

TRAVEL PLANS FOR DEVELOPMENT

Developer Guide

Version 1.0 (Draft)

Prepared by Herefordshire Council

Foreword

Welcome

Welcome to the Herefordshire Council Travel Plans for Development – Developer Guide.

This guide has been prepared to assist developers, planning consultants, architects, transport consultants and other professionals in understanding the Council's Travel Plan requirements and preparing high-quality Travel Plans that support sustainable development across Herefordshire.

Travel Plans are an important part of the planning process. They help ensure that new developments are designed to encourage sustainable travel choices from the outset, reducing reliance on private cars while promoting walking, cycling, public transport and shared travel. When implemented effectively, Travel Plans help create developments that are healthier, more accessible and better connected to the communities they serve.

The purpose of this guide is to explain the Council's requirements in a practical and straightforward way. It complements the Herefordshire Travel Plan strategy by describing what developers need to do at each stage of the planning process, from pre-application discussions through to monitoring and completion.

While this guide provides practical advice, it does not replace the adopted strategy. Where there is any conflict between this guide and adopted planning policy and the Development Plan will take precedence.

The Council encourages developers to engage with the Travel Plan process as early as possible. Early consideration of sustainable transport can reduce delays during the planning process, improve the quality of development proposals and help create places that are attractive, accessible and resilient.

How to Use this Guide

This guide follows the same journey as a development project.

Each chapter explains what is required at that stage of the planning process and provides practical advice to help applicants prepare a compliant Travel Plan.

Throughout the guide you will find:

Good Practice

Examples of approaches that have successfully supported sustainable travel.

Planning Officer Tips

Advice based on common issues encountered during the planning process.

Worked Examples

Illustrations showing how the guidance may be applied to different types of development.

Developer Checklists

Simple checklists to help ensure that all relevant information has been considered before submitting a planning application.

What is a Travel Plan?

A Travel Plan is a long-term strategy for managing travel to and from a development. It combines physical measures, management practices and promotional initiatives to encourage residents, employees and visitors to choose sustainable modes of travel wherever practical.

A successful Travel Plan does more than provide infrastructure. It seeks to influence travel behaviour by making sustainable transport convenient, attractive and well supported throughout the life of a development.

Travel Plans are living documents. They are reviewed regularly and adapted as travel patterns change, ensuring that the agreed objectives continue to be achieved over time.

Why Travel Plans Matter

The way people travel has a significant influence on congestion, air quality, public health and the attractiveness of our towns and villages.

New development inevitably creates additional travel demand. Without careful planning, this can place pressure on the highway network, increase congestion and reduce accessibility for existing communities.

Travel Plans help manage these impacts by encouraging people to consider a wider range of travel options, including walking, cycling, public transport, car sharing and, where appropriate, home working and digital connectivity.

Well-designed Travel Plans can deliver a range of benefits:

For Developers

- Support planning applications by demonstrating compliance with planning policy.
- Reduce long-term transport impacts.
- Enhance the attractiveness and marketability of developments.
- Improve environmental performance.
- Create well-connected places that appeal to residents, businesses and investors.

For Residents and Businesses

- Greater choice in how people travel.
- Improved access to local facilities and employment.
- Reduced household transport costs.
- Health benefits through increased active travel.
- Better access to public transport.

For the Wider Community

- Reduced congestion.
- Improved air quality.
- Lower carbon emissions.
- Safer streets.
- More sustainable patterns of development.

The Developer Journey

This guide follows the same journey as a typical development.

Step 1

Understand whether a Travel Plan is required.



Step 2

Choose the most appropriate type of Travel Plan.



Step 3

Decide how your Travel Plan will be delivered.



Step 4

Prepare and submit your Travel Plan.



Step 5

Implement agreed measures.



Step 6

Monitor and review performance.



Step 7

Complete your Travel Plan obligations.

Good Practice

Start Travel Planning early.

The most successful Travel Plans are developed alongside the design of the site rather than after the layout has been finalised. Considering sustainable travel from the outset can reduce the need for later design changes and help ensure that walking, cycling and public transport are fully integrated into the development.

Planning Officer Tip

Early discussions with Herefordshire Council's transport officers can help identify the appropriate level of Travel Plan required, agree the preferred delivery option and reduce the likelihood of requests for additional information during the planning application process.

Chapter Summary

Travel Plans are an important part of delivering sustainable development in Herefordshire. They should be viewed as a long-term management strategy rather than simply a planning requirement. By considering sustainable travel from the earliest stages of design and following the guidance in this document, developers can help create places that are accessible, attractive and resilient while meeting the Council's planning requirements.

Chapter 2 – Do I Need a Travel Plan?

What you'll learn

After reading this chapter you will understand:

- when a Travel Plan is required;
- the difference between a Travel Plan Statement and a Full Travel Plan;
- how development thresholds are applied;
- when Herefordshire Council may require a Travel Plan for developments below published thresholds;
- the next steps if your development requires a Travel Plan.

Introduction

One of the first questions asked by developers is whether a Travel Plan is required to support a planning application.

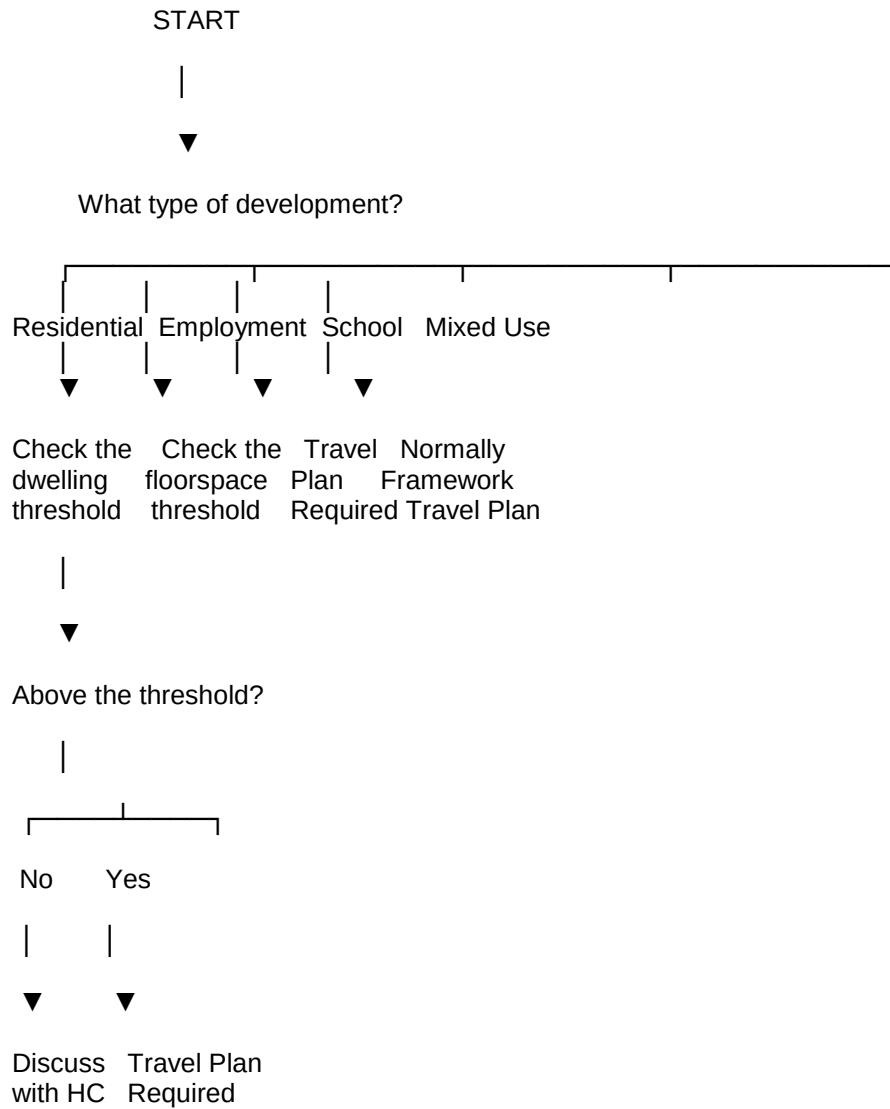
The answer will depend on several factors, including the type, scale and location of the proposed development, together with the level of travel demand it is likely to generate.

The thresholds published by Herefordshire Council provide a useful starting point; however, they should not be regarded as the only consideration. In some circumstances, developments below these thresholds may still require a Travel Plan where there are likely to be significant transport impacts or where sustainable travel measures are needed to address local transport issues. Early discussion with the Council is therefore strongly encouraged.

Start Here

Does my development need a Travel Plan?

The following flowchart provides a simple guide.



Residential Development

Residential development is the most common form of development requiring a Travel Plan.

As a general guide:

Development Size	Requirement
Less than 20 dwellings	Normally no Travel Plan required*
20–49 dwellings	Travel Plan Statement
50 or more dwellings	Full Residential Travel Plan

* Smaller developments may still require a Travel Plan where they are likely to create significant transport impacts or where local highway conditions justify additional mitigation.

Planning Officer Tip

Don't assume that developments below the threshold are automatically exempt. Local circumstances, cumulative impacts and site constraints may justify the need for a Travel Plan.

Employment Development

Employment developments should be assessed according to the proposed land use and anticipated travel demand.

Typical thresholds include:

Development Type	Full Travel Plan Threshold
Retail (Food)	800 m ²
Retail (Non-food)	1,500 m ²
Offices	2,500 m ²
Industrial	4,000 m ²
Warehousing & Distribution	5,000 m ²
Hotels	100 bedrooms
Assembly & Leisure	1,500 m ²

Developments below these thresholds may still require a Travel Plan Statement or other sustainable transport measures where justified.

Schools

All new schools are expected to prepare and implement a School Travel Plan.

This includes:

- Primary Schools
- Secondary Schools
- Academies
- Independent Schools
- Special Schools
- Nurseries where applicable

School Travel Plans are managed through **Modeshift STARS Education** and should form part of the school's long-term approach to sustainable travel.

Mixed Use Development

Where a planning application includes more than one land use, Herefordshire Council will normally expect a single overarching Travel Plan covering the entire development.

Individual phases or occupiers may subsequently prepare their own detailed Travel Plans where appropriate.

What if my development is below the threshold?

The published thresholds should be regarded as guidance rather than absolute limits.

Herefordshire Council may request a Travel Plan where a development:

- is located in an area with known transport constraints;
- is expected to generate significant travel demand;
- forms part of a wider phased development;
- would materially increase traffic on the local highway network;
- could benefit from measures promoting sustainable travel.

Applicants are encouraged to discuss proposals with the Council during the pre-application stage if there is any uncertainty.

What happens next?

If your development requires a Travel Plan, the next step is to determine how it will be delivered.

Herefordshire Council provides **two delivery options**.

Council Managed Travel Plan (Option One)

Recommended for most developments

Under this approach, Herefordshire Council manages the implementation and monitoring of the Travel Plan on behalf of the developer.

The Council will:

- appoint the Travel Plan Coordinator;
- manage the Travel Plan through the appropriate STARS platform;
- coordinate surveys and monitoring;
- prepare annual monitoring reports;
- review progress against agreed targets;
- recommend additional measures where appropriate.

The developer remains responsible for delivering the agreed physical infrastructure secured through the planning permission, together with the agreed financial contribution.

For many developments, this approach provides a straightforward and efficient route to meeting Travel Plan obligations while reducing long-term administrative commitments.

Developer Managed Travel Plan (Option Two)

Developers may choose to retain responsibility for implementing and monitoring their own Travel Plan.

This option requires the developer to:

- appoint and retain a suitably qualified Travel Plan Coordinator;
- implement all agreed Travel Plan measures;
- manage surveys and monitoring;
- prepare annual reports;
- maintain the Travel Plan throughout the agreed monitoring period;
- provide any required bond and monitoring fee.

