

APPENDIX 13.2A

TRAVEL PLAN



The Beehive Redevelopment

Framework Travel Plan

August 2024

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This document has been prepared and checked in accordance with
Waterman Group's IMS (BS EN ISO 9001: 2015, BS EN ISO 14001: 2015 and BS EN ISO 45001:2018)

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Final Draft

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1. Introduction

- 1.1. Waterman Infrastructure & Environment Ltd ('Waterman') has been appointed by Railpen ('the Applicant') to prepare a Framework Travel Plan (FTP) in support of an outline planning application for the redevelopment of the Beehive Centre, Cambridge, CB1 3ET.
- 1.2. The Site is located in an area under the jurisdiction of Cambridge City Council, with planning under the jurisdiction of the Greater Cambridge Planning Service (GCP) and the Highway Authority is Cambridge County Council (CCC).
- 1.3. The Site is in Cambridge, circa 1.9km to the west of Cambridge City Centre. The Site is currently occupied by the Beehive Centre which is a mid-sized shopping area comprising circa 24,000sqm (GEA) retail space currently set out as seventeen retail spaces. The existing retail park provides 885 car parking spaces.

Proposed Development Summary

- 1.4. The proposals include the redevelopment of the Site to provide a Technology/Life Science Park comprising a maximum of 93,765sqm GIA commercial floor space (88,597sqm office/lab GIA and 5,168sqm mixed use GIA). The Site will have a total building floor area of 136,541sqm GIA and generate circa 6,450 employees. A total of 395 car parking spaces will be provided, of which 374 will be provided within a multi-storey car park (disabled and general parking) and 21 disabled spaces provided at-grade close to the respective buildings. The Proposed Development will represent a reduction of car parking spaces on the Site by 490 compared to the existing retail park, and also a reduced intensity in use across the day.
- 1.5. It is proposed to retain vehicular access from Coldham Lane, however the existing Coldhams Lane/Beehive Access/ Cambridge Retail Park Access priority junction will be reprovided as a Cycle Optimised Protected Signals (CYCLOPS) junction. A CYCLOPS junction provides a protected cycle lane which encircles the junction, keeping cyclists separate from both motor traffic and pedestrians. There will also pedestrian and cycle accesses from the York Street, Sleaford Street, St Matthew's Gardens and Coldhams Lane. The bus stop within the Site will be relocated and improved as part of a mobility hub more centrally within the Site.

Document Purpose

- 1.6. A wide range of potential benefits can accrue from the implementation of the Travel Plan (TP), including improved health and well-being for individuals who change their mode of travel, and reduced environmental effects in terms of air quality, noise and congestion near the Site. The TP will drive a significant reduction in car use compared to the existing retail park and the TP sets out how essential car use will be managed through a comprehensive integrated transport strategy which includes making sustainable forms of travel more convenient compared to car use.
- 1.7. This TP has been prepared with reference to Travel Plan guidance set out within Cambridgeshire's Active Travel Strategy and BREEAM (2018) requirements. The credits for Tra01 and Tra02 will be targeted further within this Travel Plan. It includes several measures aimed at increasing the viability of using non-car modes of transportation to access the Site and encouraging travel by sustainable modes of transportation. This Travel Plan has been prepared at the concept and design stage.

What is a Travel Plan

- 1.8. A TP is essentially a series of initiatives that are introduced by an organisation to provide people with

an enhanced range of transport opportunities. The overriding objective of TPs is to reduce the level of single occupancy car use and encourage use of sustainable transport modes.

- 1.9. Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development. At the heart of the strategy for managing the transport effects for the Proposed Development is a strategy which controls and manages access to car parking and use, driving significant modal shift through a suite of comprehensive measures that build on Cambridge's substantial use of non-car modes, supporting movements on and off-site.
- 1.10. TPs are an important element of the Government's integrated transport strategy and are a means of managing the transport generated by a development or Site and implementing initiatives to reduce identified adverse effects of such transportation.

Benefits of Travel Plans

- 1.11. The most easily identifiable benefits of TPs are those that are directly related to reductions in vehicle use; namely proportionally less congestion, noise, air pollution and accidents.
- 1.12. There is however, also a broader range of more intangible benefits that can accrue from the implementation of TP initiatives.
- 1.13. Depending on the characteristics of each development, such benefits can include:
 - Improve air quality through the removal of vehicles with combustion engines;
 - Energy savings – through removal of fossil fuel use;
 - Increased use of public transport – through improving alternative modes, introducing sustainable transport measures and supporting a range of incentives;
 - An improved environment for pedestrians and cycles;
 - Cost savings;
 - Improved quality of life – through time savings achieved because of less congestion and reduced stress; and
 - Improved sense of community as colleagues car share and get involved in Bicycle Users Groups (BUGs) for example.

Aims and Approach

- 1.14. The principal aim of the TP for the development is to increase the use of more sustainable modes of transport and promote active travel, primarily through increased uptake in public transport use, walking and cycling. The measures within the Travel Plan will support the wider overall Sustainable Transport Strategy (STS) and the proposed on and off-site sustainable transport improvements which the development will support or deliver.
- 1.15. The plan takes into consideration the existing transport conditions relevant to the development and the surrounding environment, and proposes several measures designed to increase travel awareness and to effectively manage and increase sustainable transport use.
- 1.16. In advance of occupation of the Site, the journey origin and mode of transport of staff cannot be fully determined and therefore, this initial version of the TP is focussed on setting out principles and objectives to potential staff and introducing key elements such as the Travel Plan Co-ordinator, thereby providing a framework on which to base future iterations of the TP.

- 1.17. Travel information relating to bus and train services as well as cycle/pedestrian routes, park and ride services (P&R), car clubs and the TP will be provided to employees during their induction period.

2. Site Description and Accessibility

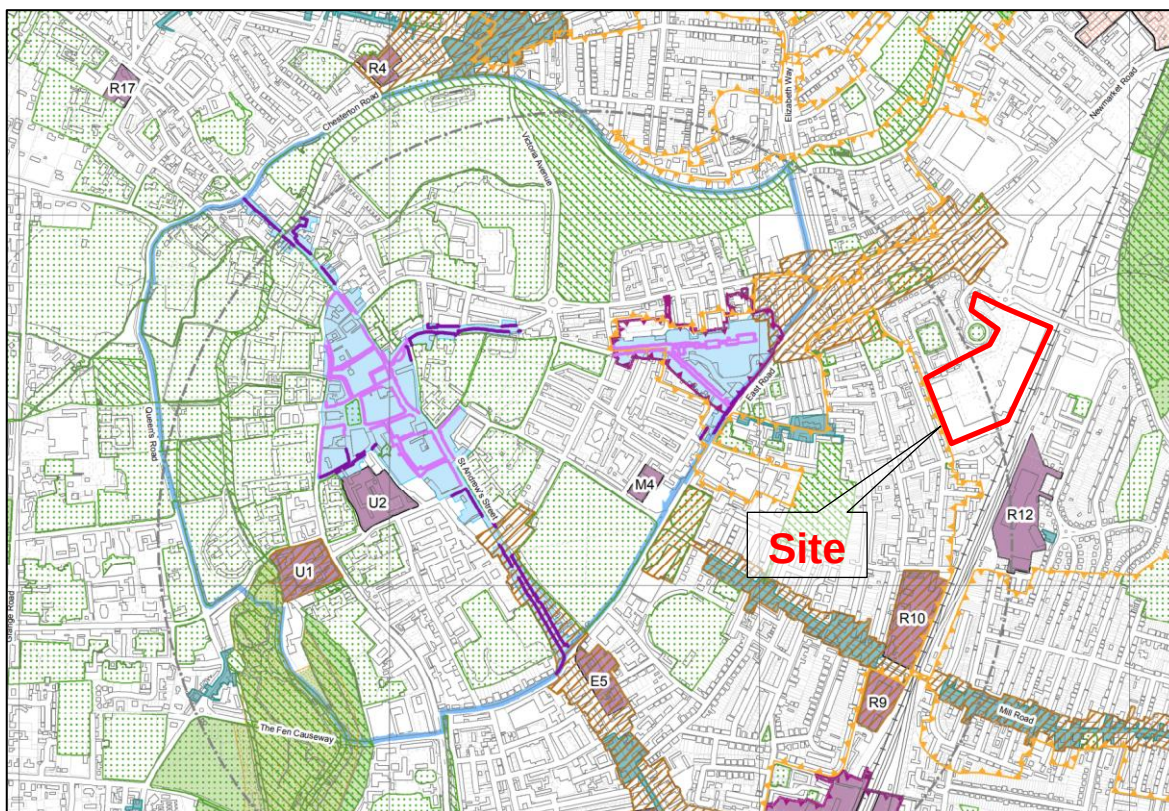
Overview

- 2.1. The Site is located in Cambridge, circa 1.9km to the west of Cambridge City Centre. It is currently occupied by the Beehive Centre which is a mid-sized shopping area comprising circa 24,000sqm retail space currently set out as seventeen retail spaces. The existing retail park provides 885 car parking spaces.
- 2.2. The Site is bordered to the north by Coldhams Lane and Cambridge Retail Park, the east by the rail line, the south by York Street and Sleaford Street which are residential roads and the west by St Matthew's Garden and Silverwood Close which are residential roads.

