Royston
Sustainable Travel Town

Outline Plan

Development

Draft v.1	22/4/21
Draft v.5	27/5/21
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Version 7	17/6/21
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Version 9 – Member consultation	16/7/21
Version 10	17/8/21
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Royston Sustainable Travel Town outline Plan

Contents page

1. Background

1.1   The Sustainable Travel Town programme forms part of the county council's Local Transport Plan, and aims to increase the number of people walking, cycling and using public transport.

1.2   The Outline Plan is the first stage in developing the programme of schemes that will be necessary to ensure success. Their purpose is to ensure that there are suitable measures that can be delivered, and that there is a high level of support from the key partners.

1.3   The Outline Plan is the gateway to entering the full Sustainable Travel Towns programme. The initial application was submitted by Royston Town Council with support from North Herts Council. While Hertfordshire County Council (HCC) is the overall lead on the programme, the intention is that the ideas are generated and owned by the local community. This Outline Plan has been prepared in partnership with the Town Council, Royston First BID, HCC and North Herts Council.

1.4   Once entry has been achieved, there will be full public engagement to refine the existing measures and to develop new ones, enabling the production of an Implementation Plan. The level of technological change, new government initiatives and changes in legislation that may occur during the life of this programme is likely to be considerable and it will be important that the Implementation Plan will be a living document which adapts to emerging issues, is responsive to change and provides a flexible approach to ensure future adaptation of policy actions.

1.5   This Plan outlines the key objectives for Royston as set out by the Town Council, and identifies a number of scheme proposals and measures that will need to be investigated and monitored by all partners and key stakeholders as listed in Section 3 in working towards a Sustainable Travel Town.

1.6   It includes a position statement from North Herts Council setting out how the Council could support the Plan having regard to a number of sustainable travel town programme criteria set by HCC in relation to parking, planning, highway and other measures (see Appendix A). These criteria are set as the standards to which all Sustainable Travel Towns should aspire to, and it is recognised that some deviations from these standards may be required in specific towns because of the unique opportunities and challenges of each settlement.

1.7   It should be noted that the delivery of any scheme in the Sustainable Travel Town programme is still subject to funding and resources being available. Opportunities for partnership working and third-party funding will be explored as part of the next stage.

2.   Objectives

2.1   The overall objectives for the Royston Sustainable Travel Town are as follows:

[1]   We would like Royston to be a town that is safe

[2]   We would like Royston to be a town that is healthy

[3]   We would like Royston to be a town that is vibrant

[4]   We would like Royston to be a town that is environmentally conscious

[5]   We would like Royston to be a town that is efficient to get around

[6]   We would like the default mode of travel not to be the private car for a greater number of our residents than at present

[7]   Residents moving into new housing estates choose to walk or cycle to work and thus build healthy travel habits into their daily routines

[8]   Families safely walk, cycle or take the bus into Royston's town centre, and visit shops and businesses and linger in cafes, unconstrained by parking restrictions

[9]   Residents feel empowered to take meaningful actions to address the climate emergency by reducing their travel related CO_2 emissions

[10]   There is improved connectivity of bus and train services to provide better integration between different public transport modes

[11]   Increase the shift from the car to more active travel by improving the linkage of walking and cycling routes

3. The geographical area and key partners

Geographical area

3.1   The area covered by the Royston Sustainable Travel Town will be the whole of the main area of Royston and Therfield Heath. Royston is illustrated by the map below. The plan will include links to the town centre, the railway station and to the industrial and retail gateway area to the north of the town including to other key destinations such as schools, community centres and recreation facilities.

