

Royston Town Council

General Purposes and Highways Committee – 18th July 2022

Agenda item 5

Swift Nest Boxes

Background:

A member of the public has requested that the council consider taking a role in the conservation of swifts.



In 2021 swifts were added to the red list in the UK Conservation Status Report. Red status means swifts are globally threatened with declines in population numbers and range. This is mainly because of a reduced number of nest sites. Swifts are very small birds and often nest under eaves, or can squeeze through gaps in houses and churches to nest in the roof.

Modern building designs leave less possibilities for nesting sites and according to the RSPB, nesting boxes need to be placed 5m above the ground as swifts dive when leaving the nest. Ideally boxes would be fitted under the eaves but they can be sited lower down if there is still 5m clearance.

Swifts already visit Royston and are nesting in some of the older buildings so it would seem likely they would find and use any additional nests/boxes provided. They are colonial birds so the RSPB suggests fitting 2-4 boxes if possible.

Costs:

Initial research has found boxes from RSPB cost £42 each and £35 each from Dunelm. If members decide to proceed, the fitting costs will be investigated and submitted to the Finance Committee. It is likely that the fitting costs for 4 boxes wouldn't be very different to the fitting costs for 1 box.

Members to decide whether to support the installation of boxes in principle. If agreed, installation costs would be investigated and the proposal put forward to the Finance Committee.

Agenda item 7b

Terms of reference for the Climate and Biodiversity Action Working Party

- a. The working party shall consist of a minimum of four Members of Royston Town Council.
- b. The aim of the working party is to agree strategies and actions to advise the council on all matters relating to the Climate and Biodiversity emergency.
- c. The working party will report to the General Purpose & Highways Committee.
- d. A minimum of three councillors will constitute a quorum for meetings.
- e. Non-councillors can be invited to join the working party as needed and members will work in partnership with all other relevant bodies including North Herts Council and Hertfordshire County Council.
- f. At the first meeting of the working party, members of the working party shall elect a Chair for the term. The Chair will be a Royston Town Councillor. In the event that the Chair retires mid-term they shall again elect a Chair from within their numbers.
- g. Meetings will be called as necessary in order to conduct current business as determined in the Terms of Reference and as instructed by the Council. As a 'Working Party', public notice of meetings or public admission to meetings is not required. Also full minutes of meetings are not required; however notes from meetings will be submitted to the General Purpose and Highways Committee to be accepted into the workings of the Council.
- h. The Working Party may only use the resources as delegated by Full Council/Finance/General Purpose and Highways Committee, and has no mandate to make decisions on behalf of the Council.
- i. Specifically, this committee has the delegated authority to:
 - Estimate the Council's current carbon footprint, perhaps using a calculator such as <https://impact-tool.org.uk/> or <https://www.carbontrust.com/resources/sme-carbon-footprint-calculator> or by engaging a consultant to give a baseline of what changes may need to be made.
 - Make recommendations on how to reduce the Council's carbon emissions and investigate the feasibility of the Council being net zero by 2030
 - Preserve and enhance biodiversity currently present on Town Council Land
 - Communicate these goals with the wider town by means of regular updates on a dedicated "Climate and Biodiversity" page on the Town Council website as well as via other channels
 - Take every reasonable opportunity to inform townspeople of the importance of the climate and biodiversity emergency and what they can do to help mitigate the situation
 - Educate and lobby for a net zero town by 2040, in line with aims set out by North Herts Council in 2019, and to work with other councils and local businesses to achieve this.

Agenda item 8 - Priory Memorial Gardens signage

This matter was discussed at the General Purposes and Highways Committee on 14th March 2022.

Members of RTC were asked to put forward suggestions for the new signage.

Members **RESOLVED** to suggest the following:

- No fingerpost sign
- No noticeboard as this would be difficult to keep tidy
- A visitor map with “you are here” on it with sites of interest including: Library, Royston Cave, Royston Museum, town hall, public toilets, car parks, bus station, railway station and market.

North Herts Council are going to install:

- A main entrance sign
- A small sign at each of the other entrances
- A panel about the former priory
- A town map panel

They are also going to have a new leaflet designed. They don't intend to make any hardcopies of the leaflet, it will be primarily for people to print at home or view on a phone/tablet, but the town council are obviously welcome to produce physical copies when it is ready.

