



YEAR 4 RESIDENTIAL TRAVEL PLAN

Hunter's Chase, Red Lodge, Suffolk

Client: BDW Homes

July 2025

Project No: 80029

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1. FOREWORD

- 1.1. Smarter Travel Ltd has been appointed by the Developer – BDW Trading Ltd trading as Barratt Homes - to manage, monitor and promote the Residential Travel Plan (TP) for the development of land off Elms Road, Red Lodge, Suffolk (known as Hunter's Chase). The development scheme is for 125 residential dwellings (30% of which are classed as 'Affordable Homes' or 'Shared Ownership' managed by Sage Housing).
- 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 the ward "Red Lodge" (to which the site abuts) has given the breakdown of number of people living per dwelling: 4,124 people living in 1,748 households; using this data it has been forecasted that a development of 125 residential dwellings has the potential to accommodate approximately 295 people.
- 1.3. The provision of this TP is to oblige Condition 25 of Forest Heath District Council (FHDC) planning approval Ref: DC/16/0596/OUT in addition to Section 5 of the Fourth Schedule of the Section 106 Agreement associated with the planning approval. 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 Suffolk County Council (SCC) for the monitoring period of five years from the first multi-modal travel survey which took place in June/July 2021 at 75% occupation. The monitoring period is expected to be completed in 2026, with the principal target to reduce car trip rates by 6% from the initial assessment of travel of the local area determined from 2011 Census Data and the Transport Assessment (TA) that supported the original planning application. At the time of 2025 monitoring the site was fully occupied.
- 1.6. The development is located northwest of Newmarket Road, Red Lodge which lies to the northeast of the town of Newmarket. The site is close to key local amenities and public transport services with the centre of Newmarket approximately 11km cycle distance.

Definitions

1.7. 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. "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, as 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 the baseline monitoring (2021) and agreement with the Local Authority of the "Travel Plan" or one year after occupation of the final dwelling, if later. It is therefore expected that the monitoring period is to conclude in 2026.
- 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; this updated report forms the third anniversary of the Full Travel Plan. The travel surveys will be used to help update objectives and measures set out within this TP and commence the monitoring period.
- 2.2. At the time of the fourth anniversary (June 2025) monitoring, Hunter's Chase was fully occupied. Chapter 13 details the latest monitoring of the Travel Plan.
- 2.3. The development is wholly residential and therefore the TP is an important tool in helping to deliver sustainable communities. This brings a number of 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 (such as those who need a vehicle to carry out their job role, or those with limited mobility who require a private vehicle) through information on less impactful car 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.
- 2.4. This TP has been prepared in accordance with SCC 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).

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 of 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” (2004) 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 (the latter of which is 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 for the period 2011 – 2031.
- 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. Barratt Homes 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.
- 4.2. The Developer is responsible for the ownership of the residential TP for this development for a period of not shorter than the date of the approval by FHDC and SCC of the interim version of this TP to five years after baseline monitoring (2021). It is therefore expected that the monitoring period will end in 2026.
- 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 FHDC and SCC 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: HuntersChase@SmarterTravel.uk.com Website: www.SmarterTravel.uk.com/HuntersChase Date: July 2025 On behalf of: Barratt Homes (BDW Trading Ltd)

5. LOCAL ACCESSIBILITY AUDIT

Site Location

- 5.1. The development is located on the northwest side of the B1085 Newmarket Road at the northern end of Red Lodge. Red Lodge lies to the northeast of the town of Newmarket. The roughly triangular site is bounded to the northwest by the A11, Newmarket Road to the east and Elms Road to the southwest.