Option Two may be appropriate where developers or occupiers already have experience in managing Travel Plans and wish to retain direct responsibility for implementation.

Which option is right for me?

For most developments, Herefordshire Council recommends the **Council Managed Travel Plan (Option One)**.

It is likely to be the most suitable option where:

- you are delivering a residential development;
- you do not have in-house Travel Plan expertise;
- you wish to minimise long-term administration;
- you would prefer the Council to coordinate monitoring and reporting;
- you want continuity throughout the life of the Travel Plan.

Developers who have established Travel Plan management systems and experienced staff may prefer to retain responsibility through Option Two.

Worked Examples

- **Example 1 – Residential Development**

Proposal: 35 dwellings

Requirement: Travel Plan Statement

Recommended Delivery: Council Managed Travel Plan (where applicable) to reduce ongoing administration and provide continuity of management.

- **Example 2 – Residential Development**

Proposal: 85 dwellings

Requirement: Full Residential Travel Plan

Recommended Delivery: Council Managed Travel Plan (Option One), allowing the Council to coordinate implementation and monitoring throughout the Travel Plan period.

- **Example 3 – Office Development**

Proposal: 3,500 m² office building

Requirement: Full Employment Travel Plan

Recommended Delivery: The developer should consider whether they have the resources and expertise to manage a Travel Plan. Where this is not the case, the Council Managed Travel Plan offers a practical alternative.

Good Practice

Discuss delivery options early.

Identifying the preferred delivery option during pre-application discussions allows the scope of the Travel Plan and any associated planning obligations to be agreed at an early stage, reducing the potential for delays during the planning process.

Chapter Summary

Before preparing your planning application:

- Determine whether your development requires a Travel Plan or a Travel Plan Statement.
- Check the relevant thresholds for your development type.
- Engage with Herefordshire Council if you are unsure whether a Travel Plan is required.
- Consider the available delivery options.
- For most developments, the **Council Managed Travel Plan (Option One)** offers the simplest and most efficient route to implementing and maintaining a compliant Travel Plan.

Chapter 3 – Choosing the Right Type of Travel Plan

What you'll learn

After reading this chapter you will understand:

- the different types of Travel Plan;
- when each type is appropriate;
- what information should be included;
- how Travel Plans develop as a project progresses;
- how to select the most appropriate approach for your development.

Introduction

Not every development requires the same type of Travel Plan.

The level of information required should be proportionate to the scale and nature of the proposed development, the stage of the project and the level of certainty regarding future occupiers.

Herefordshire Council recognises four principal types of Travel Plan together with the Travel Plan Statement used for smaller developments.

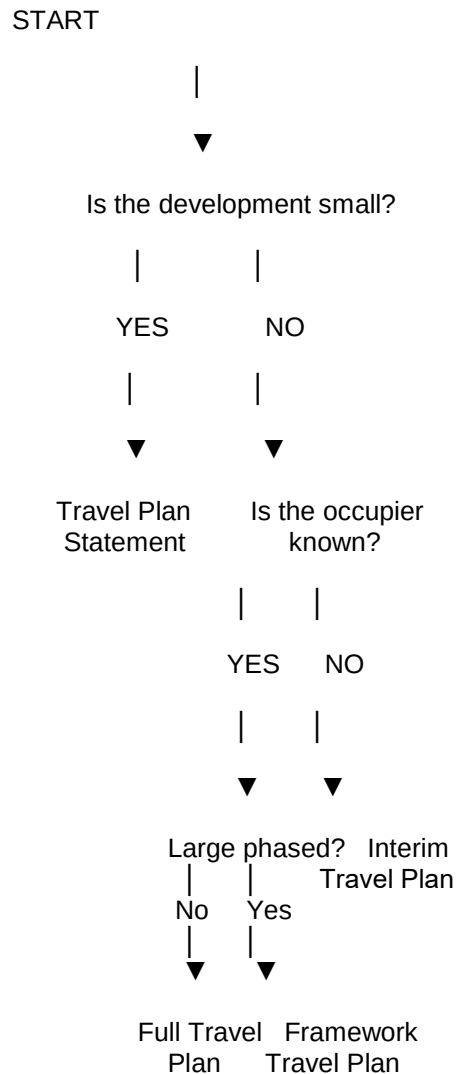
Selecting the correct type of Travel Plan at the outset will help ensure that the planning application is supported by the appropriate level of information and reduce the need for revisions later in the planning process.

At a Glance

Type	Typical Use	Monitoring
Travel Plan Statement	Smaller developments	Limited
Full Travel Plan	Known occupier/development	Full monitoring
Interim Travel Plan	Occupier unknown	Updated later
Framework Travel Plan	Large phased development	Phase-specific monitoring
School Travel Plan	New schools	STARS Education

Choosing the Right Travel Plan

The diagram below illustrates the typical decision-making process.



Travel Plan Statement

What is a Travel Plan Statement?

A Travel Plan Statement is a simplified version of a Travel Plan intended for developments where the anticipated transport impacts are relatively modest.

It focuses on delivering practical measures that encourage sustainable travel without requiring the comprehensive monitoring arrangements associated with larger developments.

The Statement should demonstrate that sustainable travel has been considered as part of the design and operation of the development and should identify measures that will encourage residents, employees or visitors to travel sustainably.

Typical Developments

A Travel Plan Statement is normally appropriate for:

- residential developments between 20 and 49 dwellings;
- smaller employment developments;
- developments where transport impacts are limited but sustainable travel measures are still required.

Typical Content

A Travel Plan Statement should normally include:

- description of the development;
- site location and accessibility;
- walking and cycling opportunities;
- public transport accessibility;
- proposed sustainable travel measures;
- implementation responsibilities.

The level of detail should be proportionate to the scale of the proposal.

Full Travel Plan

What is a Full Travel Plan?

A Full Travel Plan is required where the development is expected to generate significant travel demand and sufficient information is available to understand how the site will operate.

Unlike a Travel Plan Statement, a Full Travel Plan is a long-term management strategy that continues beyond the grant of planning permission.

It establishes measurable objectives, identifies the actions required to achieve them and provides a framework for monitoring progress throughout the agreed implementation period.

Typical Developments

A Full Travel Plan will normally be required for:

- residential developments of 50 dwellings or more;
- employment developments above the relevant thresholds;
- hotels;
- major retail developments;
- larger leisure developments;
- residential institutions.

A Full Travel Plan should include

✓Site information

✓Travel Plan Coordinator

✓Site Audit

✓Baseline information

✓Travel surveys

✓SMART targets

✓Sustainable Travel Action Plan

✓Monitoring programme

✓Annual reporting

Interim Travel Plan

What is an Interim Travel Plan?

Sometimes planning permission is sought before the final occupier of a development is known.

This is common for speculative employment developments where future tenants have not yet been identified.

In these circumstances it is not possible to prepare meaningful travel surveys or establish realistic travel targets.

An Interim Travel Plan provides a framework that can later be developed into a Full Travel Plan once occupation details become available.

Typical Developments

- speculative office developments;
- employment parks;
- industrial estates;
- commercial premises awaiting tenants.

Typical Content

An Interim Travel Plan should include:

- description of the proposed development;
- accessibility assessment;
- parking strategy;
- sustainable transport infrastructure;
- outline Travel Plan measures;
- process for producing the Full Travel Plan.

Framework Travel Plan

What is a Framework Travel Plan?

Large developments are often delivered over many years and may contain a range of land uses.

In these circumstances a Framework Travel Plan establishes the overall strategy for the whole site.

Individual phases or occupiers then prepare more detailed Travel Plans as development progresses.

Typical Developments

- urban extensions;
- strategic housing sites;
- mixed-use regeneration schemes;
- major employment parks;
- garden communities.

Benefits

A Framework Travel Plan:

- establishes consistent objectives;
- coordinates infrastructure delivery;
- supports phased implementation;
- provides flexibility as development progresses.

School Travel Plans

All new schools should prepare a School Travel Plan using **Modeshift STARS Education**.

School Travel Plans differ from other Travel Plans because they focus on:

- pupils;
- parents and carers;
- school staff;
- safe journeys to school.

They are expected to evolve alongside the school and form part of its wider commitment to promoting healthy and sustainable travel.

Which Travel Plan is right for me?

Question	Answer
Is it a small development?	Travel Plan Statement
Is the occupier known?	Full Travel Plan
Is the occupier unknown?	Interim Travel Plan
Is it a large phased development?	Framework Travel Plan
Is it a school?	School Travel Plan

Planning Officer Tip

Choose the correct Travel Plan from the outset.

Preparing the wrong type of Travel Plan is one of the most common reasons for delays during the planning process. If you are unsure which approach is appropriate, discuss your proposal with Herefordshire Council before submitting your application.

Good Practice

Where a Full Travel Plan is required, applicants should also consider the preferred delivery route at an early stage. For many developments, the **Council Managed Travel Plan (Option One)** provides a simpler and more efficient approach to implementation, monitoring and reporting, allowing developers to focus on delivering the development while the Council coordinates the Travel Plan.

Common Mistakes

Avoid:

- preparing a Full Travel Plan where an Interim Travel Plan would be more appropriate;
- assuming a Travel Plan Statement is sufficient without checking the thresholds;
- leaving the appointment of the Travel Plan Coordinator until after occupation;
- failing to consider long-term monitoring requirements when selecting a Travel Plan type.

Chapter Summary

Choosing the correct type of Travel Plan is one of the first and most important decisions in the planning process. By selecting the appropriate approach at the outset, applicants can provide the right level of information, reduce delays during determination and establish a Travel Plan that remains effective throughout the life of the development.

Chapter 4 – Delivering Your Travel Plan

What you'll learn

After reading this chapter you will understand:

- the two Travel Plan delivery options available in Herefordshire;
- what each option involves;
- the responsibilities of the developer under each option;
- why Herefordshire Council recommends the Council Managed Travel Plan for most developments;
- how to choose the option that best suits your development.

Delivering Your Travel Plan

Once you have established that your development requires a Travel Plan, the next step is deciding how it will be delivered.

Herefordshire Council recognises that developers have different levels of experience and resources available to implement and monitor Travel Plans. To provide flexibility, two delivery options are available.

For most developments, Herefordshire Council recommends the Council Managed Travel Plan (Option One). This approach provides a straightforward and efficient way of meeting Travel Plan obligations by placing the responsibility for coordination, monitoring and reporting with the Council.

Developers may instead choose to deliver and manage their own Travel Plan through the Developer Managed Travel Plan (Option Two). This option may be appropriate where an organisation has the necessary expertise, resources and long-term commitment to manage the Travel Plan throughout the monitoring period.

The choice of delivery option should be discussed with the Council during pre-application discussions and agreed before the planning application is submitted.

At a Glance

	Council Managed Travel Plan (<i>Option One</i>)	Developer Managed Travel Plan (<i>Option Two</i>)
Travel Plan Coordinator	Herefordshire Council	Developer
Travel Plan administration	Council	Developer

	Council Managed Travel Plan (<i>Option One</i>)	Developer Managed Travel Plan (<i>Option Two</i>)
STARS management	Council	Developer
Travel surveys	Council coordinates	Developer
Annual monitoring reports	Council	Developer
Review of targets	Council	Developer
Ongoing administration	Low	High
Long-term commitment	Reduced	Significant
Suitable for	Most developments	Developers with in-house expertise

Council Managed Travel Plan (Option One)

Recommended for most developments

The Council Managed Travel Plan has been developed to provide developers with a straightforward and effective way of delivering Travel Plan obligations.

Under this approach, Herefordshire Council takes responsibility for coordinating and managing the Travel Plan throughout the agreed monitoring period.

This enables developers to focus on delivering the development while benefiting from a consistent and professionally managed Travel Plan.

What the Council will do

Where Option One is selected, Herefordshire Council will:

- appoint a Travel Plan Coordinator;
- establish and manage the Travel Plan using the appropriate Modeshift STARS platform;
- coordinate travel surveys;
- monitor progress against agreed targets;
- prepare annual monitoring reports;
- update the Travel Plan where appropriate;
- coordinate promotional events and sustainable travel initiatives;
- recommend additional measures where monitoring indicates these are required.