Figure 1 – A map of Royston
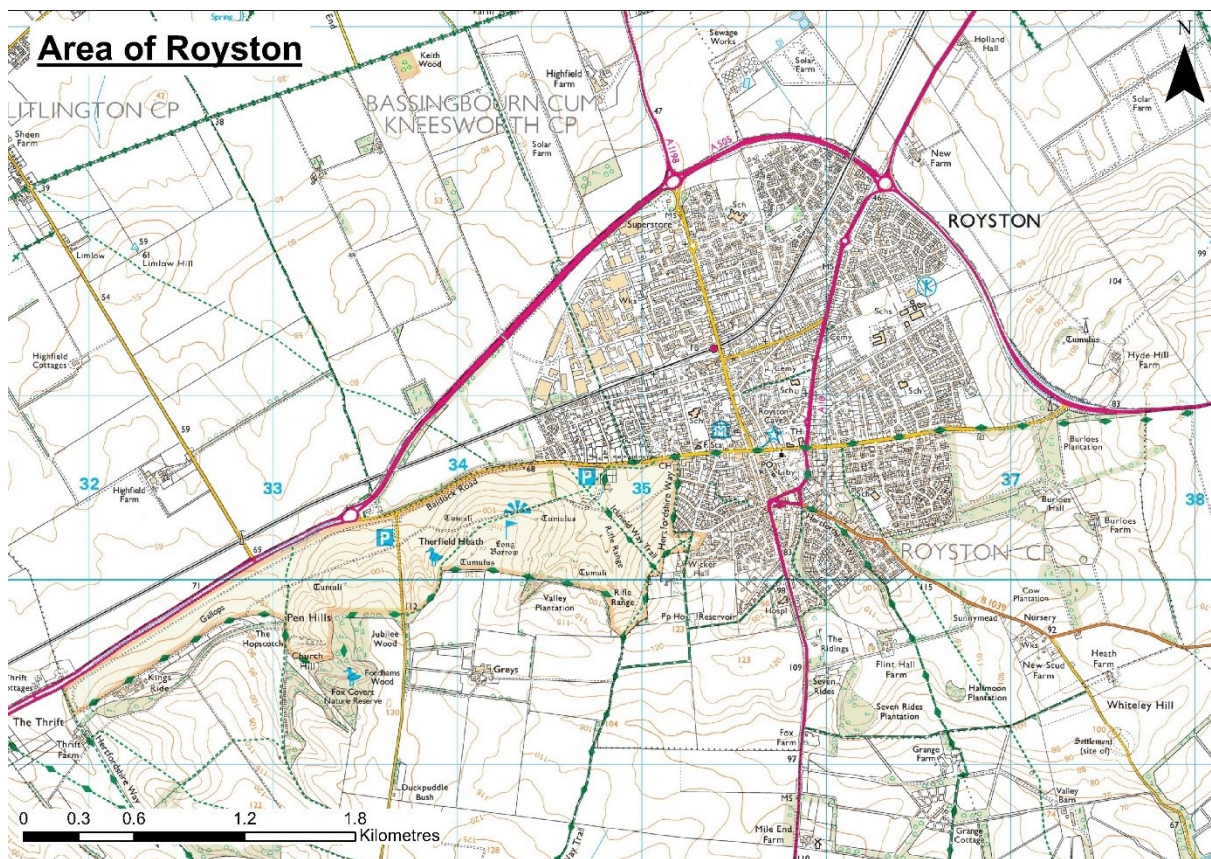
Key partners

3.2   The partners that have been involved in the development of the outline plan to date are:

- Royston Town Council (RTC)
- Royston First Business Improvement District (BID)
- North Herts Council
- Hertfordshire County Council (HCC)

3.3 The following partners and stakeholders will be included during the later stages of the development of the action plan and in the development and delivery of the implementation plan:

Public Transport:

Buses:
- HCC / Intalink Enhanced Partnership
- A2B
- Richmond's
- Stagecoach
- Herts Lynx DRT bus service

Coach:
- National Express

Train:
- Govia Thameslink Railway
- Network Rail

Taxi companies*:
- Ashwell Taxis
- Royston Taxis
- Airport Taxi
- Royston Airport Services
- Butlers Car Services

*Note this list may not include all the taxi companies operating in Royston but features most of them

Royston & District Community Transport

4.   Scheme proposals

4.1   A number of programmes and strategies that are either already in existence or under preparation for the Royston area, some of which contain action plans and proposed lists of schemes. This Sustainable Travel Town Outline Plan has been developed by referencing appropriate schemes/interventions that will promote modal shift to more sustainable modes from the following documents:

- North Central Growth & Transport Plan Consultation Document (Hertfordshire County Council 2020)
- Hertfordshire County Council Rights of Way Improvement Plan (2017)
- Local Transport Plan 4 (Hertfordshire County Council 2018)
- North Hertfordshire District Council (NHDC) Transport Strategy 2017 (evidence base to NHDC Proposed Submission Local Plan 2011-2031)
- Draft North Hertfordshire Local Cycling & Walking Infrastructure Plan 2021 – under preparation

4.2   The Sustainable Travel Town Outline Plan includes a new stream of work to collect data around the current modal split and some public engagement to find out what the barriers are to: walking, cycling and using public transport in Royston. The STT project will also require a monitoring programme to be established to determine if the objectives are being met and that the modal split for sustainable modes is increasing.