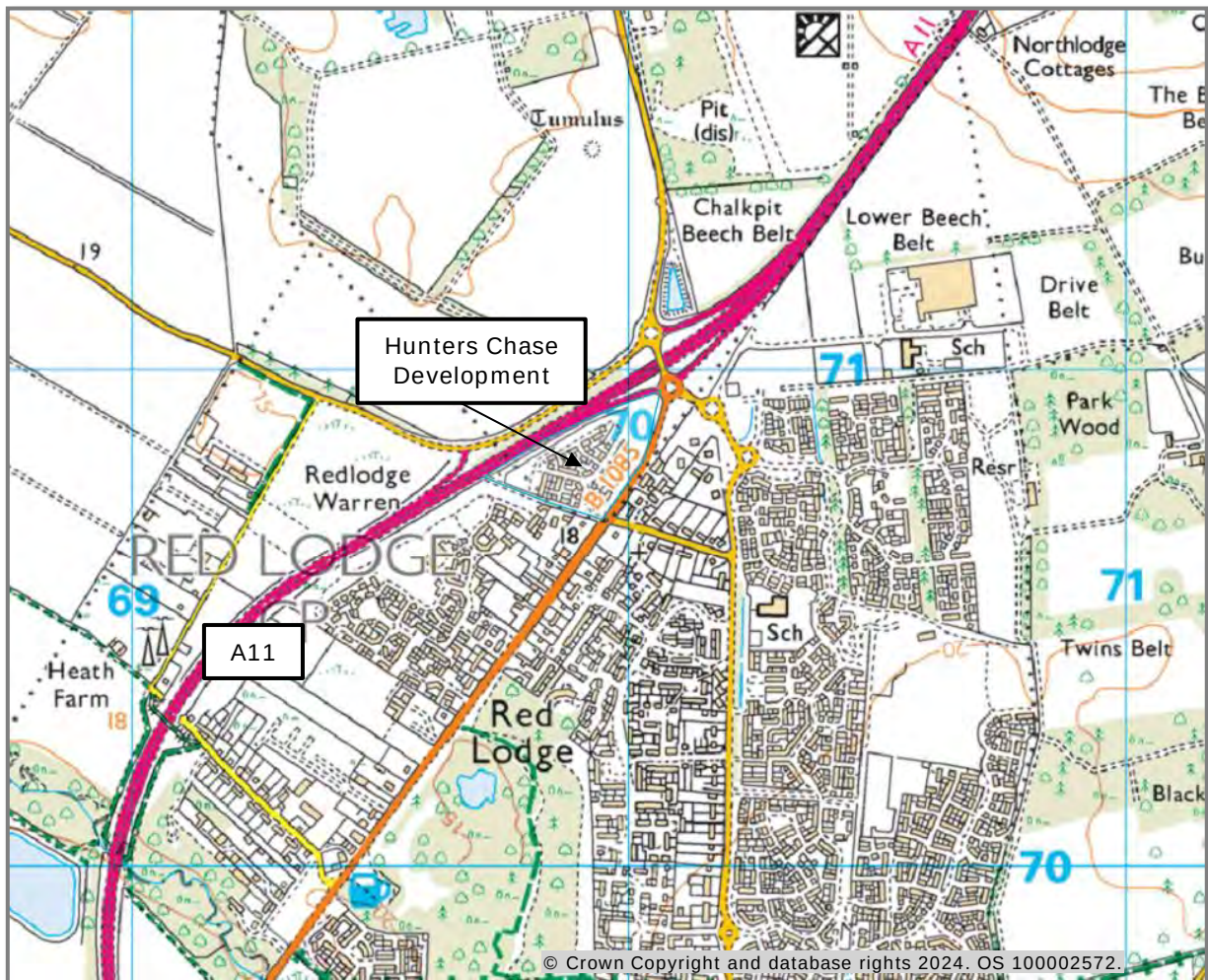


Figure 1 – Site Location

- 5.2. The vehicular access to the site is taken by diverting Elms Road into the site near to the junction with Newmarket Road (with the remaining section of Elms Road forming the minor arm of the site access). The main access for all modes is via Elms Road, with a further pedestrian/cycle access on to Newmarket Road to the north of the junction with Elms Road at the location of the toucan crossing on Newmarket Road. The B1085 is subject to a 30mph speed limit which changes approximately 60m north of the junction with Elms Road and extends south through Red Lodge.

- 5.3. The B1085 runs from the A11, immediately to the north of the site, through parts of Red Lodge, with a further junction with the A11 to the south of Red Lodge (2.6km from the site), the B1085 continues west to the B1102 just east of Fordham. The town of Newmarket lies approximately 9.5km to the south and can be reached via the B1085, A11 and A1304. Other towns locally include Thetford (22km) to the northeast and Bury St Edmunds (17km) to the southeast.

Pedestrian and Cycle Network

- 5.4. Pedestrian and cycle facilities are available on the B1085 Newmarket Road from the site access and continuing south with a shared use cycle way on the western side and footway on the eastern side of the B1085. A toucan crossing point is located approximately 25m to the north of Elms Road to facilitate crossings for routes via Boundary Road.
- 5.5. Generally, the footways are accessible enough to cater for pedestrian movement. There are adequate walking routes to the nearest primary school, St Christophers Primary School.
- 5.6. Residents of houses can store bicycles in garages or storage can be provided in gardens via sheds.
- 5.7. Cycle facilities in the area are illustrated on Figure 2.

Public Transport

- 5.8. The closest current bus stops to Hunter's Chase are located as follows:
- 'Horseshoe Drive' stops on Boundary Road, approximately 30m east of the Newmarket Road/Boundary Road/Elms Road junction (site access).
- 5.9. The southern bus stop on Boundary Road includes a bus shelter for routes to Newmarket.
- 5.10. Table 5.1 below presents the most up to date services which run along Boundary Road. The route of service 16/16A through Red Lodge is shown on Figure 2. Timetable information is included in Appendix B.