This provides continuity throughout the Travel Plan period and ensures that implementation is managed by officers with experience of delivering Travel Plans across Herefordshire.

What the developer will do

Selecting Option One does **not** remove all developer responsibilities.

The developer remains responsible for:

- preparing the initial Travel Plan to support the planning application (or providing the information needed for the Council to prepare it, depending on the agreed process);
- paying the agreed Travel Plan contribution;
- delivering the physical infrastructure secured through the planning permission or legal agreement, such as footways, cycle parking, EV charging infrastructure, signage and wayfinding;
- providing information required to support monitoring.

Benefits of the Council Managed Travel Plan

The Council Managed Travel Plan offers a number of practical benefits.

Reduced administration

Developers are not required to recruit or retain a Travel Plan Coordinator or manage the day-to-day administration of the Travel Plan.

Continuity

The same organisation remains responsible for implementing and monitoring the Travel Plan throughout the agreed period, even where site ownership or management changes.

Experienced delivery

Travel Plans are managed by officers with experience of delivering sustainable travel initiatives and using the Modeshift STARS platform.

Consistency

A consistent approach to monitoring and reporting helps ensure that Travel Plans across Herefordshire are implemented to the same standard.

Reduced compliance risk

By coordinating monitoring and reporting, the Council helps ensure that Travel Plan obligations continue to be met throughout the monitoring period.

Recommended for most developments

The Council considers the Council Managed Travel Plan to be the most appropriate option for the majority of residential and commercial developments. It provides a simple and effective route to meeting Travel Plan obligations while reducing the long-term administrative burden on developers.

Developer Managed Travel Plan (Option Two)

Developers who wish to retain responsibility for implementing their own Travel Plan may choose the Developer Managed Travel Plan.

This option gives the developer direct control over implementation but also places responsibility for managing the Travel Plan throughout the agreed monitoring period.

What the developer will do

Where Option Two is selected, the developer will be responsible for:

- appointing a suitably qualified Travel Plan Coordinator before first occupation;
- implementing all Travel Plan measures;
- managing the Travel Plan using the appropriate Modeshift STARS platform;
- undertaking travel surveys;
- preparing annual monitoring reports;
- reviewing progress against agreed targets;
- implementing remedial measures where required;
- retaining responsibility throughout the monitoring period.

In addition, developers will be required to provide the agreed bond and monitoring fee in accordance with the legal agreement.

Is Option Two right for me?

Option Two may be appropriate where:

- your organisation already manages Travel Plans across multiple sites;
- you employ experienced Travel Plan Coordinators;
- you have established monitoring and reporting systems;
- you wish to retain direct control over implementation.

Applicants should carefully consider the long-term resource implications before selecting this option.

Which option should I choose?

The following questions may help.

We recommend the Council Managed Travel Plan if:

- you are delivering a residential development;
- you do not have specialist Travel Planning expertise;
- you want to minimise long-term administration;
- you would prefer the Council to manage monitoring and reporting;
- you want continuity throughout the Travel Plan period;
- you are seeking a straightforward route to meeting your Travel Plan obligations.

The Developer Managed Travel Plan may be appropriate if:

- your organisation has dedicated Travel Planning expertise;
- you regularly manage Travel Plans;
- you have established monitoring systems;
- you wish to retain direct control over implementation.

Worked Example

Residential Development – 120 Dwellings

A developer proposes a residential development of 120 dwellings.

A Full Residential Travel Plan is required.

During pre-application discussions, the developer confirms that they do not have an in-house Travel Plan Coordinator and would prefer to minimise the long-term administration associated with monitoring.

The developer therefore chooses the **Council Managed Travel Plan (Option One)**.

The Council assumes responsibility for coordinating the Travel Plan throughout the monitoring period, while the developer delivers the agreed physical infrastructure and pays the agreed contribution.

This allows the developer to focus on delivering the development while ensuring that the Travel Plan is implemented and monitored in accordance with the agreed programme.

Planning Officer Tip

Discuss delivery options at the earliest opportunity.

Identifying the preferred delivery option during pre-application discussions allows the Council to advise on the appropriate scope of the Travel Plan and any associated planning obligations, helping to avoid delays later in the planning process.

Chapter Summary

Herefordshire Council offers two options for delivering a Travel Plan.

Both approaches can satisfy planning requirements when implemented correctly.

For **most developments**, the **Council Managed Travel Plan (Option One)** provides the simplest and most efficient approach. It reduces the long-term administrative burden on developers, provides continuity throughout the monitoring period and ensures that implementation, monitoring and reporting are coordinated by an experienced Travel Plan team.

Developers who have the necessary expertise and resources may instead choose the **Developer Managed Travel Plan (Option Two)**, accepting responsibility for managing and delivering the Travel Plan throughout its lifecycle.

Chapter 5 – The Development Journey

What you'll learn

After reading this chapter you will understand:

- how the Travel Plan process fits within the planning process;
- what happens at each stage of development;
- who is responsible for each stage;
- when key Travel Plan actions need to be completed;
- how the Council Managed Travel Plan (Option One) integrates into the development process.

Introduction

A Travel Plan should not be viewed as a document prepared solely to support a planning application. It is a long-term management strategy that begins during the earliest stages of project design and continues throughout the occupation of the development.

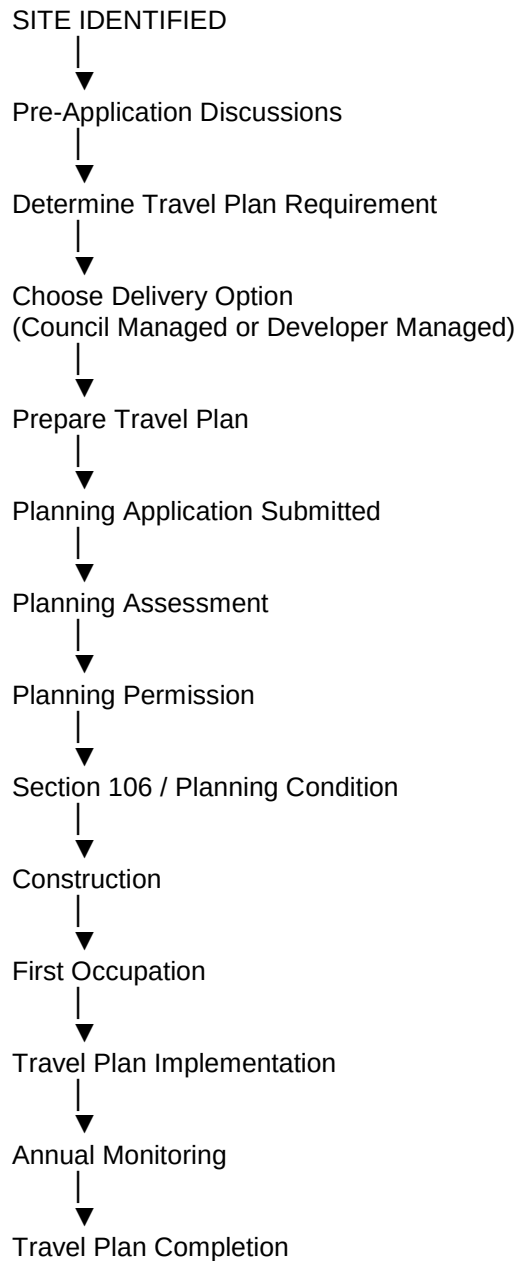
Developers who consider Travel Planning from the outset are often able to integrate sustainable transport more effectively into the design of their proposals, reducing the need for later amendments and supporting a smoother planning process.

This chapter explains how Travel Planning fits within the wider development process and identifies the key milestones from pre-application discussions through to completion of the agreed monitoring period.

The Development Journey

Every development follows a similar sequence.

Understanding this process will help ensure that the Travel Plan is prepared at the right time and that all obligations are delivered efficiently.



Stage 1 – Pre-Application

Start the conversation early

Travel Planning should begin alongside the preparation of the development proposal.

Early discussions with Herefordshire Council provide an opportunity to agree:

- whether a Travel Plan is required;
- the type of Travel Plan required;
- the preferred delivery option;
- likely planning obligations;
- any site-specific transport issues;
- the scope of supporting information.

Resolving these matters before submission helps reduce delays during the planning application process.

Planning Officer Tip

Early engagement almost always results in a better Travel Plan. Developers are encouraged to discuss Travel Plan requirements with the Council before detailed design work is completed.

Stage 2 – Determine the Delivery Route

Once it has been established that a Travel Plan is required, the developer should decide how it will be delivered.

For most developments, Herefordshire Council recommends the **Council Managed Travel Plan (Option One)**.

Selecting this option at an early stage allows the Council to advise on implementation requirements and prepare for the ongoing management of the Travel Plan following occupation.

Recommended for Most Developments

The Council Managed Travel Plan provides a clear and consistent approach to implementation.

It reduces the need for developers to recruit specialist staff, coordinate monitoring or prepare annual reports while ensuring that the Travel Plan continues to be actively managed throughout the agreed period.

Stage 3 – Preparing the Travel Plan

The Travel Plan should be prepared alongside the planning application.

At this stage, developers should gather the information needed to demonstrate how sustainable travel will be promoted.

Depending on the scale of the development this may include:

- Site Audit
- Accessibility assessment
- Walking and cycling opportunities
- Public transport assessment
- Parking strategy
- Baseline information
- Sustainable Travel Action Plan
- Proposed monitoring arrangements

The next chapter of this guide explains these elements in detail.

Stage 4 – Planning Application

The Travel Plan should normally be submitted with the planning application and, where required, alongside the Transport Assessment or Transport Statement.

The Council will review the submission to ensure that:

- the correct Travel Plan has been prepared;
- appropriate delivery arrangements have been identified;
- suitable sustainable travel measures have been proposed;
- monitoring arrangements are appropriate.

Where additional information is required, applicants will normally be invited to revise the Travel Plan before determination.

Stage 5 – Planning Permission

Where planning permission is granted, the Travel Plan will normally be secured through:

- a Section 106 Agreement; or
- a planning condition,

depending on the nature and scale of the development.

The legal agreement will set out the agreed obligations, responsibilities and implementation programme.

Stage 6 – Construction

Travel Planning should continue throughout construction.

Developers should ensure that agreed infrastructure is delivered at the appropriate stage, including:

- footways and pedestrian links;
- cycle parking;
- cycle routes;
- bus stop improvements (where applicable);
- electric vehicle charging infrastructure;
- directional signage;
- travel information.

Developments should be ready to support sustainable travel from the first day of occupation.

Stage 7 – First Occupation

Occupation marks the beginning of the active Travel Plan period.

For developments using the **Council Managed Travel Plan (Option One)**, Herefordshire Council will begin coordinating the agreed implementation programme.

For developments using the **Developer Managed Travel Plan (Option Two)**, responsibility transfers to the appointed Travel Plan Coordinator.

Before First Occupation

The following should normally be in place:

- ✓ Travel Plan Coordinator
- ✓ Walking and cycling infrastructure
- ✓ Cycle parking
- ✓ Public transport information
- ✓ Resident or staff information packs
- ✓ Sustainable travel information
- ✓ Monitoring programme

Stage 8 – Monitoring

Monitoring allows Travel Plan measures to be reviewed against actual travel behaviour.

Depending on the development, monitoring may include:

- resident or staff travel surveys;
- traffic counts;
- parking surveys;
- cycle parking occupancy;
- review of public transport use;
- assessment of progress against agreed targets.

For developments using the **Council Managed Travel Plan (Option One)**, these activities will be coordinated by Herefordshire Council in accordance with the agreed monitoring programme.

Stage 9 – Review

Travel Plans should evolve throughout their lifetime.

