



Year 4 Residential Travel Plan

Kingley Grove, New Road, Melbourn, Cambridge

Client: Hopkins Homes

July 2025 REV E

Project No: 80016

Document Review Sheet: -

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8th November 2018

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FINAL

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Revision Status

Issue	Date	Description	Prepared	Checked	Approved
A	25.10.2021	Updated to full Travel Plan following baseline monitoring.	HP	RNL	RNL
B	24.06.2022	First anniversary monitoring update.	HR	HP	RNL
C	09.08.2023	Second anniversary monitoring update.	HR	DDP	MJD
D	22.07.2024	Third anniversary monitoring update.	EE	DDP	MJD
E	11.07.2025	Fourth anniversary monitoring update.	LL	DDP	EE

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1. FOREWORD

- 1.1. Smarter Travel Ltd (STLtd) has been appointed by the Developer – Hopkins Homes - to manage, monitor and promote the Residential Travel Plan (TP) for the development of land off New Road, Melbourn, Cambridgeshire (known as Kingley Grove) for the purposes of a residential development comprising of 199 residential dwellings (80 of which are classed as 'Affordable Homes' or 'Shared Ownership'). All 199 (100%) dwellings have been occupied since July 2024.
- 1.2. The Office for National Statistics website has been used to estimate the number of people that could potentially live in the development. The "Key Figures for 2011 Census" for "South Cambridgeshire 018D" has given the breakdown of number of people living per dwelling: 1,342 people living in 597 households; using this data it has been forecasted that a development of 199 residential dwellings has the potential to accommodate approximately 447 people.
- 1.3. The provision of this TP is to continue to oblige condition 25 of Annex A, Appeal Notice; APP/W0530/W/15/3131724. The layout of the development is included in **Appendix A**.
- 1.4. A Travel Plan is defined as a long term management strategy and package of measures intended to encourage sustainable travel choices for a healthier lifestyle and reduce the reliance on the private car; this effectively requires identification and implementation of a set of interrelated measures and initiatives which will reduce the environmental impact of the travel associated with a development, particularly through the use of public transport, walking and cycling, which reflects current Government policy in respect of transport.
- 1.5. The Travel Plan Coordinator promotes, manages, and monitors the success of the TP and reports to South Cambridgeshire District Council (SCDC) for the monitoring period of five years from the first multi-modal travel survey undertaken at approximately 50% dwelling occupation (100th dwelling) of the development (May 2021). The monitoring period is likely to be completed in 2026 with the principal target to have a shift towards sustainable travel of up to 10% from the initial assessment of vehicular travel of the local area determined from Census data and Transport Assessment (TA) that supported the original planning application.
- 1.6. The proposed site comprises an area of land immediately to the east of New Road at the southern extent of Melbourn village. The site is close to key local amenities and public transport services with the centre of Melbourn within 1km, 2km to Meldreth Train Station and 7km from Royston town centre.
- 1.7. A new 75-bed care home is also located on the site, owned and managed by others. This document relates directly to the residential aspect of the proposals. Please refer to the Workplace Travel Plan for the care home, prepared by others.

Definitions

- 1.8. The following definitions are used throughout this document:
- i. **"Travel Plan"** means a comprehensive "living" document that includes the sustainable travel objectives, targets, and commitments, which is updated, amended and supplemented from time to time under the provisions of the conditions of the planning approval and "Travel Plan Reviews" which are obliged to be undertaken by the Travel Plan Coordinator on behalf of the Developer.
 - ii. **"Travel Plan Coordinator (TPC)"** shall mean a permanent representative appointed by the Developer with the appropriate skills, budgetary provision and resources to produce and update a "Travel Plan" and manage the continued implementation of the "Travel Plan" including the provision of information to the Local Authority prior to first occupation to the competition of the "Monitoring Period".
 - iii. **"Multi-modal Survey"** means a standardised travel survey undertaken annually with manual observations at each principal access point to identify the modes of travel used by the residents and to determine vehicular generation of the development supplemented by postal / online surveys, if required.
 - iv. **"Travel Plan Review"** means an update of the Travel Plan annually and including the results and analysis of the "multi-modal survey" indicating how the "Travel Plan" is performing and updating the document as necessary to reflect changes in local area accordingly.
 - v. **"Monitoring Period"** means the time period that the Developer is committed to fund and manage the "Travel Plan" and "Travel Plan Coordinator" to review travel behaviour to/from the site with an aim to reduce private car usage in favour of sustainable modes. This time period is set out as five years after 50% dwelling occupation and agreement with the Local Authority of the "Travel Plan".
 - vi. **"Local Authority"** shall mean the relevant district council or county council required to approve the Travel Plan.

2. INTRODUCTION

- 2.1. This document provides the basis, from which to refine, expand and develop the TP and promote the objectives within it; an updated TP will be submitted annually following the monitoring period. The travel surveys will be used to help update objectives and measures set out within this TP.
- 2.2. This TP covers the residential area of the development therefore the TP is an important tool in helping to deliver sustainable communities. This brings several benefits into the local area, including:
- i) Reducing the need to travel by private car and aim to cut congestion from the housing development.
 - ii) Increasing awareness of sustainable travel alternatives to the private car.
 - iii) Promotion of social inclusion and interaction by identifying that a wide range of transport options are easily available for new residents, including those with disabilities, and that existing amenities are accessible.
 - iv) Helping to reduce greenhouse gas emissions by accommodating those journeys that *need* to be made by car through information on more efficient car usage, such as car sharing and car clubs. This will aid in addressing the increased emphasis of tackling climate change and reducing impact on the local environment.
 - v) Residents can enjoy improved health, less stress and better quality of life through the increased use of walking, cycling and public transport use. Financial savings over the ownership and running costs of a private car can also be achieved through providing a greater travel choice.
 - vi) Bringing new choices of modes of transport to the wider community with the promotion of a car club scheme.
- 2.3. This TP has been prepared in accordance with CCC Travel Plan guidance and Department for Transport (DfT) guidance documents "Using the Planning Process to Secure Travel Plans (April 2009)"; "Making Residential Travel Plans Work: Guidelines for New Development" and "Good Practice Guidelines: Delivering Travel Plans through the Planning Process" (April 2009).

National Policy

- 2.4. The Department for Transport document "*Smarter Choices – Changing the Way We Travel* (2004)" demonstrates the efficacy of measures such as the use of car clubs, car sharing schemes, personalised travel planning, travel awareness publicity, etc... The document sets out that the reduction nationwide could be of around 11% in traffic with appropriate travel plan measures implemented.
- 2.5. The Government's white paper document "The Future of Transport: a network for 2030 (2005)" set out the vision for a smarter choice of travel in England. The document has identified that marketing to promote sustainable transport can deliver "reductions in car use of between 7% and 15% in urban areas and 2% to 6% in rural and smaller urban areas".

National Planning Policy Framework (NPPF)

- 2.6. The NPPF and the Department for Transport (DfT) guidance, referred to in **Section 2**, identifies that the provision of a Travel Plan will help to deliver more sustainable transport objectives, including:
- Reductions in car usage (particularly single occupancy vehicle (SOV) journeys) and increased use of public transport, walking and cycling;
 - Reduced traffic speeds and improved road safety and personal security, particularly for pedestrians and cyclists; and
 - More environmentally friendly delivery and freight movements, including home delivery services.