Table 5.1 – Nearest Local Bus services

Operator	Service	Frequency
Stephenson's of Essex	16 Bury St Edmunds – Mildenhall - Newmarket	Mon to Fri: 0713 – 1904, typically hourly Sat: (16 Only) 0835 – 1813, typically hourly
	16 / 16A Newmarket – Mildenhall – Bury St Edmunds	Mon to Fri: 0729 – 1756, typically hourly Sat: (16 only) 0815 – 1725, typically hourly
Coach Services	357 Bury St Edmunds – Red Lodge - Mildenhall	Mon to Fri: 8013*, 1058, 1358, 1808 Sat: 1058, 1358
	357 Mildenhall – Red Lodge – Bury St Edmunds	Mon to Fri: 0947, 1247, 1557 Sat: 0947, 1247
Mulleys Motorways	956 Bury St Edmunds – Lakenheath - Mildenhall	Mon to Fri: 1642, 1717
	956 Lakenheath – Mildenhall – Bury St Edmunds	Mon to Fri: 0735

* times shown with school/college days only services included

- 5.11. Up to date timetable information for each bus stop can also be obtained via the websites of each operator or otherwise, www.suffolkonboard.com or via Traveline website if required. Links to updated timetables will be promoted to residents. Additional school/college bus services are also available to Newmarket and Mildenhall and details can be obtained via www.suffolkonboard.com/travelling-to-school/school-timetables/.
- 5.12. A review of 2011 Census Data for the Red Lodge area showed that pre-occupation the use of bus services was relatively low for commuter purposes into Newmarket and Mildenhall. The promotion of bus travel to future residents of the development is considered later in this TP.
- 5.13. Travel times to Bury St Edmunds and Newmarket are approximately 50 minutes and 25 minutes Monday to Friday using service 16/16A. The use of on-line ticket purchasing options and live bus arrival times is promoted to residents, where possible.
- 5.14. There are also discounts available for 16-19 year olds of 25% off the full adult fare via the Endeavour card. Further concessionary fares are also available for under 5's, family ticket, 6/12-month tickets. Further information is included on the Travel Plan website for Hunter's Chase.
- 5.15. Community transport options are also available to residents that may have need for these services. The Voluntary Network, Connecting Communities operate in the area offering those that cannot access local public transport a way to link with bus / train routes that are easily accessible and further information can be found via their website (www.thevoluntarynetwork.org/community-transport). The service can be

booked by calling 01638 664304 Monday to Friday, 0800 to 1600, services operate between 0700 and 1900, Monday to Saturday. Community transport options such as this are highlighted to residents through the Travel Welcome Pack, Travel Plan Website and annual newsletters.

Train Services

- 5.16. Kennett Train Station is located at approximately 4.7km driving distance from the centre of the site. Although the station is located approximately 15 minutes cycle time from the site some of the residents may still commute to work by train and travel there via a bicycle as part of a multi modal journey.
- 5.17. Services can be boarded to the destinations shown on Table 5.2.

Table 5.2 – Local Rail Services

Destination	Approximate Travel Duration (minutes)	Frequency – Daily services		
		Weekdays	Saturdays	Sundays
Cambridge	29	Every 1-2 hours	Every 1-2 hours	Every 2 hours
Ipswich	48	Every 1-2 hours	Every 1-2 hours	Every 2 hours

Sources: Greater Anglia (www.greateranglia.co.uk) (Correct as of July 2025)

- 5.18. Intermediate stations including Newmarket, Stowmarket and Bury St Edmunds can also be reached directly from Kennett.
- 5.19. Services to Ely and Peterborough are available requiring changes in Bury St Edmunds, whilst services to London are available from Cambridge and Ipswich. Additional services between Ipswich and Cambridge are also available at Bury St Edmunds. Engineering works regularly take place at weekends and during holiday periods, particularly on Sundays and public holidays and users are recommended to check times before travelling.
- 5.20. The above train services run between 05:53 and 23:15 (weekdays). According to Greater Anglia, the station provides unsheltered cycle parking for 22 bicycles and 12 car parking spaces for commuters. The station offers step free access to both platforms via a ramped footbridge
- 5.21. The National Rail Enquiries website (www.nationalrail.co.uk) provides an online journey planning tool and ability to purchase tickets by directing the user to a relevant rail franchise website, in this case Greater Anglia. Favourite journeys can be saved for later recall and live train tracking is available. There is a version of the site optimised for mobile devices and it is also available as a free mobile app for Android and Apple iOS.
- 5.22. Commuters travelling from Kennett to Cambridge, for example, can purchase season tickets at a current cost (adult standard, as of July 2025) of:

- 1 week £ 62.30
- 1 month £ 239.30
- 12 months £2,492.00

- 5.23. Non-commuters can also obtain various rail discounts outside of peak hour travel times via railcards (i.e. 16-25s, 26-30s and family and friends). Further information can be found on the Smarter Travel Website.
- 5.24. Overall, services to Cambridge, Ipswich and intermediate destinations along this route are well served throughout the week, including for commuter services Monday to Friday.
- 5.25. A review of 2011 Census Data for the Red Lodge area shows that the use of the train was very low for commuter purposes, with London as the primary destination.

