Elstree Screen Arts Academy

Travel Plan

9 April 2021

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Issue and Revision Record

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1   Introduction

Elstree Screen Arts Academy (ESA) is in the town of Elstree and Borehamwood in Hertfordshire. It comes under the planning jurisdiction of Hertsmere Borough Council and Hertfordshire County Council for Highways. It opened in September 2013 and specialises in behind-the-scenes media production, digital communications, and entertainment technologies. The campus consists of two blocks (Stage 1 and Stage 2) and a multi-use sports facility. It currently employs 51 members of staff and provides specialist education for 423 students between the ages of 14-19.

ESA is submitting this Travel Plan as part of Condition 3 (travel plan) of planning permission reference 20/0067/FUL. This planning application is in relation to the installation of new perimeter fencing, a remodelled vehicular entrance with drop off roundabout, a pedestrian entrance gate to the front, and creation of a new Multi-Use Games Area.

A Travel Plan document is a long-term management strategy that sets clear objectives, targets, and desired outcomes, whilst identifying ways to increase sustainable transport modes and reduce single occupancy car journeys. This Travel Plan aims to demonstrate the college's commitments to promote use of sustainable travel options like walking, cycling and public transport and reduce reliance on private cars.

The Travel Plan is structured as follows:

- Section 2: Policy Context – Describes the policy and guidance from national and local policy documents
- Section 3: Site Details – Outlines the existing site condition, access to site via different travel modes
- Section 4: Aim, Objectives, and Targets – Describes the aim, objectives, and targets of the Travel Plan
- Section 5: Travel Plan Management
- Section 6: Travel Plan Measures – Outlines the proposed measures that will be put in place by ESA to achieve the targets set by the Travel Plan
- Section 7: Monitoring – Describes the monitoring plan for the Travel Plan Measures
- Section 8: Action Plan – Sets out the action plan for delivery of the Travel Plan.

2 Policy Context

This travel plan has been prepared in consideration with relevant national and local policy guidance documents as detailed below.   The facilities and measures in the travel plan support ESA's intention to comply with Development Plan policies CS25 (Accessibility and Parking), CS26 (Promoting alternatives to car), SADM40 (Transport Development Areas) and with the Parking Standards Supplementary Planning Document (SPD) 2014.

2.1 Revised National Planning Policy Framework

The revised National Planning Policy Framework (NPPF) was published by Government on 24th July 2018 and updated on 19th February 2019. This sets out the government's planning policies for England and how they are expected to be applied. At its heart is the presumption towards sustainable development, as stated in paragraph 108 of NPPF.

"In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

a. *appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location*
b. *safe and suitable access to the site can be achieved for all users; and*
c. *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree."*

With regards to transport, the NPPF (Paragraph 111) sets out the following guidelines:

"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."

2.2 National Planning Practice Guidance, Travel Plans, Transport Assessments and Transport Statements

The National Planning Practice Guidance documents for Travel Plans, Transport Assessments and Transport Statements as issued by Ministry of Housing, Communities and Local Government in 2014, sets out the following guidance:

Para 3: *Travel Plans support planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.*

Para 6: *Where there may be more effective or sustainable outcomes, and in order to mitigate the impact of the proposed development, consideration may be given to travel planning over a wider area.*

2.3 Hertfordshire County Council Local Transport Plan 4

Hertfordshire County Council (HCC)'s Local Transport Plan 4, as issued in May 2018, further emphasises the importance of the adoption of Travel Plans to encourage mode shift from private cars to sustainable transport and active travel. HCC encourages widespread adoption of Travel Plans through Policy 3 within the Local Transport Plan 4 – Travel Plans and Behaviour Change:

a. Working in partnership with large employers, businesses, and other organisations to develop Travel Plans and implement Smarter Choices measures.

b. Seeking the development, implementation, and monitoring of Travel Plans as part of the planning process for new developments.

c. Supporting school Travel Plans, and working closely with parents, pupils, teachers, and local residents to deliver a network of more sustainable transport links to school.

The application of personalised travel planning techniques, marketing and behaviour change initiatives will be considered when delivering physical transport improvements to maximise the potential to achieve modal shift.

2.4   Hertsmere Local Plan (2012 – 2027), Core Strategy

Hertsmere Borough Council issued the Hertsmere Local Plan, and the Core Strategy defined emphasises the need for Travel Plans for all types of trip-generating development.

"An effective Travel Plan will include measures to increase travel choice and reduce dependency on the car such as, for example, implementing a car share scheme or offering discounted public transport for employees. Travel Plans will be required for major trip generating commercial, education, healthcare, residential and other developments through the use of Section 106 legal agreements or planning conditions."

2.4.1   Parking Standards 2014

The Parking Standards 2014 were issued by Hertsmere Borough Council as Supplementary Planning Documents (SPD) to the Core Strategy of the Hertsmere Local Plan. The Parking Standards SPD emphasises the requirement for Travel Plan and outlines the scope for the same.

"Travel Plans should deliver a range of measures and incentives to facilitate the use of alternative modes of transport. These measures should be based on a thorough understanding of the actual or projected travel movements of employees, residents, and students (for educational establishments). Clear targets should be set to allow the Travel Plan to be monitored and reviewed. In the event that agreed, tangible targets contained in the Plan are not met, enforcement action will be considered by the Council."

3   Site Details

3.1   Overview

Elstree Screen Arts (ESA) Academy currently employs 51 members of staff and provides specialist education for 423 students between the ages of 14-19. Plans are to expand to an estimated 600 students and estimated 75 FTE staff by 2025 as shown in Table 3.1 below.