Regional – South Cambridgeshire District Council

- 2.7. Policy TR/3 of the adopted Development Control Policies (2007) and policy TI/2 of the South Cambridgeshire Local Plan (2018) requires a travel plan to be submitted with planning applications for all major developments, that is, all planning applications for 20 dwellings or more, or where it is not known, where the site area is 0.5 hectares or greater.

3. EXECUTIVE POLICY STATEMENT

- 3.1. Hopkins Homes Ltd have agreed to the TP arrangements that demonstrate the importance of the environmental and health benefits of increasing the use of more sustainable modes of travel as an alternative to the private car. The Developer is committed to developing and funding this programme, with the support of a TPC, and delivery of measures set out herein to achieve the monitoring targets whilst supporting change in travel habits of residents of this development.
- 3.2. The Developer will be responsible for the ownership of the residential TP for this development for a period of not shorter than the date of the approval by SCDC of the Full version of this TP (October 2021) to five-years post 50% occupation. The monitoring period is therefore due to end in 2026.
- 3.3. The appointed TPC can delegate responsibilities to others to assist in the operation and monitoring of the TP. The contact details are set out below. Should the contact details of the TPC change at any time during the monitoring period the following details will be amended accordingly and advised to SCDC within two months.

<i>Acceptance and Commitment to the Role of Travel Plan Coordinator</i>	
Name: Elizabeth Evans Company: Smarter Travel Ltd Telephone: 01603 230240 (Mon – Fri; 0900-1700) Email: KingleyGrove@SmarterTravel.uk.com Website: www.SmarterTravel.uk.com/kingleygrove Date: July 2025 On behalf of: Hopkins Homes Ltd	
<i>Developers Representative</i>	
Name: Sharon Levell Company: Hopkins Homes Ltd Date: July 2025	

4. LOCAL ACCESSIBILITY AUDIT

Site Location

- 4.1. The village of Melbourn in Cambridgeshire lies approximately 15km south-west of the city of Cambridge and 7km north-east of the town of Royston and is well connected to both destinations by rail and road. The site location can be found in **Figure 1**.

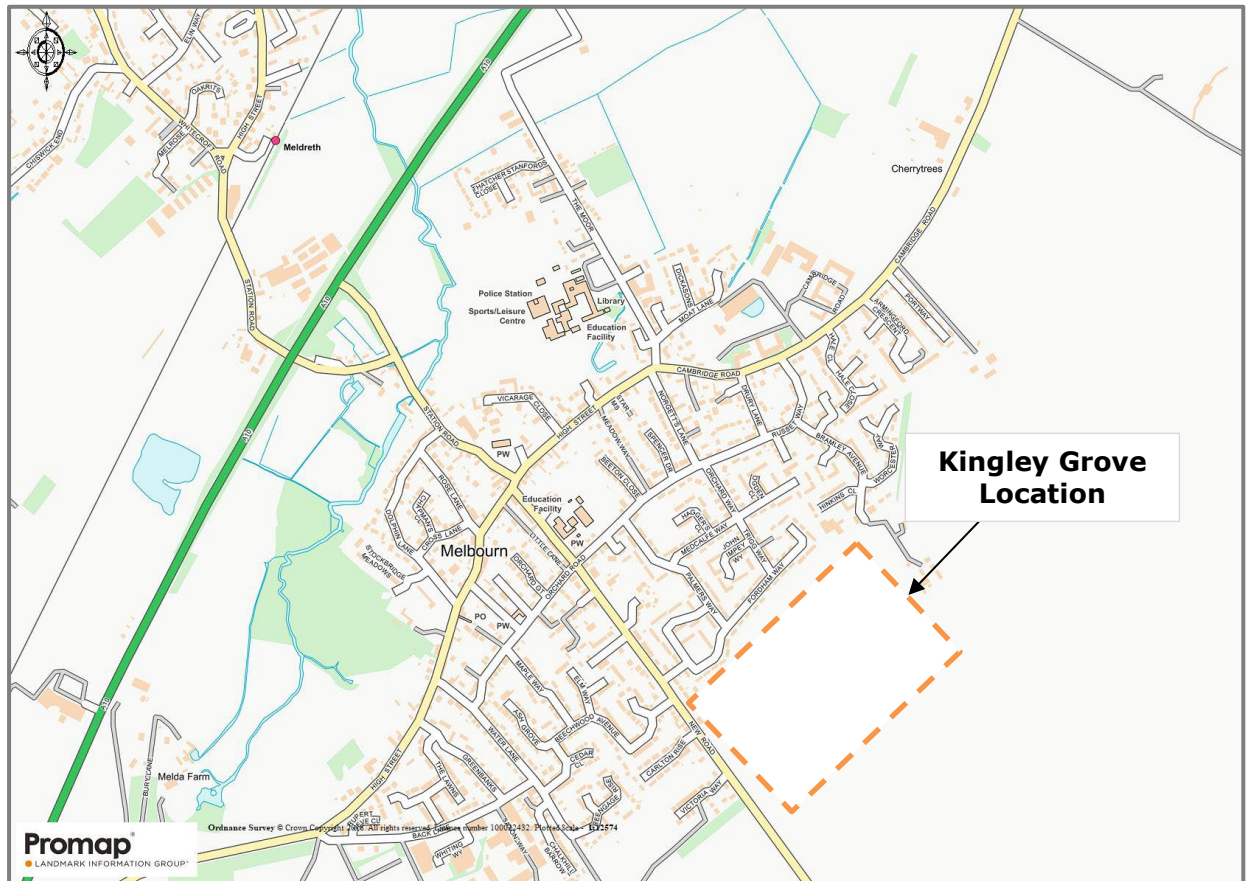


Figure 1. Kingley Grove Site Location (Indicative)

- 4.2. The vehicular access to the site, Clover Way, is directly off New Road which is located on the western side of Kingley Grove. There is an additional pedestrian access leading from New Road to Hyacinth Drive. New Road is subject to a 30mph speed limit in the vicinity of the site and serves mainly residential areas.
- 4.3. New Road joins Kingley Grove to the centre of Melbourn village to the northwest and subsequently further to the north, Station Road connects into the centre of Meldreth and the local train station.

Pedestrian and Cycle Network

- 4.4. New Road benefits from the provision of a pedestrian footway along both sides of the carriageway northwards from its junction with Victoria Way. The section of footway along the site frontage to New Road was provided as part of the development.
- 4.5. Within a suitable walking distance, residents can access local amenities such as industrial and employment areas, the village centre, Melbourn Primary School and the local doctors surgery.
- 4.6. Cycling has a great potential to substitute short car trips, in particular, those less than 5km. Within a 5km catchment area, the following facilities are accessible;
- Villages of Fowlmere, Meldreth and Shepreth;
 - Melbourn Science Park;
 - Melbourn industrial areas with local employment, retail and services;
 - Post Office;
 - Schools and colleges;
 - Public houses;
 - Places of worship;
 - Community groups and organisations;
 - Sports clubs and leisure facilities; and
 - Meldreth Train Station.
- 4.7. Although there are no officially recognised cycle routes within close proximity of Kingley Grove, local roads in the vicinity of Kingley Grove are of a good standard and are conducive to the use of these routes by cyclists.
- 4.8. The Greater Cambridge Partnership (GCP) are currently progressing with cycling infrastructure improvements along the A10 between Cambridge and Royston, which include a crossing of the A505. Further information including a published proposal plan from February 2025 can be found at:
- greatercambridge.org.uk/sustainable-transport-programme/active-travel-projects/greater-cambridge-greenways/melbourn-greenway
- 4.9. More locally, cycleway improvements have been made in Melbourn, in particular routes from the village centre in the direction of Melbourn Science Park and Melbourn Garden Centre.