4.3   The Outline Plan is the first stage in developing the programme of schemes that will be necessary to enable modal shift to more sustainable modes in Royston. The next stage of the programme will be to refine the list of schemes in this Outline Plan and develop new ones (particularly behavioural change measures) to allow the development of an Implementation Plan, this will be achieved through local engagement.

4.4   The scheme summary table is set out in Figure 2 below.

4.5   The table shows in column one, the list of schemes/programme, and then in column two, the source for each initiative. Column three links the schemes back to the objectives for Royston sustainable travel town. Then the following columns detail the lead/s for the scheme and the suggested form of funding for this, and then whether it has been completed, or when it is due to be finished.

Figure 2. The scheme summary table*
The schemes outlined in this table are indicative of those which will be required for the final plan. All schemes are subject to further refinement and assessment of their feasibility. The delivery of any of the schemes listed is subject to funding being available.

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
Data collection					
Modes of transport data collection	New	-	HCC	Revenue Staff	To be delivered before any scheme is implemented
Traffic data collection and scheme monitoring	New	-	HCC	Revenue Staff	To look at before, during and after the implementation of measures
Gain further understanding of current behaviour regarding the pattern of travel	New	-	HCC / RTC / North Herts Council	Revenue Staff	To be gathered through local engagement once the Outline Plan has been agreed
Behaviour change					
Develop a package of measures to allow the removal of free parking	New	[4], [7], [8], [11]	North Herts Council / RTC / BID / HCC	Revenue Staff	Package of alternative measures to be investigated, developed and monitored over a period of between two to five years after the Covid-19 recovery period and dependent upon other transport schemes identified and implemented within the plan
Review or develop new travel plans for the local schools: - King James Academy All Through School - Icknield Walk First School	New	[2], [4]	HCC	Revenue Staff	

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
- Roman Way Academy (First) - St Mary's Catholic Primary School - Studlands Rise First School - Tannery Drift First School Proposed new school (more information to follow on this)					
Business travel plans for all main employers	New	[2], [4]	HCC	Revenue Staff	Employers to be included will be considered once Outline Plan has been agreed
Travel plans for supermarket sites: - Tesco - Aldi - M&S	New	[2], [4]	HCC	Revenue Staff	
Royston Station travel plan	New	[2], [4], [10]	GTR	Revenue Staff	To tie in with the potential pilot programme currently being considered by GTR
Adult cycle training programme	New	[2], [4], [6]	HCC	Revenue Staff Volunteers	To be made available throughout the programme, but to be particularly focussed when new cycling infrastructure or travel plans are launched
Launch events (pre-opening, opening and post-opening)	New	[2], [4]	RTC	Revenue Staff	To be coordinated with the delivery of any new infrastructure scheme

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
for new sustainable transport infrastructure.					
Sustainable transport surgeries	New	[2], [4]	RTC	Revenue Staff Volunteers	
Sustainable transport information packs for all new homes	New	[2], [4], [7]	North Herts Council / HCC	Revenue	To be timed with the occupancy of new developments
Interactive sustainable transport information pages on local authority websites	New	[2], [4], [9]	HCC / North Herts Council / RTC	Staff	A quick win which should be targeted for immediate delivery
Review of directional material provided by key local organisations	New	[2], [4]	HCC / North Herts Council / RTC / Royston First BID	Staff	A quick win which should be targeted for immediate delivery
Further measures to be developed through public engagement	New	[2], [4], [9]			To be developed through local engagement once Outline Plan has been agreed
Active travel infrastructure					
Walking infrastructure – (a network of improved and high-quality walking routes. Appropriate schemes will	GTP / HCC/ North Herts	[2], [3], [4], [5], [6], [7], [8], [9], [10], [11]	HCC / North Herts Council	Capital	To be defined in LCWIP development (to be completed December 2021) and further local engagement as to what else may be included in this programme