Local Amenities

- 5.26. 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 DfT's document LTN 1/20 "Cycle Infrastructure Design" recommends that an average cycling speed of 20mph can be assumed.
- 5.27. Although now superseded by the NPPF, 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."*
- 5.28. Focusing upon the site, Table 5.3 presents a range of local amenities in the surrounding areas, with the approximate distance and travel time from the site.

Table 5.3 – List of Nearest Local Amenities

Amenity	Location	Distance from the site (km)	Walking / Cycling time
Bus stops	Boundary Road	0.12	1 min (walking)
Doctors	Reynard Surgery, Turnpike Rd, IP28 8JZ	0.42	6 mins / 2 mins
Dentist	Red Lodge Dental Surgery, 18 Boundary Road, IP28 8JQ	0.38	4 mins / 1 min
Public Open Space	Turnpike Rd, Red Lodge, Bury Saint Edmunds	0.43	5 mins / 2 mins
Nature Reserve	Red Lodge Heath, IP28 8WJ	0.80	9 mins / 3 mins
Primary School	St Christopher's CEVCP Primary School, Bellflower Crescent, IP28 8XQ	0.45	5 mins / 2 mins
Nursery	St Christopher Robins Nursery, Boundary Road, IP28 8JQ	0.36	2 mins / 1 min
Local Shops	Nisa / Red Lodge Post Office, 1 Bellflower Crescent, IP28 9XQ	0.82	10 mins / 2 mins
Sports Centre/Rec	Hundred Acre Way, IP28 8FQ	0.54	6 mins / 2 mins
Millennium Centre	Lavender Close, IP28 8TT	0.60	12 mins / 4 mins
Post Office	Nisa / Red Lodge Post Office, 1 Bellflower Crescent, IP28 9XQ	0.82	10 mins / 2 mins
Place of Worship	St Christopher's Church, 2 Boundary Road, IP28 8JQ	0.32	2 mins / 1 min
Restaurant	Red Lodge Steakhouse & Bar, 70 Turnpike Road, IP28 8LB	0.90	11 mins / 4 mins
Supermarket	Tesco's Express, Lodge Park, Turnpike Road, Red Lodge, Bury, IP28 8JZ	0.90	11 mins / 4 mins
School	Kennett CP School, 98 Station Road, Kennett, Newmarket CB8 7QQ	4.00	14 mins (cycling)
Train Station	Kennett Train Station, New Market, CB8 7QF	4.66	15 mins (cycling)
Employment	Lanwades Business Park, Kentford, CB8 7PN	5.54	18 mins (cycling)
Employment	Mildenhall	5.95	25 mins (cycling)

5.29. In conclusion, the development is located well for a number of amenities which are accessible on foot, bicycle or by bus. Figure 2B shows the location of most of the amenities noted above.

- 5.30. 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 vehicular traffic impact of the development.

Barriers to Sustainable Travel and Accessibility

- 5.31. 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;
 - Distance to train services located 4.7km away at Kennett for onward connections to large employment locations such as Cambridge and Ipswich;
 - Hourly bus services to employment areas such as Bury St Edmunds;
 - Perceived accessibility on bicycle to local amenities;
 - Perceived quality of facilities (shelters / seating etc) at bus stops; and
- 1.1. 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 SITE AUDIT

- 6.1. During the monitoring period, an annual inspection shall be made prior to each survey by the TPC to review the condition of on-site local footways and cycleways 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. As of the site audit in March 2025, there were no issues to report on-site.

Off-Site

- 6.3. As of the site audit in March 2025, there were no maintenance issues to report off-site.
- 6.4. The TPC did however note that the sheltered bus stop on Boundary Road continued not to display any bus timetables, which was also noted during the 2024 site audit. The TPC has reported this to SCC via the Suffolk Highways Reporting Tool.

7. TRAVEL ASSESSMENT & MONITORING REPORT

- 7.1. The potential vehicular movements for the development are summarised below, as extracted from the Transport Assessment submitted as part of the development's planning application and is based on TRICS data.
- 7.2. The development would have the potential to generate, without a TP, approximately 68 two-way vehicle movements during AM peak hour and 76 two-way vehicle movements during PM peak hour. Over a 12-hour period the development could generate 635 two-way movements.
- 7.3. Further to this, the 2011 Census Statistics have been used to understand the pre-existing travel modes and typical work destinations for existing local residents, which have been used to provide an estimate of typical travel modes that would be utilised from Hunter's Chase.
- 7.4. The April 2011 Census Statistics – WU03EW – Location of Usual Residence and Place of Work by Method of Travel to Work for Forest Heath 005 (Middle Super Output Area), to which the site is immediately adjacent, and which covers the existing residential areas of Red Lodge, is summarised below in Table 7.1.