Cycle Parking

- 4.10. Secure and sheltered cycle parking spaces are available for the Kingley Grove residents of flats, within or adjacent to associated blocks. Residents of houses can store bicycles in garages or storage can be provided in gardens via sheds.

Public Transport

- 4.11. The nearest bus stops to Kingley Grove and within Melbourn village can be found as shown on **Figure 2**.

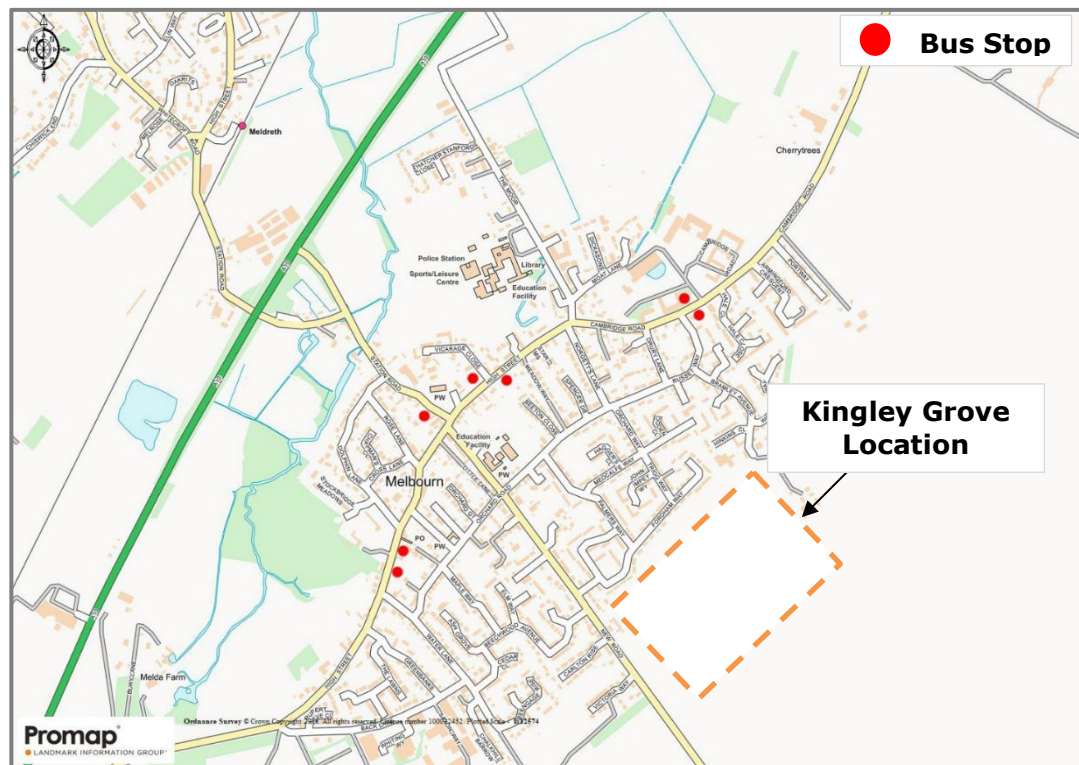


Figure 2. Bus Stop Locations

- 4.12. It would take approximately 10 minutes for residents of Kingley Grove to walk to the nearest bus stops based in the village centre. As per S106 agreements, financial contributions to these bus stops have been made and received upgrades. Both stops are sheltered with real time information and include cycle parking.
- 4.13. Stagecoach had initially been the main bus operator in the Melbourn area but following the first anniversary monitoring, Centrebus had taken on this role as route 26 calling at stops along High Street. As of 3rd June 2024, the service has been run by A2B Travel Group. The 26 timetable operates between Cambridge and Royston approximately every 1-2 hours, Monday to Saturday, however there are no late evening or Sunday services. Current timetable information can be found online at a2bbusandcoach.com/bus-timetables and a copy of the latest timetable from June 2025 can be found in **Appendix B**.

- 4.14. A2B Travel Group route 17 connects Guilden Morden to Royston with a single service in each direction per day Monday to Saturday via Melbourn offering a return trip to Royston. The service call at stops on Station Road and on High Street (to the west of Station Road). Current timetable information can be found at intalink.org.uk/services and a copy of the latest timetable from 3rd July 2025 can be found in **Appendix B**.
- 4.15. There are Park and Ride services available on the outskirts of Cambridge City Centre with Trumpington Park and Ride being the most accessible to residents of Kingley Grove. Services operate every 10-minutes, Monday to Saturday and every 15 minutes on Sunday's. Discounted tickets are available when purchasing weekly or monthly passes. Further information is available on the Cambridge Park and Ride website: cambridgeparkandride.info

Train Services

- 4.16. The closest railway station to Melbourn is located in the village of Meldreth, approximately 2km north of Kingley Grove, approximately a 22-minute walk or an eight-minute cycle ride. Meldreth Train Station is operated by Great Northern for services between London King's Cross and Cambridge. The service operates a half-hourly during weekday peak hours and an hourly service off peak and at weekends.
- 4.17. Meldreth Train Station is staffed part-time and provides a basic level of passenger facilities including a ticket office, ticket machine, passenger seating and shelters, toilets, help points and a payphone. The station has 45 car parking spaces, two of which are accessible spaces (free for blue badge holders).
- 4.18. There are 20 uncovered cycle racks for bicycle storage for those wishing to cycle to Meldreth Train Station which are covered by CCTV.
- 4.19. Commuters travelling from Meldreth Train Station to Cambridge, for example, can purchase season tickets at a current cost (July 2025) of;
- One-Week £32.60
 - Flexi Season £49.40 (8 passes over 28 days)
 - One-Month £125.20
 - Annual £1,304.00
- 4.20. For those commuting into central London from Meldreth Train Station, season tickets currently cost as of July 2025);
- One-Week £157.00
 - Flexi Season £345.80 (8 passes over 28 days)
 - One-Month £602.90
 - Annual £6,280.00

- 4.21. Whilst the station is not currently well served by local bus services it is nevertheless well located for accessibility on foot and by bicycle via a good quality pedestrian and road network and is also served by local taxi operators.
- 4.22. There is Public Right of Way shortcut across to Meldreth Station for those wishing to walk from Kingley Grove. For those that cycle to Meldreth Station, they will need to travel along Station Road via the A10 underpass. The bridge across the train station includes a bicycle ramp allowing easy access for cyclists wishing to travel by train with their bike (subject to any operator restrictions).

Car Club

- 4.23. There are three car club spaces within the Kingley Grove development that are reserved for the on-site car club vehicles (which are all hybrid vehicles).
- 4.24. As of July 2025, 20 residents had claimed the car club incentive via the Initial Travel Survey. The latest Enterprise report from Spring 2025 showed that usage was highest in May 2024, with 1,570 billed hours and a total of 4,744 miles travelled.

Local Amenities

- 4.25. The (since Chartered) Institution of Highways and Transportation in its publication "Guidelines for Providing for Journeys on Foot (2000)" suggests that an average walking speed of 1.4 m/s can be assumed. The Department for Transport's document LTN 1/20 (para 5.1.3) "Cycle Infrastructure Design" notes an average cycling speed of 20mph can be assumed.
- 4.26. Although now superseded by the National Planning Policy Framework, the Government's document "Planning Policy Guidance 13: Transport" stated that *"walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres."* The same document also stated that *"cycling also has potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport."*
- 4.27. Focusing upon the site, **Table 4.2** presents a range of local amenities in the surrounding areas, with the appropriate distance and travel time from the site.