Table 3.1: Staff and student numbers (current and estimated forecast, correct 9/4/21)

	Current numbers	Estimated forecast numbers in 2023	Estimated forecast numbers in 2025
Staff	51	65	75
Students	423	540	600

ESA is in the town of Elstree and Borehamwood within Hertfordshire. It comes under the planning jurisdiction of Hertsmere Borough Council and Hertfordshire County Council for Highways.

The campus is located adjacent on the junction of Elstree Way and Studio Way. Hatfield and St Albans are each located within five miles to the North of the campus and Greater London to the south. The campus has Borehamwood Industrial Park to the east and residential and commercial street towards the west on Elstree Way.

The campus site is well served by public transport and has good access by cycle ways, pedestrian footways, and road-based access for cars. This section details the existing transport network and transport services in the vicinity of the campus.

Figure 3-1: Elstree Screen Academy – Site Context
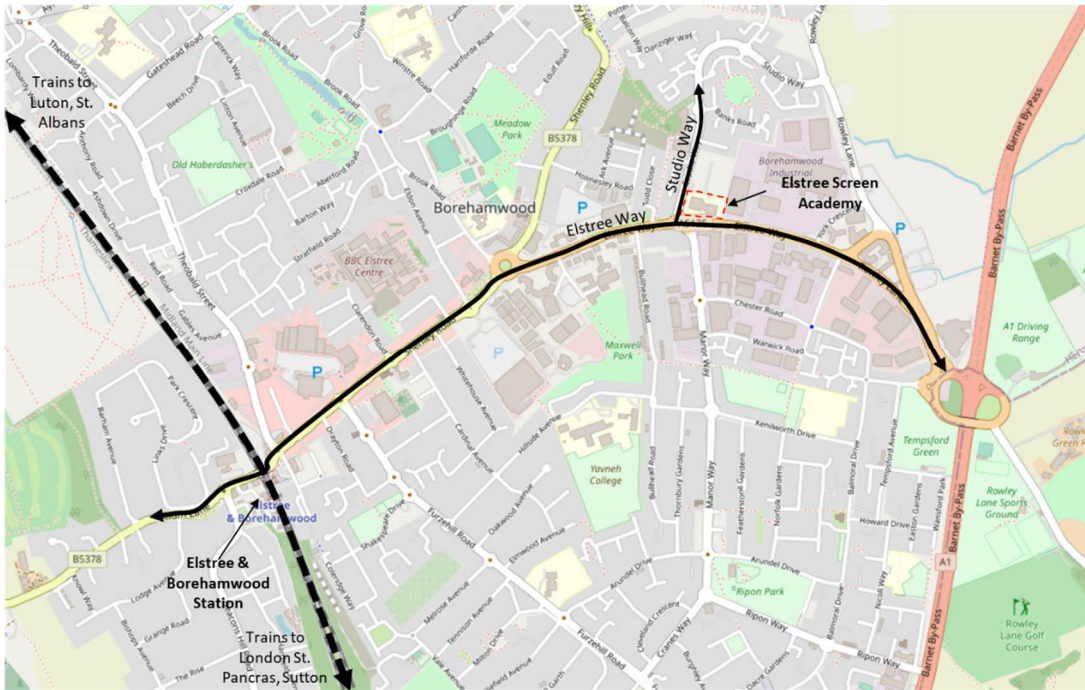
Source: OpenStreetMap contributors

3.2   Walking

There is an extensive network of footways around the campus and the surrounding area. Elstree and Borehamwood train station is approximately a mile away towards the west of the campus on Shenley Rd / Elstree Way. The footpath along Shenley Rd / Elstree Way is lit, in good condition and of reasonable width. Crossings along the route are primarily unsignalized except for the Elstree Way / Studio Way roundabout which has a Toucan crossing, installed in 2016.

Signage is in place off Elstree Way, along with suitable pedestrian signage to the main entrances from the walkways and bus stops located just off site. ESA has significantly improved the safety of vehicular access to the site to allow for pedestrian rights of way and to enhance safety a dedicated turning area has been provided to the rear of the building to remove potential manoeuvring conflicts.

3.3   Cycling

The site connects in well with the existing cycle network in Borehamwood. There are extensive (mostly segregated) cycle routes and pedestrian ways on Elstree Way and B5378/Shenley Rd that connect the site with surrounding facilities. Figure 3-2 below presents the extent of cycleways (segregated as well as along the carriageway) within Borehamwood and in the vicinity of the ESA.

A new cycle hub has also been recently opened at Elstree and Borehamwood rail station with capacity to store 100 bikes. The cycle hub is LED lit, CCTV monitored and has a maintenance area with free usage for passengers having a Thameslink Key Smartcard.