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
emerge from the North Herts Local Cycling and Walking Improvement Plan (LCWIP) – due to be completed by the end 2021	Council LCWIP				
Cycling network infrastructure (a network of high-quality radial routes, with orbital connectivity along residential streets)	GTP / HCC/ North Herts Council LCWIP	[2], [3], [4], [5], [6], [7], [8], [9], [10], [11]	HCC / North Herts Council	Capital	Routes to be further defined in LCWIP development (to be completed December 2021) and further local engagement as to what else may be included in this programme
Cycle parking (in town centre, at neighbourhood retail centres and other key service locations including improved cycling facilities at the Railway station)	GTP / HCC/ North Herts Council LCWIP	[2], [3], [4], [5], [6], [7], [8], [9], [10] As above	HCC / North Herts Council	Capital	Locations to be defined in LCWIP development (to be completed December 2021)
Industrial Estate Connectivity (Improved connections to the industrial estate which includes upgraded pedestrian infrastructure with more frequent crossings as well as pedestrian and cyclist wayfinding from the town centre and rail station)	GTP / HCC/ North Herts Council LCWIP	[10], [11]	HCC/ North Herts Council	Capital	Routes to be further defined in LCWIP development (to be completed by December 2021)

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
Melbourn Greenway connectivity (Extend the Melbourn Greenway route across the A505 into Royston. Wayfinding to rail station, industrial area, and Royston town centre)	GTP / Cambridge-shire local authorities	[2], [3], [4], [5], [6], [7], [8], [9], [10], [11]	HCC / Cambridge-shire local authorities	Capital	Subject to final agreement between HCC and Cambridgeshire local authorities

The Greater Cambridge Partnership have commissioned consultants to progress all of the Greenway routes, including Melbourn Greenway and A505 Bridge. The consultants will be working together on some of the common aspects, of the routes such as surfacing materials and signage detail to ensure consistency across the network. At present they expect a prelim report on all Greenway routes within two to three months, that will inform their priorities and programme for work going forward

Detailed design on the bridge has not yet been progressed, however this work will begin shortly, and HCC will be involved in this ongoing process. Funding, designs construction and future maintenance of the bridge, are yet to be formally agreed between GCP/HCC |
| A505 Rights of Way (RoW) connectivity improvement | New (RoW) | [2], [4], [7], [11] | | | Development dependent |

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
Additional seating in town centre and on key routes	New	[3], [6]	HCC / North Herts Council / RTC		Part of public realm considerations and identification of suitable locations to be informed by the LCWIP project
Royston town centre – widened pavements and planters, and consideration of potential semi-pedestrianisation in the future	New	[2], [3], [4], [5], [6], [7], [8], [9], [10]	HCC / North Herts Council	Capital (High street project)	Current HCC scheme is subject to discussion if the planters should remain in place – this is dependent on Royston Town Council, Royston First BID & residents' views More evidence studies to be undertaken for consideration of retaining or expanding possible semi-pedestrianisation of the High Street and would require involvement and support of the Bid and local businesses and residents' views
Bus & rail improvements					
Bus interchange improvement	GTP / HCC / North Herts Council / GTR / Network Rail	[10]	HCC / North Herts Council / GTR / Network Rail	Capital	GTR and Network Rail will need to be involved for any interchange improvements at Royston train station

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
Bus service improvements (improve on interurban bus service levels)	GTP / HCC / bus operators	[10]	HCC / North Herts Council	Revenue	Explore opportunities with neighbouring local authorities Cambridgeshire & Peterborough Combined Authority and Essex County Council and bus operators, to improve cross boundary services that include Royston either as a destination or en route
Industrial estate connectivity (Shuttle bus service)	New (BID)	[5], [10]	HCC / North Herts Council / Royston First BID	Revenue	To be investigated and promoted as an alternative to travelling into the Town Centre by car, alternatively explore opportunities to incorporate the proposed shuttle bus into the existing 16 Royston Town bus service
16 circular town bus service	HCC	[10]	HCC	Revenue from S106 funding	Some S106 funds already held by HCC, trigger points for others likely to be met soon to enhance this service
Investigate the possibility of a DRT pilot being extended to cover services within Royston	HCC	[10]	HCC	Revenue	Will be investigated after the current pilot has been evaluated
Other measures					
Speed reduction programme	New	[1]	HCC / Police	Capital	
Town wide parking review	New	[4], [7], [8], [11]	North Herts Council	Revenue	Extent of parking review includes introducing parking restrictions to address commuter and town centre parking issues within residential areas adjacent to the railway station and town centre. However, this needs to be reviewed in light of impacts of the