Table 4.2 – Local Amenities

Amenity	Location	Distance from site	Walking / Cycling time
Recreation Area	Clear Crescent	0.2 km	3 mins / 1 min
Doctors	Orchard Surgery	0.3 km	3 mins / 1 min
Dentist	Melbourn Dental Practice	0.6 km	8 mins / 2mins
Primary School	Melbourn Primary School	0.6 km	7 mins / 1 min
Church	Melbourn Baptist Church	0.6 km	7 mins / 1 min
Convenience Store	The Co-Op Food Melbourn	0.7 km	9 mins / 2 mins
Public House	The Black Horse	0.7 km	9 mins / 3 mins
Convenience Store	Premier	0.8 km	10 mins / 3 mins
Bus Stop	High Street, Vicarage Close	0.8 km	10 mins / 3 mins
Public House	The Dolphin	0.8 km	11 mins / 4 mins
Employment Area	Saxon Way Industrial area	0.8 km	2 mins / 10 mins
Post Office	High Street, Melbourn	0.9 km	11 mins / 3 mins
Library	Melbourn Community Hub	0.9 km	12 mins / 5 mins
Secondary School	Melbourn Village College	1.4 km	19 mins / 6 mins
Gym / Sport Centre	Melbourn Sports Centre	1.4 km	17 mins / 4 mins
Employment Area	Melbourn Science Park	1.5 km	17 mins / 4 mins
School Nursery	Little Hands Nursery School	1.5 km	19 mins / 6 mins
Railway Station	Meldreth Train Station	2.0 km	22 mins / 5 mins
Large Food Retail	Tesco Extra - Royston	5.6 km	20 mins cycle

- 4.28. In conclusion, the development is located well for a number of amenities which are accessible on foot, bicycle or by bus. Further to this the site is located approximately 7km from Royston Town Centre where further amenities are located.
- 4.29. The good range of amenity provision in the area should help influence the residents to use more sustainable modes of transport to travel locally, reducing the impact of the development.

Barriers to Sustainable Travel and Accessibility

- 4.30. The potential issues and barriers to the promotion of sustainable travel in association with the site and its locality have been identified as follows:
- Semi-rural location of the site which typically suggests high car ownership;
 - Lack of knowledge about public transport links within the vicinity;
 - Distance from Kingley Grove to local public transport facilities including bus stops and the train station in nearby Meldreth;
 - Likelihood of residents undertaking shift work or irregular hours;
 - Lack of knowledge about car sharing opportunities;
 - Perceived accessibility on foot and bicycle to nearby amenities; and
 - Perceived quality of facilities (shelters/seating) as bus stops and train station.
- 4.31. The measures and initiatives proposed within this TP will seek to address the identified issues and barriers to sustainable travel and will be fully supported by the Developer for the monitoring period.

5. ANNUAL SITE AUDIT

- 5.1. During the monitoring period, an annual inspection shall be made prior to each survey by the TPC to review the condition of on-site and off-site infrastructure, including but not limited to footways, cycleways, bus shelters and car club zones, to identify any maintenance issues that could be detrimental to the promotion of sustainable travel. Any maintenance issues seen can then be reported to the relevant department at the Developer and / or Local Authority for remediation and be reported in monitoring reports or TP reviews.

On-Site

- 5.2. As of the latest site audit in March 2025, there were no issues to report. The TPC noted that due to the location of the care home on Hyacinth Drive, the annual monitoring ATC location would need to be set back on Clover Way so as not to include traffic to/from the care home, which would exclude 33 dwellings on Hyacinth Drive, 7 on Clover Way and 4 with a private entrance off Clover Way, totalling 44 exclusions.

Off-Site

- 5.3. As of the latest site audit in March 2025, the TPC noted that the speed humps along New Road had not yet been replaced with speed cushions, which would be beneficial to cyclists travelling from site into Melbourn. However, it was noted that a speed cushion had been installed on the entrance to Melbourn on New Road located south of the site access, helping to slow traffic coming from the south from a 60mph into a 30pmh zone.

6. TRAVEL ASSESSMENT & MONITORING REPORT

- 6.1. 2011 Census Data has been used to understand the pre-occupation travel modes and typical work destinations for residents locally, these have been used to provide an estimate of typical travel modes that would be utilised from Kingley Grove during the planning application.

**Table 6.1 – Method of Travel to work -
2011 Census – LSOA -South Cambridgeshire 018D**

Mode of Transport	Percentage
Train	5.2%
Bus	2.3%
Taxi	0.2%
Driving a Car	74.2%
Passenger in a Car	4.2%
Motorcycle	0.9%
Bicycle	3.3%
On Foot	9.7%
Total	100%

- 6.2. The table demonstrates that from the Melbourn area, 13.0% of the commuting was undertaken by cycling and walking, and a further 7.5% of the commuting was undertaken by using public transport.
- 6.3. It is also apparent the majority of the residents within the Melbourn area, approximately 25% of all SOV movements shown above, commuted by private car (on their own) to a workplace within the Cambridge area which could be accessed by bus. The promotion of car sharing, bus travel, cycling and walking (within Melbourn / Meldreth) is therefore considered to be the key modes of travel for this development location.
- 6.4. Additionally, **Table 6.2** shows the estimated trip rates (from the TA) based on 199 households which were the basis for the planning application determination.

Table 6.2 – Estimated Trip Generation (TA 2015)

Time Period	Arrivals		Departures		Total	
	Trip Rate	Generation	Trip Rate	Generation	Trip Rate	Generation
08.00 – 09.00	0.226	45	0.845	168	1.071	213
17.00 – 18.00	0.622	124	0.388	77	1.010	201
12-Hour	4.278	851	4.419	879	8.697	1730

Objectives

- 6.5. There are a number of objectives that the implementation of a TP is intended to help fulfil. The main objectives of the residential development are to:
- Reduce the use of SOVs through raising awareness of alternative travel modes available – especially for those working in Melbourn, Royston and Cambridge areas;
 - Reduce the traffic generated by the development to a lower level of car trips than would be predicted for the site without the implementation of the Travel Plan;
 - Promote healthy lifestyles and sustainable, vibrant local communities;
 - Accommodate those journeys that *need* to be made by car, such as those who need an accessible vehicle or those who require a vehicle for work; and
 - Assist in addressing specific problems that prevent people with limited mobility from gaining access to key amenities.

Targets

- 6.6. Targets should be Site-specific, Measurable, Achievable, Realistic and Time-related (SMART). They may be phased year on year and can be by 'aim' type (e.g. percentage using non-car modes by....) or 'action' type (e.g. appoint a TPC by....).
- 6.7. The "aim type" Travel Plan targets are quantifiable and are given over two timescales: short-term (within one year) and long-term (within three years). The suggested key targets are based on the principal objectives of the TP and are as follows:
- Reduce the peak hour vehicular trip rates shown in **Table 6.2** by 4% within one year of the implementation of the full TP (prepared at 50% occupation).
 - Reduce the peak hour vehicular trip rates shown in **Table 6.2** by 10% within three years of the implementation of the full TP.
 - Retain the level of vehicular trips at the third year of the TP monitoring period at the final year of monitoring.
 - Maintain or improve the modal split towards sustainable travel modes when compared to that shown in **Table 6.1**.
- 6.8. Additional "aim-type" targets that are not directly related to travel mode are as follows:
- 10% of the dwellings of the development should have requested either of their sustainable transport vouchers.
 - 15% utilisation of the new car club by 100th dwelling occupation.