Monitoring results should be used to:

- review progress;
- identify barriers to sustainable travel;
- update the Action Plan;
- introduce additional measures where appropriate.

A Travel Plan should always remain a live management document rather than a static report.

Stage 10 – Completion

Once the agreed monitoring period has concluded and all obligations have been met, the Travel Plan may be formally concluded in accordance with the relevant planning agreement.

Developers should retain records demonstrating that agreed infrastructure and obligations have been delivered.

Roles and Responsibilities

Stage	Developer	Council Managed Travel Plan	Developer Managed Travel Plan
Pre-application discussions	✓	✓	✓
Prepare planning submission	✓	Advice	✓
Travel Plan implementation	Infrastructure	Council	Developer
Monitoring	Information as required	Council	Developer
Annual reports	—	Council	Developer
Review and updates	Support	Council	Developer

Common Mistakes

Many delays can be avoided by:

- leaving Travel Planning until the planning application is ready;
- failing to agree the delivery option early;
- underestimating the resources required for the Developer Managed Travel Plan;
- overlooking the need for long-term monitoring;
- delaying delivery of sustainable travel infrastructure until after occupation.

Good Practice

Choose the delivery option before finalising your planning application.

Confirming the use of the **Council Managed Travel Plan (Option One)** during pre-application discussions enables the Council to advise on implementation requirements, prepare the management programme and provide greater certainty regarding long-term Travel Plan delivery.

Chapter Summary

A successful Travel Plan begins well before planning permission is granted and continues throughout the occupation of the development.

By engaging early, integrating sustainable travel into the design of the site and selecting the most appropriate delivery option, developers can deliver Travel Plans that are practical, effective and proportionate.

For the majority of developments, the **Council Managed Travel Plan (Option One)** provides the simplest and most efficient route to achieving these objectives

while reducing the long-term administrative burden associated with implementation and monitoring.

Chapter 6 – Designing for Sustainable Travel

What you'll learn

After reading this chapter you will understand:

- why Travel Planning should begin at the earliest design stage;
- how good design supports sustainable travel;
- the key principles of creating accessible developments;
- how site layout influences travel behaviour;
- how design decisions can reduce the need for later mitigation.

Introduction

A successful Travel Plan begins long before planning permission is granted.

The most effective developments are designed so that walking, cycling and public transport are convenient, attractive and practical from the outset. Travel Plans should therefore be considered alongside site layout, access arrangements and public realm design rather than being prepared after these decisions have already been made.

By embedding sustainable travel into the design process, developers can create places that are easier to move around, more attractive to residents and businesses, and better connected to the wider transport network.

Good Design Supports Good Travel Choices

People are more likely to walk or cycle where routes are:

- direct;
- safe;
- attractive;
- easy to understand;
- well connected.

Similarly, people are more likely to use public transport where services are accessible, reliable and supported by high-quality walking routes.

Travel Plans are therefore most effective when they complement good design rather than compensate for poor design.

The Five Principles of Sustainable Travel Design

Principle 1 – Connect the Development

Developments should connect with the surrounding area rather than function as isolated sites.

Pedestrian and cycle routes should link directly to:

- neighbouring residential areas;
- schools;
- employment areas;
- local centres;
- parks;
- bus stops;
- railway stations;
- public rights of way.

Routes should be as direct as possible and avoid unnecessary detours or barriers.

Good Practice

Provide more than one way into and through the development for people walking and cycling wherever possible. This increases permeability and encourages active travel.

Principle 2 – Prioritise Walking

Walking should be the easiest option for short journeys.

Developments should provide:

- continuous footways;
- convenient crossing points;
- attractive public spaces;
- overlooked pedestrian routes;
- accessible gradients;
- lighting where appropriate.

The walking environment should feel safe, convenient and comfortable for people of all ages and abilities.

Planning Officer Tip

Consider how a resident carrying shopping, pushing a buggy or using a mobility aid would move around the development. Designing for these everyday journeys often improves accessibility for everyone.

Principle 3 – Design for Cycling

Cycling infrastructure should be considered as an integral part of the development rather than an additional feature.

Good cycling provision includes:

- direct routes;
- secure cycle parking;
- visitor cycle parking;
- links to local cycle networks;
- safe junction design;
- clear signage.

Cycle parking should be convenient, overlooked where appropriate and easy to access.

Where cycle parking is inconvenient or difficult to use, people are significantly less likely to choose cycling for everyday journeys.

Principle 4 – Make Public Transport Accessible

Public transport should be easy to reach on foot.

Developments should seek to:

- provide convenient walking routes to bus stops;
- ensure routes are safe and accessible;
- minimise unnecessary road crossings;
- provide wayfinding where appropriate;
- consider opportunities for improved public transport infrastructure where justified.

Travel Plans should complement existing public transport services by providing residents and employees with clear information about available routes, timetables and ticketing options.

Principle 5 – Manage Car Use Positively

Travel Plans are not intended to prevent car use.

Instead, they seek to ensure that people have genuine travel choices.

Car parking should therefore be designed to support the overall objectives of the development while avoiding unnecessary dependence on private vehicles.

This may include:

- appropriate parking provision;
- electric vehicle charging;
- car-sharing opportunities;
- consideration of car clubs where appropriate.

Designing for Behaviour Change

Travel behaviour is influenced by more than infrastructure.

Developments should also consider:

- welcome information for new residents and employees;
- travel information at key locations;
- personalised journey planning;
- promotional events;
- travel awareness campaigns.

Physical design and Travel Plan measures should work together.

Integrating the Travel Plan into the Design Process

Travel Planning should influence decisions throughout the design process.

Design Stage	Travel Plan Considerations
Site Selection	Existing transport connections, access to services and public transport
Concept Design	Walking and cycling routes, permeability, street hierarchy
Masterplanning	Integration with surrounding communities, access to local facilities
Detailed Design	Cycle parking, footways, bus stops, EV charging, signage
Construction	Delivery of agreed infrastructure before occupation
Occupation	Promotion of sustainable travel and monitoring

Streets as Places

Streets are more than routes for vehicles.

Well-designed streets support:

- social interaction;
- children's play;
- active travel;
- access to local facilities;
- attractive public spaces.

Travel Plans should reinforce these objectives by encouraging sustainable travel patterns that make streets safer and more enjoyable for everyone.

Wayfinding

People are more likely to walk or cycle where routes are easy to understand.

Developments should consider:

- clear pedestrian signage;
- cycle route information;
- walking distances and times;
- public transport directions;
- location maps.

Simple wayfinding measures can make sustainable travel more attractive, particularly for new residents, employees and visitors.

Electric Vehicles

Electric vehicles form part of the transition to lower-emission transport, but they should complement rather than replace wider sustainable travel measures.

Developments should provide charging infrastructure in accordance with current standards and planning requirements while continuing to prioritise walking, cycling, public transport and shared travel.

Designing for the Council Managed Travel Plan

Developments using the **Council Managed Travel Plan (Option One)** benefit from early engagement with the Council throughout the design process.

Discussing Travel Plan requirements during pre-application enables the Council to advise on:

- sustainable transport opportunities;
- Travel Plan measures;
- monitoring requirements;
- implementation arrangements;

- opportunities to integrate infrastructure with wider transport initiatives.

This collaborative approach can help ensure that the Travel Plan is proportionate, practical and aligned with the design of the development.

Worked Example

New Residential Development

A developer proposes a development of 150 dwellings on the edge of a market town.

During the concept design stage, Herefordshire Council identifies opportunities to:

- provide a direct pedestrian connection to the local primary school;
- create a cycle link to the town centre;
- improve access to an existing bus stop;
- include secure cycle parking throughout the development;
- introduce clear wayfinding.

These measures are incorporated into the site layout before the planning application is submitted.

As a result, the Travel Plan focuses on encouraging residents to use the infrastructure already provided, rather than relying on additional mitigation after occupation.

Good Practice

Design first. Travel Plan second.

The best Travel Plans are built on developments that have already been designed to support sustainable travel. Infrastructure and Travel Plan measures should complement one another rather than operate independently.

Common Mistakes

Avoid:

- treating the Travel Plan as a document prepared after the site layout has been finalised;
- relying on promotional measures where physical connections are poor;
- overlooking links to neighbouring communities;
- providing cycle parking that is difficult to access or inconveniently located;
- focusing solely on car access during the design process.

Chapter Summary

Successful Travel Plans begin with successful design.

By integrating sustainable travel into the earliest stages of site planning, developers can create places that naturally encourage walking, cycling, public transport and shared travel. This reduces the need for later mitigation, supports healthier communities and helps deliver developments that are better connected, more attractive and more sustainable.

Chapter 7 – Working with Herefordshire Council

What you'll learn

After reading this chapter you will understand:

- how Herefordshire Council supports developers through the Travel Plan process;
- what information you will need to provide;
- what happens after your planning application is submitted;
- the respective responsibilities of the developer and the Council;
- how the Council Managed Travel Plan (Option One) simplifies the delivery of Travel Plan obligations.

Introduction

Preparing and implementing a Travel Plan is a collaborative process.

Herefordshire Council recognises that many developers do not routinely prepare or manage Travel Plans and may not have specialist travel planning expertise within their project teams. To support applicants and encourage consistent, high-quality Travel Plans, the Council offers a **Council Managed Travel Plan (Option One)** service.

This service is designed to simplify the process by enabling the Council to coordinate implementation, monitoring and reporting throughout the agreed Travel Plan period.

By working together from an early stage, developers and the Council can ensure that Travel Plan measures are proportionate, practical and integrated into the development from the outset.

Our Approach

Herefordshire Council's objective is to work collaboratively with developers to deliver successful developments that encourage sustainable travel.

Rather than viewing the Travel Plan as a compliance exercise, we see it as an opportunity to help create well-connected places where residents, employees and visitors have genuine travel choices.

Where developers choose the **Council Managed Travel Plan (Option One)**, the Council becomes an active partner in delivering these outcomes.

Step 1 – Talk to Us Early

The earlier the Council becomes involved, the better.

Pre-application discussions allow us to:

- confirm whether a Travel Plan is required;
- identify the appropriate type of Travel Plan;
- discuss the preferred delivery option;
- identify any site-specific transport issues;
- advise on sustainable transport opportunities;
- explain likely planning obligations.

Early engagement can reduce delays during the planning process and help ensure that Travel Planning is fully integrated into the design of the development.

Planning Officer Tip

We encourage applicants to discuss Travel Plan requirements before finalising their site layout. Early engagement often identifies opportunities to improve walking, cycling and public transport connections that can be incorporated into the design at relatively little cost.

Step 2 – Tell Us About Your Development

To help us understand your proposal, we'll ask you to provide information about the development.

This will typically include:

- the proposed land use;
- the size of the development;
- the anticipated phasing programme;
- proposed access arrangements;
- parking provision;
- site layout;
- expected occupation dates.

Where supporting transport information has already been prepared, this can also be used to inform the Travel Plan.

Our aim is to request only the information necessary to prepare and manage a proportionate Travel Plan.

Step 3 – We'll Review the Proposal

Once we have the necessary information, we will assess:

- the likely travel demand generated by the development;
- opportunities to encourage sustainable travel;
- any site-specific constraints;
- appropriate monitoring arrangements;
- the most suitable Travel Plan measures.

Where appropriate, we will discuss our recommendations with you before the planning application is determined.

Step 4 – We'll Agree the Delivery Approach

If you choose the **Council Managed Travel Plan (Option One)**, we'll agree:

- the implementation programme;
- monitoring arrangements;
- reporting requirements;
- Travel Plan milestones;
- responsibilities throughout the monitoring period.

This provides clarity for both the developer and the Council before construction begins.

Step 5 – You Build the Development

During construction, the developer remains responsible for delivering the infrastructure required by the planning permission and any associated legal agreements.

This may include:

- pedestrian routes;
- cycle parking;
- public transport infrastructure;
- electric vehicle charging points;
- signage and wayfinding;
- highway improvements.

