

Appendix 2 Public Transport Strategy



**COUNTRYSIDE PROPERTIES
LAND NORTH OF HEYBRIDGE
MALDON, ESSEX**

PUBLIC TRANSPORT STRATEGY

JANUARY 2015



the journey is the reward

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**Countryside Properties
Land North of Heybridge
Maldon, Essex
Public Transport Strategy**

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1 Introduction

1.1 This Public Transport Strategy has been prepared on behalf of Countryside Properties, to support an application for up to 1,035 residential units (plus a 10% margin for the purpose of testing the impact of the development, i.e. 1,140), at Land North of Heybridge, along with a link road between Broad Street Green Road and Langford Road, a mixed neighbourhood centre, residential care uses and a 1FE primary school, at Land North of Heybridge in Maldon, Essex.

1.2 We have in this report considered the following:

- In section 2 - The details of the existing services
- In section 3 – The Bus Service Proposals
- In section 4 - Details of the marketing proposals.
- In section 5 - The conclusion and implementation strategy.

1.3 We have set out in the following paragraphs, examples of Countryside Properties experience in implementing bus services for new developments.

Countryside Properties Previous Experience

1.4 To support the growth of Beaulieu Park in Chelmsford, Countryside introduced a new bus service into the development supported with residents receiving initial travel incentives and marketing information, as shown below in **Figure 1.1**.



Figure 1.1: The Bus Service Introduced at Beaulieu Park

1.5 Over 50% of residents took up the initial free travel by bus. First Group (the local bus company) gave testimony to the success of the proposals in increasing bus use:

“...you will see that the number of people travelling by bus has increased by 24% between April 2003 to November 2003 compared with the same period in 2002. This is an exceptionally good performance and clearly demonstrates the benefits of developers and operators working together in partnership to encourage residents to use public transport, especially where levels of good quality service are available, as have been supplied by First in Beaulieu Park, and also through the provision of good quality information, as provided by yourselves to residents.”

1.6 The service now operates on a commercial basis. Latest figures obtained from the bus company indicates on a typical week that there are over 1000 bus trips from within the development and that over 100 residents from a community of 550 units hold bus season tickets. **Figure 1.2** shows the Traveline Journey Planner for the bus route, from April 2013.



Figure 1.2: Extract from the Traveline Journey Planner

1.7 It is clear from this example that a well planned introduction of a bus service for a new development can become engrained in the Travel Patterns of a new neighbourhood.

Countryside Properties Future Bus Projects

- 1.8 The Beaulieu development in Chelmsford received planning consent in March 2014 and a new service has been agreed as part of the S106 Agreement, following the principals established with the initial development outlined above.
- 1.9 The proposals include for:
- The creation of a new bus corridor along the Chelmer Valley Road which will be used by Beaulieu Springfield Bus Transit buses, Stansted Express Buses and Park and Ride Buses.
 - The Beaulieu Springfield Bus Transit System, which involves a 10 minute frequency, 15 minute service to the town centre using high quality low floor vehicles fitted with passenger comfort and security measures, to serve the initial 1000 units.
 - The provision of additional services to serve the subsequent phases of the development dependent upon when the station is provided.
 - The provision of a shuttle service linking Beaulieu Park and Springfield with the proposed station.
 - A comprehensive IT system to ensure passenger are fully aware of bus times.
 - A comprehensive marketing and incentive system building upon Countryside's early work at Beaulieu Park.
- 1.10 It is clear that the Operators are confident in the results that can be achieved in a partnership between Developer, Bus Operator and Local Authorities and it is planned to follow those principals in the creation of Bus Services for the allocation of Land North of Heybridge.

2 Existing Services

2.1 We have undertaken an analysis of the existing bus services in Maldon and Heybridge, to understand the existing provision. The existing bus routes are shown in **Figure 2.1**, with the routes summarised in **Table 2.1**.