Walking Accessibility

- 2.3. The Site currently provides ad-hoc footpaths through the Site, however there are sections within the Site where there are no dedicated pedestrian facilities (no footway along the eastern Site of the Site access road). There are existing pedestrian accesses from Coldhams Lane, St Mathews Gardens, York Street and Sleaford Street, however many of the accesses are narrow and unattractive for pedestrians. The Proposed Development will retain and significantly improve the pedestrian environment on these access points.
- 2.4. Coldhams Lane has existing pedestrian footways wider than 2m on either side, with tactile paving, dropped kerbs and street lighting provided at crossing points and along its length. A Zebra crossing is located circa 50m to the west of the Coldhams Lane access and a Toucan crossing is located adjacent to a pedestrian cut-through from Coldhams Lane. The Coldhams Lane Bridge (over the rail line to the east of the Site) provides a dedicated pedestrian/cycle path as well as a footway on the north wide of the bridge.
- 2.5. St Matthew's Gardens, York Street and Sleaford Street are residential roads with footways on either side of the carriageway. The footways on these roads are circa 1.5m wide and have regular street lighting. The speed limit on these roads and the connecting residential roads is 20mph which allows for safe informal pedestrian crossing.
- 2.6. The Cambridge City Centre Boundary is defined in the Cambridge City Council Local Plan 2018 Policies Map, which is shown in [Figure 1](#). The eastern extent of Cambridge City Centre can be accessed via a 650m walk (or a 6-8 minute walk) from the Site.

Figure 1: Cambridge City Centre Extent



- 2.7. Cambridge has an existing high-quality pedestrian environment. Sustrans document '*Walking and Cycling Index 2024*' for Greater Cambridge prepared in March 2024 highlights that 56% of residents walk to work a least five days a week, up from 50% in 2019 and 54% in 2021, which indicates a large percent of the population are active and could be willing to introduce walking as their main mode of commute. [Appendix A](#) shows a 2km walking distance isochrone from the Site which demonstrates that a large part of Cambridge is accessible from the Site by walking.

Amenities

- 2.8. The Chartered Institute of Highways and Transport (CHIT) published the guidance document '*Planning for Walking*' (2015), which sets out the desirable thresholds for a pedestrian walking environment. The document defines a 'walkable neighbourhood' as an area with most amenities within an 800m walking distance.
- 2.9. [Table 1](#) shows the amenities within walking distance of the Site. A number of retail units will be provided on-site as part of the Proposed Development (as part of the proposed 5,168sqm mixed use GIA) which will provide Site users will access to day-to-day goods and amenities. In addition, Cambridge Retail Park is located directly to the north of the Site and provides access to a wide range of retail units/amenities which can be used by users of the Proposed Development. These amenities include a Lidl foodstore, Boots, a café, The Gym, Homebase, Currys plus other retail units. A map showing amenities within 500m surrounding the Site is shown in [Appendix B](#).

Table 1: Local Amenities

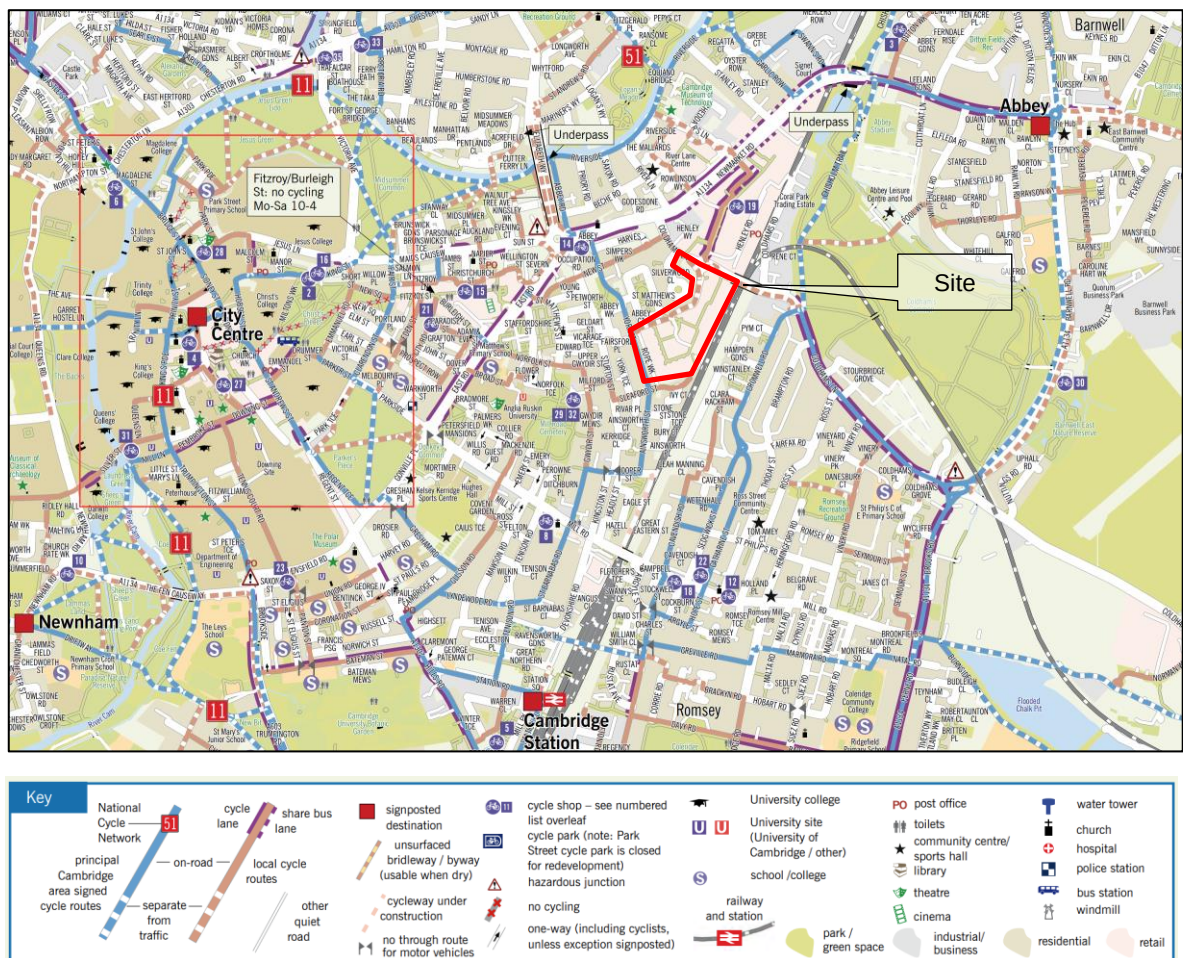
Amenity	Distance	Walk time (100m / minute)	Walk time (80m / minute)
Food stores/convenience stores/retail centres			
Mixed use retail units	Provided on-Site	n/a	n/a
Cambridge Retail Park	100m	1 minute	1 minute
Grafton Centre	800m	8 minutes	10 minutes
Lidl	180m	2 minutes	2 minutes
Casa Maramureseana	400m	4 minutes	5 minutes
Tesco Superstore	600m	6 minutes	7 minutes
Aldi	650m	6 minutes	8 minutes
Hot food outlets/cafes			
Mixed use retail units	Provided on-Site	n/a	n/a
Nando's	130m	1 minute	2 minutes
Pausa Kitchen Cafe	220m	2 minutes	3 minutes
Pizza Hut	300m	3 minutes	4 minutes
Norfolk Street Bakery	450m	4 minutes	6 minutes
The Box Cafe	600m	6 minutes	7 minutes
Green space and fitness facilities			
Gym facilities	Provided on-Site	n/a	n/a
The Gym Group, Cambridge	110m	1 minute	2 minutes
St Matthew's Piece	300m	3 minutes	4 minutes
Coldhams Common	400m	4 minutes	5 minutes
Nuffield Health Cambridge Fitness and Wellness Centre	450m	4 minutes	6 minutes
Abbey Leisure Complex	1km	10 minutes	12 minutes
Nurseries and education facilities			
Brunswick Nursery School	350m	3 minutes	5 minutes
ACE Day Nursery	650m	6 minutes	8 minutes
N Family Club Nursery	800m	8 minutes	10 minutes
Anglia Ruskin University	850m	8 minutes	10 minutes
Pharmacy/medical centre			
Well Pharmacy	200m	2 minutes	3 minutes

Amenity	Distance	Walk time (100m / minute)	Walk time (80m / minute)
York Street Medical Practice	200m	2 minutes	3 minutes
Boots	450m	4 minutes	6 minutes
Norfolk Street Dental Practice	500m	5 minutes	12 minutes
Superdrug	1km	10 minutes	12 minutes
Numark Pharmacy	1km	10 minutes	12 minutes
Public transport			
Bus stop on Site	Provided on-Site	n/a	n/a
Bus stop along Newmarket Road	300m	3 minutes	4 minutes
Cambridge Train Station	1.3km	13 minutes	16 minutes
Cambridge North Train Station	2.7km	27 minutes	34 minutes
Cambridge Town Centre			
Cambridge Town Centre Boundary	650m	6 minutes	8 minutes

Cycling

- 2.10. The Site is well located within the existing Cambridge cycle network. An extract from the Cambridge cycle map is show in [Figure 2](#).

Figure 2: Cambridge Cycle Network Site



- 2.11. As shown in Figure 2, Coldhams Lane to the east of the Site is a marked primary on-road route, as well as York Street, Ainsworth Street, Hooper Street and Gwydir Street which provides a direct cycle route from the Site to Cambridge Station.
- 2.12. The Site provides an existing off-road cycle link between Coldhams Lane and York Street and Sleaford Street. There is also an existing off-road cycle link over the rail line on the Coldhams Lane Bridge. Sleaford Street and New Street are designated as local links which provide links to routes towards the town centre. A cycle link is also provided through the Cambridge Retail Park.
- 2.13. National cycle routes (NCR) 11 and 51 run through Cambridge and connect Cambridge and nearby population centres by cycle. NCR 11 runs between Ely and Saffron Walden and connects Cambridge to Duxford, Sawston, Great Shelford as well as Ely and Saffron Walden and can be picked up from Riverside. NCR 51 runs from St Ives and Felixstowe and connects Cambridge to Ipswich, Needham Market, Stowmarket, Thurston, Bury St Edmunds, Newmarket as well as St Ives and Felixstowe. NCR can also be picked up from Riverside.
- 2.14. The Chisholm Trail is a new 3.5km walking and cycling route which is a mostly off-road and traffic free route between Cambridge Rail Station and Cambridge North Rail Station. Phase 1 of the Chisholm Trail was completed in 2022 and starts at Cambridge North Station and ends at Coldhams Lane. A new shared cycle/foot bridge was provided over the River Cam as part of Phase 1. The route for Phase 2 has yet to be agreed, however it is proposed that the cycle connections through the

Proposed Development could form part of Phase 2 of the Chisholm Trail towards Cambridge Station. Phase 2 is expected to be complete by 2025.

