



BLYTH VALE YEAR 3 RESIDENTIAL TRAVEL PLAN

Halesworth, Suffolk

Client: 

July 2025

Project No: 80068

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1. FOREWORD

- 1.1. Smarter Travel Ltd (ST Ltd) has been appointed by Hopkins Homes Limited to manage, monitor and promote the Full Residential Travel Plan (TP) for the development of land north and east of Hill Farm Road, Halesworth, Suffolk; known as Blyth Vale. The development scheme is for 158 residential dwellings. At the time of the 2025 monitoring, 157 of 158 dwellings were occupied.
- 1.2. 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.
- 1.3. The TP has a Travel Plan Coordinator, appointed by the Developer, to promote, manage and monitor the success of the TP and report to Suffolk County Council (SCC). The duration of the monitoring period will be from the first occupation of the hundredth dwelling for a period of five years or until one year has passed after occupation of the final dwelling, whichever is the later. The monitoring period is likely to be completed in 2027 (based on a five-year monitoring period which commenced in 2022) with the principal target to have a shift towards sustainable travel of up to 10% from the initial impact assessment of single occupancy car travel in the local area determined from Census data and Transport Assessment (TA) that supported the original planning application.

Definitions

1.4. 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.
- iii. **"Quantitative Survey"** means an annual two-week loop counter survey (at each vehicular entrance) to determine the vehicular generation of the development supplemented with a 12-hour manual observation of the development to record pedestrian and cycle movements.
- iv. **"Qualitative Survey"** means an annual postal/online survey of residents to supplement the annual quantitative surveys.
- v. **"Travel Plan Review"** means a report including the results and analysis of any "quantitative and qualitative surveys" indicating how the "Travel Plan" is performing and updating the document as necessary to reflect changes in local area accordingly. The review was first undertaken after the 99th dwelling occupation in 2022, it is then repeated annually upon this anniversary of the "monitoring period". Each "Travel Plan Review" will be uploaded to the Modeshift STARS Community to ensure consistent monitoring across the County by the Local Authority.
- vi. **"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 the 100th dwelling occupation (or one year after final occupation, whichever is the longest) and agreement with the Local Authority of the "Travel Plan".
- vii. **"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. This TP update reflects the Year 3 monitoring from May 2025, at which point 157 of 158 dwellings were occupied.
- 2.2. A development layout is included in **Appendix A**. The provision of this TP is to oblige parts 4, 5, 6, and 7 of the Third Schedule of the Section 106 agreement associated with planning approval Ref: DC/16/5410/OUT with East Suffolk Council (ESC).
- 2.3. The development is located to the eastern extent of Halesworth with access to the B1123 for connections to the A144, A145 and A12. The site is close to numerous local amenities and public transport services with good pedestrian infrastructure to support the promotion of sustainable travel, in addition National Cycle Route 1 passes through the town.
- 2.4. The Office for National Statistics website was used to estimate the number of people that could potentially live in the development. The "Key Figures for 2011 Census" for the ward "Waveney 015C" has given the breakdown of number of people living per dwelling; 1,677 people living in 879 households; using this data it has been forecasted that a development of 158 residential units has the potential to accommodate approximately 301 people.
- 2.5. The development is wholly residential and therefore the TP is an important tool in helping to deliver sustainable communities. The TP will bring a number of benefits to the residents, 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 driving alone.
 - iii) Promotion of social inclusion and interaction by identifying that a wide range of transport options and local amenities are easily available for new residents, including those with disabilities.
 - iv) Helping to reduce greenhouse gas emissions by accommodating those journeys that need to be made by car through information on greener car travel usage. 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 sharing scheme.
- 2.6. This TP has been prepared with reference to SCC Travel Plan guidance (as applicable at the time of implementation) 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).

3. POLICY CONSIDERATION

National Policy

- 3.1. 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 around 11% in traffic with appropriate travel plan measures implemented.
- 3.2. The Government’s white paper document “The Future of Transport: a network for 2030 (2005)” sets 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)

- 3.3. 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 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

- 3.4. SCC policy with respect to transport is embodied in the Local Transport Plan. The third Local Transport Plan (LTP3) was applicable at the time of implementation of this TP which set out SCC’s ambitions and objectives for transport.
- 3.5. LTP3 identifies how transport will play its part in supporting and facilitating future sustainable economic growth in Suffolk by:
- maintaining (and in the future improving) our transport networks;
 - tackling congestion;
 - improving access to jobs and markets; and
 - encouraging a shift to more sustainable travel patterns.
- 3.6. The provision of a TP to support new residents to the area in their choice of travel modes for regular journeys in the local area is a key element in facilitating sustainable development in Suffolk.

4. EXECUTIVE POLICY STATEMENT

- 4.1. Hopkins Homes Ltd (the Developer) 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. Hopkins Homes Ltd 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.
- 4.2. The Developer will be responsible for the ownership of the residential TP for this development for a period of not shorter than from first occupation until five years from the 100th occupation or one year from final occupation if later. It is therefore expected that the monitoring period will end in 2027.
- 4.3. 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 SCC.