There is no exact timescale for the installation but they anticipate sometime in late autumn.

A subsequent email has been received opening the possibility of adding a short reference to the Community Toilet Scheme to the town map interpretation panel.

Members are to:

- a) note North Herts Council's plans to install new signs and information boards in Priory Memorial Gardens
- b) discuss and agree whether to ask for the Community Toilet Scheme to be referenced on the town map.

Agenda item 9 – Litter in Royston

A letter has been received from members of the public in Royston raising concerns about the amount of litter in Royston.

Text of the letter received is transcribed below:

8th May 2022

Dear Members of the Council,

Us two unhappy members of Royston are writing to raise our concerns about the population of litter in Royston. We collected three bags of litter and we found them only between Ivy Lane and Public footpath 17 Litlington near the new building site. It is infuriating that we found so much in only half a mile's worth of walking. We would like you as members of the council to do something about the thousands of litter not just in Royston but our entire community. We found a big sharp broken pole that could have severely injured a small child let alone a cat or a bird.

Members are to formulate a response, if agreed, to a letter from members of the public asking Royston Town Council to address the problem of litter in areas outside of the town centre such as Ivy Lane.

Agenda item 10 – Street cleanliness/Pigeons

Royston Town Council has been sent a report from the Waste Officer at North Herts Council regarding a Pigeon Project:

The issue of pigeon mess throughout the high street has been raised on many occasions and myself and Jason have been having regular meets to try and tackle the pigeon mess, as mentioned to the Royston First group we have the issues of shop owner/property owners not having any deterrents on their building and this is creating hotspots of where the pigeons are nesting and messing. Jason has been trying to tackle this with our streets operative who is scraping, sweeping and washing the poo away during his zone 1 cleanse throughout the day. The issue we do face is using a jet wash for the cleaning of this is that this can only be done when there aren't residents walking around due to the spray from the jet wash and the spray of the jet wash onto shop windows and fronts of which as you would imagine not many shop owners would appreciate.

To tackle the deterrent issue, I started the Pigeon project today, which meant I walked through the high street of Royston and listed all properties/business of whom do not have any deterrents or have them but aren't sufficiently stopping the issue. During this first exercise I noted 55 properties in the high street who do not have any deterrent and 5 of who need to add or maintain their current ones in place. I will use this information to go to the land registry and find out who owns the properties of which don't have pigeon deterrents and contact them to encourage the use of these and to contact those that do but need updating or maintaining better. I will also do a High street leaflet drop of why it's important that the businesses are working with us to tackle this issue and to remind the shop owners/keepers that the front of their shops are theirs to maintain to help keep Royston High street clean. If we can get the property owner on board and business this should make a significant difference to the pigeon mess issues and the whole cleanliness of the High street, during the last walk about with the Royston First group it was said that they are going to be proactively speaking with the business to remind them of their duties in regards to clearing their shop fronts and to help push on having deterrents on their business.

The idea of the pigeon project is to most importantly help tackle the pigeon mess in the high street but to ultimately get our businesses and landlords to help us keep our town centre clean and understand how their participation in dealing with these issues will not only improve the overall standard of the town centre but will give our residents a more pleasurable experiencing shopping in the high street which will hopefully generate more of an income to their business and for landlords to promote their properties with it being a more attractive place to live. If we find that this project works well in Royston then we will look to apply this to our other town centres in the districts.

Members are to note the action being taken by North Herts Council and agree any further action to be taken.



Royston Town Centre Recovery & Development Plan

July 2022 update

This report has been prepared by the People & Places Partnership for North Herts Council with support from the European Regional Development Fund through the Department for Levelling Up, Housing and Communities in association with Royston Town Council and Royston First BID.



Update

Background

This work uses a tried and tested methodology developed by the People & Places Partnership as a basis for preparing a COVID-19 Recovery Strategy for Royston town centre on behalf of North Hertfordshire Council and in association with Royston Town Council and Royston First BID.

