.com/>

## 2. Survey results and modal split data

- a) Date survey undertaken or of modal split data:
- b) Survey of how people usually travel to the establishment:
- c) If TRICs data is not used, the type of survey used or information on  
how modal split and trip rate data has been calculated:
- d) Report numbers surveyed as well as numbers responded:
- e) Data should be as up to date as possible – not more than 5 years old



### 3. Clearly defined objectives and targets

- a) Clear objectives (i.e. statements of intent – what we want to achieve) stated within the text and linked back to the issues and barriers identified:
- b) Clear targets (i.e. a specific point which we want to reach by a stated time) that reflects the survey data and issues identified, linked to the objectives:
- c) Specific trip rate reduction and mode shift targets
- d) Targets are shown as 'SMART' – Specific – Measurable – Achievable – Realistic – Timed:

### 4. Details of proposed measures, budget and campaigns

- a) A clear outline of specific measures to be introduced to meet the travel plan objectives and targets:
- b) For residential developments exceeding 250 dwellings provision of a car club vehicle is included (only applies to Norwich City area)
- c) The cost of each measure and how the total cost including the TPC costs, contained within an Action Plan of initiatives to promote and incentivise sustainable travel also undertake and incentivise annual surveys.

### 5. Detailed timetable for implementation

- a) Clearly state when the action or activity will be completed or undertaken:
- b) State a month and year or a specific date:

### 6. Clearly defined responsibilities

- a) Agree date of not less than one month prior to occupation for meeting with the
- b) Travel Plan Coordinator
- c) Developer's responsibility defined:
- d) Travel Plan coordinator to be appointed:
- e) Schedule for travel plan meetings:

### 7. Evidence that all key groups and individuals have been consulted

Who was consulted and how?

### 8. Travel Plan Monitoring proposals

- a. Date of annual survey (which shall be in September):
- b. State who (i.e., a specific role) is responsible for ensuring both surveys and Travel Plan updates will be completed:

- c. The Travel Plan must include a commitment that any review will consider travel needs arising from new developments and transport provision and that the travel plan will be revised to take account of these:
- d. Applicant agrees to meet the County Councils fees of £620 per year for each year of the Travel Plan, in respect of review, monitoring and assistance with the Travel Plans

## 9. Signatures of client/developer, TPC and NCC to confirm compliance

- a) Developer/Client – name and contact details:
- b) Travel Plan Coordinator – name and contact details:
- c) NCC name and contact

Comments - dated
Please note that Norfolk County Council is here to help you in compiling this travel plan, assisting with additional ideas and initiatives to encourage a greater use of sustainable, active and shared transport for the proposed site. <a href="mailto:developer.services@norfolk.gov.uk">developer.services@norfolk.gov.uk</a>

# Norfolk County Council Workplace Travel Plan Checklist

Development name and location:	
Planning application number	
Date:	

Compliant  requires further information

## 1. Description of location, size and type of establishment

- a. Number of employees the travel plan represents or will represent:
- b. A written description of the locality of the establishment:
- c. Type and category of the Business: Warehouse, Factory, retail etc.
- d. Site audit – list of facilities and site map, nearest bus stops etc.
- e. List of travel issues or barriers to sustainable travel and how the Travel Plan will mitigate these
- f. Reason for submission of travel plan  
Required for planning permission, expansion, or to resolve issues:

## 2. Survey results and modal split data

- a. The supplied data should not be more than two years old
- b. Date survey undertaken or of modal split data:
- c. Survey of how people usually travel to the establishment:
- d. Type of survey – online, paper, hands up or information on how modal split data has been calculated:
- e. Report numbers surveyed as well as numbers responded
- f. Data should be as up to date as possible

## 3. Clearly defined objectives and targets

- a. Clear objectives (i.e. statements of intent – what we want to achieve)
- b. stated within the text and linked back to the issues and barriers identified:
- c. Clear targets (i.e. a specific point which we want to reach by a stated time) that reflects the survey data and issues identified, linked to the objectives
- d. Specific trip rate reduction targets aligned to [NCC targets](#)
- e. They are ‘SMART’ Specific, Measurable, Achievable, Realistic, Timed:

## 4. Details of proposed measures, budget and campaigns

- a. A clear outline of specific measures to be introduced to meet the travel plan objectives and targets:
- b. For commercial developments exceeding 200 employees' provision of a car club vehicle is included (only applies to Norwich City area)
- c. The cost of each measure and how this will be funded contained within an Action Plan of initiatives to promote sustainable travel (this should also include the cost of the Travel Plan Coordinator)

## 5. Detailed timetable for implementation

- a. Clearly state when the action or activity will be completed or undertaken:
- b. State a month and year or a specific date:
- c. Specify within the Travel Plan that reports to NCC will be submitted each year

## 6. Clearly defined responsibilities

- a. Agree date of not less than one month prior to occupation for meeting with the Travel Plan Coordinator
- b. Developer's responsibility defined
- c. Occupiers' responsibility defined
- d. Travel Plan Coordinator to be appointed
- e. Schedule for travel plan meetings

## 7. Evidence that all key groups and individuals have been consulted

Who was consulted and how?