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
					pandemic with more people working from home regarding support for such measures going forward and how the review can support alternative modes of transport. Ongoing at present completion anticipated in March 2022
Investigate other initiatives to replace the scratch card scheme over time with a sustainable transport alternative or other forms of discount offered within the town centre	New	[2]	HCC / North Herts Council / Royston First BID	Revenue	To be considered in the light of the town centre economic recovery plan following the pandemic and would be phased out over time in accordance with the introduction of other initiatives, predominantly around enhanced public transport, cycling and walking schemes
Royston Greenway proposal	New	[2], [5], [11]	North Herts Council / HCC PROW	Capital	Proposal being developed by North Herts Council, Natural England and Therfield Heath Conservators to be taken forward with HCC PROW Team
EV charging hub within the town centre and / or train station	New	[4], [9]	North Herts Council	External Funding / Partnership arrangement	Options to be investigated in accordance with the EV strategies if not directly installed by landowners
EV charging in council car parks	New	[4], [9]	North Herts Council	External funding / Partnership arrangement	North Herts Council is undertaking a feasibility study of all car parks across the district which it owns / manages to identify where EV charging would be viable and to consider potential partnership arrangements for EV

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
					charging. Anticipated completion in March 2023

Please note that funding opportunities for schemes to be confirmed

5.   Statement of North Herts Council Support

5.1   The council will support the application of the Royston Town Council for a Sustainable Travel Town in the following ways taking into consideration the sustainable travel town programme criteria set out at Appendix A.

5.2   Parking measures

5.2.1   North Herts Council through its adopted Parking Strategy is supportive of the principle of working towards the removal of free parking in its town centres to encourage modal shift towards more active and sustainable travel through walking, cycling and public transport. Similarly, the Council will work towards achieving no net gain in parking spaces, both for on-street in the town centre and in off-street facilities where it is within the Council's power to do so. This will be dependent on the type, mix, location and use of the facility and the suitability, availability of and opportunities for public transport, alongside measures to promote accessibility for pedestrians and cyclists.

5.2.2   The removal of free parking would be a phased approach working closely with the Royston Town Council, the Royston BID, Hertfordshire County Council, bus and rail operators. This will include the implementation of policies concerning town centre parking in the North Hertfordshire District Council Car Parking Strategy 2019-2031[1]. It is acknowledged that there will be a number of challenges that will need to be addressed, and careful management will be required to ensure that new parking provision and controls in the town centre are aligned with the Council's economic, social, planning and transport priorities as well as taking into consideration the Royston First Prospectus for the viability of the town centre in supporting local businesses.

5.2.3   With the impact of Covid-19 and the subsequent challenges this has placed on all town centres across the District, including Royston, the town centres need time to recover and as far as possible to allow what will be the new normal way of life to establish itself. The Council is currently working with the Local BIDs through the Welcome Back Fund in preparing Town Centre Recovery Plans which in turn will provide the evidence base for the review of its Town Centre Strategies as identified in 'Policy SP4 – town centres, local centres and community shops, criteria 'e' of the emerging Local Plan[2]. Consideration of parking measures and more sustainable modes of travel would form part of the review.

5.2.4   It is therefore important that this phased approach is carefully balanced against the recovery of the town centre together with the introduction of other

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[1] NHDC Parking Strategy and Operational Guidelines, https://www.north-herts.gov.uk/home/parking/parking-strategy

[2] North Hertfordshire Local Plan Proposed Submission 2011-2031 See Illustrative version containing further proposed Main modifications. https://www.north-herts.gov.uk/planning/planning-policy/local-plan/local-plan-examination/further-main-modifications-2021

more cost effective and efficient sustainable travel measures to ensure that high quality and safe alternatives are available prior to the removal of free parking. It would also be important to ensure that disabled badge users would still be able to access free short-term parking as is presently the case and servicing needs for local businesses are met.

5.2.5 'Policy RY12' in the Emerging Local Plan refers to redevelopment of the town hall site for mixed use development and one of the site-specific criteria makes reference to ensuring an appropriate level of car parking is retained/ or provided across the town centre, and accords with the principle of no net gain in parking spaces.