- 2.15. A new cycle store has been provided at Cambridge Station which provide 2,850 cycle parking spaces on a mixture of stands and racks. The cycle store is both sheltered and has CCTV coverage for security. Cycle hire is available 7 days a week from Rutland Cycling located next to the cycle store. Cambridge North also has a secure and covered store adjacent to the station building with 1,000 cycle parking spaces which are provided on a mixture of racks and compounds.
- 2.16. Voi is a mobile app which allows for short term hire of e-scooters and e-bikes within Cambridge. Bikes and scooters can be left in parking zones and there are low-speed zones and no-riding zones to restrict use in heavily pedestrianised areas. There are circa 50 Voi bikes and 300 Voi scooters within Cambridge.
- 2.17. GCP are currently proposing to transform Newmarket Road to prioritise walking, cycling and bus use to form part of the Cambridge Eastern Access. The proposals will run from the Newmarket Road/Elizabeth Way/East Road/ roundabout to Junction 35 with the A14. A dedicated cycle route will be provided in each direction of Newmarket Road as well as cycle improvements at junctions (such as Cyclops roundabouts).
- 2.18. A 5km cycling isochrone around the Site is shown in [Appendix A](#).

Buses

- 2.19. A bus stop is provided within the Site which is served by bus route 19 and 114 which offer services to Addenbrookes, Chesterton, Landbeach and central Cambridge. This bus stop will be re-provided within the Proposed Development and will provide larger bus shelters with seating and live departure information.
- 2.20. Additional bus services can be accessed from bus stops along Newmarket Road. The bus stop on Newmarket Road is located 300m to the north-west of the Site and provides access to bus routes 3, 11, 12, 19, 114 and Park & Ride route 2.
- 2.21. [Table 2](#) summarises the frequent bus services accessible from the stops above. Bus route 19 operates circa two services a day towards Cambridge Bus Station and two services a day to Landbeach and route 114 operates circa four services a day towards Cambridge Bus Station / Chesterton and four services a day towards Addenbrooke's Hospital Bus Station.

Table 2: Frequent bus services accessible from the Site

Service	Route	Day	Frequency
3	Thorpe Way – Newmarket Road – Emmanuel Street – Cambridge Station – Cherry Hinton	Mon-Fri	15 mins
		Sat	20 mins
		Sun	30 mins
	Cherry Hinton – Cambridge Station – St Andrews Street – Newmarket Road – Thorpe Way – Fison Road	Mon-Fri	15 mins
		Sat	15 mins
		Sun	30 mins
11	Newmarket – Burwell – Swaffham – Stow cum Quay – Marshalls Airport – Newmarket Road – Drummer Street Bus Station	Mon-Fri	60 mins
		Sat	60 mins
	Drummer Street Bus Station – Newmarket Road – Marshalls Airport – Stow cum Quay – Swaffham – Burwell - Newmarket	Mon-Fri	60 mins
		Sat	60 mins
12	Drummer Street Bus Station – Newmarket Road	Mon-Fri	60 mins

Service	Route	Day	Frequency
PR2 (Park & Ride)	– Marshalls Airport – Bottisham - Newmarket	Sat	60 mins
	Newmarket – Bottisham – Marshalls Airport –	Mon-Fri	60 mins
	Newmarket Road – Drummer Street Bus Station	Sat	60 mins
	Drummer Street Bus Station – Newmarket Road	Mon-Fri	10 mins
	Park & Ride	Sat	10 mins
		Sun	15 mins
	Newmarket Road Park & Ride – Drummer Street	Mon-Fri	10 mins
	Bus Station	Sat	10 mins
		Sun	15 mins

- 2.22. Cambridge has five Park and Rides (P&R) which allow commuters and visitors to park on the outskirts of Cambridge and get a frequent bus into central Cambridge. The two closest P&Rs to the side are the Milton and Newmarket Road P&R. A brief summary of the full P&R provision for Cambridge is provided in Table 3.

Table 3: Cambridge Park and Ride provision

Park and Ride Location	Parking Spaces	Mon-Sat bus frequency	Sun bus frequency
Babraham Road	1458 car + 250 cycle	Every 10 mins	Every 15 mins
Madingley Road	930 car + 40 cycle	Every 10 mins	Every 15 mins
Trumpington	1600 car + 250 cycle	Every 10 mins	Every 15 mins
Milton	792 car + 50 cycle	Every 10 mins	Every 15 mins
Newmarket Road	873 car + 60 cycle	Every 10 mins	Every 15 mins
Total	5653 car + 650 cycle		

- 2.23. As part of the GCP Eastern Access proposals, the Newmarket Road P&R is proposed to be relocated to an area south-east of the Airport Way roundabout and will provide an increased provision of 1,750 car parking spaces. Consultation of the proposals have taken place in 2023.

Rail

- 2.24. Cambridge Train Station is located 1.3km to the south of the Site and can be access via footways and existing signed cycle routes along the residential roads between the Site and Cambridge Rail Station. Cambridge Station provides access to CrossCountry, Great Northern, Thameslink and Greater Anglia Rail services to destinations such as London Liverpool Street, London Kings Cross Brighton, Norwich, Stanstead Airport, Ipswich, Ely, Birmingham New Street and others. As outlined earlier, Cambridge Rail Station provides extensive cycle parking facilities. In addition, Cambridge Station has step-free access to all platforms, ramps for train access and accessible toilets.
- 2.25. Cambridge Train Station provides circa 18 services an hour mid-week which would be higher during

peak hours.

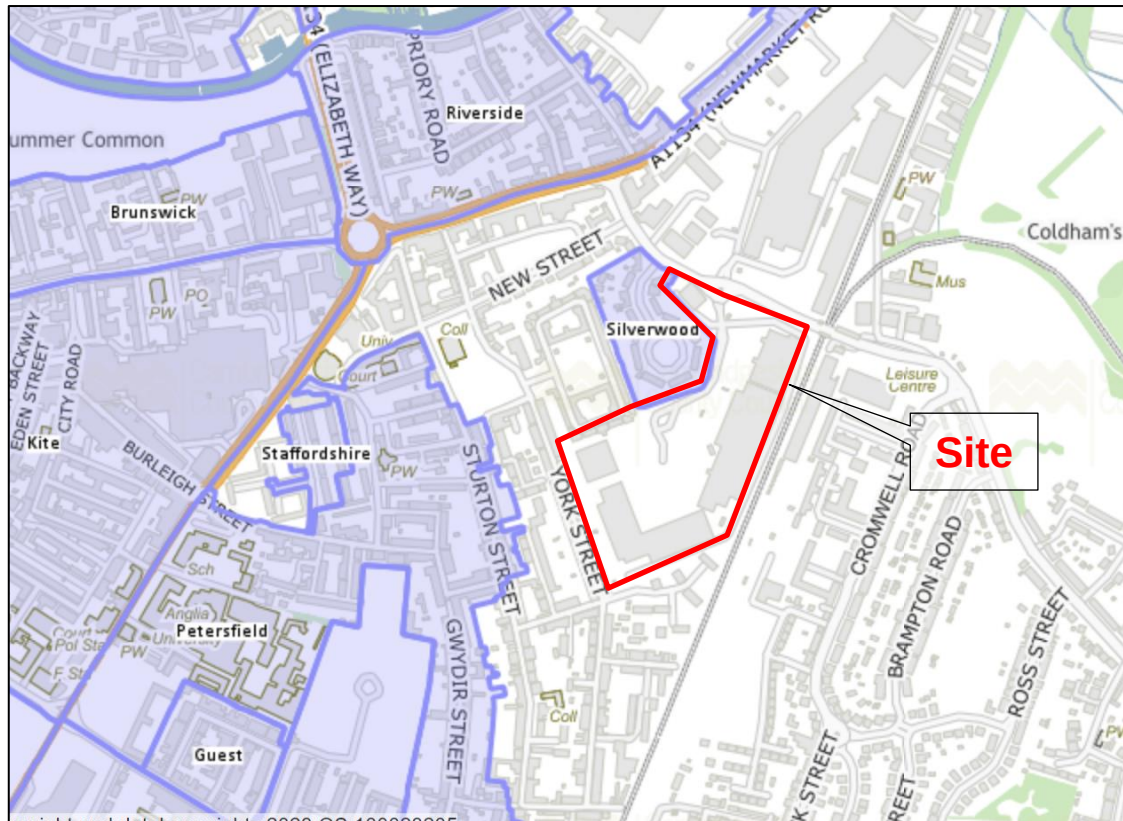
- 2.26. Cambridge North Train Station is located 2.7km to the north of the Site and can be accessed via phase 1 of the Chisholm Trail from the Site. Cambridge North is served by Great Northern and Greater Anglia services to destinations such as London Kings Cross, Ely, London Liverpool Street, Norwich, Stanstead Airport and Ely. As outlined earlier, Cambridge North Train Station provides extensive cycle parking facilities. In addition, Cambridge North Train Station has step-free access to all platforms and ramps for train access.
- 2.27. Cambridge North Train Station provides circa 8 services an hour mid-week which would be higher during peak hours.