## 8. Travel Plan Review and Monitoring proposals

- a. Date of annual survey - will be in September
- b. State who (i.e., a specific role) is responsible for ensuring both surveys and reviews will be completed
- c. The travel plan must include a commitment that any review will consider travel needs arising from new developments and transport provision and that the Travel Plan will be revised to take account of these:
- d. Applicant agrees to meet the County Councils fees of £620 pa in respect of review, updates and assistance with the Travel Plans.

## 9. Signatures of the owners and management from the establishment



## Appendix 3: Sustainable Travel Information Packs (STIP)

# Norfolk County Council Recommended content for Sustainable Travel Information Packs

Norfolk County Council requires the use of a Sustainable Travel Information Pack (STIP) on all new or expanding developments.

The purpose of a STIP is to provide new residents or business employees with all the information and incentives required to encourage sustainable travel to and inform any new or expanding development, reducing the impact of additional traffic generated by the development on the highway network at peak times. Each location is unique in that provision of different sustainable travel options outlined below may/may not be possible due to local circumstances.

- Bus and rail services
- Walking
- Wheeling
- Cycling
- Home working
- Car sharing
- Car Club vehicle (where applicable)

Other forms of transport, such as deliveries and visitors to business premises, could also be included if appropriate and where this has an impact on highway use at peak times.

The results of initiatives in the STIP will be shown in each annual survey monitoring results sent to Norfolk County Council.

### What does a STIP contain?

The STIP would normally be issued by the designated Travel Plan Coordinator (TPC) for the development site to each new resident or employee on starting work or moving into a new home. A draft STIP should be provided to NCC not less than two months before the first occupation to ensure best practice and consistent content.

The STIP should contain a wealth of transport information related to the site, including links to real time information for each bus stop and rail station, financial incentives to encourage sustainable travel and contact details for the TPC.

The STIP should concentrate on sustainable travel modes to reduce the use of Single

Occupancy Vehicles from 07.00-09.00 and 15.00-18.00. These peak periods also enable the school run to be taken into consideration.

It is best practice to also provide the STIP online to enable updated information to be provided, this should be reviewed when notified of changes and each year of the Travel Plan – it should be kept relevant to the first occupant and the final occupant at each location.

Where a site is already occupied the STIP should be delivered as part of the Travel Plan.

**By way of incentives, the following should be included:**

- a. A free public transport taster voucher for use with Travel Apps or Smart card with preloaded credit valid for not less than one month peak time travel
- b. Vouchers of not less than £70 per dwelling to exchange at cycle or outdoor shops to obtain new bikes, repair kit, tabards, cycle lights and by negotiation with suitable outlets, discounts on the purchase of other equipment such as pedometers, umbrellas and walking equipment
- c. A redeemable voucher for Free membership to the Car Club (if applicable)
- d. An incentive to encourage a high rate of return to annual travel surveys such as a £100 shopping voucher draw for a completed survey
- e. Free membership of dedicated car share group

**By way of information, we would expect to see the following:**

- a. A summary of the Travel Plan for the location - **not the full travel plan**
- b. details and links to any specific website for the development, if applicable
- c. Details of first and last buses to serve the development, links to the timetable and real time information for each bus stop and rail station on the internet
- d. Details of bus and rail Apps, link to rail fares, real time bus/train times from the nearest bus stops and rail station also any commuter club offers e.g.  
[www.greateranglia.co.uk/commuter-club](http://www.greateranglia.co.uk/commuter-club)  
[www.firstgroup.com/norfolk-suffolk/ctc](http://www.firstgroup.com/norfolk-suffolk/ctc)
- e. Details of any negotiated public transport discounts available to residents
- f. A list of useful public transport and amenity websites, smart phone apps and QR codes or links to access this information
- g. A local map centered on the development showing safe local walking and cycling routes, the nearest EV points as well as the locations of bus stops and rail stations. The use of isochrones or heat maps (not zones) would help to show actual distances to local amenities
- h. Details for the nearest shops where the cycling and walking vouchers can be used

- i. Details on how to sign up to the car share data base for the development
- j. A voucher or contact for free Personalised Travel Planning
- k. An incentivised feedback form for residents or employees to feedback additional ideas to help with or comment on the Travel Plan.
- l. Social media links to transport operators
- m. Contact details for the Travel Plan Coordinator

### **Monitoring of incentive take up**

As part of the annual monitoring, information will be required on of all the incentives issued and their cost

For further information regarding development of a STIP or TIP please contact [developer.services@norfolk.gov.uk](mailto:developer.services@norfolk.gov.uk)



## Appendix 4: Travel Information Plan

# Norfolk County Council Travel Information Plan

## Travel Information Plan (TIP)

Travel Information Plans aim to give staff and customers practical travel information that encourages sustainable travel by bus, train, by bike and on foot as well as providing information on car sharing and access by car/motorbike. This document does not replace a Travel Plan where one is required

*insert business name here*

*name of responsible person* is responsible for this Travel Information Plan  
Version date: *insert date of document* This information should be updated each year in April

Contact details

Telephone:

Email:

Address:

Information held within the Travel information Plan will be reviewed and updated every year.