5.3 Planning

5.3.1 The Council's current Parking Standards as set out in the Emerging Local Plan 'Policy T2 – Parking' seeks to influence car use through application and assessment of parking standards and promoting the use of alternative modes of transport and travel planning, particularly in relation to development within the town centres and in close proximity to railway stations. The Council when assessing planning applications needs to carefully balance the reduction in car parking standards against 'Policy SP6 - Sustainable Transport' of the emerging Local Plan and the principles of paragraph 105 of the NPPF[3]. Each application would have to be judged on its merits working together with the developer, HCC as the Transport and Highway authority and other public transport providers in terms of agreeing the measure to be put in place at the start of the development and demonstrating how the development would link into other more sustainable modes of transport to key destinations.

5.3.2 The Council is however, looking to provide further guidance on its parking standards and sustainable transport initiatives through the production of a Sustainable Development SPD within the next twelve months. The Council is also committed to an early whole plan review of the emerging Local Plan (Policy IMR2 - Local Plan Early Review) following its adoption to commence by the end of 2023. This will include reviewing the policies relating to sustainable transport and parking matters.

5.3.3 On 16th March 2021 the Council adopted a revised North Hertfordshire District Council Climate Change Strategy[4], following the Council declaration of a Climate Emergency in 2019. The objectives for the strategy have been defined to:

> ➢ Achieve carbon neutrality for the Council's own operations by 2030

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[3] NPPF - National Planning Policy Framework 2021 – Section 9 on promoting sustainable transport. https://www.gov.uk/government/publications/national-planning-policy-framework--2

[4] NHDC Climate Change Strategy and Action Plan (2021) https://www.north-herts.gov.uk/home/council-data-and-performance/policies/climate-change

> ➢ Ensure all operations and services are resilient to the impacts of climate change.
> ➢ Achieve a net zero carbon district by 2040.
> ➢ Become a district that is resilient to unavoidable impacts of climate change.

5.3.4   The NHDC Climate Change Strategy will act as the lead strategy from which other relevant policies / strategies will follow. This will include the Sustainable Development SPD which will seek to support policies in the Emerging Local Plan that encourage the use of sustainable forms of transport, including electric vehicles and other cleaner air initiatives, designed to support the Climate Change Strategy.

5.3.5   The promotion of sustainable transport and the use of local facilities are two of the key design concepts in Policy SP6 and SP9 of the Emerging Local Plan. The Local Plan is supported by the North Hertfordshire District Council Transport Strategy[5] which seeks to apply LTP4's Policy 1: Transport User Hierarchy to future development to ensure that new development has sustainable transport built in with links to the town centres and other key destinations.

5.3.6   Policy SP6: Sustainable Transport seeks to

" ..b. Encourage development in locations which enable sustainable journeys to be made to key services and facilities;

c. Work with Hertfordshire County Council, neighbouring authorities, Highways England and service providers to ensure that a range of sustainable transport options are available to all potential occupants or users. This may involve new or improved pedestrian, cycle and passenger transport (including rail and/or bus) links and routes;

d. at the earliest reasonable opportunity to implement sustainable travel infrastructure on Strategic Housing Sites and other development sites in order to influence the behaviour of occupiers or users, along with supporting Travel Plans in order that sustainable travel patterns become embedded at an early stage;

g. Protect existing rights of way, cycling and equestrian routes and, should diversion be unavoidable, require replacement routes to the satisfaction of the Council."

5.3.7   Policy SP9 Design and Sustainability considers good design and requires the production of Masterplans for Strategic sites and significant developments to:

".. b.ii. Create integrated, accessible and sustainable transport systems with walking, cycling and public transport designed to be the most attractive forms of transport and effectively linking into the surrounding areas;

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[5] NHDC Transport Strategy (2017) Section 5 Aims & Objectives. https://www.north-herts.gov.uk/files/ed14-nhdc-transport-strategy-october-2017pdf-0

b. iii. Provide a clear structure and hierarchy of pedestrian friendly streets and well-connected footpaths and cycleways integrate with the wider built and natural environment and communities; and

b iv. Plan for integrated and mixed-use communities with walkable locally accessible community, employment and retail facilities;"

5.3.8 However these will need to be balanced against other forms of infrastructure requirements and developer contributions. In using these policies in combination, and working together with HCC, developers and other service providers the Council ensures that:

- ➢ new proposals will provide high quality walking and cycling routes to existing facilities;
- ➢ New developments are required to link to the existing sustainable transport network; and
- ➢ be located in close proximity to existing services and/or provide new services on-site if necessary.