Local Highway Network

- 2.28. The existing retail park provides 885 car parking spaces. The Site currently takes access from the southern arm of a four-arm roundabout with Coldhams Lane, the northern arm providing access to Cambridge Retail Park to the north. The Site access road forms a two-lane approach to the junction, with a single lane exit from the roundabout into the Site, sufficiently wide for larger vehicles to manoeuvre. The roundabout approaches provide good sightlines with no obstructions to driver visibility.
- 2.29. There are parking restrictions and controls on the existing Site. Parking is free, however there is a limit of four hours on free parking. Vehicles entering the Site are scanned by an Automatic Number Plate Recognition (ANPR) system and is controlled by a parking management company called Parking Eye. The restriction on car park dwell time generates a high turnover of parking on-Site.
- 2.30. Coldhams Lane is a single carriage road with a speed limit of 30mph and connects to Newmarket Road to the north via a signalised junction and the Coldhams Lane/Brooks Road/Barnwell Road roundabout and Coldhams Lane/High Street signalised junction to the south.
- 2.31. Coldhams Lane is classified as a C-Road, however, there have been high-level discussions with GCP to downgrade Coldhams Lane. The development proposals include a package of measures to improve walking and cycling along Coldhams Lane, which are detailed in the Transport Assessment submitted as part of the planning application.
- 2.32. Newmarket Road runs east to west and connects to the Newmarket Road/Elizabeth Way/East Road roundabout to the east and towards the Newmarket Road Park and Ride (P&R), Cambridge Airport and Junction 35 on the A14 to the west. The GCP Eastern Access proposals includes changes to Newmarket Road to provide high-quality footways, crossings, segregated cycle tracks, bus lanes and junction improvements.
- 2.33. Newmarket Road to the west and East Road to the south of the Newmarket Road/Elizabeth Way roundabout provide access towards Central Cambridge. The A14 runs east-west to the north of Cambridge and can be accessed from Junction 35 via Newmarket Road, Junction 34 via Horningsea Road and Junction 33 via Elizabeth Way and Milton Road. The A14 runs from Felixstowe to the A14/M1/M6 junction by Rugby and connects to Bury St Edmunds, Huntingdon, the A1 and A421. The A14 connects with the M11 to the west of Cambridge which provides access to Bishop's Stortford and London to the south. The A14 also connects to the A10 to the north of Cambridge which provides access to Ely, Littleport, Royston, King's Lynn and London and the A11 which provides access to Thetford and Norwich.
- 2.34. The residential roads surrounding the Site (Sleaford Street and York Street) are unrestricted. Parking on Silverwood Close to the east of the Site which is accessed from Coldhams Lane is restricted

Monday to Sunday between 09:00-17:00. There is also a controlled parking zone (CPZ) 'Petersfield' to the south of the Site which covers Sturton Street which restricts parking Monday to Sunday 09:00-17:00. Figure 3 shows the Sites location in relation to the existing CPZs.

Figure 3: Existing Controlled Parking Zone



- 2.35. The GCP have first proposed a Sustainable Travel Zone (Congestion Charge Zone) in Cambridge in 2022. The scheme would charge private vehicles £5, rising to £10 for vans and £50 for HGVs to drive into the zone between 07:00-19:00 on weekdays. In July 2023, the plans were scrapped, and in October 2023, some councillors discussed how a congestion charging scheme should remain an option for future consideration.

3. Proposed Development

Overview

- 3.1. The proposals include the redevelopment of the Site to provide a Technology/Life Science Park comprising a maximum of 93,765sqm GIA commercial floor space (88,597sqm office/lab GIA and 5,168sqm mixed use GIA). The Site will have a total building floor area of 136,541sqm GIA (excluding basement but including the multi-storey car park) and generate circa 5,755 Full-Time Equivalent (FTE) employees which equated to 6,450 employees in total.
- 3.2. An indicative Site masterplan is shown in [Appendix C](#).

Access

- 3.3. It is proposed to retain vehicular access from Coldham Lane, however the existing Coldhams Lane/Beehive Access/ Cambridge Retail Park Access priority junction will be reprovided in the form of a Cycle Optimised Protected Signals (CYCLOPS) junction. A CYCLOPS junction provides a protected cycle lane which encircles the junction, keeping cyclists separate from both motor traffic and pedestrians. More details about the junction format and characteristics can be found in the Transport Assessment submitted as part of the planning application.
- 3.4. A vehicular route will be provided through the Site from Coldhams Lane. The access road will carry two-way traffic and will take vehicles southbound into the Site. The proposed bus stop will be located on the one-way loop and access will be restricted to buses, small delivery vehicles, refuse vehicles and cars accessing the at-grade parking (Blue Badge only).
- 3.5. Pedestrian and cycle access points from Sleaford Street, York Street and St Matthew's Gardens will be maintained and improved to provide pedestrian walking and cycle connection and improved active travel permeability through the Site. [Figure 4](#) indicates the Sites access points and respective circulation options through the Site.

Cycle Parking

- 3.6. Cycle parking will be provided in excess of Cambridge City Council's cycle parking standards (4,593 cycle parking spaces) for staff and visitors. Shower and changing rooms will be provided at a ratio of 1 shower/changing room per 25 cycle parking spaces and lockers will be provided at a ratio of 1 locker per cycle parking space.
- 3.7. Cycle parking will be provided as a mixture of two-tier racks and Sheffield stands. 20% of the total cycle parking provision will be provided on Sheffield stands. An additional 5% of cycle parking will be provided on Sheffield stands but for larger and adapted cycles. The remaining spaces will be provided as two-tier racks.
- 3.8. These spaces will be provided within secure stores throughout the Site, including within the blocks themselves and within standalone secure barns. Stores within blocks will either be provided at ground or basement level. Access to basement level stores will be provided via lifts. All cycle stores will be lit, have CCTV and access will be restricted via a key fob only issued to staff of that block. Each cycle store will also contain maintenance facilities such as a bike pump.
- 3.9. A cycle maintenance centre will be provided at the Mobility Hub. The Mobility Hub will be located centrally within the Site and will be the centre for all public transport information at the Site, including a help point. On weekdays, cycle technician staff will be located at the Mobility Hub and can provide essential maintenance to staff cycles. They can also offer discounted bike services.

Car Parking

- 3.10. A total of 395 car parking spaces will be provided, of which 374 will be provided within a multi-storey car park (disabled and general parking) and 21 disabled spaces will be provided at-grade close to the respective buildings. The development will represent a reduction of car parking spaces on the Site by 490 compared to the existing retail park, and also a reduced intensity of use across the day.
- 3.11. The following spaces will be provided within the multi-storey car park:
 - Standard bays: 317 spaces
 - Accessible spaces (min 10%): 38 spaces
 - Rapid EV spaces (min 1 in 20 spaces): 19 spaces
 - Passive allowance of EV charging: 100% of spaces
 - Car sharer bays: No car sharer bays are currently proposed, however the potential to provide car sharer priority bays will be explored.
- 3.12. The electric car chargers provided from the onside will be 'fast' chargers with 7kW – 22kW. The remaining car parking spaces will be provided with passive provision and will be provided with 'fast' chargers (7kW – 22kW) if the demand arises. However, it is unlikely there will be additional demand for electric car charging spaces on-site as employees are likely to charge their vehicles at home where it is cheaper to charge a vehicle and can be done overnight.
- 3.13. A total of 21 at-grade car parking spaces will be targeted, of which four will be allocated per block. Car-club bays will also be provided at-grade throughout the Site, which will form part of the 21 at-grade parking spaces. The number of car-club bays to be provided is currently still being discussed. However, all car-club bays will have electric vehicles and electric vehicle charging points. The remaining at-grade parking spaces will be blue badge bays. It is proposed that one disabled bay per block will have a fast EV charger, with the remaining spaces having passive EV charging provision.

Target Modal Shift

- 3.14. The low parking provision and target modal splits for other forms of transport have been used as a basis to development modal shift targets. By setting modal split targets for sustainable forms of transport first ensures that providing for sustainable modes is key to the design of the development. The modal shift targets are supported by GCP and CCC.
- 3.15. The low driving travel mode has been informed by the parking ratio provided on-Site. In total there will be parking for a maximum of 6.8% of staff, however the proposals will target a lower on-Site parking utilisation at all times (target of 4.8%).
- 3.16. The Site mode share has been based on 2011 Census 'travel to work (workday population)' data for medium output area 006 where the Site is located. [Table 4](#) shows the existing travel to work mode (workday population), the target mode share for the Site and the required change in mode share.

Table 4: Existing and Proposed Development mode share

Travel mode	Existing 2011 mode share %	Target mode share%	Change in mode share %
Underground, metro, light rail, tram	0.0%	0.0%	0.0%
Train	1.9%	16.0%	+14.1%
Bus, minibus or coach (includes Park and Ride)	4.4%	16.0%	+11.6%
Taxi	0.5%	0.5%	0.0%
Motorcycle, scooter or moped	1.1%	1.1%	0.0%
Driver a car or van	64.8%	4.8%	-59.9%
Passenger in a car or van	4.6%	4.6%	0.0%
Bicycle	15.5%	40.0%	+24.5%
On foot	6.9%	15.5%	+8.6%
Other method of travel to work	0.4%	1.5%	+1.1%
Total	100.00%	100.00%	0.0%

4. Travel Plan Aims, Objectives and Management

- 4.1. The primary aim of this Framework Travel Plan is to set out a suite of measures which will encourage the employees, visitors and delivery & servicing operatives of the Site to travel to and from the Site using active and sustainable modes of transport and to reduce the number of single occupancy car trips. The TP sets out that a monitor and manage approach will be applied on-Site which will help drive largescale change in favour of sustainable transport use, supporting existing local infrastructure.
- 4.2. The objects of the Framework Travel Plan have been informed through Cambridge and BREEAM travel planning guidance and the aims and aspirations set out in local, regional and national policy and discussions held with CCC and GCP. The objectives are set out below:
- Reduce single occupancy car trips to the Site and bring down the car driver mode share.
 - Increase the number of Site users travelling to and from the Site using sustainable forms of transport (walking, cycling, public transport and P&R).
 - Encourage Site users to move up within the sustainable transport hierarchy (e.g from bus/train to walking and cycling).
 - Ensure the development does not lead to excessive on and off site parking or servicing.
 - Achieve the modal share targets set out in this Travel Plan document.
 - Successfully implement a monitor and manage approach which sets out a framework and protocol for the management of vehicle use to access the Site and associated parking demand to facilitate a modal shift change in favour of sustainable modes of transport.