Travel information will be provided to:

Staff	<input type="checkbox"/>
Visitors	<input type="checkbox"/>

Information will be provided via:

Website	<input type="checkbox"/>
Travel information pack	<input type="checkbox"/>
Sent with meeting/appointment invites	<input type="checkbox"/>
Posters	<input type="checkbox"/>
Intranet	<input type="checkbox"/>
Staff training/induction	<input type="checkbox"/>

Please provide details of the web links of the above:

The following travel plan events will be promoted

Walk to Work Week	<input type="checkbox"/>
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National Bike Week	<input type="checkbox"/>
World Car Free Day	<input type="checkbox"/>
National Lift-share Week	<input type="checkbox"/>
Local sustainable travel events	<input type="checkbox"/>

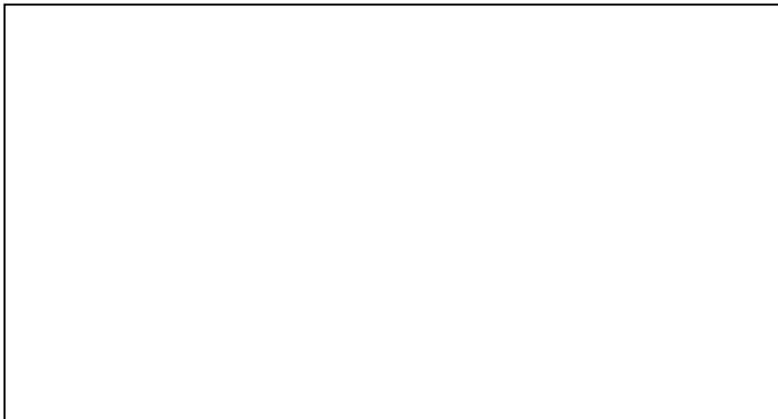
A financial commitment of £                      and staff time of                      hours has been committed annually for promotion of the Travel Information Plan and sustainable travel plan will be monitored for compliance during the first 5 years of the development.

Please detail below how his plan be communicated to staff?

**Local travel information: correct as of**    insert date of completion

**Location map:**

please insert a map here (e.g. from google or other online map) which shows local travel facilities such as bus stops, railway station. We recommend that you insert a google map into your website which can plan travel journeys using its 'Directions' feature.



**Your local travel options**

On foot

- *describe where your premises are, how near is to places?*

You can plan your journey on foot using [www.walkit.com/norwich](http://www.walkit.com/norwich)

By bike

- *describe if you are near a cycle route*
- *say if you have cycle parking on site*
- *say if you have any other cyclist facilities e.g. free lock, lockers, repair kit, storage etc*

You can plan your journey by bike using <http://norwich.cyclestreets.net/>

By bus

Did you know you can get cheaper staff tickets for bus and rail season tickets?

<https://www.firstbus.co.uk/norfolk-suffolk/tickets/commuter-travel-club>

- *describe your nearest bus stop(s)*
- *describe how near these bus stops are*
- *state which bus services stop there*

By train

- Describe your nearest rail station here
- How far is it to walk?
- How far is it to cycle?
- Provide a station facilities link

You can plan your journey by bus using [www.travelineeastanglia.org.uk](http://www.travelineeastanglia.org.uk)

To find out the times of the next bus from the bus stop text its unique code to 84268.

Download the First Bus App for mobile phones:

You can plan your journey by train using <http://www.nationalrail.co.uk/> or using the multimodal journey planner [www.traveline.info](http://www.traveline.info)

Car sharing

- Describe any car sharing arrangements that are in place (e.g. promoting [www.carsharenorfolk.com](http://www.carsharenorfolk.com))

By car

- describe how to find your site by car including your postcode
- describe what the on and off site parking arrangements are and any restrictons e.g. time limits in limited waiting bays, controlled parking zone or payment etc.

Travel tips and promotion

- add in your own travel tips here!

URL of company or location website \_\_\_\_\_ where this information will be displayed

**This document is a commitment by (insert company name) to actively promote and financially support our sustainable travel.**

**We agree to adopt, publish and promote the plan and will update this as provided for in the above text.**

Personnel manager \_\_\_\_\_

Company or site manager \_\_\_\_\_

Date or updated \_\_\_\_\_

*This Plan should be updated each year for five years and a copy sent to Norfolk County Council: [developer.services@norfolk.gov.uk](mailto:developer.services@norfolk.gov.uk)*

If you need help compiling this TIP; please contact [developer.services@norfolk.gov.uk](mailto:developer.services@norfolk.gov.uk)