5.3.9 The Council is currently working with HCC and other key Stakeholders including the Royston Town Council in preparing a Local Cycling and Walking Infrastructure Plan (LCWIP) for North Hertfordshire. The LCWIP will identify a number of interventions that are required to complete and improve the cycling and walking network in Royston.

5.3.10 The Council working with the HCC Intalink Partnership is fully committed to ensuring that new housing and employment development sites are comprehensively served by sustainable transport options including bus services as outlined in Policy SP6 of the Emerging Local Plan, this is further supported by North Herts Council's Transport Strategy.

5.3.11 The Council currently recognises that the limited bus services in Royston act as one of the biggest challenges for encouraging modal shift to sustainable transport. This in turn directly impacts on the provision of parking, as limiting parking without suitable public transport alternatives will likely lead to anti-social parking and associated issues. The main bus service operates between Royston and Cambridge, to the north, in contrast the current bus services from Royston to destinations west and south are very limited and to east non-existent. In addition, there are currently no bus services in the evenings, on Sundays and Bank Holidays.

5.3.12 Given Royston's geographic location, the Council considers that there would be merit in discussing with the Integrated Transport Unit at HCC and their counterparts at both the Greater Cambridgeshire & Peterborough Combined Authority and Essex County Council in the process of producing BSIP (Bus Service Improvement Plans) opportunities to consider improvements to cross boundary bus services that either:

- ➢ Identified schemes or improvements that include Royston either as a destination or en route.
- ➢ Would consider schemes and improvements that include Royston.

5.3.13 Whilst the Council is happy to support the provision of park and ride facilities where appropriate, it is the Council's view that such a scheme would not be suitable for a town the size of Royston, the preference would be for the utilisation and enhancement of existing bus services, as well as the introduction of new bus services as part of the wider local bus network, that can be promoted for both inter-urban and local journeys adopting a link and ride approach instead.[6]

5.4   Highway measures

5.4.1   The Council fully supports the re-allocation of road space to introduce measures such as bus and cycle lanes where appropriate. Working with HCC Highways, we support the policy commitments contained in the recently published national cycling and walking strategy 'Gear Change: a bold vision for cycling and walking' (2020)[7] and national bus strategy 'Bus Back Better: National Bus Strategy for England' (2021)[8] by the DfT. The Council notes that both strategies outline an expectation that local authorities will champion schemes to promote sustainable transport that require the re-allocation of road space for dedicate cycle ways and bus lanes.

5.4.2   Whist there some locations and stretches of road that offer the opportunity for the consideration of re-allocation of road space, the Council is aware that due to the historic nature of Royston not all roads may be suitable.

5.4.3   Similarly, where appropriate the Council is fully committed to supporting trials of road closures to cars in consultation with local councillors, the Town Council, Royston First BID, local businesses and residents.

5.4.4   The Council is willing to support the installation of bus priority measures to make bus services more attractive and convenient for both existing passengers and to encourage patronage growth, by enabling faster and more direct services. Further the Council welcomes the opportunity provided by the recently published national bus strategy and requirement for local transport authorities to produce a Bus Service Improvement Plan, with the requirement to deliver appropriate bus priority measures in Royston. In addition, as referred to above the Council would anticipate and welcome HCC working with neighbouring local authorities, to explore opportunities where appropriate.

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[6] University of the West of England - Implications of new transport technologies for traditional public transport operations (2018):
http://travelwatchsouthwest.org/wpcontent/uploads/2018/10/Parkhurst_TWSW_061018.pdf
[7] Gear Change: a bold vision for cycling and walking (2020):
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf
[8] Bus Back Better: National Bus Strategy for England (2021):
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/980227/DfT-Bus-Back-Better-national-bus-strategy-for-England.pdf In

5.4.5 The Council's commitment to the implementation of bus priority measures was further demonstrated when it successfully submitted an application for Hitchin in 2019 to be selected as a location for a feasibility study to be undertaken by the Intalink Enhanced Partnership for one of the three annual studies that they are committed to delivering as part of the Enhanced Partnership agreement.

5.4.6 The Council is currently in the process of producing an LCWIP for the District in partnership with HCC Highways. Initially focusing on the five main towns in the District including Royston, following DfT guidance, when completed the LCWIP will identify and prioritise cycling and walking routes for funding and delivery.

5.4.7 Anticipated measures in the LCWIP include identifying locations for the:

> ➢ delivery of new cycle and walking routes with accompanying infrastructure.
> ➢ junction and crossing improvements that will prioritise cycling and walking.
> ➢ deliver improved wayfinding infrastructure of a similar style and quality as outlined in the national cycling and walking strategy.