Travel Plan Co-ordinator

- 4.3. A Travel Plan Co-ordinator (TPC) will be appointed to oversee the implementation and monitoring of the TP which will include personalised travel planning advice for staff. On-going monitoring of the TP is necessary to ensure its continuous effectiveness. This will be the responsibility of the TPC.
- 4.4. The TPC will work in conjunction with the Council, the local community and other interested parties for the continuing progression of the TP. The TPC will be appointed prior to first occupation of the development and contact details circulated to relevant parties. When a change in the TPC is proposed, this will be advised in writing prior to any changes taking effect.
- 4.5. A TP needs a proactive TPC to take responsibility for the development and management of the plan and ensure its delivery. In the case of this TP, the TPC has a particularly important role in presenting the plan to staff, companies and other occupiers and users of the Site.
- 4.6. Allocated time will be needed to set up to run the TP. This is best achieved by the Applicant appointing an individual or consultant with the duties of the TPC who will be responsible for the management and maintenance of the TP. Each block/occupier will appoint a Sustainable Transport Manager (STM) who will work alongside the TPC providing personalised travel planning for each block and will support the TPC on wider Site initiatives.
- 4.7. The TPC will have sufficient authority, resources and capability to implement, manage and ensure compliance with the TP.
- 4.8. The TPC will be appointed at least one month prior to first occupation of the Site (taken to be when any part of the development is occupied). The Applicant will provide contact details of the named TPC representative to the Council when they are appointed.

Sustainable Transport Manager (STM)

- 4.9. The TPC will be supported by a STM from each company leased on-Site. The role of the STM's will be to act as a liaison between staff within their company and the TPC and ensure personalised travel planning is delivered for each company on-Site. They will manage and coordinate the TP incentive programme and be a point of contact within their block for staff. The STM will also be responsible for ensuring the requirements from the Delivery and Servicing Management Plan (pre-booking and consolidating deliveries) and Parking Management Plan (issuing parking permits and registering staff numberplate to become authorised to access the Site).
- 4.10. The STM's will support the TPC with the implementation of the TP, its measures and ongoing monitoring and review. The STM will be a named individual for each company leased on-Site. Each company will be required to have a named STM as part of their lease agreement.

5. Travel Plan Measures

- 5.1. This section of the Travel Plan sets out the measures and initiatives that will be used to promote the Framework TP and sustainable transport modes within the Proposed Development. The Travel Plan measures have been ordered as significant measures, important measures and useful measures:

Significant Measures

Measures to decrease car use

- 5.2. Measures to discourage driving to and from the Site have been outlined within the Parking Management Plan (PMP) submitted alongside this TP. An outline of the measures is provided below:
- All vehicles accessing the Site are required to pre-register before entering the Site. Repeat entry from an unregistered vehicle would be issued with a warning and a follow up fine for repeat unauthorised entry. STM's will ensure new staff members register their vehicles during their induction. Vehicles entering the Site will be split into two categories:
 - Greenlist (pre-registered vehicles, blue badge holders and known deliveries).
 - Redlist (unregistered deliveries and unscheduled deliveries).
 - Vehicle access will be monitored via ANPR. The Site access ANPR will allow for monitoring of vehicle access, noting unregistered access and TP monitoring.
 - Companies will be issued with a maximum amount of parking permits based on floor area. These will be allocated on a need-basis. Permits will be offered according to priority:
 - 1) Blue Badge holders.
 - 2) family/carer needs.
 - 3) late night workers.
 - 4) electric vehicles.
 - 5) car sharers.
 - Parking within the Site will be charged and subject to obtaining a parking permit (price to be monitored and adjusted in-line with car park use and modal shift).
 - Proposals will support the implementation of a CPZ on the surrounding residential roads and the Sustainable Travel Zone Charge being proposed by GCP.
 - Provision of car-clubs on-Site. The location and number of car club bays need to be agreed with a car club operator. Free membership will be offered to all companies on-Site for five years and a pre-determined amount of driving credit will be provided.

On-Site cycle improvements

- 5.3. A number of on-Site cycle improvements will be made including:
- LTN1/20 cycle route provided through the Site connecting Sleaford Street, York Street, St Matthew's Gardens and Coldham's Lane. The cycle route will be segregated from pedestrians and other road users.
 - Cycle parking facilities in excess of Cambridge City Councils standards provided on two-tier

racks and Sheffield stands for larger/adapted cycles such as cargo bikes. Cycle parking will be provided for 71% of employees which is in excess of the 40% cycle mode target.

- On-Site locker, shower and changing facilities in each block for staff walking and cycling to the Site. A drying room will also be provided within each block.
- A cycle maintenance centre will be provided within the Mobility Hub where on-Site staff will offer free or subsidised cycle maintenance and services.
- Cycle access points from Sleaford Street and York Street and St Matthew's Gardens will be significantly improved, widened and provided with segregated pedestrian and cycle access with wayfinding signage to indicate through routes.

Off-site cycle improvements

- 5.4. As part of the STS, the development will support and contribute towards a number of off-site cycle improvements. These cycle improvements include:
- Supporting GCP proposals on Newmarket Road. The proposals on Newmarket Road will provide fundamental changes on Newmarket Road from the roundabout with Elizabeth Way and East Road to Junction 35 of the A14. Walking, cycling and public transport will be prioritised and segregated cycle routes will be provided. The proposals will also provide a direct cycle link to the existing and proposed Newmarket Road P&R.
 - A series of cycle improvements are being explored along Coldhams Lane to the north of the Site which the Applicant will contribute towards subject to agreement with GCP and CCC. Improvements along Coldhams Lane includes removing right-hand turn lanes to widen on-street cycle lanes, Toucan crossings on the Site access roundabout, explore the potential to widen the bridge over the rail line to provide a cycle lane each way, improve the Coldhams Way/Cromwell Road junction to link to the Chisholm Trail, upgrade to the Coldhams Lane/Brooks Road/Barnwell Road roundabout to provide a Cyclops roundabout plus other small improvements.
 - A series of cycle improvements on roads towards Cambridge Station which the Applicant will contribute towards subject to agreement with GCP and CCC. These measures include providing cycle priority across side roads, speed calming measures, marking Devonshire Road one-way to provide a segregated cycle lane plus additional measure.
 - Improvements will be suggested towards Cambridge City Centre which the Applicant will contribute towards subject to agreement with GCP and CCC. These include 'early start' cycle signals at the East Road/Mill Road/Parkside signalised junction, cycle lane protections, signage and markings along East Road and connectivity with cycle lanes along the River Cam.

On-Site walking improvements

- 5.5. The Proposed Development will be provided with an excellent pedestrian environment throughout the Site, which will provide pedestrians routes with shade, shelter and places to stop and rest, priority pedestrian crossing points, pedestrianised routes, wayfinding signage, wide footways, street lighting, passive surveillance for safety and dropped kerbs and tactile paving.
- 5.6. Maps and advise for walking to work will be provided within the mobility hub and through Mobility as a Service (Maas). Pedestrian access points from Sleaford Street, York Street, St Matthew's Garden and Coldhams Lane will be maintained and improved.
- 5.7. In addition, there will be a mix of uses along the ground floor plane throughout the Site (7,488sqm

mixed use GIA) which will provide an attractive active frontage throughout the Site. These mixed uses will provide day-to-day facilities for staff, such as a place to buy lunch, reducing the need to travel greater distances for personal purposes.

Off-site walking improvements

- 5.8. The Proposed Development will facilitate or contribute towards a number of off-site pedestrian improvements subject to approval with CCC and GCP. These improvements will provide additional capacity for pedestrians walking to and from the Site and include:
- Supporting and contributing to improved pedestrian facilities on Newmarket Road as part of the GCP proposals. Including providing wide footways and dedicated crossing points with pedestrian priority.
 - Contribute towards improvements on Coldhams Lane, including pedestrian crossing facilities on the Site access junction and along the bridge over the rail line.
 - Contribute towards enhanced pedestrian facilities along roads towards Cambridge Rail Station and Cambridge town centre.

Park and Ride proposals

- 5.9. The Proposed Development would support the proposals to relocate and extend the Newmarket Road P&R, increasing the capacity of the P&R from 873 spaces to 1,750 spaces. The use of the P&R will be supported through Maas and the TPC could explore discuss with bus operators the potential to provide Site users with a discount to use the P&R, which is currently charged at £3.50 a day.
- 5.10. There are also indicative future proposals to provide a 'bus-way' through land currently controlled by Cambridge Airport. If the 'bus-way' is provided, this would reduce the bus journey time from the Site to the Newmarket Road P&R.