North Hertfordshire Councils' requirements

This research follows the methodology designed by the People & Places Partnership for preparing Town Centre Recovery and Development Plans for the North Herts towns of Hitchin, Baldock, Royston and Letchworth Garden City. The same methodology is used for each of the four towns to identify their unique character and issues faced, whilst enabling comparisons to be made and complementary plans prepared.

North Herts Council aim is to work with key stakeholders in each town to map out: a high level strategic and effective COVID recovery plan for its town centres in the short-term; a medium- and longer-term development strategy framework to assist the town centres develop successfully over the next decade.

As part of the council's emerging Local Plan, Policy SP4 Town Centres, Local Centres and Community Shops make references to reviewing each of its town centre strategies. This commission will help inform the scope of work associated with review of the town centre strategies.

People & Places' approach

The People & Places Partnership offers a proven track-record in delivering an evidenced-based, collaborative working method for enabling the revitalisation of town and city centres. This includes preparing and applying the national [revitalising town centres toolkit](#), prepared for the Local Government Association (LGA). The toolkit provides local leaders with guidance on how to approach the revitalisation of town and city centres. In-line with the requirements of North Herts Council, this methodology focuses on helping local authorities and their partners to develop a 'Forward Framework' that focus on both the 'what' and the 'how' of town centre revitalisation.

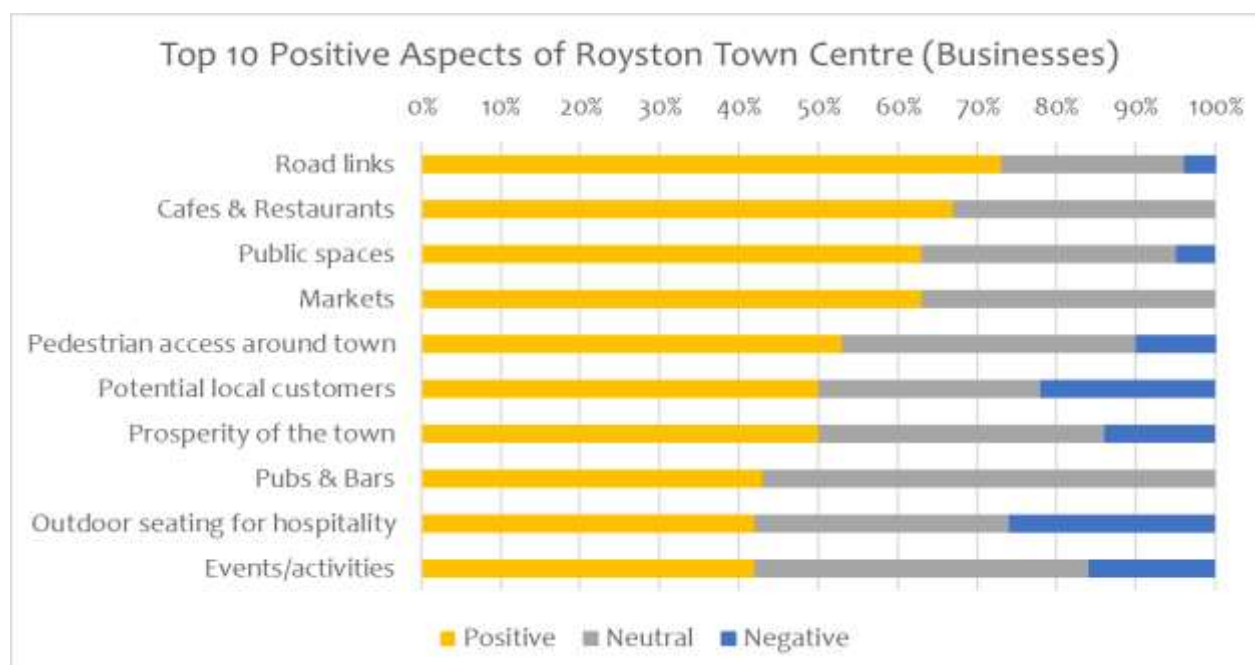
This update report provides highlights from the results of the town centre stakeholder survey of businesses and customers. The next step would be to discuss the findings in more detail with representatives of North Herts Council, Royston Town Council and Royston First BID and to begin to develop a 'Forward Framework' summarising proposed responses.