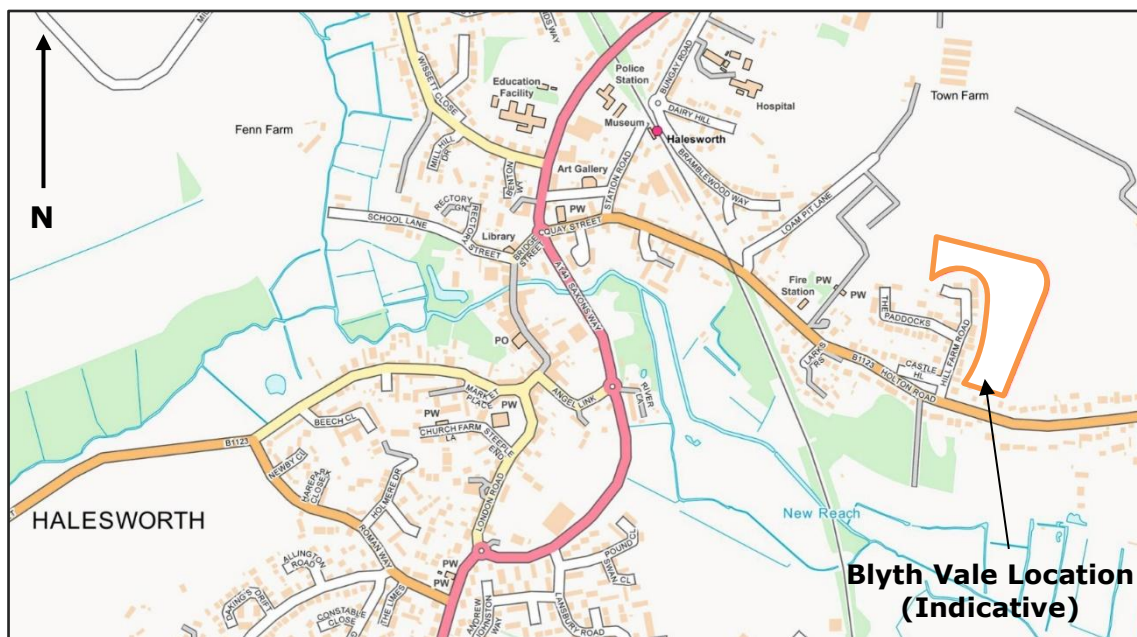
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Date:	July 2025
On behalf of:	Hopkins Homes Limited

5. LOCAL ACCESSIBILITY AUDIT

Site Location

- 5.1. The site is located to the north and east of Hill Farm Road, Halesworth, Suffolk. The site location is shown on **Figure 1**. It is situated on the eastern edge of the existing town, around 850m to the east of the roundabout junction of B1123 Quay Street, the A144 and Bridge Street and around 775m to the west of the village of Holton.
- 5.2. The main vehicular access to the development is from the existing cul-de-sac from Hill Farm Road, and Stead Drive, leading East off Hill Farm Road. These access points are suitable for all modes of travel.

Figure 1. Blyth Vale Location



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- 5.3. The A144 Bramfield Road via London Road, provides a connection to the A12 in the south. The A12 runs between Great Yarmouth and London. To the north, the A144 reaches the town of Bungay where connecting roads lead to the city of Norwich. The B1123 runs through the town east to west, where Harleston can be reached to the west and the A12 at Blythburgh in the east, which is also the most direct route to Great Yarmouth.
- 5.4. For individual dwellings, cycle parking has been provided within sheds or garages. For flats, communal cycle parking areas has been provided at a minimum of one space per unit.

Pedestrian and Cycle Network

- 5.5. There are existing pedestrian and cycle facilities in the vicinity of the site. Existing footways on both east and west sides of Hill Farm Road and on the northern side of B1123 allows pedestrian movement to the centre of Halesworth and to Holton. Along Hill Farm Road the footways are approximately 1.6-1.75m wide.
- 5.6. To the east, a footpath has been constructed providing access through the meadow out onto the B1123, providing residents with direct access to facilities in Holton and as an alternative access to bus stops on the B1123.
- 5.7. The majority of the cycling network in Halesworth is on-street, however, the A144 has National Cycle Route (NCR) 1 running in close proximity. The road network in Halesworth has predominantly 30mph speed limits. Local amenities, especially the train station, can be accessed by both pedestrians and cyclists.
- 5.8. From Harrisons Lane in the north of the town, NCR 1 utilises the footway/cycleways on the eastern side of the A144 until the signal-controlled crossing located between New Cut and Quay Street where it changes on the western side. This leads to Bridge Street, which is predominantly pedestrianised, then Throughfare Road after this, the route becomes a traffic free route out of the southern part of the Town past the Halesworth golf course.
- 5.9. Cycle parking has been provided for residents of the development in accordance with East Suffolk's and Suffolk County Councils parking standards.