Figure 3-2: Cycleways in Borehamwood
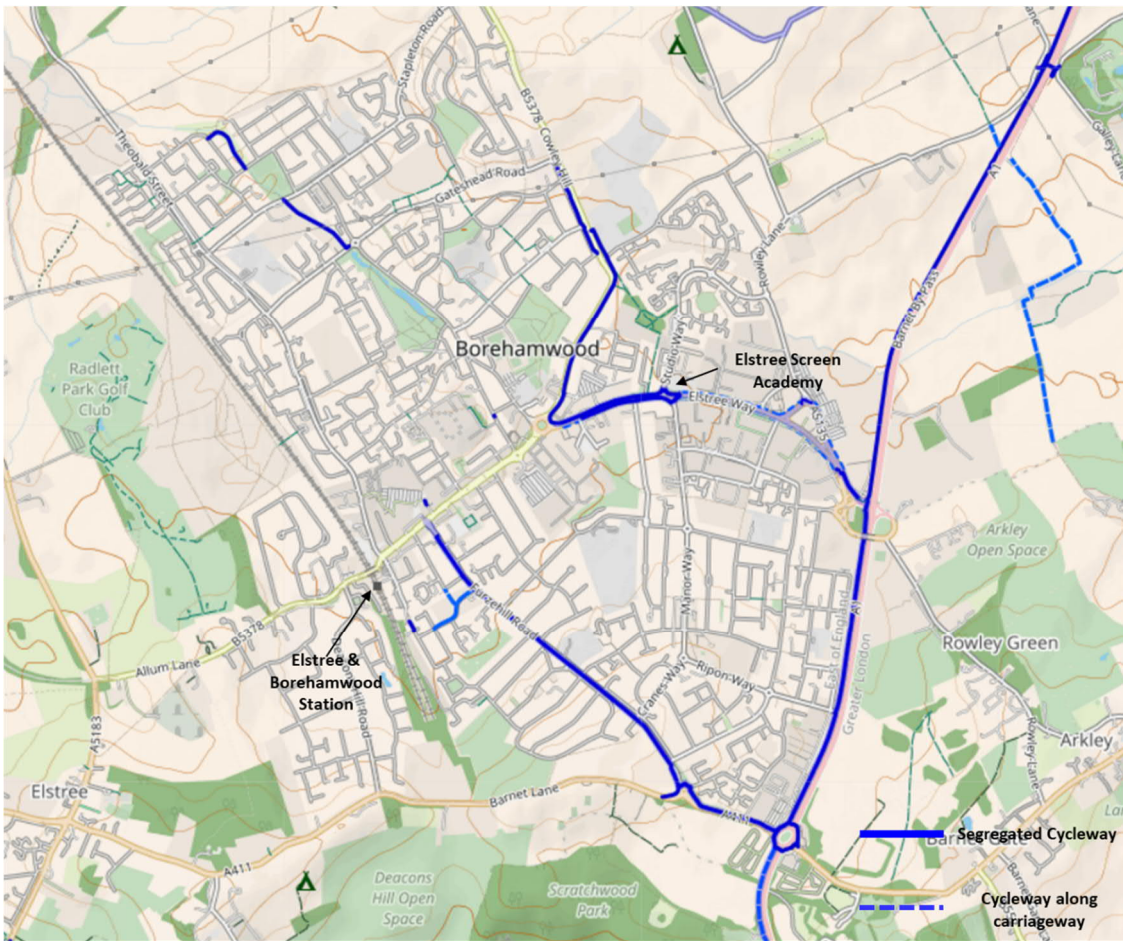
Source: OpenStreetMap contributors

As part of the recent site improvements, a total of 62 Sheffield cycle stands are now provided at the ESA campus to support ESA's ambition to encourage more staff and students to cycle to school. These cycle stands are available to staff and students and can each accommodate two bikes:

Table 3.2: Cycle Storage Facility at ESA

Location	Access	Number of cycle stands
Sheffield cycle stands in the school's under croft (below ESA Stage 1), monitored by CCTV cameras, covered and well-lit.	Accessible by staff	34
External to the building but secure as they are covered, and located to the front of the building within the perimeter fence	Accessible by staff and students	28
Total number of cycle stands		**62**

In addition, there are a number of car parking spaces (located next to the refuse bins) which can be reserved as motorcycle / moped bays if required.

3.4   Public Transport

The campus is well placed to be served by public transport, be it by bus service or by trains.

Elstree and Borehamwood train station is approximately a mile west of the campus. The station provides good connectivity to London in the South with a train every 10 minutes to London St

Pancras International, which continues to destinations such as Brighton, Rainham and Sutton. There is also a northbound train every 10 minutes towards St Albans, Luton and Bedford to the north.

Hatfield and St Albans are each located within five miles to the North of the site, with Greater London to the South. All locations are served by existing bus services to the front of the academy site, located on Elstree Way. Many of the local bus routes are provided by TfL buses from the South as well as UNO and Sullivan Buses from the North and West. Information outlining the routes either passing directly outside the site or within ten minutes' walk are presented in Table 3.3 below.

Table 3.3: Bus Routes to ESA

Route	Operator	Destinations	Nearest Stop Location	Frequency
107	TfL	Edgware Station to New Barnet Station	Studio Way (Outside Academy Entrance Gate)	Every 15 - 30 minutes (Monday to Saturday) Every 20 - 30 minutes (Sunday)
292	TfL	Weatherby Road, Colindale, London to Rossington Avenue, Borehamwood	Tesco Borehamwood (Approximately 0.6 miles from Academy)	Every 20 - 30 minutes (7 days a week)
306	Sullivan Buses	Watford – Bushey – Borehamwood	Tesco Borehamwood (Approximately 0.6 miles from Academy)	Every 30 minutes (Monday to Saturday) Every 2 hours from 10am to 6pm (Sunday)
398	Sullivan Buses	Potters Bar to Borehamwood	Studio Way (Outside Academy Entrance Gate)	Every 30 minutes (Monday to Friday) No service on Saturday & Sunday
644	Uno Buses	Hatfield Railway Station to Queensbury Underground Station	Studio Way (Outside Academy Entrance Gate)	5 buses between 7am to 5pm (Monday to Friday) No service on Saturday & Sunday
B3	Sullivan Buses	Borehamwood Local Service	Bergman Court Stop (130 yards from Academy Entrance)	Every 30 – 60 minutes (Monday to Saturday) No service on Sunday

3.5   Car Parking and road access

The site is near the A1(M) motorway, linking London the south, and wider Hertfordshire to the North. The M25 is located around two miles North of the site linking to all the other radial routes around the county and beyond.