Currently North Herts Council is also required to submit an 'investment plan' to secure funding through the Shared Prosperity Fund. This research and draft Forward Framework for Royston town centre, could be used to begin to determine local priorities for investment through the Shared Prosperity Fund. North Herts Council need to submit the proposed investment plan to the Government by the end of July, though there will be scope to add detail later.

Evidence: The Survey Findings

The People

Response to business survey



Businesses' perceptions

Royston town centre businesses were asked about their perceptions of the town centre. From responses to the survey, businesses appear most positive about the road links to the town centre (73%), its cafes and restaurants (67%), public spaces, markets, pedestrian access around town (60%), potential for local customers and cleanliness (59%). They are also moderately positive the town centre's pubs and bars, the outdoor seating for hospitality and its track record of organised events and activities.

Businesses surveyed are most negative about the town centre's appeal compared to out-of-town shopping and its on-street parking (59%). They are moderately negative about Royston's offer compared to nearby towns, its potential for tourist customers (42%), off-street parking and rental values/rates.

Business performance

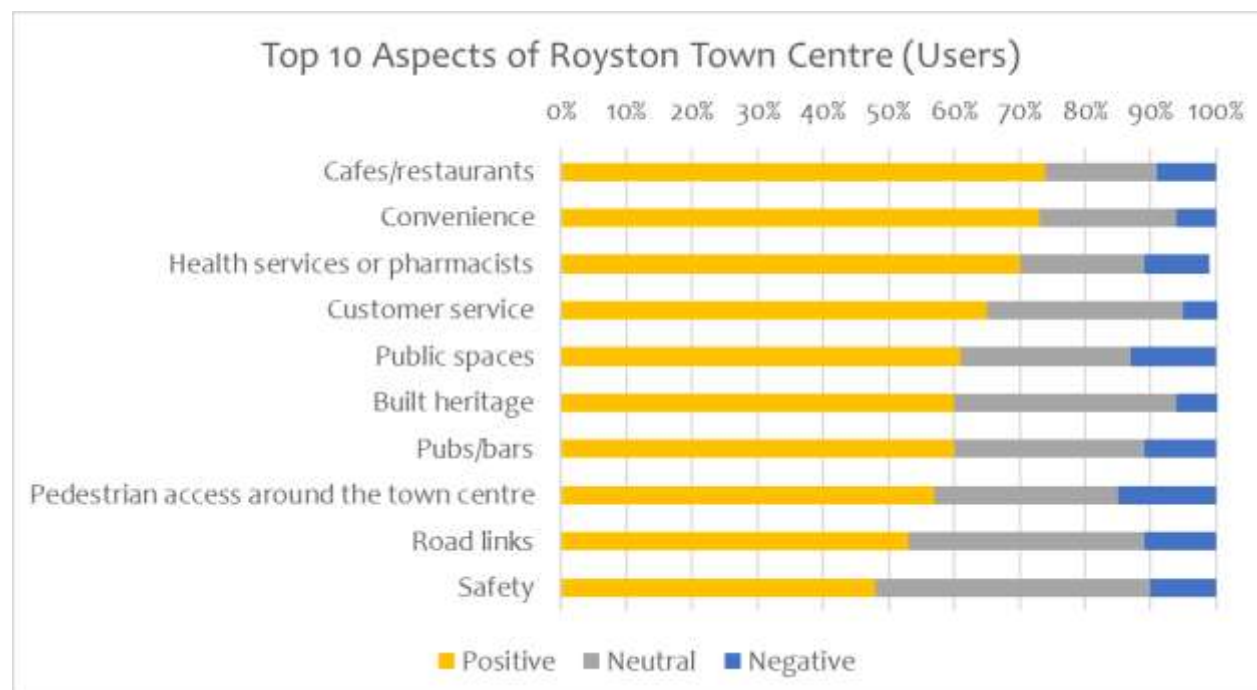
Most businesses (62%) stated that their profits were negatively impacted during the pandemic, though a significant minority (24%) reported that their profits were positively affected. Looking towards the next 12 months, just under a quarter of businesses (24%) have positive predictions about their future profitability, whereas nearly half (48%) are pessimistic.