Important Measures

Mobility as a Service (Maas)

- 5.11. Mobility as a Service (MaaS) will be facilitated through a dedicated transport brokerage located within the Mobility Hub which will be a structure provided centrally within the Site, to optimise transportation for employees working on and off-site. MaaS brings together different transport options from different providers into a single intuitive online/mobile application, which can be used to plan for all modes of partnered public and private transportation. Existing providers of Mass systems include Go Travel Solutions and Better Points.
- 5.12. Go Travel Solutions have recently been involved in the Urban & Civic Wintringham St Neots Development as TPC, New Lubbesthorpe TPC (which includes a new bus service) and University Hospitals of Leicester travel planning. GO Travel Solutions manages the national SmartGO scheme. This provides discounted workplace travel, helping employers to incentivise low-carbon transport and save their staff money. Offers are available on buses, trains, bikes, electric vehicles and more, all accessible through an online portal which provides benefits for both employers and staff. Staff can log into SmartGo through a portal.
- 5.13. Better Points have worked with Milton Keynes, Leicestershire and Hounslow Council to achieved measured modal shift, and reduce single-occupancy car journeys. The BetterPoints mobile app

combines tracking, motion sensing and user interaction with sophisticated server side algorithms that verify activities and characteristics. It then links this information to different types and levels of incentives that are awarded to people when they meet certain behavioural goals, such as exercising, completing an activity or trying something new. The App can combine the goals and rewards in myriad ways to meet the client's objectives and budget.

- 5.14. MaaS uses a digital interface to source and manage the provision of transport services in order to meet the mobility requirements of its users. The MaaS interface will be publicly accessible to employees on Site.
- 5.15. MaaS also allows for easier monitoring through the Travel Plan and also enable incentives to be gained by companies, employees, and/or occupiers of each building. Demonstrating positive reductions in car use can be incentivised by financial savings for local businesses, further sustainable travel measures, access to public transport etc.
- 5.16. MaaS could encompass a range of potential components including:
 - Car sharing;
 - Voi cycle and scooter hire;
 - Integrated fare management;
 - Real-time travel information;
 - Point to point car rental,
 - Personal travel assistant applications;
 - Multi-modal transportation solutions;
 - Incentives, discounts and travel vouchers.
- 5.17. Links provided through the Travel Information Pack (TIP) will be delivered and accessed through MaaS which will be developed for the Site. This ensures a centralised way to access information. This will allow employees to access MaaS information from the TIP and can provide additional useful information such as:
 - Update and review of local walking, cycling and public transport conditions.
 - Rail and bus updates.
 - Updates on the weather forecast.
 - Live congestion tracking
 - Live information on upcoming events, including cycle training, BUG/WUG meetings.
 - Information on the initiatives developed on-Site.
 - Reporting on the mode share updated from the TP monitoring.
 - How many car journeys have been saved from the TP and how this relates to carbon tonne, or miles driven across the year (i.e enough miles saved as driving from London to Paris 100 times over).
 - Information on carbon emissions saved from TP measures.

Improved bus services/facilities

- 5.18. The development proposals will contribute to increasing the 'commuter' bus frequencies to nearby population centres outside of Cambridge to support employees who live outside of Cambridge to travel to the Site sustainability.

- 5.19. The TPC will be in regular contact and discussions with bus operators on how to improve bus services and connectivity to the Site. A summary of bus service improvements/uplift in bus seats is set out below:
- 300 or 375 seats per hour on Milton P+R (new service).
 - Additional 225 seats per hour on the Newmarket P+R (900 in both directions now to 1125 in the future) and a new link to the railway station.
 - Additional 675 seats on the out of town services (note across the peak period, not per hour).
- 5.20. The bus improvements above would result in a net increase of 525 P+R bus seat an hour from the Milton Road/Newmarket Road P&R's and an additional 675 bus seats for out of town bus services across a three hour peak period, or circa 225 seats per hour. The Proposed Development would therefore provide an increase in bus seat capacity 'towards' to the Site by 750 bus seats in each peak hour, potentially rising to 825 seats an hour towards the Site. An additional 750 - 825 bus seats towards the Site equate to an additional bus seat for 11.6% - 12.8% of staff. These additional seats would account for the target increase of +11.6% bus mode share. There will also be additional 'standing' capacity.

Season ticket loans

- 5.21. Season ticket loans can be offered to employees for bus and rail services. This would allow employees to purchase a season ticket tax-free, which will then be paid back to the employer weekly or monthly via their pay package.

Cycle to work scheme

- 5.22. Employers will be encouraged to offer the cycle to work scheme for all employees. The cycle to work scheme allows employees to purchase a bike tax-free using a loan from their employer, which could provide a saving of up to 42% on a new bike and safety equipment.

Delivery and Servicing Measures

- 5.23. A Delivery and Servicing Plan will be submitted alongside this TP and includes measures to reduce the impact of the delivery and servicing strategy. These measures included:
- Retimed deliveries to avoid peak movement periods;
 - A maximum dwell time of 20 minutes will be enforced for deliveries on-Site. The dwell time of delivery vehicles will be recorded using the Site access ANPR. If a delivery will take longer than 20 minutes then the operator should request additional delivery time when pre-registering a vehicle and this request would be determined on merit.
 - Staff will be dissuaded ordering personal deliveries to the Site. However Smart Lockers will be provided on-Site where all personal deliveries will be placed.
 - Ban on HGV's accessing the one-way section of the Site. All deliveries by HGV must be delivered to the service yard and then distributed across the Site using smaller electric vehicles.
 - Encourage deliveries by cargo bikes, vehicles accredited with The Fleet Operator Recognition (FORS) Fleet or delivery companies that operate green fleets. A cargo bike delivery company already operates in Cambridge (<https://www.zedify.co.uk>) and the TPC and STM's will encourage companies to make use of cargo bike deliveries where possible.
 - Consolidation for common deliveries on Site for all occupiers.

Useful Measures

Travel Information Pack

- 5.24. The TPC will prepare a suite of travel information which will be provided in the form of a Travel Information Pack (TIP) and access to an electronic version of the TIP will be provided to all employees and occupiers on the Site as well as accessible through the Site's web page and media. The TIP will summarise and link to information provided within the mobility hub.
- 5.25. The TIP will highlight the objectives and philosophy of the TP and contain details of local cycling, walking and public transport routes and access to key local facilities, with links to web-based transport information. A key role of the TIP will also be to raise awareness of the sustainable travel initiatives being implemented through the TP including:
- **Access initiatives:** A high quality map of the neighbourhood, showing cycling, walking and public transport routes to/ from the Site, together with the locations of any key local facilities (such as shops, cashpoint etc) within walking distance. The TIP will also highlight the key facilities provided on-Site, reducing the need to travel.
 - **Promotion of key services and facilities:** Details of the key services and facilities available on Site such as details of the location of cycle parking and shower and locker facilities, e-cycle / scooter hire, access to car club facilities, EV charging provision etc. will be included within the TIP.
 - **Contact Details:** The appointed TPC will be identified, and contact details provided.
- 5.26. The TIP's can be personalised to the block it will be issued to provide centralised information directly to the employee's workplace (i.e identify the cycle parking and facilities within each individual block).

Noticeboards

- 5.27. Travel information will be provided on a noticeboard in the foyer of each block and within the Mobility Hub. The noticeboard will display maps of the local walking and cycling network and will display information on any changes to public transport services.

Websites

- 5.28. Details on how to access the Site by active and sustainable forms of travel will be provided on The Beehive webSite and STM's will encourage occupiers to display travel information on their respective webSites. Details on the requirement to pre-register vehicles and the parking charge for the Site will also be provided.

Walk to work week

- 5.29. The TPC, alongside the STM's will organised walking events such as 'walk to work' day ([Walk to Work Day \(April 7th, 2023\) | Days Of The Year](#)). To encourage participation with 'walk to work' day, a free breakfast can be offered to all staff who partake in the 'walk to work' day.

Walking User Groups (WUG)

- 5.30. The TPC and STM can set up WUG's, where employees who walk to work can meet to discuss issues and suggest improvements which can be reported by a STM or the TPC. These issues or

suggestions can then be taken forward and addressed. WUG meetings could be undertaken through the day and free refreshments can be provided to encourage participation.

Cycle training

- 5.31. The TPC and STM's can organise Bi-annual cycle training courses on-Site which would be free for staff. These cycle training sessions can be run by existing cycle training organisations such as Outspoken Training based in Cambridge. This will give all employees the chance to learn to cycle or improve their cycling skills. Dr bike maintenance sessions can also be set up bi-annual to teach employees about bike maintenance.

Bicycle User Groups (BUG's)

- 5.32. The TPC and STM's can set up BUG's, where employees who cycle to work can meet to discuss issues and suggest improvements which can be reported by a STM or the TPC. These issues or suggestions can then be taken forward and addressed by the TPC and Site management. BUG meetings could be undertaken through the day and free refreshments can be provided to encourage participation.

Voi cycles and scooters

- 5.33. Voi operates a fleet of bikes and scooters for short journeys. There will be space provided with the Site to allow Voi bikes and scooters to be parked within the Site. The use of Voi bikes will be supported through Maas and TIP's. Provision of discounted monthly subscriptions can be explored.

Cycle discounts

- 5.34. The TPC will negotiate discounts for staff from local cycle retailers. This will be included with MaaS.

6. Targets and Sustainable Transport Strategy

- 6.1. Travel Plan targets can be used to assess the effectiveness of a Travel Plan and identify which areas require attention in terms of prioritising resources such as time, cost and labour.
- 6.2. Travel Plan targets should be SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imebound). Travel Plan targets need to be specific to the development to which they apply.
- 6.3. The TP targets will support Cambridge City Council and South Cambridgeshire District Council aspiration for the Greater Cambridge area to be net zero carbon by 2050.
- 6.4. The target modal split for the development has been agreed with GCP and CCC and are shown in [Table 5](#). The primary target is to reduce the car driver mode share to 4.8% and increase the bus and train mode share to 16%, the bicycle mode share to 40%, the walking mode share to 15.5% and other modes to 1.5%.
- 6.5. The targets outlined in [Table 5](#) are the targets for five years after occupation. A baseline survey will be undertaken six months after occupation to establish the baseline modal split. After the baseline travel survey, targets will be agreed with the LPA at years one and three after the initial baseline to ensure the TP is on-track to achieve its fifth year target. The final targets will be agreed with the LPA and be amended to reflect the baseline and follow up TP monitoring surveys.