Public Transport

Rail Services

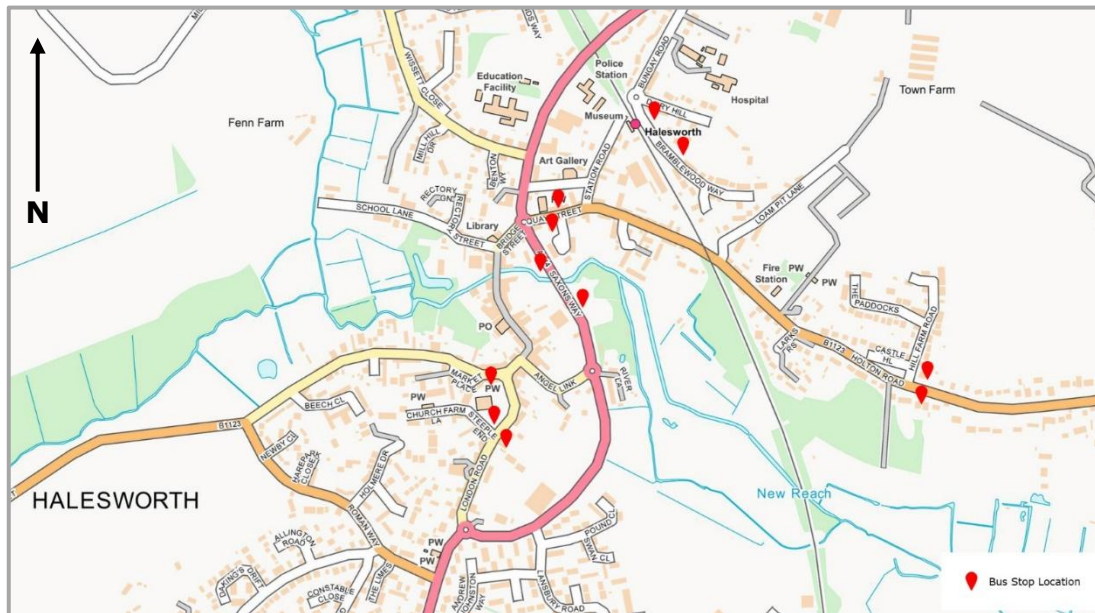
- 5.10. Halesworth Train Station is located approximately 1.1km away from the centre of the site and lies on the East Suffolk Coastal Line. It would take approximately 14 minutes to walk to the train station and 5 minutes to cycle.
- 5.11. Halesworth station offers services to Lowestoft or Ipswich which run hourly Monday to Sunday. The station has a total of 16 (3 accessible) car parking spaces and 19 cycle spaces/lockers. There is step free access throughout the station, but it is noted that Platform 1 (for services towards Ipswich) is only accessible via a barrow crossing, or via a public footpath and road route along Bramblewood Way, which users should allow extra time for.

Bus Services

- 5.12. The nearest bus stops are located at the southern end of Hill Farm Road, which include for service 511 only. The centre of Halesworth and train station provides better links by bus including services to Bungay and Southwold. For additional stops in the centre of Halesworth, the footway on the northern side of the B1123 Quay Street can be utilised and then subsequently the footways on the A144 with further bus services provided at these stops.

- 5.13. **Figure 2** (below) shows the nearest bus stops to Blyth Vale with further services available from the stops within Halesworth town centre with key services described herein.

Figure 2. Bus Stop Locations



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- 5.14. Route 511 operated by Halesworth Area Community Transport provides two services per day (weekdays excluding Thursdays) with an extra service on Tuesdays and one service each way on Saturdays. The timetable is in **Appendix B**, and available via the link below.

hactbus.co.uk/wp

- 5.15. First Norfolk & Suffolk route X41 connects Halesworth with Norwich via Bungay. The service operates hourly Monday to Saturday and includes typical commuting times to/from Norwich. The timetable is found below and in **Appendix B**.

firstbus.co.uk/norfolk-suffolk/routes-and-maps/network-norwich/charcoal-line-40-41-x41

- 5.16. First Norfolk & Suffolk route 99A connects Halesworth with Southwold (plus a limited schooldays service to Bungay), most services (but not all) services on this route continue to/from Lowestoft as route 99 without the need to change bus. The service operates hourly in the mornings and every 2 hours in the afternoons. The timetable is found below and in **Appendix B**.

firstbus.co.uk/norfolk-suffolk/routes-and-maps/coastal-clipper-11a-99-buses-along-east-coast

- 5.17. BorderBus services 521 and 522 provide routes to Aldeburgh via Saxmundham, with route 522 also serving Beccles. The majority of buses at

Halesworth are on route 522 which has a typical hourly frequency Monday to Friday, with only a limited service on route 521. The timetable is found on the operator's website below and in **Appendix B**.

border-bus.co.uk

- 5.18. A further service from BorderBus is available on route 524 from Halesworth to Southwold via Beccles. The route offers 1 return service Monday to Friday, plus an additional service towards Beccles and Southwold with no return. The timetable is found on the operator's website below and in **Appendix B**.

border-bus.co.uk

Existing Local Amenities

- 5.19. The 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 5.1.2) "Cycle Infrastructure Design" notes average urban cycling of between 10mph and 15mph, reducing to 5mph on an uphill gradient. An average cycling speed of 4m/s (9mph) has been assumed for this TP.
- 5.20. Focusing upon the site, **Table 5.2** presents a range of local amenities in the surrounding areas, with the appropriate distance and travel time from the site.

Table 5.2 – Local Amenities

Amenity	Location	Distance from the site	Walking / Cycling time
Bus Stop	Holton Road	0.2 km	3 mins / <1 min
Gym/Sports Centre	Millie Dobie Fitness	1.1 km	13 mins / 4 mins
Railway Station	Halesworth Rail Station	1.16 km	14 mins / 4 mins
Library	Halesworth Library	1.18 km	14 mins / 4 mins
School - Primary	Edgar Sewter Primary School	1.26 km	16 mins / 5 mins
Public House	The White Hart	1.31 km	16 mins / 5 mins
Post Office	Halesworth Post Office	1.33 km	16 mins / 5 mins
Local Shop	Spar	1.35 km	16 mins / 5 mins
School - Nursery	Halesworth Day Nursery	1.36 km	17 mins / 5 mins
Pharmacy	Boots	1.48 km	19 mins / 5 mins
Place of Worship	Saint Mary's Church	1.54 km	20 mins / 5 mins
Public House	The White Swan	1.70 km	20 mins / 6 mins
Medical Centre	Cutlers Hill Surgery	1.80 km	22 mins / 8 mins
Large Food Retailer	Co-op	1.88 km	23 mins / 8 mins

