

Chelmsford Garden Community - Beaulieu Travel Plan Monitoring

- Annual Travel Plan Monitoring has been undertaken since the development commenced five years ago.
- The data summarised below reflects the outcome of the most recent monitoring in October 19.
- June 2020 monitoring was delayed due to COVID restrictions affecting travel.
- In October 2019, 559 dwellings were occupied.
- In 2018, the Beaulieu 57 Bus Service began to operate within the development from the new access on Essex Regiment Way. This service is an 'express' service with limited bus stops between Beaulieu and Chelmsford City Centre/Railway Station.
- In addition, the enhanced bus timetable was introduced in the peak hours to provide four bus services an hour.
- In April 19, free cycle training was offered for residents and a gift voucher offered to purchase a bike for those who complete the training. Further training to be offered will include a cycle maintenance course.
- Updated Travel Packs are issued regularly to residents providing information on the range of sustainable modes of travel available including travelling by bus, cycle, school transportation, car sharing and by train
- Residents were provided with a leaflet informing them of the extension and the timetable.



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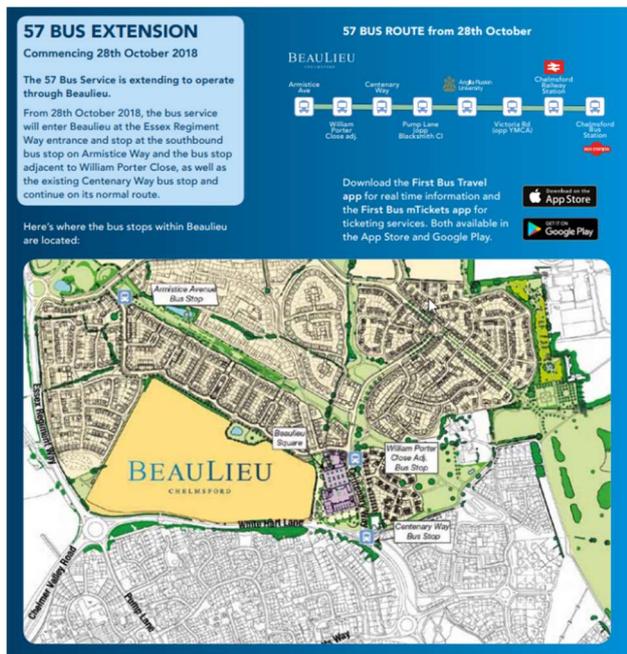
57 BUS EXTENSION
Commencing 28th October 2018
The 57 Bus Service is extending to operate through Beaulieu

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57 BUS EXTENSION
Commencing 28th October 2018

The 57 Bus Service is extending to operate through Beaulieu.

From 28th October 2018, the bus service will enter Beaulieu at the Essex Regiment Way entrance and stop at the southbound bus stop on Amistice Way and the bus stop adjacent to William Porter Close, as well as the existing Centenary Way bus stop and continue on its normal route.

Here's where the bus stops within Beaulieu are located:

Download the First Bus Travel app for real time information and the First Bus mTickets app for ticketing services. Both available in the App Store and Google Play.

57 BUS ROUTE from 28th October

Amistice Way, Centenary Way, Essex Regiment Way, William Porter Close, Victoria Way, Chelmsford Station

Amistice Way, Centenary Way, Essex Regiment Way, William Porter Close, Victoria Way, Chelmsford Station

Amistice Avenue Bus Stop, Beaulieu Square, William Porter Close Adj Bus Stop, Centenary Way Bus Stop



Real Time Info/Use of Apps

All of the bus stops within Beaulieu include Real-Time Bus Information. The First Bus App also provides real-time bus information, showing users how long until the next bus is due based on real-time location information of the bus, allowing users to plan their route from before they leave their house. The app is marketed to residents through the Travel Packs and Bus Information Leaflets.

Travel Monitoring

Travel monitoring Surveys were undertaken in June 2019 for bus, cycle, pedestrian movement, and the private car.

Car Travel

Change in traffic Growth and trip rates

2015-2021 Growth Rates	AM Peak	PM Peak
Growth Rates used in Original Assessment	1.074	1.079
Current Growth Rates (TEMPRO 7.2b)	1.04	1.053
Difference	-3.4%	-2.6%

	AM Peak (Departures)	PM Peak (Arrivals)
Year 1 Average Weekday Trip Rate (49 dwellings)	0.318	0.347
Year 2 Average Weekday Trip Rate (153 dwellings)	0.292	0.261
Year 3 Average Weekday Trip Rate (350 dwellings)	0.353	0.229
Year 4 Average Weekday Trip Rate (559 dwellings)	0.291	0.253

This data shows that car usage is progressively declining compared to assumptions made during the initial transport modelling at the time of the outline planning application. This is prior to any likely increases in homeworking in the future.

Pedestrian and Cycle

	Pedestrians			Cycles		
	In	Out	Total	In	Out	Total
Weekday Average (daily) Year 1	0.292	0.302	0.594	0.083	0.104	0.188
Weekday Average (daily) Year 2	0.232	0.232	0.464	0.092	0.144	0.236
Weekday Average (daily) Year 3	0.084	0.101	0.185	0.150	0.144	0.294
Weekday Average (daily) Year 3	0.638	0.806	1.444	0.161	0.191	0.352

These trip rates demonstrate that there has been a significant increase in pedestrian movements partly due to the provision of new local/community facilities and additional cycle/pedestrian routes.

Bus Service Monitoring

	Departures May 2018	Departures June 2019	% difference
0000-0929	87	125	+44%
0900-1529	27	39	+44%
1530-1859	11	21	+91%
1900 – 2359	4	5	+25%
Saturday	58	87	+50%
Sunday	24	33	+38%
Grand Total	211	310	+47%

Table 5.4: Average Weekday and Weekend Bus Patronage Data Comparison

- This shows that in the weekday morning peak there has been an increase in bus patronage of 44% between 2018 and 2019
- As part of the Travel Plan, residents are offered one years' free travel on the bus service for up to four members of a household. In June 19, 789 residents were provided with the free season ticket (54% of the overall households).
- In 2019, there was a total of 4,200 passenger journeys using the bus.

Overall Trip Rates

	AM Peak (Departures)	PM Peak (Arrivals)
Trip Rate Target once the Bus Service is operational	0.417	0.302
Recorded Trip Rate Year 4	0.291	0.253
% Difference to Target	-30.2%	-16.2%

Table 6.2: Year 4 Trip Rates

This shows that the recorded trip rates for the private car are 30.2% lower than originally modelled in the morning peak and 16.2% lower in the evening peak. This decline in car usage was particularly influenced by the bus service becoming operational.

In addition, bus service timetabling and marketing undertaken by Countryside Zest is showing a major usage of bus services that coincide with train times for residents seeking to arrive at London Liverpool Street Station prior to 9.00.

Future Bus Routes

The Beaulieu Bus Strategy is formed of four stages, for which we are in Stage 2. Stage 3 will be due to commence from the 1,000th occupation. This includes for a new service from Chelmsford City Centre to loop further throughout the Beaulieu development. Future stages are proposed to coincide with the opening of the new railway station at Beaulieu creating a public transport interchange.