Businesses' priorities

When businesses in Royston were asked to propose two suggestions to improve the town centre, the top priority for businesses was parking and travel (47%), with within this parking restrictions (22%) and free parking (19%) featuring prominently. This was followed by priorities for

improving the retail, hospitality and business mix (22%) and matters to do with the town's appearance and signage (13%).

Response to customer survey



Purpose of visit

It is evident from the responses that most customers surveyed (46%) primarily visit Royston town centre for convenience shopping, such as groceries. This is followed by visits for leisure (27%), accessing services (14%), work (5%) and small proportion for comparison shopping for fashion, gifts etc (2%).

Customers' perceptions

Customers are very positive about Royston's hospitality offer, rating cafes/restaurants (74%) and pubs/bars (60%) highly. Customers also rate highly positively the town centre's shopping environment in relation to convenience (81%), public spaces (74%), built heritage (60%), the ease of pedestrian access around the town centre (57%), road links (53%) and safety (48%). Customers value the availability of health services and pharmacists (70%) in the town centre and the quality of services provided by businesses (65%).

In terms of negative perceptions of Royston town centre, concerns about the business mix are most prominent including the town centre's comparison retail offer (56%), the shortage of national chains (55%), the overall business mix (55%) and the convenience shopping offer (47%). The highest negative score was for the town centre's on-street parking provision (60%).

When asked how their experience of Royston town centre had changed in recent years, half of respondents said it had worsened (50%), while only 12% said it had improved and over a third (36%), said it had stayed the same or had a mix of good and bad changes.

When customers asked if they would recommend a visit to Royston town centre, just under half (47%) of respondents said 'yes'. This compares with sentiments expressed nationally, where typically 72% of users would recommend a visit to their local town centre.



The word cloud above represents the most popular words used by customers to sum up Royston town centre. The most prominent positive word used to describe Royston town centre is 'friendly', with some mention of 'quaint' and 'pleasant' too. Words like 'tired', 'limited', 'empty', 'dull' and 'sad' are among the most prominent negative sentiments expressed that need to be countered.

Customers' priorities

When Royston customers were asked what two things would improve the town centre, the dominant issue was a priority to improve its business mix (54%), with within this, concerns about the retail mix (38%) more prominent than concerns about banking services (6%), hospitality (4%) and the market (3%). The second highest broad category of priorities related to parking and travel (20%), with traffic and vehicles access (9%), pedestrian and cyclists (5%), and parking issues (4%) most prominent within this. The third most prominent theme covered appearance and amenity (12%) and included priorities expressed for improving public amenities (7%), appearance (4%) and cleanliness (2%).

Agenda Item 12 – Rights of Way application to divert Royston Footpath 17

New rights of way application - Royston Footpath 17 (NH/308/DIV Rail)

An application has been received from Network Rail, on grounds of public safety, to divert part of Royston Footpath 17 away from the pedestrian level crossing on the Hitchin to Cambridge railway line.

The proposed diversion runs:

- along the north and south sides of the railway;
- crossing under the railway at the underbridge; and
- includes a pedestrian link to join Rosecomb/Tamworth Way.

Attached are two plans of the land affected by the proposed footpath diversion. The blue line A-B on Plan A represents the footpath proposed to be extinguished and the red line, on both plans, represents the proposed alternative footpath. The officer has asked for comments about this application.

Details about this application can be found on the website at:

www.hertfordshire.gov.uk/rowapps

Members to formulate a response to the application.

1. Purpose of report

- 1.1 To inform the Committee on progress with developing the Royston Sustainable Travel Town programme and to invite the Committee to approve the proposed Governance Structure (Appendix 1) and Protocol (Appendix 2) documents.

2. Summary

- 2.1 The Sustainable Travel Town (STT) programme is an initiative for delivering Hertfordshire's Local Transport Plan's objectives.
- 2.2 Royston Town Council's bid to join the Sustainable Travel Town programme was accepted into the county council's provisional programme in December 2020.
- 2.3 The Royston STT Outline Plan was supported by Hertfordshire County Council (HCC) Highways and Transport Cabinet Panel 4th November 2022 enabling the proposal to enter the next stage of the programme, the development of an Implementation Plan.
- 2.4 A governance structure and working protocol are required for the development of the Implementation Plan.