Amenity	Location	Distance from the site	Walking / Cycling time
Sports Facilities	Halesworth Town Football Club	1.97 km	23 mins / 8 mins
Large Local Employment	Halesworth Business Centre	2.25 km	31 mins / 9 mins

- 5.21. The conclusion that can be drawn from the table above is that the majority of facilities are less than 2km from Blyth Vale. There are opportunities in respect to sustainable travel modes that provide access to the local large employment area by means of cycling.
- 5.22. Secondary education at Bungay High School is more than 5km from Blyth Vale and has therefore not been included in the local amenities table above as it is not feasible to walk or cycle. However, there are schools bus services available from Halesworth. For the latest school bus timetables, visit:
suffolkonboard.com/travelling-to-school/school-timetables/bh-bungay
- 5.23. The range of amenity provision in the area should 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

- 5.24. The potential issues and barriers to the promotion of sustainable travel in association with the site and its locality have been identified as follows:
- Lack of knowledge of potential car sharing opportunities;
 - Perceived cost of train services to Ipswich and Lowestoft;
 - Perceived bus service provision to employment areas;
 - Distance to regular bus services in Halesworth;
 - Quality of footway routes; and
 - Perceived quality of facilities (shelters / seating etc) at bus stops and train station.
- 5.25. 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.

6. ANNUAL INSPECTION

- 6.1. During the monitoring period, an annual inspection shall be made prior to each survey by the TPC to review the condition of local footways and cycle routes, bus shelters, and any other travel infrastructure, 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

- 6.2. On inspection in May 2025, no issues were to be reported. The development was effectively complete with a single finished dwelling yet to be sold (since confirmed on 23rd May 2025).

Off-Site

- 6.3. A site visit took place in May 2025. No issues were to be reported.

7. TRAVEL ASSESSMENT & TRAVEL PLAN OBJECTIVES

- 7.1. The potential modal split that was identified in the original TA and TP is summarised below in **Table 7.1**.

Table 7.1 – 2011 Census Modal Split

Mode of Transport	Percentage Rounded to nearest whole number	Destination(s)
Walk	22%	Halesworth
Cycle	5%	Halesworth
Bus	2%	Southwold
Taxi	0%	N/A
Motorcycle	1%	Halesworth
Car Passenger	5%	Halesworth, Southwold, Bungay
Car driver	63%	Southwold, Lowestoft, Bungay, Beccles, Aldeburgh
Train	3%	Ipswich, Lowestoft
Total Commuting	100%	

- 7.2. The table demonstrates that 27% of the commuting was undertaken by cycling and walking, and 5% of the commuting was undertaken by using public transport. This indicated a good use level for sustainable travel modes.

- 7.3. It is also apparent the majority of the residents within the area, approximately 26% of private car trips were to a place of work within the Halesworth area, which were likely to be within walking or cycling distance. The promotion of car sharing, bus/rail travel cycling, and walking is therefore considered to be key modes of travel for this development location. This would need to be determined from any residential surveys undertaken to ascertain what are the principal reasons for using a car to a specific destination in Halesworth.

- 7.4. **Table 7.2** summarises the vehicle trip rates from the TA.

Table 7.2 – Weekday Vehicle trip rates per dwelling from Transport Assessment (2016)

Time Period	Arrival	Departure	Two-Way
Daily (0700 – 1900)	2.256	2.330	4.586
AM Peak (0800 – 0900)	0.136	0.387	0.523
PM Peak (1700-1800)	0.327	0.178	0.505

- 7.5. The development, as assessed in the TA, would have the potential to generate, without a TP, approximately 83 two-way vehicle movements during the weekday AM peak hour, and 80 two-way vehicle movements during PM peak hour. Over a 12-hour period the development could generate 725 two-way movements.

Objectives

- 7.6. There are a number of objectives that the TP is has and will help fulfil. The main objectives of the residential development are to:
- Reduce the use of single occupancy vehicles through raising awareness of alternative travel modes available – especially for those working in the Halesworth area;
 - 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; and
 - Assist in addressing specific problems that prevent children or older people from gaining access to key amenities.

Targets

- 7.7. 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....).
- 7.8. 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 number of peak hour vehicle trips determined from the TA by 5% within one year of the implementation of the full TP.
 - Reduce the number of peak hour vehicle trips determined from the TA by 10% within three years of the implementation of the full TP.
 - Retain the level of vehicle trips at the third year of the TP monitoring period by the fifth year of monitoring.
 - Improve on the modal split when compared to 2011 Census Data for ‘Car Travel’ (**Table 7.1**).

- 7.9. Additional “aim-type” targets that are not directly related to travel mode are as follows:
- 25% return rate for postal / online surveys issued to residents.
 - 80% of postal / online survey respondents should be aware of the TP and TPC and the services that can be provided.
 - 50% of the respondents to the postal / online survey will have obtained a Personal Travel Plan provided by the TPC.
 - 15% of the dwellings of the development should have requested their active travel voucher.
- 7.10. 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 8** and therefore aid in meeting the “aim-type” targets and the principal objectives of the TP.

Remedial Measures and Triggers

- 7.11. 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 Authority with supporting evidence to be agreed.
- 7.12. If the agreed targets are not being met after the 1st and 3rd year travel surveys the TPC will analyse the situation and remind all residents of the voucher incentives available. These will be promoted and residents who will be invited to claim for these again.
- 7.13. Any further remedial measures on not satisfying TP targets will be agreed upon completion of the first quantitative and qualitative survey and submission of the full TP to the Local Authority for approval.