ESA has significantly improved the safety of vehicular access to allow for pedestrian rights of way and a safety turning area provided to the rear of the building removing potential manoeuvring conflicts. This facilitates better flow of traffic and smoother access for 'drop offs', delivery and commercial traffic. This also reduces congestion on neighbouring highways. There are 64 car parking spaces provided on campus and allocated as per Table 3.4 below.

Table 3.4: Car Park classification at ESA

Car park space type	Number of spaces
General	42
Overflow	14
Visitor	5

Car park space type	Number of spaces
Headteacher	1
Disabled	2
Total	64

The Travel Plan aims to ensures that sustainable travel modes are encouraged, wherever possible. It is however recognised that for some ESA employees driving will be the only practical travel option and hence these can be accommodated within the parking arrangements. Parking spaces are provided in line with Hertsmere District Planning Authority Parking Standards.

In response to the recent survey, by show of hands at a staff meeting on 5th January, 2021 and to support ESA's ambition to reduce car travel and increase sustainable modes of transport, the total number of parking spaces has been reduced by more than 12.

There is no onsite parking provision for students. However, ESA recognises that approximately 40 students in the 17 -19 cohort (correct in March 2021) may have a driving licence and could choose to travel to ESA by car. Travel awareness campaigns will be run to encourage these students to use sustainable travel options instead of driving to college.

ESA discourages parents from car 'drop offs' as the college wishes to maximise the use of sustainable modes of transportation, support healthier lifestyles for our young people, reduce congestion during the 'school run' and to minimise the impact on highways.

4   Aim, Objectives, and Targets

The overall objectives of the ESA travel plan are to:

- support healthier lifestyles for young people attending the college
- reduce congestion during the 'school run'
- reduce the environmental impact of the college and lower its associated CO_2 emissions
- reduce the impact of college traffic on the surrounding local communities through reducing traffic congestion and vehicle flows through residential, retail and business areas.

ESA will achieve these objectives by encouraging a decrease in car use by staff and students and maximising the use of sustainable modes of transport.

4.1   Existing travel patterns

The college carried out a travel survey of staff and students in May 2020. Respondents were asked to indicate how they currently travel to school.   The survey was carried out using 'Google for Education'. There was a 40% response rate to the survey and the results as presented in Tables 4.1 and 4.2 below have been factored up to apply to the existing staff and student numbers.

Table 4.1: Modal share for staff

Travel Mode	Number of staff	Modal share
Car Drive (Single Occupancy)	28	56%
Car Share	8	16%
Motorcycle / Moped	0	0
Public Transport	7	14%
Walk	6	12%
Cycle / Scooter	1	2%
Total	**50**	**100%**

Table 4.2: Modal share for students

Travel Mode	Number of students	Modal share
Car Drop-off / Taxi	41	9.6%
Car Share	9	2%
Motorcycle / Moped	2	0.5%
Public Transport	308	72%
Walk	60	14%
Cycle / Scooter	8	1.9%
Total	**428**	**100%**

4.2   Targets

The aim of this travel plan is to encourage a decrease in car usage and a corresponding increase in sustainable transport modes among staff and students.

Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets should be 'SMART' – specific, measurable, achievable, realistic, and time-bound.

As outlined in Table 4.3 and Table 4.4, the ESA travel plan has the following overall targets to decrease the use of private modes of travel and to increase the use of sustainable modes of travel[1]:

Staff

- Decrease travel by private modes (including Car Drive (Single Occupancy), Car Share, Moped/Motorcycle) from 72% to 60% by 2026.
- Increase travel by sustainable modes (including Public Transport, Walk and Cycling/Scooter) from 28% to 40% by 2026

Students

- Decrease travel by private modes (including Car Drop-Off / Taxi, Car Share, Moped/Motorcycle) from 12% to 8% by 2026
- Increase travel by sustainable modes (including Public Transport, Walk and Cycling/Scooter) from 88% to 92% by 2026

Table 4.3: Target mode share by private modes versus sustainable modes for staff

Travel Mode	Current (March 2021) mode share	Year 1 (2022) Target	Year 3 (2024) Target	Year 5 (2026) Target
Private Mode (including Car Drive (Single Occupancy), Car Share, Moped/Motorcycle)	72%	64%	63%	60%
Sustainable Modes (including Public Transport, Walk and Cycling/Scooter)	28%	36%	37%	40%

Table 4.4: Target mode share by private modes versus sustainable modes for students

Travel Mode	Current (March 2021) Mode Share	Year 1 (2022) Target	Year 3 (2024) Target	Year 5 (2026) Target
Private Mode (including Car Drop-Off / Taxi, Car Share, Moped/Motorcycle)	12%	10%	8%	8%
Sustainable Modes (including Public Transport, Walk and Cycling/Scooter)	88%	90%	92%	92%

The detailed travel plan targets for 1, 3 and 5 years are detailed in Table 4.5 and 4.6 below.

ESA aims to promote the new improved cycling facilities amongst staff and students. Students have previously commented that the lack of secure cycle parking discourages them from cycling, so ESA expects to see a significant increase in students cycling now that secure cycling facilities are available.

The number of staff and students at ESA is planned to grow over the coming years (as detailed in section 3.1 above) and the travel plan targets have been set in line with this planned growth. Hence, it should be noted that even though the target percentage might remain constant for public transport and walking over the years, the targeted number of student/staff using public transport or walking to school will increase as the total number of student/staff increases as can be seen from Table 4.5:5 and Table 4.6:6 below.