The Travel Plan supports these physical measures but does not replace them.

Step 6 – We Manage the Travel Plan

Once the development is occupied, Herefordshire Council begins coordinating the Travel Plan.

This typically includes:

- appointing the Travel Plan Coordinator;
- managing the Modeshift STARS platform;
- organising travel surveys;
- reviewing progress against agreed targets;
- preparing annual monitoring reports;
- identifying opportunities for improvement;
- coordinating promotional activities and sustainable travel initiatives.

The Council remains responsible for these activities throughout the agreed monitoring period.

Keeping You Informed

Developers will continue to receive updates throughout the implementation of the Travel Plan.

Where appropriate, the Council will provide:

- survey results;
- annual monitoring reports;
- progress updates;
- recommendations for future actions.

This ensures that developers remain informed while avoiding the need to manage the day-to-day administration of the Travel Plan.

Who Does What?

One of the advantages of the **Council Managed Travel Plan (Option One)** is the clear division of responsibilities.

Developer Responsibilities	Council Responsibilities
Design and build the development	Coordinate the Travel Plan
Deliver agreed infrastructure	Appoint the Travel Plan Coordinator
Provide agreed financial contributions	Manage the STARS platform
Supply information where required	Undertake monitoring and surveys
Comply with planning obligations	Prepare annual monitoring reports
Support implementation where appropriate	Review targets and recommend additional measures

This collaborative approach enables each party to focus on its area of expertise while working towards the shared objective of delivering sustainable development.

Why Developers Choose the Council Managed Travel Plan

Many developers prefer the **Council Managed Travel Plan (Option One)** because it:

- reduces long-term administration;
- removes the need to appoint and retain a specialist Travel Plan Coordinator;
- provides continuity throughout the monitoring period;
- ensures that monitoring and reporting are undertaken consistently;
- allows developers to focus on delivering their development while the Council manages the Travel Plan.

For most residential developments, and many commercial schemes, this offers the simplest and most efficient route to meeting Travel Plan obligations.

Good Practice

Think of the Council as a delivery partner, not simply the planning authority.

The earlier we begin working together, the easier it is to integrate sustainable travel into your development and establish a Travel Plan that is proportionate, practical and effective.

Frequently Asked Questions

Do I still need to prepare a Travel Plan?

You will still need to provide the information necessary to support your planning application. Where the **Council Managed Travel Plan (Option One)** is selected, Herefordshire Council will take responsibility for coordinating implementation, monitoring and long-term management following approval.

What if my development changes?

Travel Plans are intended to be living documents. Where proposals change before occupation, the Council will work with you to ensure that the Travel Plan remains appropriate to the development.

Can I change my delivery option?

In some circumstances this may be possible, subject to agreement with Herefordshire Council and any relevant planning obligations. Applicants should discuss this with the Council as early as possible.

Chapter Summary

Successful Travel Plans are built on effective collaboration.

By engaging with Herefordshire Council from the earliest stages of the planning process, developers can establish a proportionate Travel Plan, integrate sustainable travel into the design of the development and benefit from ongoing support throughout implementation.

For the majority of developments, the **Council Managed Travel Plan (Option One)** provides the most straightforward route to meeting Travel Plan obligations. It enables the Council to coordinate implementation, monitoring and reporting while allowing developers to focus on delivering high-quality developments.

Chapter 8 – From Planning Application to Implementation

What you'll learn

After reading this chapter you will understand:

- how the Travel Plan fits within the planning application process;
- what happens after your application is submitted;
- how Travel Plan obligations are secured;
- what happens before and after first occupation;
- when the Council Managed Travel Plan (Option One) begins.

Introduction

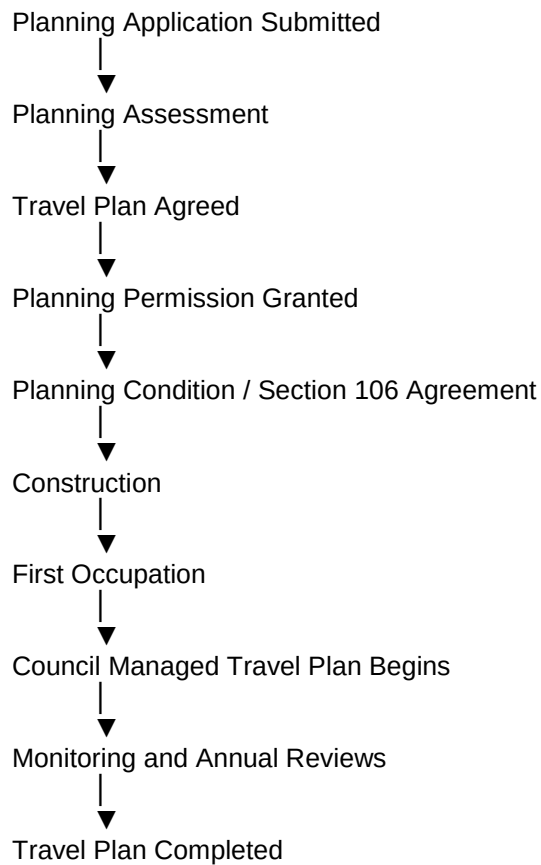
Travel Planning does not end when a planning application is submitted.

Once planning permission has been granted, the focus moves from planning to delivery. This chapter explains what happens after submission, how Travel Plan obligations are secured and how implementation is managed through the lifetime of the development.

For developers using the **Council Managed Travel Plan (Option One)**, Herefordshire Council will coordinate the implementation and monitoring of the Travel Plan following the grant of planning permission. Understanding this process helps ensure that responsibilities are clear from the outset and that sustainable travel measures are delivered at the appropriate stage of the development.

The Planning Process

The Travel Plan follows the same broad programme as the development itself.



Stage 1 – Planning Assessment

Following submission, Herefordshire Council will review the planning application and supporting transport information.

This assessment will consider:

- whether the proposed Travel Plan is appropriate for the development;
- whether sustainable travel measures are proportionate;
- the proposed delivery option;
- any site-specific transport issues;
- monitoring and implementation arrangements.

Where additional information is required, the Council will discuss this with the applicant before a decision is made.

Good Practice

Respond promptly to requests for additional information. Early clarification can help avoid unnecessary delays in determining the planning application.

Stage 2 – Securing the Travel Plan

Once planning permission has been granted, the Travel Plan will normally be secured through either:

- a planning condition;
- a Section 106 Agreement; or
- a combination of both.

These mechanisms ensure that the agreed Travel Plan measures are delivered and monitored throughout the agreed implementation period.

What Does This Mean for Developers?

The planning permission will identify the obligations that remain the developer's responsibility.

These typically include:

- delivery of agreed transport infrastructure;
- payment of agreed Travel Plan contributions;
- compliance with planning conditions;
- cooperation with monitoring activities where required.

For developments using the **Council Managed Travel Plan (Option One)**, responsibility for coordinating the Travel Plan transfers to Herefordshire Council following the agreed trigger point, as set out in the planning permission or legal agreement.

Stage 3 – Construction

The construction phase provides an opportunity to ensure that the development is ready to support sustainable travel from the first day of occupation.

Developers should ensure that agreed infrastructure is delivered in accordance with the approved plans.

Depending on the development, this may include:

- pedestrian routes;
- cycle parking;
- cycle connections;

- public transport infrastructure;
- electric vehicle charging points;
- wayfinding and signage.

Delivering these measures before occupation helps residents, employees and visitors establish sustainable travel habits from the outset.

Planning Officer Tip

Where practical, complete walking and cycling routes before the first buildings are occupied. Early availability encourages sustainable travel from the beginning of the development.

Stage 4 – First Occupation

First occupation marks the beginning of the active Travel Plan period.

For developments using the **Council Managed Travel Plan (Option One)**, this is when Herefordshire Council begins coordinating the agreed implementation programme.

Activities may include:

- appointing the Travel Plan Coordinator;
- registering the development on the appropriate Modeshift STARS platform;
- issuing travel information;
- planning monitoring activities;
- coordinating promotional initiatives.

Developers should ensure that all agreed infrastructure is operational before this stage.

Stage 5 – Monitoring

Travel Plans are intended to respond to real travel behaviour.

Monitoring allows the Council to understand how people are travelling to and from the development and whether additional measures are required.

Typical monitoring activities include:

- resident or staff travel surveys;
- review of travel choices;
- assessment of agreed targets;
- annual progress reporting.

For developments using the **Council Managed Travel Plan (Option One)**, these activities are coordinated by Herefordshire Council.

Stage 6 – Review and Continuous Improvement

Travel Plans are not static documents.

Monitoring results are reviewed regularly to determine whether the agreed objectives are being achieved.

Where necessary, additional initiatives or revised actions may be introduced to encourage sustainable travel and respond to changing travel patterns.

This adaptive approach helps ensure that the Travel Plan remains effective throughout its lifetime.

Stage 7 – Completion

Once the agreed monitoring period has been completed and the Travel Plan obligations have been satisfied, the Travel Plan will normally be concluded in accordance with the planning agreement.

The Council will confirm when the agreed monitoring programme has been completed.

Responsibilities Throughout the Process

Development Stage	Developer	Herefordshire Council
Planning Application	Prepare and submit application	Review application
Determination	Provide additional information if required	Assess Travel Plan
Legal Agreement	Enter into planning obligations	Prepare and agree obligations
Construction	Deliver infrastructure	Provide advice where required
Occupation	Support implementation	Begin Council Managed Travel Plan
Monitoring	Cooperate with agreed monitoring	Coordinate surveys, reporting and reviews
Completion	Meet outstanding obligations	Confirm completion of Travel Plan

Good Practice

Think beyond planning permission.

The success of a Travel Plan is measured by how well it works after occupation, not simply by the quality of the document submitted with the planning application. Early collaboration between developers and the Council helps ensure that implementation is effective and proportionate.

Frequently Asked Questions

When does the Council Managed Travel Plan begin?

The Council will begin coordinating the Travel Plan at the trigger point agreed through the planning permission or legal agreement, typically around first occupation.

Do I still need to provide information after planning permission?

Yes. Developers may be required to provide information relevant to implementation, such as occupation dates or confirmation that agreed infrastructure has been completed.

Who prepares the annual monitoring reports?

For developments using the **Council Managed Travel Plan (Option One)**, Herefordshire Council prepares the annual monitoring reports.

Chapter Summary

Planning permission is the beginning of the Travel Plan process, not the end.

By understanding the stages that follow planning approval and working collaboratively with Herefordshire Council, developers can ensure that Travel Plan obligations are delivered efficiently and that sustainable travel becomes an integral part of the completed development.

For developers using the **Council Managed Travel Plan (Option One)**, the Council manages the ongoing coordination, monitoring and reporting of the Travel Plan, providing continuity throughout the implementation period while allowing developers to focus on delivering successful developments.

Chapter 9 – Development Types

What you'll learn

After reading this chapter you will understand:

- the Travel Plan requirements for different types of development;
- the sustainable travel measures typically expected;
- how Herefordshire Council applies the Travel Plan process to different land uses;
- how the **Council Managed Travel Plan (Option One)** can support each development type.

Introduction

Although the principles of Travel Planning are consistent across all forms of development, the measures included within a Travel Plan should reflect the nature of the proposed development and the people who will use it.

A residential development will generate different travel patterns from an employment site or a school. Similarly, a mixed-use development may require a combination of measures to meet the needs of residents, employees and visitors.

This chapter provides an overview of the Travel Plan expectations for the most common types of development in Herefordshire.

Residential Development

Creating Sustainable Neighbourhoods

Residential Travel Plans seek to encourage new residents to establish sustainable travel habits from the day they move into their homes.

Early decisions about how people travel often become long-term habits. Providing information, infrastructure and support from first occupation helps encourage walking, cycling and public transport use while reducing reliance on the private car.