8. RESIDENTIAL TRAVEL PLAN MEASURES

- 8.1. 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.
- 8.2. A TPC has been appointed prior to occupation of the site to manage, review and monitor the Travel Plan. The responsibilities of the TPC are detailed in **Section 9**.

On-site Accessibility

- 8.3. Local pedestrian and cycle routes are safe and accessible. The site layout is designed to respect the permeability for pedestrians and cyclists, also, the routes within the site are well defined.
- 8.4. The development has provision for good internet connectivity and availability. This encourages home deliveries and promote working from home.
- 8.5. Through direct communication channels from residents to the TPC, contactable via the Blyth Vale Travel Plan webpages, as well as site audits conducted by the TPC each year, any maintenance issues identified with constructed pedestrian routes on site will be identified to the Developer or Local Authority (as applicable) to be rectified, so that promotion of sustainable travel promotion and safe use of travel infrastructure may continue. For example; reporting a damaged cycleway to be fixed.

Public Transport

- 8.6. An up-to-date schedule of bus and rail services, within the surrounding area of the site, including route information and service frequencies is permanently available to the residents of the site through the dedicated Smarter Travel Blyth Vale webpage. The use of smartphone apps and mobile technology has been and will be promoted so residents can access up to date bus timetables.
- 8.7. The duty of the TPC is to liaise with bus operators and SCC to ensure that issues raised regularly by residents are considered by the operators so that the potential use of public transport is maximised if and when needed.
- 8.8. Residents are 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 Blyth Vale webpage, and social media page.
- 8.9. Residents have been and will continue to be made aware of Railcard discounts, particularly for leisure purposes. Railcards are promoted through the Travel Information Packs, social media, and Blyth Vale Travel Plan webpages.
- 8.10. Residents are given the opportunity to claim two x 1-month bus passes for the 99A Coastal Hopper service with First Norfolk and Suffolk buses (approximately £150 value). Residents are provided with full details on how to claim their free bus pass or residents are able to request the equivalent

as a train ticket. As an alternative to both of these options, residents can claim a £150 active travel voucher which can be redeemed through an online retailer. Residents can purchase equipment suitable for travelling by public transport included waterproof clothing.

Walking

- 8.11. Pedestrian routes in the vicinity of the site are adequate, linking with local amenities within Halesworth. However, the TPC will liaise with the relevant authority to highlight any maintenance issues.
- 8.12. The residents are provided with information on pedestrian routes from the site to relevant local amenities within the Travel Information Pack.
- 8.13. As an alternative to the public transport voucher, a £150 active travel voucher is available to residents. This can be used for walking equipment such as waterproof jackets, comfortable walking shoes or rucksacks. The active travel voucher can only be obtained by the first occupiers of the household. Full instructions on how to claim the active travel voucher is provided in the Travel Information Pack distributed to each dwelling upon occupation.

Cycling

- 8.14. The surveys undertaken provide information about the potential to increase the number of trips made from Blyth Vale by bicycle. This mode of travel is underrepresented in the area and the proportion of cycle trips could be improved with a focus on those travelling to/from Halesworth Town Centre.
- 8.15. The TPC role is 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 and Travel Welcome Packs. As of July 2025, no issues have been raised to the TPC.
- 8.16. Residents are able to claim a voucher for use on local public transport, however, a voucher for an online cycle store is available as an alternative. The value of the voucher is the equivalent of two months bus travel on local services. It is explained in the Travel Welcome Pack how the voucher(s) can be obtained via completing the initial travel survey and will be issued on a 'request' basis only.
- 8.17. A bicycle surgery for residents may be considered at the time of any on-site events.
- 8.18. To promote cycle ownership, the TPC offers a cycle registration scheme in partnership with a recognised provider (Bike Registration Scheme) to minimise the risk of cycle theft.
- 8.19. The TPC will consider giving out cycle related branding merchandise to residents during any promotional events, such as high visibility backpack rain covers and lights.

Car Travel

- 8.20. A traffic calming contribution has been made by Hopkins Homes and this will provide a SID. Furthermore, this includes a monitoring point in Holton Road, traffic calming road measures and road signage. As of July 2025, this had not been implemented.
- 8.21. Car sharing represents a relatively convenient alternative form of car travel and potential exists to reduce the total private mileage of the residents.
- 8.22. The TPC has established from qualitative travel survey information, the potential for car sharing to and from regular destinations and arranged for residents to be made aware of that potential via the annual newsletter, social media and the Blyth Vale Travel Plan website.
- 8.23. The Travel Plan Coordinator promotes the Liftshare public network (liftshare.com/uk), 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.
- 8.24. Residents are made aware of the car sharing scheme via the Travel Welcome Pack, social media and developments TP website.
- 8.25. Regular social media advertising has been and will continue to be undertaken for the local area to increase the awareness of Liftshare and to encourage residents of the wider Halesworth area to sign up.