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[1] It must be noted that these targets have been estimated on the basis that the lifting of national lockdown restrictions and the national Covid-19 vaccination plan will proceed as planned which should lead to an increased confidence in using public transport. These targets will need to be revisited in case of further disruptions caused by the Covid-19 pandemic from September 2021.

Once this Travel Plan has been approved by Hertfordshire County Council, it will be entered into Modeshift STARS. ESA will aim to achieve Modeshift STARS Green accreditation by October 2021 and to achieve Modeshift STARS Bronze accreditation by May 2022.

Table 4.5: Modal split targets for staff

Travel Mode	No. of Staff (Survey Data)	Current (March 2021) Modal split	Estimated No. of Staff (2022)	Year 1 (2022) Mode Share Target	Estimated No. of Staff (2024)	Year 3 (2024) Mode Share Target	Estimated No. of Staff (2026)	Year 5 (2026) Mode Share Target
Car Drive (Single Occupancy)	28	56%	24	48%	30	46%	32	43%
Car Share	8	16%	8	16%	11	17%	13	17%
Motorcycle / Moped	0	0%	0	0%	0	0%	0	0%
Public Transport	7	14%	10	20%	13	20%	15	20%
Walk	6	12%	6	12%	8	12%	9	12%
Cycle / Scooter	1	2%	2	4%	3	5%	6	8%
Total	50	100%	50	100%	65	100%	75	100%

Table 4.6: Modal split targets for students

Travel Mode	No. of Student (Survey Data)	Current (March 2021) Modal Share	Estimated No. of Student (2022)	Year 1 (2022) Mode Share Target	Estimated No. of Student (2024)	Year 3 Mode Share Target	Estimated No. of Student (2026)	Year 5 Mode Share Target
Car Drop-Off / Taxi	41	10%	28	7%	28	5%	31	5%
Car Share	9	2%	10	2%	12	2%	14	2%
Motorcycle / Moped	2	0%	3	1%	3	1%	3	1%
Public Transport	308	72%	300	70%	390	72%	432	72%
Walk	60	14%	45	11%	55	10%	60	10%
Cycle / Scooter	8	2%	42	10%	52	10%	60	10%
Total	428	100%	428	100%	540	100%	600	100%

As can be seen from the tables above, the mode share in favour of walking for students has reduced. However, it must be noted that the overall mode share in favour of sustainable modes will increase over time. It is assumed that the students living in local catchment of the school would be the first to benefit from the opportunity when proper cycle storage and shower/changing rooms are provided within the campus premises and therefore may change from walking to cycling.

However, long term efforts will be made to encourage an overall mode shift from private modes to sustainable modes as presented in Tables 4.3 and 4.4.

5 Travel Plan Management

ESA is committed to implementing this travel plan and will provide all the support it can to ensure an effective travel plan. To achieve this, the following will be established:

- A Travel Plan Steering Group
- A Travel Plan Coordinator
- A Travel Plan working group

5.1 Travel Plan Steering Group

Transport and travel is required by all employees and students at ESA, therefore it falls within the responsibility and oversight of the Senior Leadership Team (SLT). The SLT will form the Travel Plan Steering Group. The SLT hold an operational briefing meeting once a week. The travel plan will be added to the agenda every fortnight so that the SLT can consider any issues relating to the travel plan and ensure that the travel plan is progressing. The Travel Plan Steering Group will work closely with the Travel Plan Coordinator and the Travel plan working group.

The Travel Plan Steering group will be formed of members of the senior leadership team as outlined below:

- Chris Mitchell (Principal) and Corinne Ward (Admissions manager) - will be responsible for providing marketing and communicating information pertaining to the travel plan.

- Nikki Ward (Assistant Principal for pastoral care and inclusion) - Will manage issues associated with the travel plan regarding supporting students and families to sustainably attend school.

- Corinne Ward is also ESA HR manager - Travel to ESA is an issue that affects recruitment and retention of both staff and students and therefore human resources will have a significant role.

5.2 Travel Plan Coordinator

As outlined in the HCC Travel Plan guidance, a Travel Plan Co-ordinator should be appointed to cover all stages of every Travel Plan. Corrinne Ward will take on the role of ESA Travel Plan Coordinator. She will undertake this role alongside her other duties. Her responsibilities will include:

- Managing the implementation of measures set out in the Travel Plan
- Promotion and marketing of the Travel Plan and its measures
- Setting up appropriate management arrangements such as a Travel Plan working group
- Acting as a point of contact in respect of the Travel Plan and related issues
- Liaising with the county council in implementing the Travel Plan
- Collecting data and other information relevant to the implementation and future monitoring of the Travel Plan
- Submitting monitoring reports to the county council

5.3   Travel Plan working group

As outlined in the HCC Travel Plan guidance, a travel plan working group will be established and will meet once every 6 weeks. The travel plan coordinator will be responsible for setting up and running the working group meetings. Members of the working group will all share a significant role in managing and supporting the day to day tasks associated with this travel plan. The ESA travel plan working group will consist of representatives from:

- Facilities Management,
- IT Networks and Security,
- Communications,
- Health and Safety and Environment
- Human Resources

5.4   Contact details for ESA Travel Plan

The contact details for ESA Travel Plan are listed in Table 5.1 below.
Elstree Screen Arts Academy,
Studio Way,
Borehamwood,
WD6 5NN

Telephone: 020 8386 6220

Table 5.1: Contact Detail for ESA Travel Plan

Name	Role	Travel Plan role	Email address
Chris Mitchell	Principal (ESA)	Chair of the ESA Travel Plan Steering group	chris.mitchell@esa.ac
Nikki Ward	Assistant Principal for Pastoral care and inclusion (ESA)	ESA Travel Plan Steering group	Nikki.ward@esa.ac
Corinne Ward	Admissions Manager and HR Manager (ESA)	ESA Travel Plan Coordinator and chair of the Travel plan working group	Corinne.ward@esa.ac
Anne Hardy	Active and safe travel team (Hertfordshire County Council)	Provision of support for ESA Travel Plan	Anne.hardy@hertfordshire.gov.uk

6 Travel Plan Measures

This section includes the key recommendations and Travel Planning measures for ESA to achieve the targets set in Section 4 above. These measures primarily focus on promotion of active travel, car sharing and sustainable modes of travel such as by walking, cycling, or using public transport modes for travelling to and from the college.