Typical Measures

Residential Travel Plans may include:

- Resident welcome packs
- Walking and cycling maps
- Public transport information
- Cycle parking

- Electric vehicle charging infrastructure
- Information on local facilities
- Promotion of car sharing where appropriate
- Travel awareness campaigns

The measures selected should be proportionate to the size and location of the development.

What the Developer Does

Developers should:

- deliver the agreed transport infrastructure;
- provide agreed travel information to new residents;
- support implementation during the construction and occupation phases.

Where the **Council Managed Travel Plan (Option One)** has been selected, Herefordshire Council will coordinate the long-term implementation and monitoring of the Travel Plan.

Worked Example

Development

75 new dwellings.

Travel Plan

Full Residential Travel Plan.

Recommended Delivery

Council Managed Travel Plan (Option One).

Outcome

The developer delivers the agreed walking and cycling infrastructure, resident welcome packs and cycle parking. Herefordshire Council coordinates the Travel Plan, undertakes monitoring and prepares annual reports.

Employment Development

Supporting Sustainable Business Travel

Employment Travel Plans focus on helping employees and visitors travel sustainably while supporting the operational needs of the business.

Successful Employment Travel Plans balance accessibility, business efficiency and environmental performance.

Typical Measures

Employment Travel Plans may include:

- Staff travel information
- Public transport promotion
- Secure cycle parking
- Shower and changing facilities
- Car sharing initiatives
- Business travel policies
- Flexible working measures
- Electric vehicle charging
- Visitor travel information

Measures should reflect the size, location and operational characteristics of the business.

Council Managed Travel Plan

Many employers choose the **Council Managed Travel Plan (Option One)** because it removes the need to appoint and manage a dedicated Travel Plan Coordinator while ensuring that surveys, monitoring and annual reporting continue throughout the agreed period.

Worked Example

Development

3,500 m² office development.

Travel Plan

Full Employment Travel Plan.

Recommended Delivery

Council Managed Travel Plan (Option One).

School Development

Encouraging Safe and Sustainable School Travel

School Travel Plans focus on encouraging pupils, parents and staff to travel safely and sustainably.

Unlike residential or employment developments, School Travel Plans are closely linked to education and behavioural change.

Typical Measures

School Travel Plans commonly include:

- Walking buses
- Cycle training
- Scooter parking
- Parent information
- Road safety education
- Park and stride initiatives
- Sustainable travel events
- School travel surveys

All new schools should prepare a School Travel Plan using the appropriate **Modeshift STARS Education** platform.

Council Managed Travel Plan

Where appropriate, Herefordshire Council can provide ongoing support, monitoring and advice while working with the school to encourage continuous improvement and maintain accreditation.

Worked Example

Development

New primary school.

Travel Plan

School Travel Plan.

Monitoring

Managed through Modeshift STARS Education.

Mixed-Use Development

Coordinating Different Land Uses

Mixed-use developments often include a combination of residential, employment, retail, leisure and community uses.

Rather than preparing separate Travel Plans for each use, Herefordshire Council will normally expect a single Framework Travel Plan that provides a consistent approach across the whole development.

Individual phases or occupiers may then prepare more detailed Travel Plans where appropriate.

Typical Measures

A mixed-use development may include:

- Integrated walking and cycling routes
- Shared public transport facilities
- Visitor travel information
- Shared cycle parking
- Wayfinding
- Public realm improvements
- Travel awareness campaigns
- Coordinated monitoring across different land uses

Council Managed Travel Plan

For large phased developments, the **Council Managed Travel Plan (Option One)** provides continuity over many years, even where individual developers, occupiers or management companies change. This helps maintain a consistent approach to monitoring and implementation across the whole site.

Comparison of Development Types

Development Type	Main Focus	Typical Travel Plan
Residential	Helping residents establish sustainable travel habits	Residential Travel Plan
Employment	Supporting staff and visitor travel	Employment Travel Plan
School	Safe and sustainable journeys to school	School Travel Plan
Mixed-use	Coordinating multiple land uses	Framework Travel Plan

Good Practice

Tailor the Travel Plan to the development.

While many sustainable travel measures are common across different developments, the most effective Travel Plans reflect the specific characteristics of

the site and the people who will use it. A proportionate, well-targeted Travel Plan is likely to achieve better outcomes than one that simply applies a standard list of measures.

Planning Officer Tip

Think about who will use the development.

Residents, employees, pupils and visitors all have different travel needs. Understanding these differences at an early stage will help ensure that Travel Plan measures are relevant, proportionate and effective.

Frequently Asked Questions

Does every development require the same Travel Plan?

No. The type and content of the Travel Plan should be proportionate to the scale, nature and location of the proposed development.

Can one Travel Plan cover multiple land uses?

Yes. Mixed-use developments will normally be supported by a Framework Travel Plan that establishes a consistent strategy across the whole site.

Which delivery option is recommended?

For most developments, Herefordshire Council recommends the **Council Managed Travel Plan (Option One)**. This enables the Council to coordinate implementation, monitoring and reporting while reducing the long-term administrative burden on developers.

Chapter Summary

Travel Plans should always reflect the characteristics of the proposed development and the people who will use it. By tailoring Travel Plan measures to the development type and engaging with Herefordshire Council at an early stage, developers can create practical and proportionate Travel Plans that support sustainable travel and comply with planning requirements.

For the majority of developments, the **Council Managed Travel Plan (Option One)** offers a straightforward and effective way of delivering these objectives, providing continuity from first occupation through to the completion of the agreed monitoring period.

Chapter 10 – Sustainable Travel Measures

What you'll learn

After reading this chapter you will understand:

- the types of sustainable travel measures that may be included in a Travel Plan;
- how these measures support residents, employees and visitors;
- how Herefordshire Council selects appropriate measures for each development;
- why Travel Plan measures should always be proportionate to the scale and nature of the development.

Introduction

A Travel Plan is more than a collection of transport measures.

Its purpose is to encourage people to make informed and sustainable travel choices by combining good design, practical infrastructure and ongoing engagement.

Every development is different. The measures included within a Travel Plan should therefore reflect the characteristics of the site, the people who will use it and the opportunities available to encourage sustainable travel.

For developments using the **Council Managed Travel Plan (Option One)**, Herefordshire Council will work with developers to identify the most appropriate package of measures. Not every initiative described in this chapter will be suitable for every development, and Travel Plans should always be proportionate to the scale and nature of the proposal.

Encouraging Walking

Walking is often the most practical and sustainable option for short local journeys.

Travel Plans seek to make walking an attractive choice by ensuring that residents, employees and visitors are aware of nearby facilities and have safe, convenient routes available.

Depending on the development, measures may include:

- information on local walking routes;
- maps showing nearby services and facilities;
- improved pedestrian connections;

- wayfinding signage;
- promotion of local walking opportunities.

These measures are particularly effective where schools, shops, healthcare facilities and public transport are located within comfortable walking distance of the development.

Good Practice

Travel information should focus on journey times rather than distances. For example, stating that the town centre is a "10-minute walk" is often more meaningful than providing the distance in metres.

Supporting Cycling

Cycling provides an efficient and healthy alternative to short car journeys.

Travel Plans may encourage cycling by supporting the use of the infrastructure already provided through the development.

Measures could include:

- information about local cycle routes;
- cycle parking guidance;
- links to cycle training opportunities;
- promotion of local cycling events;
- maintenance information;
- cycle user information packs.

The emphasis should be on helping people make use of available facilities rather than simply providing additional infrastructure.

Making Public Transport Easy to Use

Public transport is an important part of many Travel Plans.

New residents and employees are often unfamiliar with local bus or rail services. Providing clear and accessible information can help increase confidence in using public transport.

Measures may include:

- public transport maps;
- timetable information;
- details of ticketing options;
- links to journey planning tools;
- information about nearby bus stops and railway stations.

Travel information should be kept up to date throughout the monitoring period.

Encouraging Shared Travel

Not every journey can be made on foot, by cycle or by public transport.

Where car travel remains necessary, shared travel can help reduce congestion and make more efficient use of the road network.

Depending on the development, initiatives may include:

- promotion of car sharing;
- information on local lift-sharing schemes;
- car club information where available;
- reserved parking for shared vehicles where appropriate.

The suitability of these measures will depend on the location and nature of the development.

Electric Vehicles

Electric vehicles support the transition to lower-emission transport.

Travel Plans may complement the provision of electric vehicle charging infrastructure by:

- providing information on charging facilities;
- promoting efficient use of charging points;
- signposting users to local charging networks.

Electric vehicles remain an important part of sustainable transport but should be considered alongside walking, cycling and public transport rather than as a replacement for them.

Travel Information

People are more likely to change their travel behaviour when they have access to clear, reliable information.

Travel information may include:

- Welcome Packs for new residents or employees.
- Maps of local walking and cycling routes.
- Public transport information.
- Information on local facilities.
- Sustainable travel tips.
- Details of Council travel initiatives.

Providing this information at the right time—particularly before or shortly after occupation—can help establish sustainable travel habits from the outset.

Behaviour Change

Infrastructure alone does not change travel behaviour.

Travel Plans often include activities designed to encourage people to consider different travel options.

Examples include:

- travel awareness campaigns;
- community events;
- personalised travel planning;
- seasonal travel promotions;
- active travel challenges.

These initiatives are most successful when combined with high-quality walking, cycling and public transport infrastructure.

Flexible and Home Working

For some employment developments, reducing the need to travel can be as important as changing how people travel.

Where appropriate, Travel Plans may support:

- hybrid working;
- flexible working hours;
- remote meetings;
- digital collaboration.

These measures can reduce peak-hour travel demand while supporting business efficiency.

Choosing the Right Measures

There is no standard list of measures that applies to every development.

Herefordshire Council will consider:

- the type of development;
- the location of the site;
- the availability of local facilities;
- existing transport infrastructure;
- the scale of anticipated travel demand;

- opportunities to encourage sustainable travel.

The aim is to develop a package of measures that is practical, proportionate and tailored to the development.

The Council Managed Travel Plan

For developments using the **Council Managed Travel Plan (Option One)**, Herefordshire Council will work with developers to identify the most appropriate measures and coordinate their implementation throughout the monitoring period.

This allows Travel Plan measures to be reviewed and refined over time in response to monitoring results and changing travel patterns.

Rather than relying on a fixed list of initiatives, the Council can adapt the Travel Plan where appropriate to ensure it continues to meet its objectives.

Planning Officer Tip

Focus on the people who will use the development, not simply the measures themselves. A smaller number of well-targeted initiatives is often more effective than a long list of generic actions.

Frequently Asked Questions

Will every Travel Plan include all of these measures?

No. Travel Plans should always be proportionate to the scale, type and location of the development. The Council will work with developers to identify the most appropriate package of measures.

Can measures change over time?

Yes. Travel Plans are intended to be living documents. Monitoring may identify opportunities to introduce new initiatives or refine existing measures throughout the implementation period.

Who decides which measures are included?

For developments using the **Council Managed Travel Plan (Option One)**, Herefordshire Council will advise on the most appropriate measures, taking account of the characteristics of the development and the objectives of the Travel Plan.

Chapter Summary

Sustainable Travel Measures are the practical actions that help people make more sustainable travel choices. Rather than applying a standard list of initiatives, Herefordshire Council works with developers to identify measures that are proportionate, relevant and appropriate to each development.

For developments using the **Council Managed Travel Plan (Option One)**, the Council will coordinate the implementation and ongoing review of these measures, ensuring that the Travel Plan remains responsive to changing travel patterns and continues to support the long-term success of the development.

Chapter 11 – Monitoring and Review

What you'll learn

After reading this chapter you will understand:

- why Travel Plans are monitored;
- what happens after first occupation;
- how Herefordshire Council monitors Travel Plans under the Council Managed Travel Plan (Option One);
- what developers can expect during the monitoring period;
- how Travel Plans are reviewed and concluded.

Introduction

A Travel Plan does not end when the first residents move in or when a business begins operating.