Sustainable Transport Strategy

- 6.6. The Sustainable Transport Strategy (STS) for the Site incorporates the full package of sustainable transport measures including the TP measures which will be implemented to achieve the modal split targets in [Table 5](#) after five years of occupation.
- 6.7. The STS for The Beehive is shown in [Table 5](#) below:

Table 5: Sustainable Transport Strategy

Mode	Measure	Mode shift	S/M/L term	Delivery/contribution	Priority
Walking	Improved Site access with Coldhams Lane, Sleaford Street, York Street and St Matthew's Gardens	+8.6% walking mode share	M	Delivery – provided on-Site	High
	Wide pedestrianised routes through the Site with wayfinding signage		M	Delivery – provided on-Site	High
	Improvements to footways along Coldhams Lane and towards Cambridge Rail Station and Cambridge City Centre		L	Contribution – Applicant to contribute towards improvements as part of S106	High
	Support GCP improvements along Newmarket Road		L	Contribution – Applicant to contribute towards improvements as part of S106	High
	Mobility Hub on-Site		M	Delivery – provided on-Site	Medium
	Maas - providing a mobile app/webSite portal for all employees to access travel information and sustainable travel incentives. Allows all travel information to be integrated onto one platform.		M	Delivery – in partnership with third party company such as Go Travel Solutions and Better Points who have helped delivery modal shift across other developments in England	Medium
	Travel Plan Measures (BUGS, TIP's, shower, changing and locker facilities and walk to work day)		S	Delivery – provided by TPC/STM	Medium
Cycling	LTN1/20 cycle route through the Site	+24.5% cycling mode share	M	Delivery – provided on-Site	High
	Cycle parking facilities in-excess of Cambridge cycle parking standards and in excess of target cycle mode shift (cycle parking for 71% of employees which is in excess of 40% cycle mode share target)		S	Delivery – provided on-Site	High

	Cycle maintenance facility at Mobility Hub and within stores		M	Delivery – provided on-Site	Medium
	Cycle corridor improvements along Coldhams Lane		L	Contribution – Applicant to contribute towards cycle improvements as part of S106	High
	Cycle lane improvements towards Cambridge Station		L	Contribution – Applicant to contribute towards cycle improvements as part of S106	High
	Support, contribute to, and integrate with GCP improvements along Newmarket Road		L	Contribution – Applicant to contribute towards cycle improvements as part of S106	High
	Cycle improvements along East Road and along the River Cam as well as investigating improvements along Elizabeth Way and Cambridge Retail Park.		L	Contribution – Applicant to contribute towards cycle improvements as part of S106	Medium
	Maas - providing a mobile app/webSite portal for all employees to access travel information and sustainable travel incentives. Allows all travel information to be integrated onto one platform.		M	Delivery – in partnership with third party company such as Go Travel Solutions and Better Points who have helped delivery modal shift across other developments in England	Medium
	Travel Plan measures (cycle to work scheme, bi-annual cycle/maintenance cycle training, shower, changing and locker facilities, BUGS, Voi cycles)		S	Delivery – provided by TPC/STM	Medium
Bus	Relocated and enhanced bus stop facilities, realtime information, non-car modes on-Site with waiting facilities	+11.6% bus mode share	M	Delivery – provided on-Site	High
	Support Newmarket Road P&R expansion proposals.		L	Contribution – Applicant to contribute as part of S106	High
	New bus services / increased frequency. The Proposed Development would provide an increase in bus seat capacity		L	Contribution – Applicant to contribute as part of S106	High

			'towards' to the Site by 750 bus seats in each peak hour, potentially rising to 825 seats an hour towards the Site.	
			Maas - providing a mobile app/webSite portal for all employees to access travel information and sustainable travel incentives. Allows all travel information to be integrated onto one platform.	M Medium
			Travel Plan Measures (Season ticket loans, TIP's)	M Medium
			Cycle measures connecting to Cambridge and Cambridge North Train Stations	L Medium
Rail		+14.1% train mode share	Maas - providing a mobile app/webSite portal for all employees to access travel information and sustainable travel incentives. Allows all travel information to be integrated onto one platform.	M Medium
			Travel Plan Measures (Season Ticket loans, TIP's)	S Medium
			Limited car parking provision (395 spaces)	S High
			PMP measures (charging for parking, ANPR restricting unauthorised vehicle access, limited permits per company)	M High
Car		-60% car mode share	Regular TRICS SAM/Questionnaire surveys to monitor parking use on-Site. Regular off-site parking survey per phase as part of wider monitoring. If parking stress rises above a certain trigger point, then the introduction of a CPZ on surrounding roads would be supported.	L High

Travel Monitoring	DSP measures (support cargo bike delivery, maximum delivery dwell time, consolidate common deliveries and restrict delivery access outside of certain times)	All modal targets	L	Delivery – provided by TPC/STM and occupiers	High
	MaaS – providing a mobile app/webSite portal for all employees to access travel information and sustainable travel incentives. Allows all travel information to be integrated onto one platform.		M	Delivery – in partnership with third party company such as Go Travel Solutions and Better Points who have helped delivery modal shift across other developments in England	Medium
	Car-club bays		M	Delivery – to be provided on-Site and secured via S106	Medium
	Baseline monitoring plus years 1, 3 and 5. Monitoring to either be a TRICS SAM survey or questionnaire survey		S	Delivery – provided by TPC/STM	High
	Parking surveys of surrounding roads after each phase occupation and further monitoring alongside baseline and years 1, 3 and 5 SAM/questionnaire monitoring.		S	Delivery – provided by TPC/STM	Medium
	Mode Share Incentive Scheme		M	Contribution – Applicant to contribute as part of S106	Medium
	Yearly car and cycle parking monitoring		L	Delivery – provided by TPC/STM	Medium

7. Monitoring and Review Mechanism

- 7.1. An objective of all TPs is that there will be an on-going monitoring and improvement process. This typically comprises periodic monitoring to be conducted at the end of years 1, 3 and 5 from Site occupation. TP monitoring will be an integral part of the TP and will allow for constant update and review to ensure the success of the TP.
- 7.2. The initial TP monitoring will provide a baseline situation for setting appropriate modal shift targets to be met over the proposed 5-year timeframe of the TP from full occupation of the Site. The TPC will arrange for the baseline Travel Survey to be undertaken within six months of initial occupation.
- 7.3. Following this, and subject to negotiation with the LPA, the monitoring will then be repeated in years 1, 3 and 5 from full occupation of the Site. Should mode share targets not be met, an additional survey will be conducted in the following interim year 2 and/or 4. After the five years, the TP will continue to be monitored every five years to ensure on-going commitment with the modal shift targets.
- 7.4. This information will be included in a Monitoring Report (also known as a Progress Report), which will be prepared and submitted for consideration after the travel surveys. This Monitoring Report will include the following:
 - Detailed information and evidence on the measures used and implemented to promote the Travel Plan and its objectives;
 - Travel Survey results with comparative data and analysis;
 - Details on cycle parking usage/parking usage;
 - Action Plan; and
 - Details of any changes to the Site.
- 7.5. The TPC will collate the results of the travel survey and this information, together with the proposed baseline targets, will be detailed in the Monitoring Report, which will be sent to the LPA for its consideration within 2 months of the travel survey being undertaken. Where targets are not met, the TPC will discuss and agree a plan of action, which will indicate how any deficiencies in the operation of the Travel Plan will be met.
- 7.6. Travel surveys can be undertake using either:
 - TRICS Standardised Assessment Methodology (SAM).
 - Questionnaire survey using an on-line questionnaire tool/Maas,
- 7.7. The scope of the travel surveys will be agreed with the LPA prior to each survey. The TPC will form a contact point for communication with the Local Authority. Findings from authority discussions and reviews will be communicated via newsletters.

TP Monitoring Integration

- 7.8. The staff themselves and the business on-Site are integral to the TP monitoring. While the timings on the monitoring will not be documented to ensure a snapshot of the 'real' travel patterns to and from the Site, the results will be shared and published on Maas. As part of this, an awards system will be set up with Maas, recognising companies who meet the TP target mode shift and awarding them through additional incentives (i.e. vouchers for on-Site retail units) and identifying individual companies who are falling behind on the TP target modal shift.

- 7.9. Companies falling behind will be contacted by the TPC and Maas to liaise and identify a barrier to sustainable travel modes for their employees and where additional measures can be implemented to aid their transition to sustainable modes.
- 7.10. Results of TP will be displayed on a 'chart board' on Maas and the Mobility Hub to allow employees to track how successful they are and to allow friendly competition between companies helping to create a community environment.
- 7.11. Employees on Site will be provided with access to Travel Information Packs, be included in the monitoring process and any promotional events that take place. Surveys will comply with General Data Protection Regulation (GDPR) requirements and be assessed cumulatively.
- 7.12. Additional monitoring will be undertaken to track the use of car parking, cycling parking, P&R facilities, bus use and rail use. Monitoring of parking stress level of roads in the surrounding area will be undertaken after each phase is occupied and in-line with the wider TP monitoring at years one, three and five. A trigger point will be included on the parking surveys, and if parking stress on the surrounding roads exceed this trigger point then the Applicant will support the introduction of a CPZ on the surrounding roads to mitigate the impact of the development.