Table 7.1 – Method of Travel to Work -
2011 Census

Mode of Transport	Number of commuters	Percentage	Main /Secondary Destination Preference
Work at or mainly from home	0	0.0%	N/A
Train	43	1.2%	London
Bus	50	1.5%	Newmarket / Mildenhall
Taxi or minicab	5	0.1%	Beck Row
Driving a car or van	2928	87.6%	Newmarket / Lakenheath / Beck Row / Mildenhall / Red Lodge* / Newmarket / Burt St Edmunds
Passenger in a car or van (car sharing)	177	5.3%	Newmarket / Red Lodge /Lakenheath / Mildenhall / Beck Row / Bury St Edmunds
Motorcycle, scooter or moped	18	0.5%	Newmarket / Mildenhall / Beck Row
Bicycle	40	1.2%	Red Lodge*
On foot	71	2.1%	Red Lodge*
Other	9	0.3%	-
<i>Total commuting</i>	<i>3341</i>	<i>100.0%</i>	

*Red Lodge is in Forest Heath 005 in which also lies employment areas at Kentford

- 7.5. The table demonstrates that from the Red Lodge area 3.3% of the commuting was undertaken by cycling and walking, and a further 2.8% of the commuting was undertaken by using public transport.
- 7.6. The primary destination for single occupancy car movements shown above, commute by private car (on their own) to a workplace within the Newmarket area which can be accessed by bus. The promotion of car sharing and bus travel, is therefore considered to be the key modes of travel for this development location with cycling and walking also possible for trips within Red Lodge. According to Census Data, the majority of car trips are to the Newmarket, Lakenheath, Beck Row and Mildenhall (in that order), followed by the Forest Heath 005 area which includes Red Lodge and Kentford.

Objectives

- 7.7. 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 single occupancy vehicles through raising awareness of alternative travel modes available – especially for those working in the Newmarket 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

- 7.8. 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....).
- 7.9. 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 principle objectives of the TP and are as follows:
- Reduce the peak hour car trip generation shown in the TA Estimate by 4% within one year of the implementation of the full TP (75% occupation).
 - Reduce the peak hour car trip generation shown in the TA Estimate by 6% within three years of the implementation of the full TP.
 - Reduce the 12-hour car trips shown in in the TA Estimate by 6% within three years of the implementation of the full TP.

- Retain the level of car trips at the third year of the TP monitoring period at the final year of monitoring.
- 7.10. 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 either their bus ticket or walking/bicycle voucher.
- 7.11. 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

- 7.12. 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.
- 7.13. If the agreed targets had not been met after the first and third year travel surveys the TPC would have had to analyse the situation, review the effectiveness of the TP measures to understand what additional measures may have been implemented to achieve targets. Thankfully, the development remained on target and no additional measures were required.

8. RESIDENTIAL TRAVEL PLAN MEASURES

- 8.1. The timescale for the implementation of measures is presented in Table 10.3 below. The table details when measures will be put in place during the agreed monitoring period and an indication of the potential cost of the measure.
- 8.2. 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 4 with the responsibilities and appointment of the TPC are detailed in Section 9.

On-site Accessibility

- 8.3. 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 Newmarket Road will give a good permeability through the site for pedestrians and cyclists. Also, the routes within the site will be well defined.
- 8.4. The Developer has ensured that the development has provision for good internet connectivity and availability. This can aid in encouraging home deliveries and promote working from home.
- 8.5. 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 can be identified to the Developer or SCC (as applicable) to be rectified.

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 are permanently available to the residents of the site (see Marketing and Promotion). The use of smartphone apps and mobile technology are also promoted so residents can access up to date bus timetables.
- 8.7. The TPC will continue to liaise with bus operators and SCC when appropriate, to ensure that issues raised regularly by residents are considered by the operators, so that the potential use of public transport is maximised.
- 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 Hunter's Chase webpage and social media page.
- 8.9. Each dwelling has been provided the opportunity to gain two £50 smartcards for use on Stephenson's bus services (or alternatively a £100 voucher for walking/cycling equipment, see below). This has been promoted through a "Travel Welcome Pack" that each residential dwelling is issued within 2 weeks of moving into their property. Reminders were sent out in annual newsletters distributed to all residents until the claim period ended in 2023, one year following final occupation.

Walking

- 8.10. Pedestrian routes in the vicinity of the site are adequate, linking with local amenities within Red Lodge. However, the TPC will continue to liaise with the relevant authority to highlight any maintenance issues when appropriate.
- 8.11. The residents are provided information on pedestrian routes from the site to relevant local amenities within the Travel Welcome Pack. Branded merchandise can also be considered to be given out to residents to promote walking such as travel umbrellas during promotional events.
- 8.12. As an alternative, a £100 active travel voucher for an online retailer (including Wiggle and Decathlon) was available (to households not redeeming bus smartcards). This could be redeemed on items such as waterproof clothing or rucksacks or cycling equipment. It was explained within the Travel Welcome Pack how the £100 could be obtained via completing the Initial Travel Survey.
- 8.13. During the monitoring period, the TPC will liaise with the TPC for the local Primary School to encourage any pupils living on the Hunter's Chase development to walk to school. Each dwelling will be able to request a reflective equipment pack, ideal for walking or cycling to and from school.