The purpose of monitoring is to understand how people are travelling to and from the development, assess whether the Travel Plan is achieving its objectives and identify opportunities for improvement where necessary.

Travel Plans are intended to be living documents. They should evolve as developments mature and travel patterns become established.

For developers choosing the **Council Managed Travel Plan (Option One)**, Herefordshire Council manages this process on the developer's behalf, providing continuity throughout the agreed monitoring period.

Why Monitor a Travel Plan?

Monitoring helps answer a number of important questions.

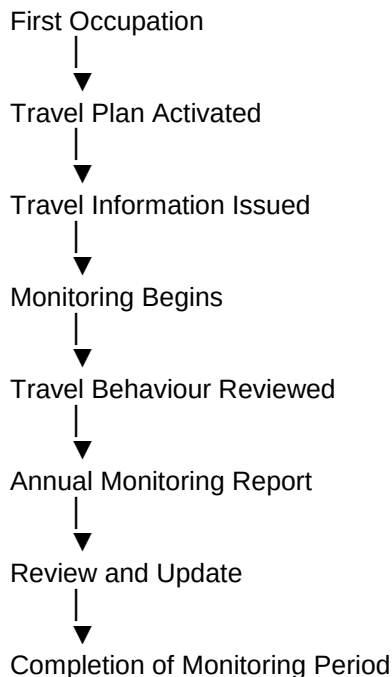
- Are people making use of the walking and cycling infrastructure?
- Is public transport being used as anticipated?
- Are Travel Plan measures encouraging more sustainable travel?
- Are the agreed objectives being achieved?
- Are any additional measures needed?

Monitoring is therefore an important part of ensuring that the Travel Plan continues to deliver positive outcomes throughout the life of the development.

What Happens After Occupation?

For developments using the **Council Managed Travel Plan (Option One)**, monitoring begins once the agreed trigger point has been reached, as set out in the planning permission or legal agreement.

Although every development is different, the process generally follows the same pattern.



This staged approach allows travel behaviour to be monitored over time and ensures that the Travel Plan remains effective as the development becomes established.

What Does Herefordshire Council Do?

Under the **Council Managed Travel Plan (Option One)**, Herefordshire Council coordinates the monitoring programme throughout the agreed period.

This may include:

- organising travel surveys;
- reviewing travel patterns;
- assessing progress against agreed objectives;
- preparing annual monitoring reports;
- updating the Action Plan where appropriate;
- identifying opportunities to encourage further sustainable travel.

Developers are not expected to undertake these activities themselves, allowing them to focus on delivering and managing the development.

What Does the Developer Need to Do?

Although the Council coordinates the monitoring programme, developers continue to play an important role.

Depending on the stage of the development, developers may be asked to:

- confirm occupation dates;
- provide updates on the completion of agreed infrastructure;
- notify the Council of significant changes affecting the development;
- cooperate with agreed monitoring activities where required.

This collaborative approach helps ensure that monitoring reflects the actual operation of the development.

Annual Monitoring Reports

Each year, Herefordshire Council will review the information gathered through the monitoring programme and prepare an Annual Monitoring Report.

The report will normally summarise:

- progress made during the year;
- travel behaviour observed;
- progress towards agreed objectives;
- the effectiveness of Travel Plan measures;
- recommendations for future actions where appropriate.

These reports provide a clear record of the Travel Plan's progress and help inform future improvements.

What Happens if Travel Patterns Change?

Travel Plans are designed to respond to change.

Over time, factors such as new bus services, additional cycle routes or changes in local travel behaviour may create opportunities to improve the effectiveness of the Travel Plan.

Monitoring enables these changes to be identified and, where appropriate, reflected in the ongoing management of the Travel Plan.

This flexibility is one of the key strengths of the **Council Managed Travel Plan (Option One)**.

Good Practice

Travel Plans should be viewed as a long-term partnership rather than a one-off planning requirement. Regular review helps ensure that measures remain relevant and continue to support sustainable travel as communities develop.

When Does Monitoring End?

The monitoring period will be determined through the planning permission or legal agreement and will reflect the nature and scale of the development.

Once the agreed monitoring period has been completed and all obligations have been satisfied, the Travel Plan can be formally concluded.

Where appropriate, the Council will confirm that the agreed monitoring requirements have been fulfilled.

Benefits of the Council Managed Travel Plan

For developers choosing the **Council Managed Travel Plan (Option One)**, the monitoring process is significantly simplified.

The Council will:

- coordinate the monitoring programme;
- prepare Annual Monitoring Reports;
- review Travel Plan performance;
- recommend improvements where appropriate;
- provide continuity throughout the monitoring period.

This removes the need for developers to recruit specialist staff or manage complex monitoring arrangements over several years.

Planning Officer Tip

Monitoring is not intended to catch developers out. Its purpose is to understand how the development is performing and to identify opportunities to encourage more sustainable travel over time.

Frequently Asked Questions

How long will monitoring continue?

The duration of the monitoring period will be set out in the planning permission or legal agreement and will reflect the characteristics of the development.

Will I receive monitoring reports?

Yes. For developments using the **Council Managed Travel Plan (Option One)**, Herefordshire Council will prepare Annual Monitoring Reports and share relevant findings with the developer.

What happens if travel behaviour differs from expectations?

Travel Plans are intended to evolve over time. Monitoring helps identify where additional or revised measures may be beneficial and allows the Council to respond in a proportionate manner.

Does monitoring mean additional work for the developer?

For developments using the **Council Managed Travel Plan (Option One)**, the Council coordinates the monitoring programme. Developers are generally only required to provide information relevant to the development and cooperate where necessary.

Chapter Summary

Monitoring is an essential part of every successful Travel Plan. It provides an opportunity to understand how people are travelling, review the effectiveness of agreed measures and ensure that the Travel Plan continues to support sustainable travel throughout the life of the development.

For developers using the **Council Managed Travel Plan (Option One)**, Herefordshire Council manages the monitoring process on the developer's behalf, providing continuity, professional oversight and ongoing support from first occupation through to the completion of the agreed monitoring period.

Chapter 12 – Planning Obligations

What you'll learn

After reading this chapter you will understand:

- how Travel Plans are secured through the planning process;
- the different mechanisms used by Herefordshire Council;
- the responsibilities that remain with the developer;
- how the Council Managed Travel Plan (Option One) is secured;
- what happens once planning permission has been granted.

Introduction

Travel Plans form part of the overall planning package for many developments.

Once the need for a Travel Plan has been established and its scope agreed, the Council will secure its implementation through the planning process.

This ensures that the Travel Plan is delivered alongside the development and that appropriate monitoring arrangements are in place throughout the agreed implementation period.

The exact mechanism will depend on the nature and scale of the development, but the principle remains the same: Travel Plans are intended to support sustainable development by ensuring that agreed measures are implemented and maintained over time.

How Travel Plans Are Secured

Travel Plans are normally secured through one or more of the following mechanisms:

- Planning Conditions
- Section 106 Agreements
- Other legal agreements where appropriate

The approach adopted will reflect the scale of the development and the nature of the Travel Plan obligations.

Herefordshire Council will advise applicants on the appropriate mechanism during the planning process.

Planning Conditions

Planning conditions are commonly used where specific Travel Plan actions need to be completed at defined stages of the development.

Examples may include:

- submission of additional Travel Plan information before occupation;
- implementation of agreed measures prior to first occupation;
- appointment of the agreed delivery arrangements;
- completion of monitoring activities where appropriate.

Conditions should always be read carefully, as they form part of the planning permission.

Section 106 Agreements

For larger developments, Travel Plan obligations may be secured through a Section 106 Agreement.

This enables long-term responsibilities to be clearly defined and provides a mechanism for implementing and monitoring the agreed Travel Plan throughout the monitoring period.

Where the **Council Managed Travel Plan (Option One)** is selected, the agreement will normally include provisions covering the Council's role in coordinating implementation and monitoring.

Developer Responsibilities

Regardless of the delivery option selected, developers remain responsible for delivering the obligations secured through the planning permission.

These typically include:

- constructing the approved development;
- delivering agreed walking and cycling infrastructure;
- providing cycle parking;
- delivering public transport infrastructure where required;
- installing electric vehicle charging infrastructure where agreed;
- complying with planning conditions;
- making agreed financial contributions.

Choosing the **Council Managed Travel Plan (Option One)** does **not** remove these responsibilities.

Instead, it transfers responsibility for coordinating the Travel Plan itself to Herefordshire Council.

Council Responsibilities

Where the **Council Managed Travel Plan (Option One)** has been selected, Herefordshire Council will normally be responsible for:

- appointing the Travel Plan Coordinator;
- managing the Modeshift STARS platform;
- coordinating monitoring;
- preparing Annual Monitoring Reports;
- reviewing Travel Plan performance;
- recommending amendments where appropriate;
- maintaining the Travel Plan throughout the agreed monitoring period.

This provides continuity and helps ensure that the Travel Plan remains an active management document rather than simply a planning requirement.

Financial Contributions

The implementation of a Travel Plan may involve financial contributions secured through the planning process.

These contributions help fund the agreed Travel Plan arrangements and ensure that appropriate monitoring and management can be undertaken throughout the implementation period.

The level of any contribution will be determined through the planning process and will reflect the nature and scale of the development.

Applicants are encouraged to discuss likely requirements with Herefordshire Council during pre-application discussions.

Why Developers Choose the Council Managed Travel Plan

Many developers choose the **Council Managed Travel Plan (Option One)** because it provides certainty over the long-term management of the Travel Plan.

Instead of appointing and managing their own Travel Plan Coordinator for several years after occupation, developers can rely on the Council to coordinate implementation, monitoring and reporting.

This approach can reduce administrative complexity while ensuring that Travel Plan obligations continue to be managed consistently throughout the agreed monitoring period.

Good Practice

Discuss Travel Plan obligations during the pre-application stage wherever possible.

Early agreement on the preferred delivery option and likely planning obligations can help reduce delays during determination and provide greater certainty for both the developer and the Council.

Planning Officer Tip

Planning obligations are intended to support the successful delivery of the development rather than create unnecessary burdens.

Understanding the respective responsibilities of the developer and the Council at an early stage will help ensure that implementation proceeds smoothly following the grant of planning permission.

Frequently Asked Questions

Will every Travel Plan require a Section 106 Agreement?

No. The mechanism used to secure the Travel Plan will depend on the nature and scale of the development. Some Travel Plan requirements may instead be secured through planning conditions.

Does choosing the Council Managed Travel Plan remove my planning obligations?

No.

Developers remain responsible for delivering the infrastructure and complying with the planning permission.

The Council Managed Travel Plan transfers responsibility for coordinating the Travel Plan itself, not the delivery of the development.

When will I know what my obligations are?

Travel Plan obligations are normally discussed during the planning process and confirmed before planning permission is issued.

Applicants are encouraged to discuss likely requirements with Herefordshire Council as early as possible.

Can obligations change if the development changes?

Where proposals change significantly during the planning process, the associated Travel Plan requirements may also need to be reviewed.

Applicants should discuss any proposed changes with Herefordshire Council at the earliest opportunity.

Chapter Summary

Travel Plans are secured through the planning process to ensure that agreed sustainable travel measures are delivered alongside the development and monitored throughout the agreed implementation period.

Although developers remain responsible for delivering the physical infrastructure and complying with planning obligations, the **Council Managed Travel Plan (Option One)** enables Herefordshire Council to take responsibility for coordinating the Travel Plan itself, providing professional oversight, continuity and ongoing support throughout the monitoring period.

Chapter 13 – Worked Examples

What you'll learn

After reading this chapter you will understand:

- how the Travel Plan process applies to different types of development;
- what Herefordshire Council is likely to expect;
- how the Council Managed Travel Plan (Option One) operates in practice;
- the typical developer responsibilities at each stage.

The examples in this chapter are illustrative only. The requirements for individual developments will depend on their size, nature, location and potential transport impacts.