Marketing and Promotion

- 8.26. The TPC provided training to the sales staff of the Developer on the aims and objectives of the TP as well as the incentives available to residents. Posters were provided so that sales staff can visually show the sustainable travel options available to them for the period where sales staff were based on site.
- 8.27. Personal Travel Plans (PTPs) are available to prospective purchasers and residents with the aim of encouraging positive travel behaviours at the earliest opportunity.
- 8.28. 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, the sales office had been provided with Travel Information packs to distribute to each new dwelling within the first two weeks of the first occupancy, that directs residents to the development Travel Plan website and social media for travel related information and contact details of the TPC. The Travel Information Pack includes the following information:
- An explanation of the Travel Plan and the relevance of the Travel Information Pack;
 - Cycling and walking information with approximate cycling and walking times to local amenities;

- Liftshare information;
 - Suffolk on Board information;
 - Map of the site and local area, this will include amenities on the map as well as walking, cycling and public transport links;
 - Rail information;
 - Details on the active travel voucher and how to claim; and
 - Useful websites including Discover Suffolk, Feel Good Suffolk, Living Streets.
- 8.29. In the interest of social inclusion, the Travel Information Pack has been made available as both a hard copy and a digital download.
- 8.30. A survey of current intended travel habits is also included within the Welcome Packs to ascertain very early indications of travel behaviour change.
- 8.31. A travel website has been created specifically for the development's residents via smartertravel.uk.com/blyth-vale that provides 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 car sharing, eco-driving, travel information and community transport availability;
 - Personal Travel Plan requests;
 - Public transport information including details of the bus text service (explaining what buses and train services, can be taken to access facilities);
 - Cycle and pedestrian route maps;
 - Details of how to obtain a £150 bicycle / equipment voucher or bus / train ticket and other measures;
 - Marketing for Liftshare website and rail discount cards; 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.

- 8.32. The TPC, through the use of social media and other marketing materials for the development, promotes the use of sustainable travel and any nationally promoted travel days such as national bike week, etc.
- 8.33. The TPC plans to undertake promotional events at the following times to increase awareness of the Travel Plan. Intended minimum events are as follows:
- Base year summer postal / online survey with an incentive for respondents – completed in 2022.
 - First year summer postal / online survey with an incentive for respondents – completed in 2023.
 - Second year summer postal / online survey with an incentive for respondents – completed in 2024.
 - • Third year summer postal / online survey with an incentive for respondents – completed in 2025.
 - Fourth year 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 is ongoing.
 - Annual newsletters will be distributed to residents highlighting any changes to public transport in the area, promotion of Liftshare, reminders of cycle training and any other relevant travel information / news. As of the third year anniversary update, the most recent newsletter was distributed in Spring 2025.

Personal Travel Planning

- 8.34. The TPC provides Personalised Travel Planning to residents who request it. They are 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 4** of this TP.
- 8.35. 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 single occupancy car travel.

9. MANAGEMENT AND MONITORING

- 9.1. 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

- 9.2. The TPC has been identified and appointed – with the contact details set out in **Section 4**. The TP will be managed for a minimum duration from first occupation to five years post 100th occupation. The TPC will be funded by the Developer from appointment prior to the first occupation up to the completion of the monitoring period.
- 9.3. The TPC has taken responsibility for the development and management of the TP and ensures 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.
- 9.4. The TPC shall liaise and work with other TPC's in the local area to potentially create joint promotional material / measures for promoting sustainable travel by new residents if and when necessary.
- 9.5. The TPC provides Personal Travel Planning (PTP) to residents of this development. This service is provided on demand until the end of the monitoring period and any claimed PTPs will be made available within 15 working days of residents' request.
- 9.6. The TPC ensures 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 bicycle voucher, car sharing, etc. This continues to be undertaken through social media / marketing material, PTP and / or via the development TP website.
- 9.7. The TPC will 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.
- 9.8. The TPC has been responsible for setting up and security of the residential travel database which includes the results of the quantitative and qualitative surveys. In the interest of confidentiality, the TPC alone holds the database and responsibility for the release of the results to the Local Authority and to the residents (data should be conveyed in an accessible but secure format).
- 9.9. The TP is reviewed at every completion of the quantitative and qualitative surveys, as part of an on-going five-year monitoring process. The TPC aims to submit details of each review to SCC within two months of the completion of the surveys.

Monitoring

- 9.10. 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 has been provided within the Travel Welcome Pack that the resident must complete to obtain the £150 active travel voucher or bus / train tickets.
- 9.11. A manual travel survey was undertaken in May 2022 prior to 100th occupation, to analyse how the residents and visitors actually travel from and to Blyth Vale when compared to that of the 2011 Census Data and trip rates used in the TA for the original application. Further manual surveys have been completed in the spring of 2023, 2024 and 2025. The next is scheduled for spring 2026.
- 9.12. This mode split of travel from each survey 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.
- 9.13. The results of the survey will be issued to SCC 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 SCC.
- 9.14. In addition to the quantitative and qualitative traffic surveys noted below, 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 to be monitored are:
- The take up of Personal Travel Planning and response to follow up surveys; and
 - The level of redemption of the active travel/bus/train voucher.

Quantitative and Qualitative Travel Survey

- 9.15. In order to identify the travel patterns of the residents of the development, an initial baseline manual travel survey has been undertaken prior to 100th dwelling occupation of the site. Quantitative surveys will be repeated annually at the anniversary of the original survey.
- 9.16. The surveys are undertaken at a cost to the Developer and be at a similar time of the year to provide a comparative assessment. It will be ensured prior to the 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.

- 9.17. The manual surveys undertaken are supplemented with a qualitative survey. 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.
- 9.18. A copy of the latest questions for the online survey is contained within **Appendix F**. To maximise the potential for return of postal / online surveys, an incentive is to be provided for respondents such as a voucher to a local restaurant or equivalent. The result of each postal / online survey will be issued to the residents in the form of a summary report (via the development TP website) and to the Local Authority via the TP reviews.
- 9.19. All online / postal surveys are confidential and 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;
 - Telephone number / email address;
 - Whether they are registered disabled;
 - Number and age range of any dependants; and
 - Proof of address (if claiming an incentive).
- 9.20. All survey information shall be kept secure by the TPC this includes any information collected in **Section 9.17**. 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. All data collection will comply to the Smarter Travel Ltd Data Protection Policy, which can be viewed on the Smarter Travel Ltd website (SmarterTravel.uk.com).