- 20% of dwellings respond to the online/postal surveys.
 - 50% of the survey respondents have requested a Personal Travel Plan.
- 6.9. The “action-type” TP targets are non-quantifiable targets and take the form of actions that need to be achieved by a specified date. These targets are based on implementing the measures specified in **Section 7** and therefore aid in meeting the “aim-type” targets and the principal objectives of the TP. The progress monitoring of these targets is considered in **Section 9** onwards.

Remedial Measures and Triggers

- 6.10. After each travel survey the TPC will assess if the targets are being achieved for each of the modes of transport. Should the targets not be considered to be to the SMART principles then a review of achievable, realistic targets will be undertaken and submitted to the Local Authorities with supporting evidence to be agreed.

7. RESIDENTIAL TRAVEL PLAN MEASURES

- 7.1. The timescale for the implementation of measures is presented in a table included within **Appendix C**. The table details when measures will be put in place during the agreed monitoring period.
- 7.2. A TPC has been appointed prior to any occupation of the site to manage, review and monitor the Travel Plan. Contact details are set out in **Section 3** with the responsibilities and appointment of the TPC detailed in **Section 8**.

On-site Accessibility

- 7.3. It is essential to ensure that pedestrian and cycle routes are safe and accessible. The site layout is designed to respect the permeability for pedestrians and cyclists. The provision of public open space within the site and direct access to New Road will give a good permeability through the site for pedestrians and cyclists. Also, the routes within the site will be well defined.
- 7.4. The Developer has ensured that the development will have provision for good internet connectivity and availability. This will aid in encouraging home deliveries and promote working from home.
- 7.5. Through direct communication channels from residents to the TPC, as well as personal site visits, any maintenance issues identified with constructed pedestrian/cyclist routes on site will continue to be identified to the Developer or SCDC (as applicable) to be rectified.

Public Transport

- 7.6. An up-to-date schedule of bus and rail services, within the surrounding area of the site, including route information and service frequencies are permanently available to the residents of the site (see **Marketing and Promotion**). The use of smartphone apps and mobile technology is promoted so residents can access up to date bus timetables.
- 7.7. The TPC will continue to liaise with bus operators and SCDC to ensure that issues raised regularly by residents are considered by the operators, so that the potential use of public transport is maximised.
- 7.8. Residents are also made aware of the seasonal discounts of fares that are currently available for buses and train services through promotional links to relevant websites, through the Kingley Grove travel webpages and social media page.
- 7.9. Each dwelling is provided the opportunity to gain four one-week bus travel tickets to either Royston or Cambridge. This is promoted through a "Travel Welcome Pack" that each residential dwelling will be issued upon moving into their property. A voucher reminder was sent out in the annual newsletter distributed to all residents most recently in spring 2025. Reminders are also included in the annual travel surveys, to prompt residents to claim if that haven't done so already. The voucher claim period is set to end on 31st July 2025, 1 year after confirmation of final occupation.

- 7.10. Prior to first occupation of Kingley Grove, Hopkins Homes gave funding to contribute towards the east bound bus stop on the High Street in the centre of Melbourn being upgraded to a bus shelter. This S106 money also included funding for real-time information to be provided at two bus stops in the centre of Melbourn. These improvements have been implemented.
- 7.11. Hopkins Homes have also made financial contributions to local community transport operators. Community transport options are promoted within the Travel Welcome Packs which are distributed to each dwelling upon first occupation.

Walking

- 7.12. Pedestrian routes in the vicinity of the site are adequate, linking with local amenities within Melbourn. However, the TPC will continue to liaise with the relevant authority to highlight any maintenance issues.
- 7.13. The residents are provided with information on pedestrian routes from the site to relevant local amenities within the Travel Welcome Pack. Branded merchandise was distributed to residents during the 2022 onsite event, things such as umbrellas and reflective bands were provided in goody bags.
- 7.14. Prior to the first occupation of Kingley Grove, footway improvements were made within the nearby vicinity including the eastern side of New Road, linking Kingley Grove with the centre of Melbourn village. Additionally, S106 funding has been contributed to footpath improvements between the A10 subway and Meldreth Train Station.
- 7.15. In 2023, the TPC made contact with the TPC for the local Primary Schools to encourage any pupils living on the Kingley Grove development to walk/cycle/scoot to school, no assistance was required.
- 7.16. Walking mobile apps and websites such as [Trekly](#) are continuously promoted to residents through the Travel Welcome Pack and Kingley Grove travel webpages.

Cycling

- 7.17. The multi-modal surveys provide information about the potential to increase the number of trips made from the development by bicycle. This mode of travel is underrepresented in the area for travelling to/from Royston and Cambridge and could be improved.
- 7.18. The TPC will continue to liaise with the relevant authority to ensure that local cycle routes are properly maintained, should residents provide information on issues. The residents are provided with information and advice concerning appropriate cycle routes from the site to relevant regular destinations via Personal Travel Planning (see **Marketing & Promotion**) and Travel Welcome Packs.
- 7.19. Improvements will be made to New Road, in that speed humps will be replaced with speed cushions making the route into Melbourn more appealing for cyclists.

- 7.20. Residents can redeem £50, per household, for active travel equipment. This voucher will be redeemable with an online retailer. It is clearly explained within the Travel Welcome Pack how the £50 can be obtained via completing the initial travel survey.
- 7.21. A bicycle surgery event took place on 12th June 2022 where residents could have their bicycles looked at by a cycle mechanic with basic repairs undertaken.
- 7.22. Cycling related branded merchandise was also given out to residents via the promotional event such as a high visibility backpack rain covers, lights, among others.
- 7.23. Hopkins Homes made a financial contribution to improve cycling infrastructure between Melbourn Science Park and Melbourn Garden Centre. In addition to this, cycle stands have been installed at Meldreth Train Station and in Melbourn village, in late 2022.
- 7.24. Cycling apps and websites such as cyclestreets.net are promoted to residents through the Kingley Grove website and Travel Welcome Pack.

Car Travel

- 7.25. Car sharing represents a relatively convenient alternative form of car travel and potential exists to reduce the total private mileage of the residents.
- 7.26. The TPC will continue to promote the Camshare car sharing scheme ([CamShare.com](https://camshare.com)) to provide opportunities to car share with residents from the surrounding areas. Residents are made aware of the car share website and encouraged to make use of the information it contains from the outset.
- 7.27. Residents are made aware of the car sharing scheme via the Travel Welcome Pack, social media, the Kingley Grove TP webpages and through annual newsletters.
- 7.28. In addition to promoting car sharing, three car club vehicles are available within Kingley Grove. Each resident of Kingley Grove is entitled to two-years membership free of charge in addition to £50 driving credit (this must be used within six-months of joining the car club). The car club vehicles are provided and managed by Enterprise.
- 7.29. Dedicated car parking spaces are allocated within Kingley Grove for car club vehicles.
- 7.30. The car club cars and membership offer are heavily promoted to all dwellings through the Travel Welcome Pack, social media accounts, the Kingley Grove TP webpages and through annual newsletters distributed to residents.
- 7.31. An Enterprise Car Club representative attended the on-site Travel Plan event in June 2022 to further promote the Car Club to residents.
- 7.32. During November 2021, promotional material was distributed to the village of Melbourn via the parish council to promote the Car Club to other residents in the area.