Cycling

- 8.14. 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 Red Lodge, Kentford, and Mildenhall and could be improved.
- 8.15. The TPC will continue to liaise with the relevant authority when appropriate 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 and Promotion) and Travel Welcome Packs.
- 8.16. A bicycle surgery may be considered to be implemented in which a local bicycle company would attend the site for a day and enable safety checks and pre-bookable bicycle services to further promote the use of cycling for local travel. Alternatively, a bike servicing voucher could be provided to residents, if requested.
- 8.17. Cycling related branded merchandise can also be considered to be given out to residents via promotional events such as a high visibility backpack rain covers, lights, among others.

Car Sharing

- 8.18. Car sharing represents a relatively convenient alternative form of car travel, and the potential exists to reduce the total private mileage of the residents.
- 8.19. The TPC can establish from the multi-modal travel surveys, the potential for car sharing to and from regular destinations and can arrange for individual residents to be made aware of that potential via social media and print material.
- 8.20. The TPC will continue to promote the Liftshare car sharing platform (<https://liftshare.com/uk>, previously promoted Suffolk Car Share scheme), 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.
- 8.21. Residents are made aware of the car sharing scheme via the Travel Welcome Pack, social media, the Hunter's Chase TP website and through annual newsletters.
- 8.22. A paid Facebook campaign was undertaken in May 2022 to promote car sharing opportunities across Suffolk. Through this two-week long campaign, 7,752 people were reached and there were 123 clicks through to the then Suffolk Car Share website.

Marketing and Promotion

- 8.23. The TPC has provided training to the Hunter's Chase sales staff of the Developer on the aims and objectives of the TP as well as the incentives available to residents. Posters were also provided so that sales staff could visually show the sustainable travel options available to them. As the development is now fully occupied, however there is no longer an on-site sales representative.
- 8.24. 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 was provided with a Travel Welcome Pack within the first few weeks of first occupancy which directed residents to the Travel Plan website and social media for travel related information and contact details of the TPC. A survey of current intended travel habits has also been included within the Welcome Packs to ascertain very early indications of travel behaviour change.
- 8.25. A travel website has been created specifically for the development's residents via www.smartertravel.uk.com/hunterschase 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 (in Travel Welcome Pack)

- 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 mobile app service such as UK bus checker (explaining what buses and train services, can be taken to access facilities);
 - Cycle and pedestrian route maps (in Travel Welcome Pack);
 - Details of how to obtain local bus smartcards or a walking/cycling voucher to the value of £100 (until 2023) as well as other measures;
 - Marketing for Liftshare 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.
- 8.26. 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.
- 8.27. It is recommended that the TPC undertake promotional events at the following times to increase awareness of the Travel Plan. Intended minimum events are as follows:
- Regular marketing to highlight website, social media and cycle voucher / bus ticket promotion as well as Personal Travel Plans and merchandise.
 - An on-site promotional event could be held including provision of a bicycle surgery on-site - completed.
 - First year summer postal / online survey with an incentive for respondents including provision of a bicycle surgery – completed.
 - Third year summer postal / online survey with an incentive for respondents – completed.
 - 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

- 8.28. The TPC will provide Personalised Travel Planning to residents who request it. They will 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 4 of this TP.
- 8.29. 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 are 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 of five years as part of the monitoring cycle which commenced at 75% occupation. The TPC will be funded by the Developer from appointment prior to first occupation and for the five-year monitoring period.
- 9.3. The TPC takes 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.
- 9.4. The TPC can provide Personal Travel Planning (PTP) to residents of this development. This service is provided on demand and is available within 10 working days of residents' request.
- 9.5. The TPC ensures that structures for the on-going management of the plan are set up and running effectively, and helps 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 website.
- 9.6. The TPC will continue to liaise with public transport operators, highway authority and / or the Developer where appropriate, in order to report any inadequacies in maintenance maximise the potential use of sustainable travel options.
- 9.7. 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. In the interest of confidentiality, the TPC alone, holds the database and is 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 the General Data Protection Regulation 2018 – refer to Smarter Travel Ltd Privacy Policy for more details).
- 9.8. The TP is reviewed at every completion of the multi modal travel survey, as part of an on-going five-year monitoring process. The TPC will aim to submit details of each review to SCC within two months of the completion of each annual monitoring period.

Monitoring

- 9.9. To ascertain whether the residents had already changed their mode of travel as a result of moving to this development from another location, a short survey was provided within the Travel Welcome Pack that the resident needed to complete to obtain the £100 walking/cycle voucher or two £50 free bus smartcards.