Monitor and Manage

- 7.13. The 'Monitor and Manage' approach is a core element of the STS, setting the framework and protocol for the management of vehicle use to access the Site and associated parking demand. The Monitor and Manage approach will be enforced through a range of measures including conditions of employment, registration of all vehicles used by staff and/or organisations using the Site, pre-booking of parking spaces within the multi-story car park and streetscape provision and monitoring of car park use through ANPR.
- 7.14. The Monitor and Manage approach will set out a framework for delivery of the mode share targets for the Site. It will also provide a mechanism for monitoring vehicular access to the Site and car park demand and for reviewing the mode share targets in the future.
- 7.15. The Monitor and Manage strategy include the provision of a 'Mode Share Incentive Scheme' (MSIS), which will be secured through a Section 106 Agreement, comprising a financial penalty to incentivise achievement of mode share targets within identified timeframes. The value of the MSIS and specific timeframes for delivery of mode share targets will be agreed with the Local Authority as part of the planning process.
- 7.16. Should mode share targets not be met with specified timeframes, the Applicant and/or appointed TPC will discuss and agree a plan of action with the Local Authority, to determine how any deficiencies in the operation of the Travel Plan will be met.

Mode Share Incentive Scheme

- 7.17. The purpose of the Mode Share Incentive Scheme (MSIS) is to incentivise the delivery of the STS and mode share target of a maximum 9.4% mode share by motor vehicles (i.e. car/van drivers and passengers). It is in the best interests of both the Applicant and the Local Authority to maximise prospects for the achievement of the mode share target, thereby mitigating the impact of the Site upon the surrounding highway network and avoiding the requirement for incentive payments to be made.
- 7.18. The MSIS will provide a level of security to GCP should the target mode share not be delivered within agreed timeframes. Mode share will be monitored through the provisions described above

and the Travel Plan and be reported within monitoring reports.

- 7.19. The MSIS will be secured through standard TP mechanisms. The budget for not meeting the targets will be set out and agreed within the S106 as part of the wider TP S106. The fund will be delivered to additional TP measures or be used by GCP to fund measures to support sustainable transport, address congestion, improve road safety and/or improve local air quality. The measures and means on providing MSIS funding will be agreed with GCP.
- 7.20. It is proposed that the MSIS be developed on the following principles:
- Compliance with the relevant planning and legal tests for planning obligations.
 - Retention of operational and commercial matters for the Site, e.g. parking provision/charges, bus provision etc. by the Applicant.
 - Certainty to the Applicant and GCP, i.e. with defined payments.
 - Relates solely to the operation of the Site.
 - Will be time limited.
 - Incentive payments to be used to fund measures related to the promotion of sustainable travel, address congestion, improve road safety and/or improve local air quality.
 - Be easy to monitor and manage through an on-line process.
 - That all information submitted is commercially sensitive and will be provided on a private and confidential basis. It must not be reported to anybody outside of CCC.
- 7.21. It is expected that an incentive payment will be triggered only if the motor vehicle mode share (i.e. car/van drivers and passengers) exceeds the target of 9.4% after five years if the Site being occupied. The incentive payment will be paid based upon an agreed schedule.
- 7.22. The MSIS will apply only for an agreed period, to begin upon full occupation of the Site. The MSIS will be subject to an agreed Lifetime Cap, representing a miss in each year over the agreed schedule period.

8. Securing the Travel Plan

- 8.1. This Outline Travel Plan will be secured through a S106 agreement. An updated version of the Travel Plan will be submitted during the Reserved Matters Application (RMA). All measures implemented prior to occupation will be funded by the developer (i.e. on-Site improvements and marketing material) and measures implemented after occupation will be funded by the occupiers.
- 8.2. All off-site measures will be supported and contributed towards through the S106 agreement, however these will not be linked to the delivery or occupation of the Site.

9. Action Plan

- 9.1. A Travel Plan is a live document, and an Action Plan allows constant review and monitoring of the Travel Plan. A Travel Plan sets out timescales for the delivery and implementation of the suggested Travel Plan initiatives including intended outcomes and responsibilities.
- 9.2. An indicative Action Plan for The Beehive Travel Plan is included in [Table 6](#).

Table 6: Action Plan

Objectives	Measure	Timescales	Responsibility
Reduce single occupancy car trips the car driver mode share	Car clubs	After occupation	Developer
	Restricting unauthorised vehicle access to the Site with establishment on greenlist and redlist vehicles	After occupation	Developer/TPC/STM/car parking management company
	Restrict number of parking permits and issue on a 'needs-must' basis	After occupation	Employer/TPC/STM/car parking management company
	Charging to park	At occupation	Developer/car parking management company
Increase the use of sustainable travel to travel to and from the Site	Season ticket loans for bus and rail	After employment	Employer/TPC/STM
	Travel Information Packs	At occupation	Developer/TPC
	Maas and appointment of a company such as Go Travel Solutions and Better Points	At occupation	Developer/TPC
	Support Newmarket Road P&R proposals	TBC	Developer
	Increased P&R and out of town bus services and vehicles	At occupation	Developer
	Bus stop waiting facilities on-Site (bus shelter, seating and live departure information)	Prior to occupation	Developer
Encourage Site users to move up within the sustainable transport hierarchy	Cycle parking and maintenance facilities (including within bike stores and staff in the Mobility Hub offering free or subsidised services)	Prior to occupation	Developer
	Shower, changing and locker facilities in each block	Prior to occupation	Developer

	including a dry room		
	Cycle to work scheme	After employment	Employer/TPC/STM
	WUGS/BUGS	After occupation	TPC/STM
	Mobility hub provided centrally within the Site with training bike maintenance staff	After occupation	Developer
	Bi-annual cycle and maintenance training	After occupation	TPC/STM
	Monitor car park stress on surrounding residential roads after each phase opens and in-line with wider monitoring. If parking stress trigger point is reached support introduction of a CPZ	Yearly	Developer
	Supporting off-site walking, cycling and bus improvements (contributions to improvements along Newmarket Road, Coldham's Lane, towards Cambridge Station and Cambridge Town Centre)	After planning permission	Developer
Ensure the development does not lead to excessive on-street parking or servicing	Consolidation of deliveries for common deliveries Site wide	Prior to occupation	TPC/Developer
	Encourage cargo-bike deliveries	Prior to occupation	TPC/STM
	Max dwell time of 20 minutes	At occupation	Developer/TPC
	Ban HGVs one one-way loop on-Site	At occupation	Developer/TPC
	Out of peak deliveries only	After occupation	Developer/TPC
	Monitor baseline travel patterns	Six months after occupation	TPC
	Monitoring at years one, three and five and preparation of monitoring reports	Years one, three and five after baseline survey	TPC
	ANPR monitoring of car park	Yearly	TPC

and vehicle access		
Monitoring of cycle parking facilities	Yearly	TPC
Publishing of monitoring data through Maas	Yearly	TPC/STM
Monitoring parking street on surrounding roads after each phase	In-line with wider TP monitoring	Developer

10. BREEAM Compliance

10.1. [Table 7](#) below demonstrates the TP's compliance with the 2018 BREEAM New Construction Guidance.

Table 7: TP BREEAM Compliance

BREEAM Requirements	Compliance
1. No later than Concept Design stage, undertake a Site-specific transport assessment (or develop a travel statement) and draft travel plan, which can demonstrably be used to influence the Site layout and built form	This TP and a Transport Assessment have been prepared at the Concept Design Stage
2. The Site-specific travel assessment (or statement) shall cover as a minimum:	
2.a: If relevant, travel patterns and attitudes of existing building or Site users towards cycling, walking and public transport, to identify relevant constraints and opportunities.	A travel survey of the existing Site was undertaken in November 2022 and is set out within the TA.
2.b: Predicted travel patterns and transport impact of future building or Site users.	A prediction and target for how future staff will travel to the Site has been based Census 2011 travel to work (workday population) data and takes into account the extensive STS measures. Target travel patterns have been agreed with CCC.
2.c: Current local environment for pedestrians and cyclists, accounting for any age-related requirements of occupants and visitors.	See section 2.
2.d: Reporting of the number and type of existing accessible amenities, within 500m of the Site.	See section 2, Table 1 and Appendix B .
2.e: Disabled access accounting for varying levels and types of disability, including visual impairment.	Access to buildings will be level, and landscaping will be designed to account for all types of disabilities including visual impairment (i.e. flat surfaces, pedestrian priority, tactile paving at all crossing points). The pedestrian and cycle improvements proposed off-site which the Applicant will contribute to will account and provide for all types of disability (flat surfaces, crossing points with tactile paving)
2.f: Calculation of the existing public transport Accessibility Index (AI)	Site has accessibility index of 4.76.

2.g: Current facilities for cyclists.	Existing cycle route and parking facilities are inconsistent and do not accord with current requirements. Proposed Development will provide cycle parking facilities in-excess of adopted standards, with improved additional facilities including maintenance, shower, lockers and changing rooms will be provided. Micro-mobility options are also integrated within the Site.
3. Following a transport assessment (in accordance with the requirements set out in criteria 2), develop a Site-specific travel plan that provides a long-term management strategy which encourages more sustainable travel. The travel plan includes measures to increase or improve more sustainable modes of transport and movement of people and goods during the building's operation	See section 5
4. If the occupier is known, involve them in the development of the travel plan.	The Applicant has engaged with the development of TP measures and each occupier will appoint a STM to engage with the TP.
5. Demonstrate that the travel plan will be implemented and supported by the building's management in operation.	TPC will be appointed who will manage and implement the TP and the introduction of Maas.

APPENDICES

A. Walking and Cycling Isochrone

Appendices

The Beehive Redevelopment

Project Number: WIE17469

Document Reference: WIE17469.100.R.4.2.1.TP

B. Amenities Map

Appendices

The Beehive Redevelopment

Project Number: WIE17469

Document Reference: WIE17469.100.R.4.2.1.TP

C. Site Location Plan

Appendices

The Beehive Redevelopment

Project Number: WIE17469

Document Reference: WIE17469.100.R.4.2.1.TP

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