Marketing and Promotion

- 7.33. The TPC has provided training to the Kingley Grove sales staff on the aims and objectives of the TP as well as the incentives available to residents. Posters have been provided so that sales staff can visually show the sustainable travel options available to them.
- 7.34. It is important to liaise with the Affordable Homes operator (Flagship Homes) as their residents may not be aware of the house builder and may query the information given to them. Training to the person responsible for the site is given on the Travel Plan, its measures, and opportunities where possible. Including the branding of the Affordable Homes operator will also be helpful for the residents to engage with the content.
- 7.35. It is considered that in order to best promote a change in sustainable travel habits of new residents to an area, it is key to provide information within the first few weeks of moving in. Therefore, each new dwelling is provided with a Travel Welcome Pack from the developer within the first few weeks of first occupancy that will direct residents to the development Travel Plan webpages and social media for travel related information and contact details of the TPC. A survey of current intended travel habits is included within the Welcome Packs to ascertain very early indications of travel behaviour change.
- 7.36. A travel website has been created specifically for the development's residents via www.SmarterTravel.uk.com/kingleygrove that will provide links to this TP and summary reports as well as a useful way to contact the TPC for general travel related queries or for Personal Travel Planning. It also provides information set out below and further links to other useful travel related websites:
- Information on what a TP is and the benefits of the scheme;
 - Local area map indicating local amenities;
 - Links to the social media pages and news articles;
 - Information on the Car Club, car sharing, eco-driving, travel information and community transport availability;
 - Personal Travel Plan requests;
 - Public transport information including details of the bus mobile app service (explaining what buses and train services, can be taken to access facilities);
 - Cycle and pedestrian route maps;
 - Details of how to obtain a 4 x 1-week local bus ticket or alternatively a £50 cycle store voucher as well as other measures;
 - Marketing for CamShare car sharing website and rail discount card application forms; and
 - Contact details of the TPC for the resident to be able to discuss any travel related problem or to receive further information for their personalised trips.

- 7.37. The TPC will continue, through the use of social media and other marketing materials for the development including an annual newsletter, promote the use of sustainable travel and any nationally promoted travel days such as national bike week, etc.
- 7.38. It is recommended that the TPC undertake promotional events at the following times to increase awareness of the Travel Plan. Suggested minimum events are as follows:
- Regular marketing to highlight website, social media and active travel voucher / bus ticket promotion as well as Personal Travel Plans and merchandise.
 - An on-site promotional event to be held including provision of a bicycle surgery on-site – undertaken June 2022.
 - First year summer postal / online survey with an incentive for respondents – undertaken June 2022.
 - Third year (2024 - completed) and fourth (2025 - completed) summer postal / online survey with an incentive for respondents.
 - General small social media promotional events to engage with residents and provide information directly on sustainable travel.
 - An annual newsletter with any updates to public transport services, local events and other travel related information.

Personal Travel Planning

- 7.39. The TPC can provide Personalised Travel Planning to residents who request it. They will continue to be made aware of this scheme by information provided on the website, promotional events and via marketing media issued to them. They can also contact directly the TPC through details given in **Section 3** of this TP.
- 7.40. The above list of measures is not exhaustive and should provide a basis of measures that can be implemented easily. The TPC will identify other measures throughout the life of the plan to aid in achieving the set targets and reducing vehicular travel.

8. MANAGEMENT AND MONITORING

- 8.1. A programme of monitoring and review has been designed to generate information by which the success of the scheme can be evaluated. Monitoring and review will be the responsibility of the TPC.

The Travel Plan Coordinator

- 8.2. The TPC has been identified and appointed – with the contact details set out in **Section 3**. The TP will be managed for a minimum duration of five years as part of the monitoring cycle commencing at 50% occupation. The TPC will be funded by the Developer from appointment prior to first occupation and for the five-year monitoring period.
- 8.3. The TPC will take responsibility for the development and management of the TP and ensure its delivery to its completion of the monitoring period. It is important that the TPC makes regular visits to the site and presents the ideals of the TP to the residents and oversees the monitoring and reporting of the TP to the Local Authority.
- 8.4. The TPC is able to provide Personal Travel Planning (PTP) to residents of this development. This service is provided on demand and is available within 15 working days of residents' request.
- 8.5. The TPC will ensure that structures for the on-going management of the plan are set up and running effectively, and will help to promote individual measures such as bus tickets, car sharing, etc. This can be undertaken through social media / marketing material, PTP and / or via the development TP webpages.
- 8.6. The TPC will continue to liaise with the public transport operators, highway authority and / or the Developer in order to report any inadequacies in maintenance maximise the potential use of sustainable travel options. In addition to this, the TPC will liaise with other TPC's including ones of local schools and the on-site care home, where necessary.
- 8.7. The TPC is responsible for the setting up and security of the residential travel database which includes the results of the multi-modal traffic surveys as noted in **Section 6** and **Section 9**. In the interest of confidentiality, the TPC alone will hold the database and be responsible for the release of the results to the Local Authority and to the residents (data should be conveyed in an accessible but secure format and compliant with UK GDPR – refer to Smarter Travel Ltd Privacy Policy for more details).
- 8.8. The TP will be reviewed at every completion of the multi modal travel survey, as part of an on-going five-year monitoring process.
- 8.9. The TPC may investigate the possibility of setting up a Kingley Grove Travel Plan steering group subject to confirmation from all stakeholders, if the TPC deems necessary.

Monitoring

- 8.10. To ascertain whether the residents will already change their mode of travel as a result of moving to this development from another location, a short survey is provided within the Travel Welcome Pack that the resident will need to complete to obtain the £50 cycle voucher or a 4 x one-week free bus travel.
- 8.11. In order to identify the travel patterns for the residential development, an annual multi-modal travel survey is undertaken. This is to analyse how the residents and visitors actually travel from and to the site when compared to that of the 2011 Census data and that of earlier surveys set out in **Section 9**.
- 8.12. This mode split of travel is then used to compare the effectiveness of the TP over the monitoring period. The data should also be used to identify what further measures, if any, are required to further promote the TP and its objectives.
- 8.13. The results of the survey are issued to SCDC as part of the TP review identifying the progress against the original objectives and targets. If the set targets have not been reached the TPC will seek to address and improve use of any mode, which seems to be underrepresented and where greater utilisation could reasonably be achieved and report to SCDC.
- 8.14. In addition to the multi-modal traffic surveys noted above, the take-up of additional TP measures are monitored to demonstrate the impact of the TP on the residential estate, and to understand which measures are successful. The measures monitored are:
- The take up of Personal Travel Planning and response to follow up surveys;
 - The usage level on the on-site car club;
 - The level of redemption of the free bus travel; and
 - The level of redemption of the cycle store vouchers.

Multi-Modal Travel Survey

- 8.15. The multi-modal survey is undertaken at a cost to the Developer and is at a similar time of the year to provide a comparative assessment. It will be ensured prior to each survey being undertaken that the following circumstances will not affect the outcomes of the surveys:
- School / public holidays;
 - Highway maintenance;
 - Closures on public transport services; and / or
 - Any publicised strike action.
- 8.16. The methodology of undertaking the manual count survey is to have person(s)/cameras located at the main access points of the development off New Road and record all movements in and out of the site for a 12-hour period (7am to 7pm on a Tuesday, Wednesday or Thursday). These surveys

will take place during British Summer Time due to longer hours of light, ensuring monitoring is more accurate. Trips for the care home are excluded.