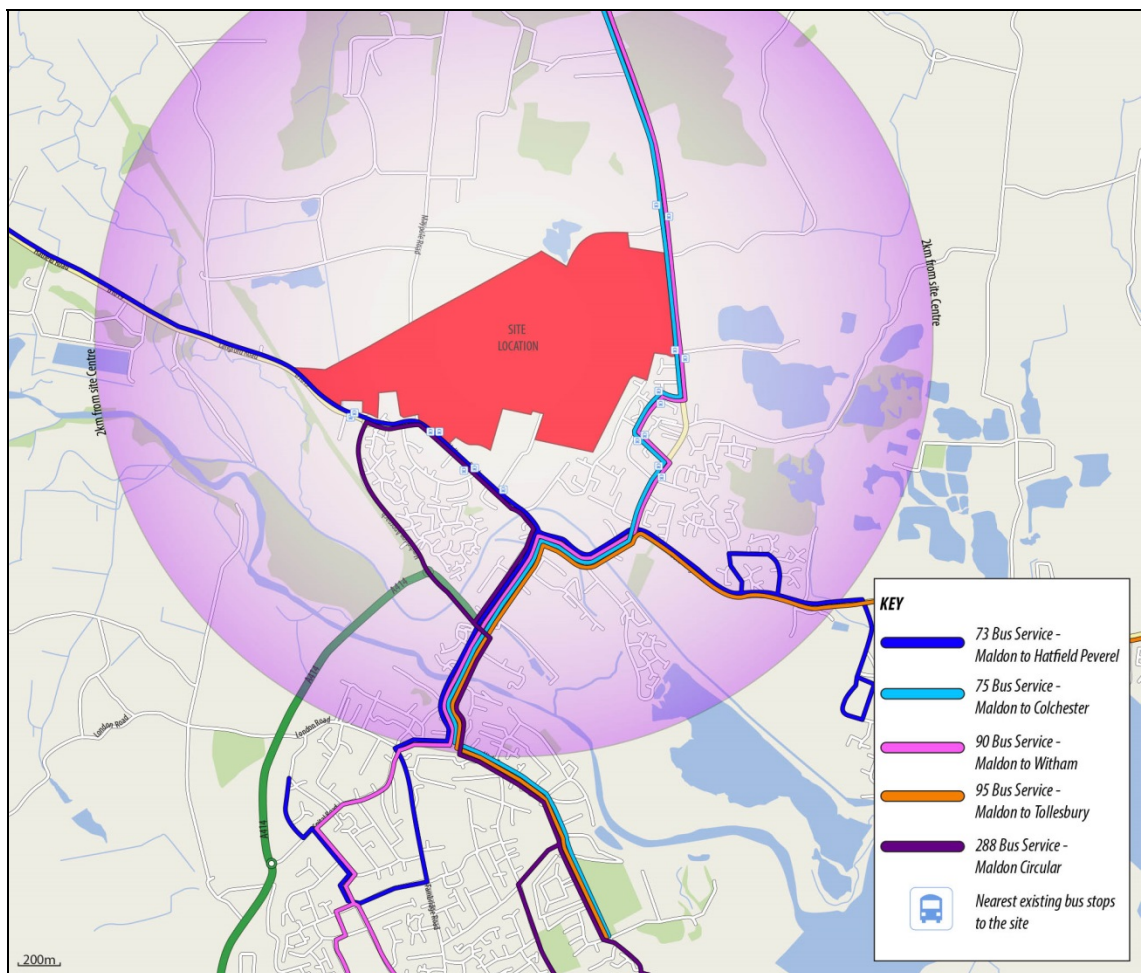


Figure 2.1: Existing Maldon Bus Services

Bus Service	Bus Route	Frequency	Operator
73	Maldon to Chelmsford, via Hatfield Peverel, Boreham and Springfield	Mon to Fri: Every 2 hours Sat: Every 2 hours Sun: No service	First
75/75A	Maldon to Colchester, via Heybridge, Great Totham and Tiptree	Mon to Fri: Every 30 mins Sat: Every 30 mins Sun: Every 2 hours	First
90	Witham to Maldon via Heybridge	Mon to Fri: Every 30 mins Sat: Every 30 mins Sun: No service	Stephenson's
95	Maldon to Tollesbury via Heybridge	Mon to Fri: Every 2 hours Sat: Every 2 hours Sun: No service	Stephenson's
288	Maldon Town Centre (Circular)	Mon to Fri: Every 30 mins Sat: Every 30 mins Sun: No service	Stephenson's

Table 2.1: Existing Bus Routes

2.2 **Figure 2.1** and **Table 2.1** show that there are some existing bus services within Maldon and Heybridge, which serve a variety of destinations.

3 The Proposed Public Transport Strategy

3.1 Having considered the existing bus services in the previous section, this section sets out proposals for the Land North of Heybridge Public Transport Strategy, which can be developed further in consultation with the principal Local Bus Operators Stephenson's and First, together with Essex County Council and Maldon District Council.