Example 1 – Residential Development (32 Dwellings)

The Proposal

A developer proposes a new residential development comprising **32 dwellings** on the edge of a market town.

The site is within walking distance of a primary school, local convenience store and bus stops with regular services to the town centre.

What Happens?

Pre-Application

The developer meets with Herefordshire Council to discuss the proposal.

The Council advises that a **Travel Plan Statement** is required because the development falls within the relevant residential threshold.

During the meeting, the Council explains the benefits of the **Council Managed Travel Plan (Option One)** and the developer confirms that this is their preferred approach.

Planning Application

The application is submitted with:

- Travel Plan Statement
- Transport Statement

- Site layout
- Proposed walking and cycling connections

The Council reviews the information and agrees the Travel Plan.

Construction

The developer delivers:

- footways
- cycle parking
- EV charging
- pedestrian links
- wayfinding signage

Occupation

The Council:

- activates the Council Managed Travel Plan;
- issues resident travel information;
- manages implementation.

Monitoring

Herefordshire Council coordinates monitoring and provides annual updates throughout the agreed monitoring period.

Outcome

The developer delivers the agreed infrastructure while Herefordshire Council manages the Travel Plan, reducing the developer's long-term administrative responsibilities.

Example 2 – Residential Development (85 Dwellings)

The Proposal

A residential development of **85 dwellings** is proposed on the edge of a larger settlement.

The development includes public open space, cycle parking and improved pedestrian links to nearby facilities.

Travel Plan Requirement

A **Full Residential Travel Plan** is required.

Delivery Option

The developer selects the **Council Managed Travel Plan (Option One)** during pre-application discussions.

Developer Responsibilities

The developer:

- delivers all agreed infrastructure;
- provides the agreed financial contribution;
- notifies the Council before first occupation.

Council Responsibilities

The Council:

- appoints the Travel Plan Coordinator;
- manages the Modeshift STARS platform;
- undertakes monitoring;
- prepares Annual Monitoring Reports;
- reviews progress throughout the monitoring period.

Outcome

The Travel Plan is managed consistently throughout the monitoring period while the developer focuses on completing the development.

Example 3 – Office Development

The Proposal

A new office building providing **3,500 m² of employment floorspace**.

Travel Plan Requirement

A **Full Employment Travel Plan**.

Measures

The Travel Plan includes:

- staff travel information;
- cycle parking;
- shower facilities;
- public transport information;
- promotion of car sharing.

Delivery

The developer chooses the **Council Managed Travel Plan (Option One)**.

Following occupation, Herefordshire Council coordinates staff travel surveys, monitoring and reporting while the employer supports implementation within the workplace.

Example 4 – Primary School

The Proposal

Construction of a new two-form entry primary school.

Travel Plan Requirement

A **School Travel Plan** managed through **Modeshift STARS Education**.

Measures

Typical measures include:

- walking buses;
- cycle training;
- scooter parking;
- road safety education;
- parent engagement;
- sustainable travel events.

Council Support

The Council works with the school to:

- establish the Travel Plan;
- support monitoring;
- encourage continuous improvement.

Example 5 – Mixed-Use Development

The Proposal

A strategic development comprising:

- 400 dwellings;
- employment land;
- local centre;
- primary school;
- public open space.

Travel Plan Requirement

A **Framework Travel Plan** covering the whole development.

As individual phases come forward, more detailed Travel Plans are prepared where required.

Delivery

The developer chooses the **Council Managed Travel Plan (Option One)**.

This provides continuity throughout the phased development, even where different developers, occupiers or management companies become involved over time.

Outcome

A single coordinated Travel Plan supports the whole development while allowing flexibility as individual phases are delivered.

Example 6 – Developer Managed Travel Plan (Option Two)

The Proposal

An international business proposes a new regional headquarters.

The organisation already employs a dedicated sustainability and travel planning team responsible for managing Travel Plans across multiple sites.

Travel Plan Requirement

A **Full Employment Travel Plan**.

Delivery Option

The organisation chooses the **Developer Managed Travel Plan (Option Two)** because it already has:

- an experienced Travel Plan Coordinator;
- established monitoring systems;
- existing travel survey processes;
- internal reporting procedures.

Developer Responsibilities

The developer:

- appoints and retains the Travel Plan Coordinator;
- manages the Modeshift STARS platform (where applicable);
- undertakes surveys;
- prepares Annual Monitoring Reports;
- reviews performance against agreed targets;
- funds monitoring and any agreed remedial measures.

Herefordshire Council continues to monitor compliance with the planning obligations but does not coordinate the day-to-day management of the Travel Plan.

Outcome

The organisation successfully delivers its own Travel Plan because it has the expertise and resources to manage the process internally.

Lessons from the Examples

Although every development is different, the examples in this chapter demonstrate several common themes.

Successful Travel Plans are:

- considered early in the design process;
- proportionate to the development;
- integrated with the planning application;
- supported by appropriate infrastructure;
- actively managed after occupation.

For the majority of developments, the **Council Managed Travel Plan (Option One)** provides the simplest and most effective way of achieving these outcomes. It allows developers to focus on delivering high-quality developments while Herefordshire Council coordinates the ongoing implementation, monitoring and review of the Travel Plan.

Good Practice

Use these examples as a guide, not a template.

Every development is unique. The examples in this chapter illustrate the Travel Plan process for typical developments, but Herefordshire Council will always consider the specific characteristics of each proposal when agreeing Travel Plan requirements.

Chapter Summary

The worked examples demonstrate how the Travel Plan process is applied in practice across a range of development types. They show that while the specific measures and obligations may vary, the overall process remains consistent: engage early with Herefordshire Council, agree the appropriate Travel Plan, deliver the required infrastructure, and implement the Travel Plan through the agreed delivery option.

For most developments, the **Council Managed Travel Plan (Option One)** provides a clear, consistent and collaborative approach that reduces the long-term administrative burden on developers while supporting the successful delivery of sustainable travel objectives.

Chapter 14 – Frequently Asked Questions

Introduction

This chapter answers some of the questions most commonly asked by developers, planning consultants and applicants preparing developments in Herefordshire.

If you cannot find the answer to your question, please contact Herefordshire Council's Travel Planning Team before submitting your planning application.

General Questions

Do all developments require a Travel Plan?

No.

Whether a Travel Plan is required depends on the type, scale and location of the proposed development and the level of travel demand it is likely to generate.

The thresholds contained within the Herefordshire Travel Plan strategy provide guidance, but the Council may also require a Travel Plan where local circumstances justify one.

What is the difference between a Travel Plan Statement and a Full Travel Plan?

A Travel Plan Statement is generally used for smaller developments where transport impacts are expected to be relatively limited.

A Full Travel Plan is a long-term management strategy that includes objectives, measures, monitoring and review arrangements appropriate to larger or more complex developments.

When should I discuss Travel Plan requirements?

As early as possible.

The Council strongly encourages developers to raise Travel Plan requirements during pre-application discussions so that sustainable travel can be considered alongside the design of the development.

Early engagement often reduces delays later in the planning process.

Council Managed Travel Plan (Option One)

What is the Council Managed Travel Plan?

The **Council Managed Travel Plan (Option One)** is a service provided by Herefordshire Council.

Instead of requiring developers to coordinate and manage the Travel Plan throughout the monitoring period, the Council undertakes this role on the developer's behalf.

This includes coordinating implementation, monitoring travel behaviour, preparing Annual Monitoring Reports and reviewing progress against agreed objectives.

Why does the Council recommend the Council Managed Travel Plan?

For many developments, particularly residential schemes, the Council Managed Travel Plan provides a straightforward and efficient approach to meeting Travel Plan obligations.

It reduces the long-term administrative burden on developers while ensuring that the Travel Plan is managed consistently throughout the agreed monitoring period.

What are the benefits?

The Council Managed Travel Plan offers a number of practical benefits, including:

- a single point of contact;
- an experienced Travel Plan Coordinator appointed by the Council;
- monitoring coordinated by the Council;
- Annual Monitoring Reports prepared by the Council;
- continuity throughout the monitoring period;
- reduced administrative responsibilities for developers.

Do I still have responsibilities if I choose the Council Managed Travel Plan?

Yes.

The developer remains responsible for delivering the approved development and any transport infrastructure secured through the planning permission or legal agreement.

The Council Managed Travel Plan transfers responsibility for coordinating the Travel Plan itself, not the delivery of the development.

Developer Managed Travel Plan (Option Two)

Can I manage my own Travel Plan?

Yes.

Developers may choose the **Developer Managed Travel Plan (Option Two)** where they have the expertise and resources necessary to manage implementation, monitoring and reporting throughout the agreed monitoring period.

When is Option Two appropriate?

Option Two is generally most suitable for organisations that:

- regularly prepare and manage Travel Plans;
- employ experienced Travel Plan Coordinators;
- have established monitoring systems;
- wish to retain direct responsibility for implementation.

Can I change from one option to another?

In some circumstances this may be possible, subject to agreement with Herefordshire Council and any relevant planning obligations.

Applicants should discuss this with the Council as early as possible.

Planning Applications

What information should I submit with my planning application?

The information required will depend on the type and scale of development.

As a minimum, applicants should provide sufficient information to allow the Council to determine:

- whether a Travel Plan is required;
- the appropriate type of Travel Plan;
- the preferred delivery option;
- the proposed sustainable travel measures.

The Council will advise if additional information is required.

Will my planning application be delayed if the Travel Plan is incomplete?

Potentially, yes.

Providing complete and proportionate Travel Plan information at the time of submission helps the Council assess the proposal efficiently and reduces the likelihood of requests for additional information.

Monitoring

How long does monitoring continue?

The monitoring period will be determined through the planning permission or legal agreement and will reflect the nature and scale of the development.

Who prepares the Annual Monitoring Reports?

For developments using the **Council Managed Travel Plan (Option One)**, Herefordshire Council prepares the Annual Monitoring Reports.

For developments using the **Developer Managed Travel Plan (Option Two)**, responsibility rests with the developer.

What happens if travel patterns change?

Travel Plans are intended to be living documents.

Monitoring allows the Council or developer to review travel behaviour and, where appropriate, update the Travel Plan to reflect changing circumstances.

Sustainable Travel

Will every development include the same Travel Plan measures?

No.

Travel Plans are tailored to the characteristics of each development.

The measures selected should always be proportionate to the scale, nature and location of the proposal.

Do Travel Plans prevent people from using their cars?

No.

Travel Plans are designed to increase travel choice rather than restrict it.

They encourage walking, cycling, public transport and shared travel while recognising that the private car will remain an important mode of transport for many journeys.

Legal Matters

How are Travel Plans secured?

Travel Plans are normally secured through planning conditions, Section 106 Agreements or a combination of both, depending on the nature of the development.

What remains the developer's responsibility?

Regardless of the delivery option selected, developers remain responsible for:

- delivering the approved development;
- providing agreed transport infrastructure;
- complying with planning conditions;
- meeting obligations contained within legal agreements.

Contacting Herefordshire Council

Who should I contact if I need advice?

The Council encourages applicants to contact the Travel Planning Team during the earliest stages of project development.

Early discussions help establish the most appropriate Travel Plan requirements and reduce the likelihood of delays during the planning process.

Contact details are provided at the end of this guide.

Good Practice

Ask early rather than assume.

If you are unsure whether a Travel Plan is required or which delivery option is most appropriate, contact Herefordshire Council before submitting your planning application. Early discussions are often the quickest way to resolve uncertainty and ensure that Travel Plan requirements are proportionate to your development.

Chapter Summary

Travel Plans are intended to support successful, sustainable development rather than create unnecessary complexity. Most questions can be resolved through early discussion with Herefordshire Council, and applicants are encouraged to seek advice at the earliest opportunity.

For the majority of developments, the **Council Managed Travel Plan (Option One)** provides a simple and effective way of meeting Travel Plan obligations, allowing developers to focus on delivering their development while the Council coordinates the long-term management of the Travel Plan.