- 8.17. During years when the development was undergoing construction, any vehicle movements identified as construction traffic were discredited from the survey results, where possible.
- 8.18. The multi-modal traffic surveys are supplemented with a postal / online survey directly to residents that will enable a more direct questioning of their travel habits and identify measures that can assist in changing their travel habits to more sustainable means.
- 8.19. All online / postal surveys are to be confidential, no names or addresses shall be passed on to any third party (such as a public transport operator) unless prior approval has been given by the participant. The only personal information deemed necessary for the purposes of the TP are as follows:
- Name and address;
 - Age;
 - Email address;
 - Whether they have a disability which would affect transport choice;
 - Number and age of any dependants; and
 - Proof of address (if claiming an incentive).
- 8.20. All survey information shall be kept secure by the TPC. Hard copies of any surveys that have any personal information on shall be kept on file in a lockable cabinet for a period of no more than two years and shall be securely destroyed thereafter. Electronic copies of surveys that hold any personal information shall be saved securely on the local server and the file shall be password protected. Electronic copies shall not be kept longer than a period of two years and shall be securely deleted thereafter. Refer to the Smarter Travel Ltd Privacy Policy for more details.

Options for future managing of the Residential Travel Plan

- 8.21. There is a choice of different structures available for the on-going management of the TP beyond the five-year monitoring period, should demand warrant it. The different options for management exist, are as follows:
- Management or consultant Companies;
 - Parish Council; and
 - Steering groups, created with partnership working between the Local Authority, Developer and local representatives.
- 8.22. Whichever option is chosen then it will be notified to the Local Authority within the final TP review.

9. MONITORING DATA

Baseline (2021)

- 9.1. Baseline monitoring of Kingley Grove was undertaken on Wednesday 26th May 2021. This involved a manual count of all movements in/out of the development at both the main vehicular access point and the pedestrian/cyclist access point. At the time of 2021 monitoring, 112 dwellings were occupied. Monitoring of Kingley Grove was slightly delayed due to the COVID-19 pandemic.
- 9.2. As there was still construction taking place, any movements associated with this work was discredited where possible. In addition to this, any movements related to the care home located within Kingley Grove have been eliminated, where possible.
- 9.3. During May 2021, Covid-19 restrictions were still in place including social distancing guidelines. Public transport use was still restricted in the form of passenger numbers and face coverings were required. It is likely many residents were still working from home during this period which would have an impact on the survey results. Furthermore, many people were walking/cycling more for leisure purposes during this time due to the restrictions limiting other recreational activities. Therefore, the baseline data is not considered an accurate representation of typical travel habits and has been discredited from **Table 9.1** and **Table 9.2** below.

Year 1 (2022)

- 9.4. The first-year monitoring of Kingley Grove was undertaken on Wednesday 4th of May 2022. This involved a manual count of all movements in/out of the development, at both the main vehicular access point and the pedestrian/cyclist access point. At the time of 2022 monitoring, 153 dwellings were occupied.
- 9.5. As there was still construction taking place, any movements associated with this work was discredited where possible. In addition to this, any movements related to the care home located within Kingley Grove were removed, where possible.
- 9.6. Due to unfinished road surfaces and on-going construction, it was not deemed suitable to install an ATC for the 2022 monitoring year.

Year 2 (2023)

- 9.7. The second-year monitoring of Kingley Grove was undertaken on Wednesday 11th of May 2023. This involved camera link count of all movements in/out of the development over 12 hours, at both the main vehicular access point and the pedestrian/cyclist access point. At the time of 2023 monitoring, 180 dwellings were occupied.
- 9.8. As there was still construction taking place, any movements associated with the works have been identified and discredited, where possible. In addition to this, any movements related to the care home located within Kingley Grove were eliminated, where possible. Due to unfinished road surfaces and

on-going construction, it was not deemed suitable to install an ATC for the 2023 monitoring year.

Year 3 (2024)

- 9.9. The third year monitoring of Kingley Grove was undertaken in May 2024, consisting of a 1-week ATC from Monday 20th – Sunday 26th May laid on Clover Way (set back so as to exclude care home traffic, excluding 44 dwellings) and two 12-hour Manual Counts conducted on Tuesday 21st May, one on Clover Way, another placed on Hyacinth Drive overlooking the pedestrian access leading to New Road. At the time of 2024 monitoring, 198 (99%) dwellings were occupied.

Year 4 (2025)

- 9.10. The fourth year monitoring of Kingley Grove was undertaken in April 2025, consisting of a 1-week ATC from Monday 22nd – Sunday 28th April laid on Clover Way (set back so as to exclude care home traffic, excluding 44 dwellings) and two 12-hour Manual Counts conducted on Wednesday 23rd April, one on Clover Way, another on Hyacinth Drive overlooking the pedestrian access leading to New Road on the same basis as the 2024 monitoring. At the time of 2025 monitoring, 199 (100%) dwellings were occupied.
- 9.11. **Table 9.1** below shows the estimated trip rate and trip generation from the original TA (2015), compared to what was observed during the annual monitoring. It should be noted that 2022 and 2023 trip rates were taken from the Manual Count datasets, as an ATC could not be conducted at the time, with ATC data used from 2024 onwards. **Appendix D** and **Appendix E** contain copies of the ATC and Manual Count datasets from 2025, respectively.

Table 9.1 Trip Rates

	Time Period			
Year	Direction of Travel	AM Peak 08:00-09:00	PM Peak 17:00-18:00	12-Hour 07:00-19:00
TA (2015)	Arr.	0.226	0.622	4.278
	Dep.	0.845	0.338	4.419
	Two-Way	1.071	1.010	8.697
Year 1 (2022)	Arr.	0.144	0.353	1.895
	Dep.	0.294	0.144	1.980
	Two-Way	0.438	0.497	3.876
Year 2 (2023)	Arr.	0.189	0.333	2.539
	Dep.	0.361	0.239	2.694
	Two-Way	0.550	0.572	5.233
Year 3 (2024)	Arr.	0.152	0.362	2.153
	Dep.	0.355	0.182	2.161
	Two-Way	0.506	0.544	4.314
Year 4 (2025)	Arr.	0.127	0.276	1.672
	Dep.	0.285	0.171	1.775
	Two-Way	0.412	0.447	3.447

- 9.12. The trip rates observed in the Year 4 (2025) monitoring have been highlighted in green, as all were all lower than that assessed in the original TA and exceeding the 10% reduction target for vehicular trips set out in **Section 6**. The AM Peak two-way trips were 63% lower than the TA dataset, the PM Peak was observed 56% lower and the 12-hour was 60% lower.
- 9.13. It should be noted that the trip rates displayed in **Table 9.1** include all vehicles (except OGVs, excluded where possible).
- 9.14. The modal split has been determined from the annual manual count survey data. Details are shown in **Table 9.2** below and compared to the 2011 Census Data. It should be noted however that the Census data is based on journey to work, and monitoring data includes all journey purposes and is broadly but not directly comparable.