Travel plan measures are outlined in Table 6.1 and cover the themes as presented in Figure 6-1.
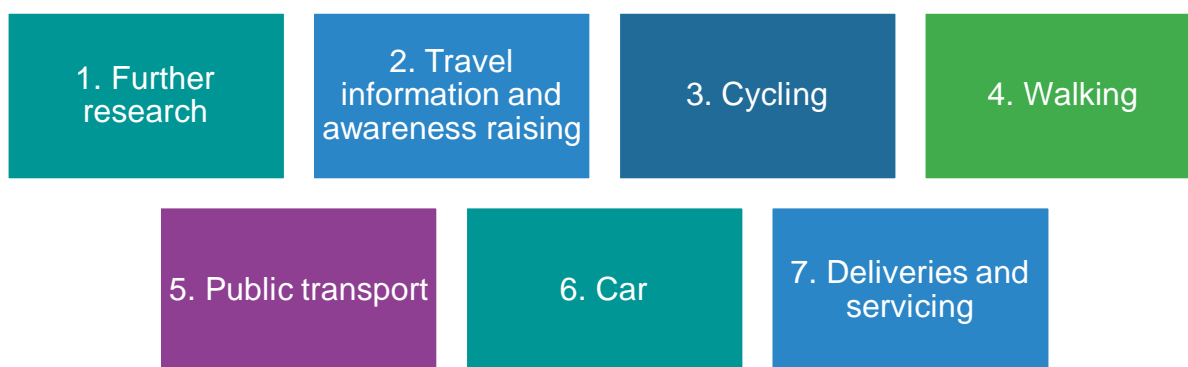
Figure 6-1: Travel Plan Measures Themes

Table 6.1: Travel Plan Measures

Travel Plan Measure	Detail
1. Further research	
1.1 Postcode review of students and staff	ESA will undertake a more detailed postcode review of students and staff to be more strategic in the provision and communication of public transport and pedestrian/cycle options plotted against commuter routes.
2. Travel Information and awareness raising - to raise awareness of the travel plan and sustainable travel options, the following actions will be taken:	
2.1 Add short summary of the travel plan to the school website.	A short summary of the travel plan will be added to the school website. As a sustainable travel strategy, it is supportive of the Albert Standards - the authority on environmental sustainability for film and TV ((wearealbert.org). ESA's partner Elstree Studios is signed up to the Albert Standards so this connection will be highlighted on the ESA website.
2.2 Add Travel Plan items to 'principals blog' page of the school website	the 'principals blog' page of the school website will include travel items and updates on the travel plan
2.3 Summary travel information on the school website	Travel information will be summarised and made available on the school website so that prospective staff & students, visitors, and parents can check to see how to travel to ESA by sustainable modes of transport. (https://esaacademy.org/)

Travel Plan Measure	Detail
2.4 Summary travel information in new starter packs and the prospectus	Travel information will be summarised and made available in new starter packs and the prospectus and the 'prospectus' section of the website
2.5 Regular tailored travel communications to parents (Direct email and Facebook).	Regular tailored communications will be sent out to parents and students to provide updates on travel plan measures and to encourage them to use sustainable travel options. The following communications channels will be used:
2.6 Regular tailored travel communications to students (Instagram).	Direct mail for emails / letters – this is mainly used to communicate with parents and will be used to discourage parents to drive their children to ESA and to provide information about alternative travel options
2.7 Communications campaign to target new drivers aged 17 years or over	Targeted communications campaigns will be held targeting those students aged 17 years or over that may be learning to drive (or may already have a driving licence) to illustrate the cost of driving and to encourage them to consider using alternatives instead of driving. For those that choose to drive and park locally, a communications campaign will be run to encourage them to park responsibly
2.8 Run anti-idling campaign for parents	An anti-idling campaign to encourage parents that are dropping of their children outside the school to switch off their car engines.
2.9 Run challenge to try travelling by bike or public transport one day a week.	Run a challenge to encourage staff and students to try travelling by bike or public transport one day a week. Students are likely to be keen to participate - many students recently participated in the 'ration pack' challenge which was very popular.
2.10 Create innovative time-lapse videos of increased use of cycle storage within the campus (if feasible, encourage students to create this).	Create innovative time-lapse videos of increased use of cycle storage within the campus to demonstrate the increase in cycling to students. If feasible, older students could be encouraged to create and distribute the video.
3. Cycling	
Infrastructure Improvements	
3.1 Review cycle parking provision and provide additional cycle parking if feasible.	ESA has already introduced secure bike parking in the under croft for staff and cycle stands on campus for students (as detailed in Table 3.2). Demand for cycle parking will be assessed on a regular basis. Visual checks of cycle parking areas will be carried out by the travel plan coordinator and any issues reported to the travel plan steering group.
3.2 Work with local council to discuss more segregated cycle ways	ESA will work with Hertsmere Borough council to discuss the feasibility of the council introducing segregated cycle ways especially to/from local residential areas. (segregated cycle ways are already in place on Elstree Way / Shenley Road north of the Elstree Way/Shenley Road roundabout)
Awareness raising	