3. Recommendations

- 3.1 It is recommended that the proposed governance structure and protocol documents are approved.

4. Background

- 4.1 The Sustainable Travel Town programme was introduced in the Local Transport Plan (adopted May 2018) as a key initiative to deliver the county council's sustainable transport policies.
- 4.2 The aim of the programme, as stated in the Local Transport Plan, is to achieve "a significant modal shift to non-car modes and reduction in single occupancy car use".
- 4.3 A Sustainable Travel Town will require a balanced package of revenue and capital schemes delivered over a period of four to five years. There will be a greater emphasis on behaviour change schemes which encourage people to switch their mode of transport and / or reduce the number of journeys they make.

5. Development of the Royston Sustainable Travel Town

- 5.1 To become a Sustainable Travel Town, an outline plan (formerly an action plan) must be developed and subsequently supported by HCC Highways and Transport Cabinet Panel.
- 5.2 The purpose of the outline plan is to show that a viable set of measures (drawn from existing or emerging transport plans) could be developed to significantly increase sustainable transport in the town and to demonstrate that the key stakeholders are fully committed to delivering the programme. They can also be used where there is an opportunity to bid to external funding sources.
- 5.3 The outline plan is not designed to show the full range of measures that will be required. In particular, measures that require extensive local engagement (e.g. many of the behaviour change initiatives) have not been included. It should also be noted that inclusion in the table does not give a commitment to a scheme being delivered, as further assessment of deliverability and priority within local authority programmes will be required.
- 5.4 The district council statement within the outline plan shows their commitment to delivering the programme within the powers and resources that are available to them.
- 5.5 Once a town has been entered into the full programme, the outline plan needs to be developed into an implementation plan through local engagement exercises, a wider officer working group and a Member working group.
- 5.6 The Implementation Plan will develop additional measures that are required to achieve a significant shift to sustainable transport.
- 5.7 In order to progress with the development of implementation plan a governance structure is needed along with a working protocol. The protocol also includes a draft framework for the implementation plan (Protocol: Appendix B), a summary programme (Protocol: Appendix C) and a draft outline communications strategy (Protocol: Appendix D).
- 5.8 The Implementation Plan will be subject to the governance structure identified within Figure 1 of the draft Governance document before it is submitted for approval to HCC Highways and Transport Cabinet Panel.

6. Funding of the Programme

- 6.1 There is no specific funding pot for the Sustainable Travel Town Programme, and hence delivery will be dependent on identifying sources of capital and revenue funds. It is expected that the programme will be funded by a combination of some re-prioritisation of existing county council transport programmes subject to the appropriate Member processes, district council, developer contributions and bids to central Government funding pots. The use of volunteers to help deliver the behaviour change initiatives will also be fully explored.

- 6.2 Opportunities for developing bids to central Government (or other) funding pots will be considered. As the programme also helps to deliver wider issues such as air quality and economic recovery, it is expected that the Department for Transport might not be the only Government funding source.
- 6.3 A full appraisal of the funding opportunities available for each Sustainable Travel Town will be included as part of the consideration of the Implementation Plan when it is brought to this Panel.

7. Equalities

- 7.1 When considering proposals placed before Members it is important that they are fully aware of, and have themselves rigorously considered the equalities implications of the decision that they are taking.
- 7.2 Rigorous consideration will ensure that proper appreciation of any potential impact of that decision on the County Council's statutory obligations under the Public Sector Equality Duty. As a minimum this requires decision makers to read and carefully consider the content of any Equalities Impact Assessment (EqIA) produced by officers.
- 7.3 The Equality Act 2010 requires the Council when exercising its functions to have due regard to the need to (a) eliminate discrimination, harassment, victimisation and other conduct prohibited under the Act; (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it and (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it. The protected characteristics under the Equality Act 2010 are age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion and belief, sex and sexual orientation.
- 7.4 The Sustainable Travel Town programme as a whole was considered by the EqIA of the Local Transport Plan when it was adopted in May 2018. A separate EqIA process will be undertaken for the development of each Implementation Plan, and will be reported to this Panel when the Plans are brought back for consideration.