- 9.10. In order to identify the travel patterns for the residential development, a multi-modal travel survey is undertaken annually, supplemented by postal/online surveys on the first and third anniversary of the Full TP as a minimum. 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 the Transport Assessment vehicular trip generation.
- 9.11. 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.
- 9.12. The results of the survey are 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 can seek to address and improve the use of any mode, which seems under-represented and where greater utilisation could reasonably be achieved and report to SCC.
- 9.13. In addition to the multi-modal traffic surveys noted above, the take-up of additional TP measures is 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;
 - The level of redemption of the free bus travel; and
 - The level of redemption of the walking/cycling vouchers.

Multi-Modal Travel Survey

- 9.14. The multi-modal survey is undertaken annually at a cost to the Developer and be at a similar time of the year (between March and October) to provide a comparative assessment. It is 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.
- 9.15. The methodology of undertaking the manual count survey is to have cameras located at the main access point of the development off Elms Road and at the pedestrian/cycle access to Newmarket Road and record all movements in and out of the site for a 12-hour period (7am to 7pm).
- 9.16. Two-week ATC's are installed where appropriate to further supplement the manual count survey.

- 9.17. The surveys undertaken during the anniversaries noted previously (first and third year) have been supplemented with a postal / online survey directly to residents which enabled a more direct questioning of their travel habits and identified measures that can assist in changing their travel habits to more sustainable means. A summary of the responses obtained in 2025 are contained within Appendix C. To maximise the potential for return of postal / online surveys, an incentive was provided in 2025 for respondents with three 'prizes' included a £200 Decathlon store voucher, a Closca Foldable Helmet worth £99 and a £50 Kind Bag voucher. The result of each postal / online survey will be issued to the Local Authority via the TP updates.
- 9.18. All online / postal surveys are to be 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 have a disability which would affect transport choice; and
 - Number and age of any dependants.
- 9.19. 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 the Residential Travel Plan

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

10. MONITORING RESULTS

10.1. The fourth anniversary monitoring of Hunter's Chase took place between 16th of June and the 29th of June 2025. The on-site manual count took place on 24th of June 2025, and the two-week ATC was placed on the main entrance to Hunter's Chase, along Chase Avenue. ATC and Manual Count results for 2025 monitoring can be found in Appendix D and Appendix E respectively. At the time of monitoring, the residential site was fully occupied, however the placement of the ATC was such that trips for 115 of the 125 dwellings were captured so as to avoid the curvature of the road which would have affected the data collection process.

10.2. The two-way vehicle trip rates over the monitoring period can be seen in Table 10.1. The table shows that vehicle movements have been observed consistently lower than that set out in the TA. The table also shows that the 6% reduction target from the TA (2016) was exceeded in Year 3 (2024) and has continued to exceed expectations in 2025, with a 14.6% reduction in the AM Peak and a 16.2% reduction in the PM Peak.

Table 10.1 – Trip Rates

	TA (2016)	Baseline (2021)		2022		2023		2024		2025	
		MC	ATC	MC	ATC	MC	ATC	MCC	ATC	MC	ATC
AM Peak Two-way	0.547	0.320	0.308	0.464	0.390	0.424	0.445	0.472	0.453	0.560	0.467
PM Peak Two-way	0.604	0.484	0.397	0.592	0.469	0.560	0.464	0.472	0.513	0.672	0.506

MC = Manual Count

ATC = Automatic Traffic Count averaged over 5 weekdays

10.3. Trip rates will be reviewed again following the 2026 final monitoring year, to determine whether the principal target to maintain a 6% reduction has been achieved.

10.4. Table 10.2 below shows positive results of the travel habits of residents, as overall sustainable modes are exceeding that of the 2011 Census with a lower car or van driver mode share.

Table 10.2 – Modal Split

Mode of Transport	Census Data 2011	2021 Baseline	2022	2023	2024	2025
Work at or mainly from home	0%	N/A	N/A	N/A	N/A	N/A
Train	1%	N/A	N/A	N/A	N/A	N/A
Bus	2%	N/A	N/A	NA	>0%	0%
Taxi or minicab	0%	0%	2%	1%	1%	1%
Driving a car or van	88%	*75%	*70%	*73%	*70%	*71%
Passenger in a car or van (car sharing)	5%	10%	15%	14%	13%	12%
Motorcycle, scooter or moped	1%	0%	1%	0%	1%	1%
Bicycle	1%	1%	2%	1%	1%	3%
On foot	2%	14%	9%	11%	12%	13%
Other	0%	0%	1%	0%	>0%	0%

Note: Rounded to the nearest whole number for reporting purposes.

*Figures include LGV movements recorded.