3.2 The Key Principals for the Public Transport Strategy are set out in **Table 3.1** below. This shows options for the different bus services. It is expected that the overall objective would be that;

- There would be a 20 minute peak period service to the key destinations within Maldon and Heybridge
- There would be a 30 minute frequency service connecting to a key station on the Great Eastern Mainline
- The services would be procured, so they could be extended to South Maldon as required.

OBJECTIVE	DETAILS	PROPOSED WAY FORWARD
Provide Local Connections to; <ul style="list-style-type: none"> • Plume School • St Peters Hosiptal • Town Centre • ASDA Supermarket • Local Primary Schools 	Either a new shuttle service or an amendment to the existing 288 Service, to operate at a 20 minute frequency in the peak hour and a 30 minute frequency off - peak	Confirm, whether this objective will be properly met with either a new service or an amendment to the existing service. Allow for a future connection to South Maldon.
To provide a service to; Chelmsford Station including for the planned new station at North East Chelmsford when that comes forward.	A new Bus Service that serves the South Maldon development, Maldon Town Centre, Land North of Heybridge, Hatfield Peverel, the new railway station in Chelmsford and Chelmsford. This would run at a 30 minute peak frequency and a 60 minute off peak frequency	Confirm whether this Objective would be met by amendments to the existing 73 service or the creation of a new service.
To provide a service to Colchester	The diversion of the 75 Service through the site	To be confirmed with the operator First
To provide a service to Witham	The diversion of the 90 Service through the site	To be confirmed with the operator Stephenson's