5.5 Other measures

5.5.1 As one means of demonstrating the Council's support for the Sustainable Travel Town applications, North Herts Council is willing to allocate the S106 funds for sustainable transport measures for Royston that the Council currently holds to deliver such schemes. These contributions would be in accordance with the regulations of being fairly related to the development in scale and kind.

5.5.2 The Council will commit to support partners bids for other funding streams and opportunities that periodically are open to local authorities to support measures contained in the Sustainable Travel Town programme. Where appropriate the Council will bid directly for other funding streams.

5.5.3 The Council will work with HCC and the RTC in providing additional seating in town centre locations and on key routes subject to availability of suitable locations and funding availability.

5.5.4 The Council is happy to make available and use our corporate communications team and resources in order to help support the broader aims of the Sustainable Travel Town programme as well as individual initiatives and events.

5.5.5 This includes:

- 'Outlook' magazine (both paper and digital formats) that is sent to residents three times per year containing information about Council services and events.
- 'NH Now' (digital only) that is produced two times per year exploring all the great things North Hertfordshire has to offer.
- Council run social media channels.
- Regularly updated website.

5.5.6 Equally the Council is willing to support the use of new technology where possible to encourage the aims and objectives of the Sustainable Travel Town programme.

5.5.7 The Council's Waste and Street Cleaning Contract provides a range of front-line services related to the cleaning of footpaths, and the public realm within town centres. The standard provided is on a 'needs' basis depending on the type of cleansing regime required. The town centres are classified as Enhanced Cleaning Zones where a continuous cleaning presence is provided seven days a week which includes a schedule to clean/tidy footways and removal of litter.

5.5.8 The Council has an online reporting tool which allows residents to report any issues relating to streets or areas that require cleansing.

5.5.9 The Council only has limited resources and any additional street cleaning of the public realm within town centres would need to be funded by a third party such as the Town Council or the BID, however it is the Council's view that under the current contract this is not required. For other parts of the town, the Council has recently launched a campaign to support and work with volunteers to adopt an area to make a real community effort to reduce litter. Such initiatives will continue to be promoted.

Appendix A

HCC Sustainable travel town programme criteria

The criteria listed below have been set by the county council for the programme as a whole, and represents the standards to which all Sustainable Travel Towns should aspire. The criteria are focussed on the areas in which the district / borough council is either the lead or has the ability to support. It is recognised that some deviations from these standards may be required in specific towns because of the unique opportunities and challenges of each settlement, and this will be reflected in the statement from the district / borough council.

Parking measures

- *Working towards the removal of free parking in town centres.*

- *To ensure that there is no net gain in parking spaces both on-street and in off-street facilities.*

Planning

- *To reduce parking standards for new developments, wherever this can be achieved due to location and availability of other modes of transport.*

- *To ensure that new housing and employment developments have high quality walking and cycling routes to existing facilities such as shops and health centres.*

- *To ensure that new housing and employment developments make full provision to accommodate bus services.*

- *To enable the delivery of park and ride facilities where appropriate.*

Highway measures

- *Support the re-allocation of road space away from the private car to enable measures such as bus lanes, cycle lanes, HOV lanes and wider footways to be delivered.*

- *Support trials of road closures (part-time of full-time) and the subsequent permanent implementation where trials are successful.*

- *Support the implementation of bus priority measures such as bus lanes and priority at traffic lights.*

- *Support the delivery of new cycle routes and other cycling infrastructure, including in town centres.*

- *Support the adjustment of signal-controlled crossings to give greater time to pedestrians and cyclists.*

- *To provide or enable high quality signing and other wayfinding infrastructure, including trials of electronic wayfinding tools.*

Other measures

- *To commit to the use of Section 106 (S106) and CIL receipts to help deliver the sustainable travel town measures.*

- *To bid for other funding streams open to districts / boroughs which could be used to fund sustainable travel town measures.*

- *To provide or enable additional seating in town centre locations and on key routes to trip attractors.*

- *To use district / borough resources (e.g. websites and publications) to support the promotion of active travel campaigns.*

- *To support the use of new technology to influence travel behaviours (for the positive encouragement of sustainable transport and/or the discouragement of single-occupancy car travel).*

- *To give a high priority to the cleaning of footways and the public realm*