- 10.5. Driving a car or van remains the main mode of travel for 71% of residents, and although those travelling as a passenger has declined steadily since 2022, it remains a considerably higher proportion of modal split than the 2011 Census figure.
- 10.6. The 2025 modal split shows a continued growth of residents on foot since 2022 and continues to increase to 13% of the modal share in 2025. Residents cycling has also seen an increase to 3% of the modal share in 2025, which is a 2% increase from the Census and baseline data. Red Lodge has plenty of amenities at a short walking distance but also a nearby bus stop which has services into neighbouring towns. This is likely to play a role in reducing SOV movements and shall be promoted throughout the lifetime of this TP.

Residential Travel Survey 2025

- 10.7. To supplement quantitative data, a residential travel survey is issued annually to all occupied households, either online or by post. This section provides a breakdown of key findings from the Travel Surveys which is repeated at a similar time each year throughout the monitoring period.
- 10.8. The 2025 Travel Survey invitations were distributed by post to 125 occupied Dwellings in June 2025 and reminders were sent out after 2 weeks to encourage uptake. A prize draw was included, offering 3 prizes, a £200 Decathlon voucher, Closca foldable helmet and a £50 Kind Bag voucher. The survey received a total of 12 responses (9.6% of occupied dwellings) which does not achieve the 25% response rate target set out in Chapter 7. This is in spite of approximately doubling the value of the prize draw since 2024.
- 10.9. 25% of the survey respondents requested a Personal Travel Plan (PTP) from the 2025 Travel Survey, which does not meet the 50% PTP uptake target, however, it contributes to overall PTP uptake, including those from the initial Travel Survey that formed part of the Travel Information Pack, provided to the first occupiers when they moved in.
- 10.10. The main mode of travel, used by 100% of respondents, was driving alone, with an average use of 4 days per week, followed by 50% choosing to walk an average of 2 days a week and 17% choosing to car share for an average of 1 day a week. It should be noted that participants could select multiple modes and frequencies, depending on their habits, and it is assumed from the data that most respondents who drive also have to walk part of their journey.
- 10.11. Participants were asked what alternative modes they would use if their main mode was unavailable, to which 25% selected bus. 25% of participants selected using a car alone. 17% of participants selected to share a car. Sustainable modes such as bus travel and car sharing will continue to be promoted to residents via the annual newsletter, Travel Survey and on the Hunters Chase Travel Plan website, as appropriate.
- 10.12. When asked about barriers to travelling sustainably, 58% of respondents stated that their destination was too far to walk/cycle, in addition to 42% who selected that the surrounding roads are not safe to walk/ cycle, and 33% stated that the bus schedule does not suit their needs.
- 10.13. 58% of respondents believe the cost-of-living crisis has impacted the way they travel, providing statements such as, "*I might be looking to get electric car in the future*" and "*Only consider jobs I can walk to.*". Compared to 42% who believe it hasn't impacted the way they travel.
- 10.14. 83% of respondents confirmed that they have read the Travel Information Pack which meets the target of 80% awareness of the TP and TPC role set out in Chapter 7. Out of those who read the Travel Information Pack, 50% of the respondents found the Travel Information Pack helpful and 50% did not find it helpful.

- 10.15. 67% of respondents stated that they would consider car sharing, of which 38% responded that they would if they had someone to share with and 38% if the workplace incentivised it.
- 10.16. 75% of the 12 respondents had not claimed a voucher. Whilst 25% had claimed the £100 active travel voucher.
- 10.17. When asked for additional comments or feedback, 33% provided statements regarding infrastructure surrounding the development, including: *"Better public transport options in Red Lodge as a whole are desperately needed. The village is very poorly connected and without a car you have very few options."* and *"Put some electrical charge points around the area and especially in Hunter's Chase"*.
- 10.18. A copy of the 2025 Travel Survey can be found in Appendix C (questions requesting personal data have been removed for GDPR purposes).
- 10.19. Table 10.3 below outlines the TPC action plan for the monitoring period and outlines the TP measures that will be carried out and timescales for completion.

Table 10.3 - TPC Action Plan

Measure	Action	Timescales
Hunter's Chase travel plan website & social media	The Hunter's Chase travel plan website pages and social media channels (i.e. Facebook and Instagram) will be regularly reviewed and updated with useful information.	Ongoing
Maps of walking and cycling routes.	Provide a map of walking and cycling routes for residents, if requested.	Ongoing
Personal Travel Planning	Personal Travel Planning will be promoted further to encourage alternative modes of travelling in the Red Lodge area.	Ongoing (upon request)
Multi-modal travel survey	A 12-hour manual count of all movements in and out of the development and an Automatic Traffic Count (ATC) for vehicular traffic movements. Supplemented by a postal/online travel survey of resident's travel habits with possible door-knocking to encourage a higher response rate.	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)
Car Sharing promotion	Promote car sharing to residents via marketing channels.	Bi-annually
Local Primary School	Contact will be made with the local Primary School to see if the TPC can assist with any TP measures.	Within 2025-2026 academic year

Figures

Appendices

Appendix A

Appendix B

Appendix D

Appendix E