Table 9.2 Modal Split

Mode of Travel	Census (2011)	Year 1 (2022)	Year 3 (2024)	Year 4 (2025)
Driving car or van	74%	61%	58% (of which 77% SOV)	58% (of which 78% SOV)
Passenger in a car or van	4%	14%	16%	13%
Foot	10%	15%	16%	18%
Bicycle	3%	2%	1%	1%
Motorbike	1%	1%	0%	1%
Public Transport (Bus, Train)	8%	N/A	N/A	N/A
Other (LGV, OGV, Taxi)	0%	7%	9%	9%
Total Commuting	100%	100%	100%	100%

- 9.15. **Table 9.2** identifies that car/van driver mode share was observed at 22% lower than what was observed in the 2011 Census Data, therefore exceeding the 10% reduction target as set out in **Section 6**.
- 9.16. The Year 2 (2023) dataset has been excluded as vehicle passenger data was not collected and therefore cannot be used as a comparative sample.
- 9.17. Car or van passenger mode share quadrupled from 4% to 16% in the Year 3 (2024) monitoring but has since reduced to 13%, still exceeding observations from the 2011 Census. There has been an 8% point increase in walking. The modal split towards pedestrians is much higher than expected, but some of these residents can be assumed to be walking to local bus stops or Meldreth Train Station. Public transport use could not be monitored from the development.
- 9.18. It can be reasonably assumed that a higher share of LGVs is in part due to delivery vehicles, include parcels and food deliveries, as the closest supermarket is Tesco Extra in Royston, approximately a 10-minute drive or a 20-minute cycle.

2025 Travel Survey Results

- 9.19. The 2025 Travel Survey invitations were distributed by post to all 199 occupied dwellings on 4th June 2025 and reminders were sent out 2 weeks later on 17th June. A prize draw was included to encourage uptake, which offered three prizes: a £200 Decathlon store voucher, a CLOSCA foldable helmet worth £99 and a £50 Kind Bag voucher.
- 9.20. The survey received a total of 16 responses, achieving an 8% response rate, which does not achieve the 20% response target as set out in **Section 6**. For future surveys, the TPC will review the delivery method and may consider door-to-door interviewing which has shown to significantly increase engagement levels on other developments where Smarter Travel is the TPC.
- 9.21. 2 (13%) respondents requested a Personal Travel Plan from the 2025 Travel Survey, but this service will continue to be promoted via the annual newsletter and travel survey, as well as the Travel Plan webpages.
- 9.22. The main mode of travel was car (alone), with residents using this mode an average 2.5 days per week, followed by walking, with an average usage of 1.5 days per week and train, with an average uptake of 1 day per week.
- 9.23. The survey asked what alternative mode(s) residents would use if their main mode was unavailable, to which 5 (31%) responded with Train. 4 (25%) responded with car sharing. 2 (13%) of respondents would work from home.
- 9.24. When asked if respondents would consider car sharing regularly, 37% of respondents would consider car sharing regularly if they could find someone with similar shift patterns. Whilst 3 (19%) would prefer to walk / cycle. Liftshare will continue to be promoted to residents through the annual newsletter, Travel Information Pack, and Travel Plan webpages, encouraging them to consider car sharing as a suitable alternative to driving alone.
- 9.25. 44% of respondents claimed that they cannot walk / cycle to their regular destination as it is too far away. 31% claimed that they don't think they have any other options, and 4 (25%) respondents stated that bus timetables do not suit their needs, another 4 (25%) respondents stated that they need their vehicle for child/family commitments. 3 (19%) responded with public transport seems too expensive and they haven't found anyone to car share with.
- 9.26. 9 (56%) respondents stated that the cost-of-living crisis has not impacted the way they travel. 2 (13%) did not provide a response. 31% of respondents stated that the cost-of-living crisis has impacted the way they travel, providing statements such as; *"Yes, we have to carpool even though on different shifts as unaffordable to use both train and car"*, *"Reduced my driving"* and *"Train fare is so expensive now"*.
- 9.27. 50% of respondents stated that they had not read the Travel Information Pack and 50% who read it. From those who had read the Travel Information Pack, 2 (13%) found it helpful and 6 (38%) did not find it helpful.

- 9.28. 50% of respondents would consider using a car club with more information and local availability.
- 9.29. 5 (31%) respondents stated that they were not aware the travel voucher. 11 (69%) were aware of the Travel Voucher of which 5 (45%) have claimed a voucher.
- 9.30. 8 (50%) of respondents provided additional comments, including statements regarding local active travel infrastructure, such as: *"The cycle path and bridge from Melbourn to Royston is in urgent need and would have a big impact on reducing road traffic"*, *"Work with local council to improve footpaths around Melbourn, particularly on the exit onto New Road the existing footpaths are dire state."*, *"Bicycle lanes in village would be most beneficial thing to encourage sustainable travel"* and *"Bike sharing schemes would be great"*. Additional comments also regarded public transport infrastructure with comments such as: *"A bus stop closer to the estate would help"* and *"More frequent bus service or better transport option to the train station from our development (e.g cycle path all the way here or shuttle bus service)"*
- 9.31. A copy of the 2025 Travel Survey results can be found in **Appendix F** (questions requesting personal information or those with qualitative responses have been removed for GDPR purposes).

Initial Survey from First Occupiers

- 9.32. As of July 2025, 44 households had completed the Initial Travel Survey, equivalent to 22% of the 199 occupied dwellings, which achieves the 20% response rate target detailed in **Section 6**. This is an ongoing survey, so the TPC will continue to promote to residents via the annual newsletter, Travel Information Packs and the Travel Plan webpages. The most recent Travel Survey responses can be found in **Appendix G** (questions requesting personal information have been removed for GDPR purposes).
- 9.33. 39 respondents (20% of occupied dwellings) had claimed a £50 active travel voucher, exceeding the 10% target set out in **Section 6**.
- 9.34. 14 respondents (7% of occupied dwellings) had claimed a Personal Travel Plan from the Initial Travel Survey, which doesn't meet the 50% target set out in **Section 6**. However, PTPs can also be requested from the annual Travel Surveys (10 PTP requests from the Annual Travel Surveys to date) and will be continually promoted to residents via the annual newsletter, Travel Information Pack and Travel Plan webpages. The total PTP uptake was 14%, as of July 2025.
- 9.35. 21 respondents (11% of occupied dwellings) had requested the Enterprise Car Club membership and driving credit incentive.

TPC Action Plan

- 9.36. **Table 9.3** details the Travel Plan measures that are to be implemented by the TPC throughout the monitoring period.

Table 9.3 – TPC Action Plan

Measure	Action	Timescales
Travel Information Packs (TIPs)	TIP provided to first occupier of each dwelling.	Completed July 2024 (final occupation)
Manual Count Survey	A 12-hour manual count of all movements in and out of the development.	Annual (Spring)
Automatic Traffic Count (ATC)	A 1-week ATC on the vehicular access to monitor all movements in and out of the development.	Annual (Spring)
Residential Travel Survey	A postal / online travel survey distributed to all occupied dwellings to understand travel behaviours, including a prize draw.	Annual (Spring)
Travel Plan Newsletters	An annual update to all households on relevant travel information and news. Information may also include reminders of the travel incentives available.	Annual (Spring)
Kingley Grove travel plan webpages & social media	The Kingley Grove travel plan website pages and social media channels (Facebook and Instagram) will be regularly reviewed and updated with useful information.	Ongoing (as appropriate)
Car Club Promotion	Promote the on-site car club to Kingley Grove residents and the wider Melbourn area, via the annual newsletter and TP webpages.	Ongoing (as appropriate)
Promotion of walking and cycling routes	Highlight points of interest and routes local to Kingley Grove, via the annual newsletter, TP webpages, and social media.	Ongoing (as appropriate)