Travel Plan Measure	Detail
3.3 Bike week (30th May to 5th June 2021) awareness campaign	An awareness campaign will be held during bike week (30th May to 5th June 2021) to encourage staff and students to use the new cycle parking and to try cycling to college. Posters will be displayed on noticeboards around college and social media channels will also be used.
3.4 Explore 'Cycle to work scheme' for staff	● To encourage staff to try cycling to work, the 'Cycle to work scheme' to enable staff to buy bikes through a salary sacrifice scheme will be explored
3.5 Explore using Pupil Premium funding to purchase bikes for eligible students	● ESA will explore using Pupil Premium funding to purchase bikes for eligible students to encourage them to start cycling to college. This would also help to achieve the broader objective of increasing college attendance among students that are eligible for pupil premium.
3.6 Explore the feasibility of introducing pool bikes for staff and students	● ESA will explore the feasibility of introducing pool bikes for staff and students to encourage them to try cycling to ESA or even to cycle for one day each week. (as part of the college COVID strategy, ESA purchased bikes for two members of staff).
3.7 Liaise with the relevant officer at Hertfordshire County Council / Hertsmere Borough Council to arrange Bikeability courses	● ESA will liaise with the relevant officer at Hertfordshire County Council/ Hertsmere Borough Council to arrange Bikeability courses to enable staff and students to gain the skills and confidence to ride a bike. Different courses are available to match every (Level 1, 2 or 3).
4. **Walking** - As outlined in section 3.2, as part of the recent redevelopment of the campus, improvements to pedestrian access have already been made, for example, increased pedestrian priority due to the introduction of a turning circle at the rear of the site; a new pedestrian crossing on Elstree Way (2016); way finding signs and additional entry/exit points for pedestrians to minimise walking distances). To further encourage walking, ESA will:	
4.1 Meet with Hertfordshire County Council / Hertsmere Borough Council to discuss pedestrian priority at the junction near to the campus.	● Meet with relevant officer at Hertfordshire County Council (HCC) / Hertsmere Borough Council to discuss the possibility of introducing pedestrian priority at the junction with Elstree Way near to the campus.
4.2 Campaign to try walking one day a week in National Walking Month in May.	● Encourage staff and students that live close to college to walk or try walking one day a week by running an awareness campaigns alongside National Walking Month in May . Resources are available from Living Streets and information about the health benefits of walking will be promoted to staff and students.
4.3 Implement a walking challenge to encourage staff and students to walk to college.	● During the spring / summer months, ESA will run a walking challenge to encourage staff and students to walk to college. Teams could compete to see which team can achieve the most steps in a month.
5. Public transport:	

Travel Plan Measure	Detail
5.1 Promote various discounts which are available on public transport	● ESA will promote the SaverCard which gives students half fare bus travel in Hertfordshire by displaying posters on noticeboards at college and using Instagram to remind students of the discount available. (posters available from the Hertfordshire County Council website)).
5.2 Provide a link to real time public transport information	● ESA will provide a link to the Intalink and TfL Journey Planner website so that students and staff can access bus timetable information and real time updates. Increase awareness of the real time train information which can be accessed from the National Rail website.
5.3 Investigate salary sacrifice scheme for public transport season tickets.	• Investigate the feasibility of introducing a salary sacrifice scheme to enable staff to save money on purchasing public transport season tickets.
6. Car parking and car users - ESA has already introduced a number of measures to better manage car parking and car use: • A Car Parking Management Plan has been produced which will be reviewed bi-annually. • improved the safety of vehicular access to allow for pedestrian rights of way and a safety turning circle to the rear of the building. • New 'School Keep Clear' road markings installed outside the school to discourage waiting, idling outside the campus and thereby reducing congestion. • There is no on-site parking provision for student groups aged 17-19.	
6.1 Communicate to staff and students about car parking zones and introduce signage	● In order to better manage the car park, car parking zones and associated restrictions will be communicated and regularly re-communicated to staff and students, especially following the recent restructuring of the vehicle entrance, the new outdoor sports and PE facility and the relocation of the parking spaces. Refreshed signage will be installed to clearly mark the relevant parking zones.
6.2 Communications campaign to discourage parents from doing drop offs and idling.	● ESA will work further with parents/carers, neighbours, and the local authority to reduce drop offs, idling and congestion in roads surrounding school. Discouraging parents from car 'drop offs' maximises the use of sustainable modes of transport and supports a healthier lifestyle for the students. Proposed plans for a communications campaign are included in measure 2.8.
6.3 Develop, implement, promote car sharing scheme	● To encourage car sharing, a car sharing scheme will be developed, implemented, and promoted. The car sharing database will be managed by the Travel Plan Coordinator. The introduction of priority car sharing parking bays closer to the entrance will be investigated further as an incentive to encourage car sharing.
6.4 Research possibility of introducing electric vehicle charging points in the car park.	● To encourage a shift to electric vehicles, research will be carried out to explore the possibility of introducing electric vehicle charging points in the car park.
6.5 Re-purpose unused or overflow parking bays	To discourage increased travel by car, ESA will cordon off the area earmarked for overflow car parking. ESA will also investigate the feasibility of re-purposing this area.
7. Deliveries and servicing	

Travel Plan Measure	Detail
7.1 Encourage deliveries outside of the peak staff and student arrival and departure times.	• As part of the recent re-development, the waste and refuse area has already been relocated to enable safer collection. • To make further safety improvements, ESA will liaise with suppliers to encourage deliveries outside of the peak staff and student arrival and departure times.