Options for future management of the Residential Travel Plan

- 9.21. 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.
- 9.22. 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.

- 9.23. Whichever option is chosen then it will be notified to the Local Authority within the final TP review.
- 9.24. A total budget of £78,000 (index linked) has been agreed for the management, monitoring and promotion of the Travel Plan over the five-year monitoring period.

10. MONITORING DATA

Baseline (2022)

- 10.1. A manual 12-hour survey of Blyth Vale was undertaken on Wednesday the 11th of May 2022. Cameras were installed at all open access points of the development and movements in and out were recorded including by which mode. On the day of monitoring, the weather was normal and dry in the morning, with persistent showers in the afternoon and through the evening. At the time of 2022 monitoring, 99 dwellings were occupied.

Year 1 (2023)

- 10.2. Year 1 monitoring of Blyth Vale consisted of a 2-week ATC was installed on 17th April 2023, at the vehicular entrance along Stead Drive, this was the only vehicular entrance open to residents during 2023 monitoring. This was supplemented by a 12-Hour Manual Count on 20th April 2023 on Stead Drive. At the time of 2023 monitoring, 129 dwellings were occupied.

Year 2 (2024)

- 10.3. Year 2 monitoring of Blyth Vale included an ATC on each of Stead Drive (with data from 22nd April 2024) and Hill Farm Road (with data from 20nd April 2024) vehicular accesses for two weeks, although it should be noted the Hill Farm Road ATC had to be re-laid on 7th May 2024 for 1-week, due to damage causing incomplete week 2 data. At the time of monitoring, 152 dwellings were occupied.
- 10.4. A 12-hour Manual Count was completed on 2nd May 2024 on Stead Drive and Hill Farm Road access points. The findings can be found below in **Table 10.1**.

Year 3 (2025)

- 10.5. At the time of the Year 3 monitoring 157 of the 158 dwellings had been occupied. ATC data was collected on each of Stead Drive and Hill Farm Road vehicular accesses for two weeks from 10th May 2025. In addition, a 12-hour Manual Count was completed on 21st May 2025 during dry weather on the Stead Drive and Hill Farm Road access points for consideration of travel mode split. The 2025 ATC data can be found in **Appendix D** and manual count data in **Appendix E**.
- 10.6. **Table 10.1** below compares the 2011 Census modal split data with the modal split data collected from annual monitoring.

Table 10.1 – Modal Split

Mode of Transport	Census (2011)	Baseline (2022)	Year 1 (2023)	Year 2 (2024)	Year 3 (2025)
Train	3%	N/A	N/A	N/A	N/A
Bus	2%	N/A	N/A	N/A	N/A
Taxi/Minicab	0%	0%	1%	2%	1%
Driving a car or van	63%	62%	65%	52%	56%
Passenger in car or van	5%	21%	21%	21%	17%
Motorcycle, scooter or moped	1%	1%	0%	1%	<1%
Bicycle	5%	0%	0%	2%	3%
On foot	22%	9%	9%	13%	13%
OGV	N/A	2%	0%	1%	1%
LGV	N/A	5%	4%	8%	9%
Total	100%	100%	100%	100%	100%

- 10.7. The modal split identified from the 2011 Census data is different to that identified in the manual count data. There has been a reduction in the number of people choosing to drive a car / van, between the 2022 and 2023 car / van driver split and those of 2024 and 2025. As the Census is based on journeys to work, LGV and OGV trips are unlikely to have been included (as they would not normally be a journey to work but rather a journey for work) mode split result between the Census and monitoring data are therefore not directly comparable.
- 10.8. Travelling as a passenger in a car or van (car sharing) appears to have increased between 2011-2022 and had remained steady at 21% to 2024 before falling slightly in 2025. The next survey in 2026 will identify if there is a new trend emerging in car / van passengers. Previous qualitative survey results implied that most residents travel to similar destinations, it could be that this is convincing residents to share lifts more frequently.
- 10.9. Residents travelling by foot has increased since early monitoring and has remained stable between 2024 and 2025. It is also reasonable to assume a proportion of people on foot in the monitoring data could be walking to nearby bus stops or the train station to continue their journey by public transport.
- 10.10. **Table 10.2** details trip rates from the original TA (2016) compared to annual ATC monitoring results to date.

Table 10.2 – Trip Rates

Time Period	AM Peak 08:00-09:00	PM Peak 17:00-18:00	12-Hour 07:00-19:00
Dataset	Two-Way	Two-Way	Two-Way
TA (2016)	0.523	0.505	4.586
Baseline (2022)	0.422	0.269	4.177
Year 1 (2023)	0.284	0.257	3.423
Year 2 (2024)	0.393	0.383	3.736
Year 3 (2025)	0.320	0.349	3.437

- 10.11. It should be noted that trip rates are typically higher with ATCs during the construction phase as not all construction-related vehicles can be discounted from the surveys. By the third year (2025) construction was complete. During analysis of the data provided, all commercial vehicles (OGV) are excluded to remove construction vehicles in the early years, where possible and to ensure consistency thereafter.
- 10.12. The ATC data from both the 2024 and 2025 monitoring period indicates a significant reduction in vehicular trip rates from the TA estimate in 2016, with a decrease between 2024 and 2025, although these are higher than in 2023. This is perhaps due to an initial increase and subsequent variations in working from home following the COVID-19 pandemic.
- 10.13. The AM and PM peak trips are both exceeding the Year 3 (2025) target reduction of 10%, with the AM Peak observed at 39% lower than the TA and the PM Peak 31% lower in 2025. The TPC will continue to deliver the Travel Plan measures throughout the monitoring period to ensure the target continues to be achieved.