Table 3.1: Public Transport Strategy Key Principals

3.3 These options are shown in **Figure 3.1**.

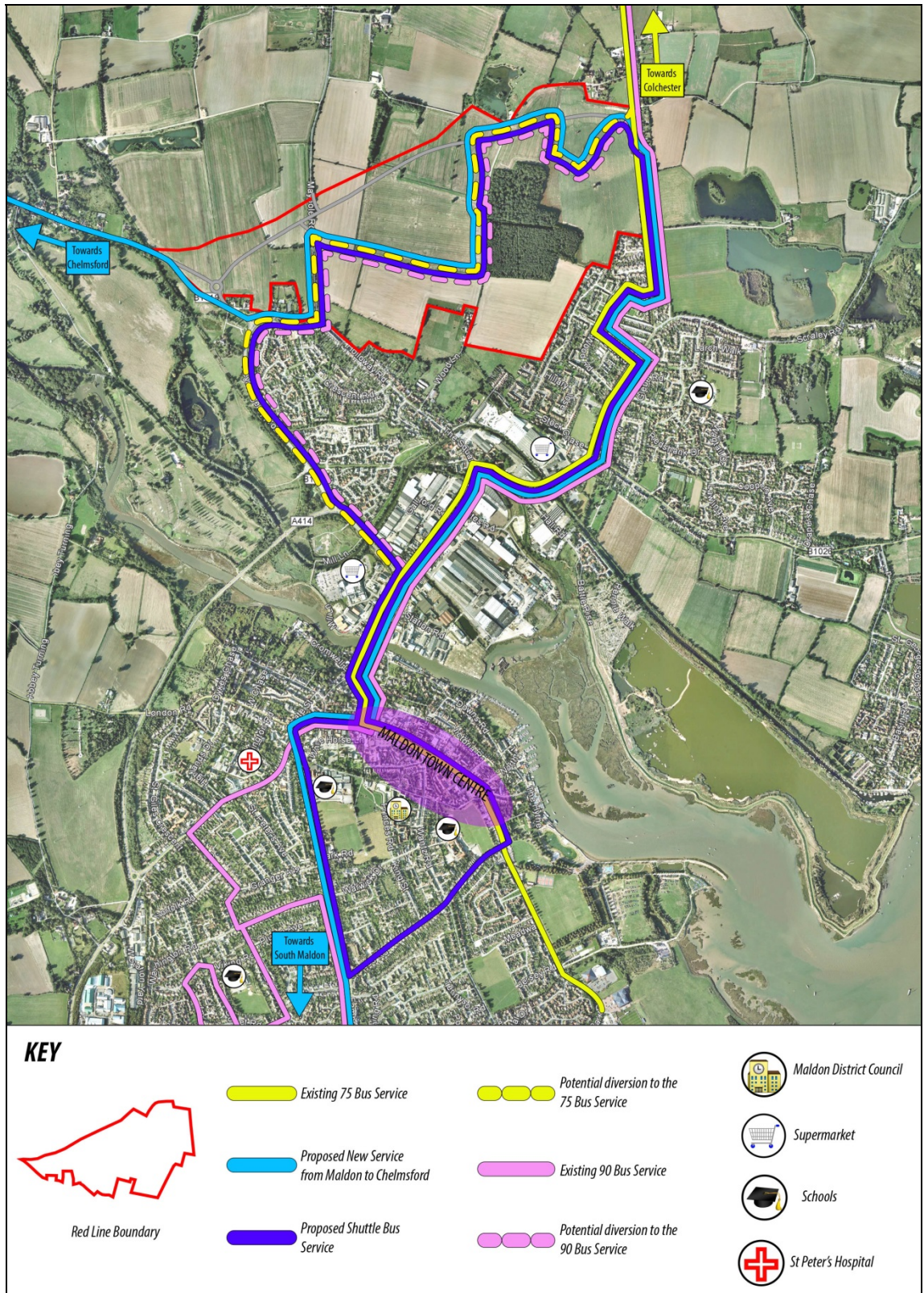


Figure 3.1: Proposed Public Transport Strategy for Land North of Heybridge

3.4 The Public Transport Strategy shown in **Figure 3.1** provides options for bus services to serve North Heybridge, providing access to Maldon Town Centre and amenities, Colchester, Hatfield Peverel, the new station at Chelmsford and Chelmsford City Centre, in line with the Key Principals set out in **Table 3.1**.

Conclusions to this section

3.5 This section has demonstrated that a Public Transport Strategy is proposed, which shows options involving either supplementing existing services with new services or enhancing existing services, and will provide residents of North Heybridge with access to significant areas around Maldon and Essex. A summary of the bus proposals are set out in **Figure 3.2**.

3.6 It would be proposed that the services are in place, in the early parts of the development to allow for a culture of travel by non-car means to be established. The implementation strategy is set out in Section 5.