7 Monitoring

This section describes the monitoring proposals for the implementation of the Travel Plan. This methodology is designed to ensure that the Travel Plan is a 'living document', continually evolving in-line with the latest data on mode share and travel habits. As requested by Hertfordshire County Council, once the Travel Plan is agreed by Hertfordshire County Council, the college will transfer the travel plan to Modeshift STARS.

The Travel Plan has been set over five years with biannual monitoring. For a travel plan to be effective, monitoring needs to be undertaken to evaluate the progress of the travel plan against the targets set in section 4.2. This will be in the form of surveys as shown in the monitoring schedule in Table 7.1 below. ESA will carry out a snapshot survey in autumn 2021 to gain a clearer picture of travel behaviour once lockdown restrictions have been fully lifted. There will then be full travel surveys in Year 1, 3 and 5. Following the surveys, the progress against targets will be evaluated and targets and measures may be adjusted if necessary. The travel survey results will then be entered into Modeshift STARS and shared with the active and safe travel team at Hertfordshire County Council.

Table 7.1: Monitoring Schedule

Year	Surveys
Baseline – October 2021	Snapshot survey
1 – Year 1 May 2022	Full travel survey
2 – Year 3 May 2024	Full travel survey
3. Year 5 May 2026	Full travel survey

As the initial travel survey was carried out in May 2020, where feasible the full travel surveys will be carried out in May each year so that the results are comparable.

8 Action Plan

This section of the Travel Plan provides an action plan for the implementation of the travel plan. The action plans lists the travel plan measures, identifies who is responsible for each measure and also provides a suggested timeframe for each measure.

Table 8.1: Action Plan

	Responsibility	Suggested time frame					
		2021	2022	2023	2024	2025	2026
1. Further research							
1.1 Postcode review of students and staff	TPC	Oct-21					
2. Travel Information and awareness raising							
2.1 Add short summary of the travel plan to the school website.	TPC	Dec-21					
2.2 Add Travel Plan items to 'principals blog' page of the school website	Principal	At the start of each term					
2.3 Summary travel information on the school website	TPC	Jul-21					
2.4 Summary travel information in new starter packs and the prospectus	TPSG/TPWG	Jul-21					
2.5 Regular tailored travel communications to parents (Direct email and Facebook).	TPC	At the start of each term					
2.6 Regular tailored travel communications to students (Instagram).	TPC	At the start of each term					
2.7 Communications campaign to target new drivers aged 17 years or over	TPC	At the start of each school year					
2.8 Run anti-idling campaign for parents	TPC	Autumn term					
2.9 Run challenge to try travelling by bike or public transport one day a week.	TPC	Every summer term					
2.10 Create innovative time-lapse videos of increased use of cycle storage within the campus (if feasible, encourage students to create this).	Principal	From summer 2021					
3. Cycling							
3.1 Review cycle parking provision and provide additional cycle parking if feasible.	TPSG/TPWG		June	June	June	June	June
3.2 Work with local council to discuss more segregated cycle ways	TPSG		Sep-21				
3.3 Bike week (30th May to 5th June 2021) awareness campaign	TPC	Every May / June					
3.4 Explore 'Cycle to work scheme' for staff	TPSG	Sep-21					
3.5 Explore using Pupil Premium funding to purchase bikes for eligible students	TPSG	Sep-21					
3.6 Explore the feasibility of introducing pool bikes for staff and students	TPSG/TPWG	Dec-21					
3.7 Liaise with Hertfordshire County Council to arrange Bikeability courses	HCC / TPC	Every May					
4. Walking							
4.1 Meet with HCC to discuss pedestrian priority at the junction near to the campus.	TPSG/TPWG	Dec-21					
4.2 Campaign to try walking one day a week in National Walking Month in May.	TPC	Every May					
4.3 Run a walking challenge to encourage staff and students to walk to college.	TPC	Every May					
5. Public transport							
5.1 Promote various discounts which are available on public transport	TPC	Jul-21					
5.2 Provide a link to real time public transport information	TPC	Jul-21					
5.3 Investigate salary sacrifice scheme for public transport season tickets.	TPC	Dec-21					
6. Car parking and car users							
6.1 Communicate to staff and students about car parking zones and introduce signage	TPC	May / June 21					
6.2 Communications campaign to discourage parents from doing drop offs and idling.	TPC	At the start of each term					
6.3 Develop, implement, promote car sharing scheme	TPC	July / August 21					
6.4 Research possibility of introducing electric vehicle charging points in the car park.	TPSG/TPWG	Dec-21					
6.5 Re-purpose unused or overflow parking bays	TPWG	From summer 2021					
7. Deliveries and servicing							
7.1 Encourage deliveries outside of the peak staff and student arrival and departure times.	TPSG/TPWG	Dec-21					
8. Modeshift STARS							
8.1 Upload Travel plan to Modeshift STARS	TPC	Jun-21					
8.2 Seek to obtain Green Modeshift STARS accreditation	TPC	Oct-21					
8.3 Seek to obtain Bronze Modeshift STARS accreditation	TPC		May-22				

	Responsibility	Suggested time frame					
		2021	2022	2023	2024	2025	2026
9. Monitoring							
9.1 Snapshot survey	TPC	Oct-21					
9.2 Full travel survey 1 – Year 1 May 2022	TPC		May-22				
9.3 Full travel survey 2 – Year 3 May 2024	TPC				May-24		
9.4 Full travel survey 3. Year 5 May 2026	TPC						May-26
Key: TPC = Travel Plan Coordinator TPWG = Travel Plan Working Group TPSG = Travel Plan Steering Group HCC = Hertfordshire County Council							

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