2025 Travel Survey

- 10.14. The 2025 Travel Survey invitations were distributed by post to 158 occupied dwellings on 27th March 2025, with reminders sent out two weeks later. The survey included a prize draw with 3 prizes to encourage participation: a £200 Decathlon store voucher, a CLOSCA foldable helmet worth £99 and a £50 Kind Bag voucher. Overall, the survey received 12 responses, resulting in an 8% response rate, which is higher than last year as 2024 saw 10 responses (7%), but remains lower than the 25% response rate target
- 10.15. There were no respondents that claimed a PTP from the 2025 survey.
- 10.16. When asked how often they travel and which mode(s) they use, 7 (58%) respondents stated that their main mode of travel is by car (alone) for an

average 5 days per week, followed by 5 (50%) who said they walk for an average 6 days per week and 1 (8%) who use bus for an average 3 days per week.

- 10.17. Participants were asked which mode of travel they would use if their main mode was unavailable, to which 5 (41%) said they would walk, 3 (25%) would car share, 2 (17%) work from home.
- 10.18. When asked whether they would consider car sharing regularly, 2 (17%) said they would if they could find someone to share with and 2 (17%) would if they could find someone with the same shift patterns as them. Comparatively, 2 (17%) said they prefer to use public transport, 2 (17%) said they prefer to walk/cycle and 2 (17%) said it was not an option for them due to family/ child commitments.
- 10.19. Participants were asked what was stopping them from travelling more sustainably, to which 5 (41%) said they don't think they have any other option. 5 (41%) bus times don't suit their needs, 3 (25%) their destination was too far to walk/ cycle. 2 (17%) said they need their vehicle for family/ childcare needs.
- 10.20. When asked whether the Travel Information Pack helped them make informed travel decisions, 11 (92%) confirmed they had read it and would, therefore, have some awareness of the TP and TPC services available, which does achieve the target set out in **Chapter 7**. Of those who had read it, 7 (58%) found the pack helpful. 3 (25%) respondents stated that they had not read the Travel Information Pack and would therefore have had little to no awareness of the TP and TPC services.
- 10.21. 5 (41%) respondents said the cost-of-living crisis has not impacted their daily life or their travel arrangements, compared to 5 (41%) who said it had and provided comments that focus on reduced travel due to financial constraints, such as: *"I travel to the office every day to avoid bigger utility bills working from home."*, *"fuel costs have gone up and we are changing to an electric car soon"* and *"Yes we have to be careful with how much we are spending on petrol. We use the bus for work but this might have to change due to cost so might have to bike"*.

Initial Travel Survey

- 10.22. As of July 2025, 15 residents had claimed a PTP from the Initial Travel Survey advertised in the Travel Information Pack and on the Travel Plan webpages. Combined with the PTP update from the annual travel surveys from 2022, 2023, 2024 and 2025 a total of 23 PTPs had been claimed to date, which is a 15% uptake from the 158 occupied dwellings at the time of writing this report. This is not currently achieving the 50% uptake target as set out in **Chapter 7**, but the TPC will continually promote PTPs to residents until the end of the monitoring period.
- 10.23. As of July 2025, there had been 45 voucher claims, which is 29% of 158 households and exceeds the 15% claim target as set out in **Chapter 7**. Of these claims, 24 were for the £150 active travel voucher, 17 for a 1-month train ticket from Halesworth to Lowestoft and 4 were for 2 x 1-month bus tickets for local First Bus services.

TPC Action Plan

10.24. **Table 10.3** below details the TPC action plan for the remainder of the monitoring period and timescales for completion.

Table 10.3 - TPC Action Plan

Measure	Action	Timescales
Travel Information Pack (TIP)	Created by the TPC to provide details of all sustainable modes, a local amenities map and travel incentives. Distributed by the Developer to all new residents.	Complete May 2025 (full occupation)
Active travel voucher/ Bus tickets	Initial travel incentives will be continually promoted to new residents, primarily through the Travel Information pack.	Claim period ending 23/05/2026
Blyth Vale travel plan website & social media	The Blyth Vale travel plan website and social media channels (Facebook and Instagram) will be regularly reviewed and updated with useful information and news.	Ongoing (as required)
Walking and Cycling Promotion	Promote the walking and cycling paths available across Halesworth to assist the residents in travelling for work or leisure. Consider a bike surgery event (on site or vouchers) to increasing cycling uptake.	Ongoing (as required)
Car Sharing Promotion	Promote Liftshare on all promotional content (i.e. social media, newsletters, travel plan website), including any competitions or incentives offered by Liftshare.	Ongoing (as required)
Automatic Traffic Count (ATC)	A 2-week ATC to monitor vehicular movement in and out of the development.	Annual (Spring)
Manual Count Traffic Survey	A 12-hour manual count of vehicular and pedestrian movements in and out of the development.	Annual (Spring)

Postal / Online Travel Survey	A travel survey invitation will be sent to all occupied dwelling to understand travel habits and any issues to be reported to SCC. The survey will include a prize draw to encourage uptake.	Annual (Spring)
Travel Plan Newsletters	An annual update to all households on relevant travel information and news. Information will also include reminders of the travel incentives available.	Annual (Spring)
Promote Active Travel to Local School	Contact Edgar Sewter Primary School to promote walking and cycling to students, where possible.	Complete - Contacted in 2025, no assistance needed

Appendices

Appendix A

Appendix B

Appendix C

Appendix D

Appendix E

Appendix F