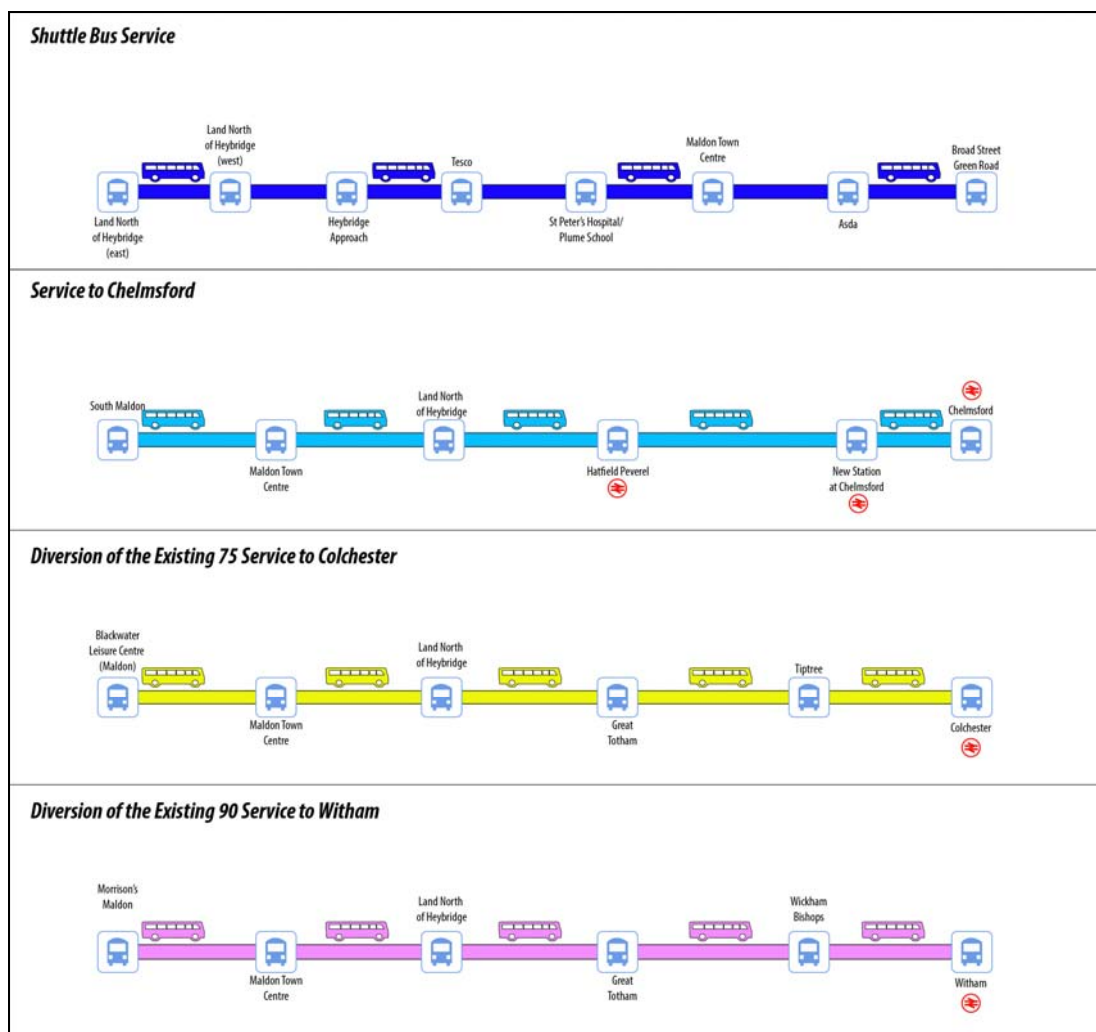


Figure 3.2: Summary of the Proposed Bus Network Enhancements

4 Marketing and Promoting the Public Transport Strategy

- 4.1 As set out in Section 1, establishing the culture of Travel by Bus from the outset is key to ensuring the lasting duration of the service.
- 4.2 This section of the report sets out how it is proposed to market the Public Transport Strategy to residents in the planned allocation, to encourage the use of bus as a mode of transport. In particular, the marketing proposals include:
- Initial Free Bus Travel
 - Travel Packs
 - Community Travel Website

Initial Free Bus Travel

- 4.3 As set out in Section 3, a Public Transport Strategy is proposed to enhance the bus services for the area, with options involving either supplementing existing services with new services or enhancing existing services. Residents would be provided with free travel by bus for an initial period of time. This would be offered to residents as soon as they move into their new homes, to help create a culture of travel by bus from the outset.
- 4.4 This has been provided at a number of schemes that we have worked on, (as set out in Section 1) which has proven to encourage residents to travel by bus, initially, and after the free travel period has finished.

Travel Packs

- 4.5 The provision of Information is a key part of encouraging travel by non-car means and in accordance with best practice. Travel Packs would be provided for residents of the development, to encourage sustainable travel from the outset.
- 4.6 The typical information to be contained in a Travel Pack, includes for:
- Location map, showing the sites relation to the surrounding areas
 - Public Transport (bus and rail) maps, showing routes and nearest bus stops/stations
 - Site specific local public transport information (timetables), and how to obtain real time information
 - Web site addresses for travel information, including Journey Planner's
 - Details of the cycle training, how much it costs and how residents can enrol

Community Travel Web Site

- 4.9 It is also proposed to provide a Community Travel Web Site for residents, and all users of the site. The Community Travel Web Site would provide residents access to real-time travel information on bus and rail, as well as maps..
- 4.10 We have also provided Web Sites for a number of schemes, as part of the Travel Plan. An example of one of our websites is for a scheme in Wimbledon.
- 4.11 We have shown in **Figures 4.2 to 4.4** some examples of the website pages from Reynolds Gate, which would be provided on the Community Travel Web Site at Land North of Heybridge.

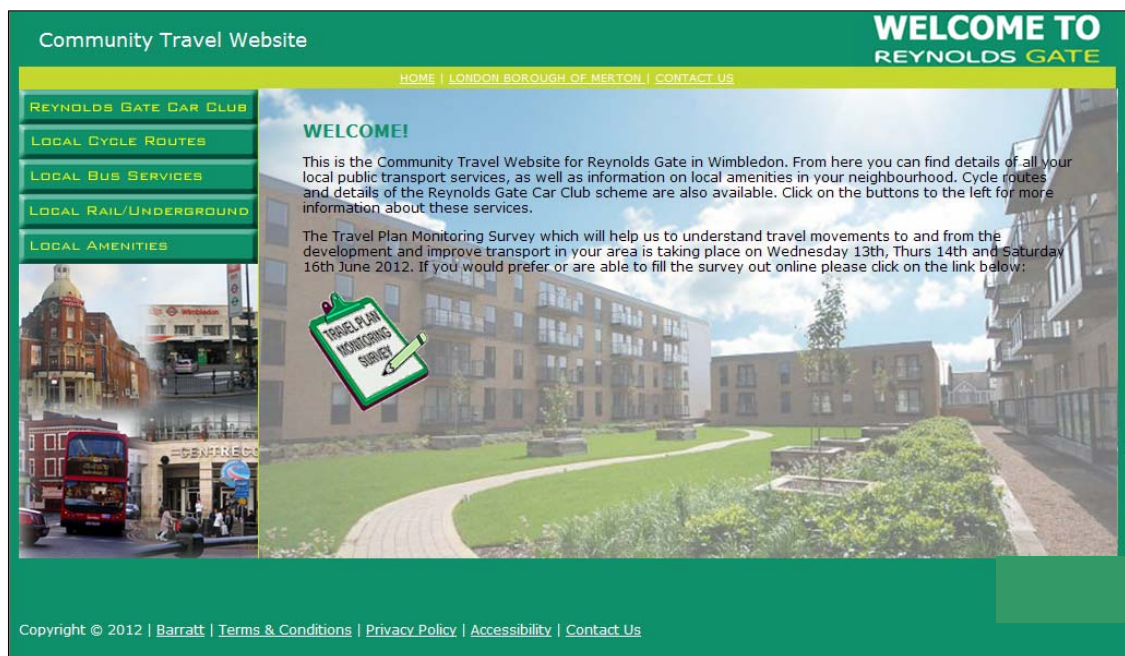


Figure 4.2: Welcome Page of the Reynolds Gate Web Site

LOCAL CYCLE ROUTE ALONG THE WANDLE TRAIL		
STAGE	DESCRIPTION	IMAGE
1	The Wandle trail is a scenic cycle route running north towards Wandsworth and south past Reynolds Gate towards Colliers Wood	
2	The route is safe and cycle friendly taking you along side the river Wandle	
3	The route takes you past Reynolds Gate and across the bridge at Plough Lane	
4	Easy to follow the route is away from traffic and you won't be needing the car!	
	Once you reach the end of the Wandle	

Figure 4.3: Cycle Page of the Reynolds Gate Web Site

- Dentists
- Secondary Schools
- Places of Worship
- Restaurants
- Sports & Leisure
- General Stores
- Nursery Schools
- Banks
- Superstore
- Libraries
- Public Houses
- Takeaway
- Opticians
- Doctors
- Primary Schools

Dentists			
1	My Dentist	Dentist	635 Garratt Lane, SW18 4SX 020 88797004
2	McLaren Dental Practice	Dentist	24 Leopold Road, SW19 7BD 020 89462231
3	Summerstown Dental Centre	Dentist	742 Garratt Lane, SW17 0NN 020 88791725

Secondary Schools

Figure 4.4: Amenities Page of the Reynolds Gate Web Site

5 Conclusions and Implementation Strategy

- 5.1 This Public Transport Strategy has been prepared on behalf of Countryside Properties, to support an application for up to 1,035 residential units (plus a 10% margin for the purpose of testing the impact of the development, i.e. 1,140), at Land North of Heybridge, along with a link road between Broad Street Green Road and Langford Road, a mixed neighbourhood centre, residential care uses and a 1FE primary school, at Land North of Heybridge in Maldon, Essex.
- 5.2 There is a comprehensive bus network currently within Maldon, with a variety of bus routes serving the town centre and other locations. We have shown options involving either supplementing existing services with new services or enhancing existing services.
- 5.3 The objectives of the Public Transport Strategy include:
- Provide Local Connections to
 - Plume School
 - St Peter's Hospital
 - Town Centre
 - ASDA Supermarket
 - Local Primary Schools
 - To provide a service to Chelmsford Station including the planned new station at North East Chelmsford when that comes forward
 - To provide a service to Colchester
 - To provide a service to Witham

Implementation and Form of Agreement

- 5.4 In terms of implementation, it is proposed that the Public Transport Strategy will commence at the early part of the development, with the exact occupations agreed between Countryside Properties, Maldon District Council and Essex County Council. It is anticipated that the Strategy will be implemented as part of the S106 Agreement. Countryside Properties, would expect the S106 Agreement to set out:
- When the service would commence
 - The Route and Frequency of the Service
 - The Hours of Operation of the Service on a Weekday, Saturday and Sunday.
 - The number of years for which the service is guaranteed.

5.5 Countryside would then enter into a separate agreement with the Operator, which would set out:

- The required Subsidy, in the form of a monthly or quarterly payment
- The review mechanism
- The procedure to obtain and distribute free and discounted season tickets
- The Marketing proposals.

5.6 It is considered that the best way of involving the other sites that form part of the Local Plan would be in the form of a requirement through the Section 106 Agreement to procure initial free travel for residents, providing additional patronage to the planned services.