8 Financial Implications

- 8.1 The report has no financial implications at present as the further development of the programme will be undertaken using existing resources.
- 8.2 The financial implications of the delivering the outcomes of the Implementation Plan will be fully considered when the plan is taken to HCC Highways and Transport Cabinet Panel.

Appendix 1 (separate annex): Royston STT: Governance (draft)

Appendix 2 (separate annex): Royston STT: Protocol (draft)

ROYSTON SUSTAINABLE TRAVEL TOWN: GOVERNANCE (Draft)

July 2022

1. Aim

- 1.1 The Sustainable Travel Town (STT) 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.

2. Objectives

- 2.1 The objectives taken from Royston Town Council's submission to the Sustainable Travel Town programme are for:

- [1] Royston to be a town that is safe
- [2] Royston to be a town that is healthy
- [3] Royston to be a town that is vibrant
- [4] Royston to be a town that is environmentally conscious
- [5] Royston to be a town that is efficient to get around
- [6] 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 CO2 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. Governance Structure

- 3.1 The Royston Town Council (RTC) lead member for the project is the chair of General Purpose and Highways Committee.
- 3.2 The North Herts Council (NHC) lead member for the project is the Executive Councillor for Highways and Transport.
- 3.3 The Hertfordshire County Council (HCC) lead member for the project is the Executive Member for Highways and Transport.
- 3.4 The HCC Senior Responsible Officer for the project is the Executive Director Sustainable Growth.
- 3.5 In general, NHC Executive Councillors will assume delegated decision-making from Cabinet, with the option to refer any decision to Cabinet.
- 3.6 The STT Implementation Plan will follow the full flow chart for formal adoption by the HCC Highways and Transport Cabinet Panel, set out in Figure 1. If anybody rejects the document or requires non-material amendments before adopting, it will be referred back to the Joint Member Steering Group (JMSG).
- 3.7 Other key documents produced for the STT programme, for example the communications plan and/or work plans will be signed off by the JMSG and passed to the other bodies in the governance flow chart for noting only.

3.8 Royston STT Joint Member Steering Group

- 3.8.1 The Royston STT Joint Member Steering group will include:

- RTC chair or vice-chair of General Purpose and Highways Committee
- RTC nominated representative councillor
- NHC Executive Councillor for Planning & Transport
- HCC Royston East councillor
- HCC Royston West councillor
- HCC Executive Member for Highways and Transport
- NHC Royston and District Committee chair, vice-chair or substitute
- Royston BID director

- 3.8.2 This group is responsible for providing an overall steer and agreement of the Draft Implementation Plan prior to the draft plan being submitted to HCC Highways and Cabinet Panel via the approval process shown in Figure 1.

3.9 Royston STT Joint Officer Working Group

3.9.1 The Royston STT Joint Officer Working Group (JOWG) will include:

- RTC Clerk or Assistant Town Clerk
- HCC Team Leader for Strategic Transport and Rail
- HCC Senior Transport Planning Policy Officer
- NHC Strategic Infrastructure and Projects Manager
- NHC Senior Transport Policy Officer
- Royston BID Co-ordinator
- GTR Stakeholder Manager

3.9.2 The JOWG may co-opt HCC and NHC officers as needed.

3.9.3 The Royston STT JOWG is responsible for: drafting the necessary STT documents (eg draft Implementation Plan, Implementation Plan Framework, Governance and Protocol); reviewing overall progress; programme management; co-ordination of any public engagement; determining behaviour change projects; seeking funding opportunities; submitting bids for funding where appropriate.

3.10 Royston STT Stakeholder Advisory Group

3.10.1 The following stakeholders will be invited to join the Royston STT Stakeholder Advisory Group (SAG):

- GTR Community Engagement Officer
- Representatives of:
 - Royston Chamber of Commerce
 - Richmond Coaches
 - Stagecoach East
 - A2B Bus and Coach
 - Uno
 - North Herts Bus User Group
 - A10 Corridor Cycling Campaign

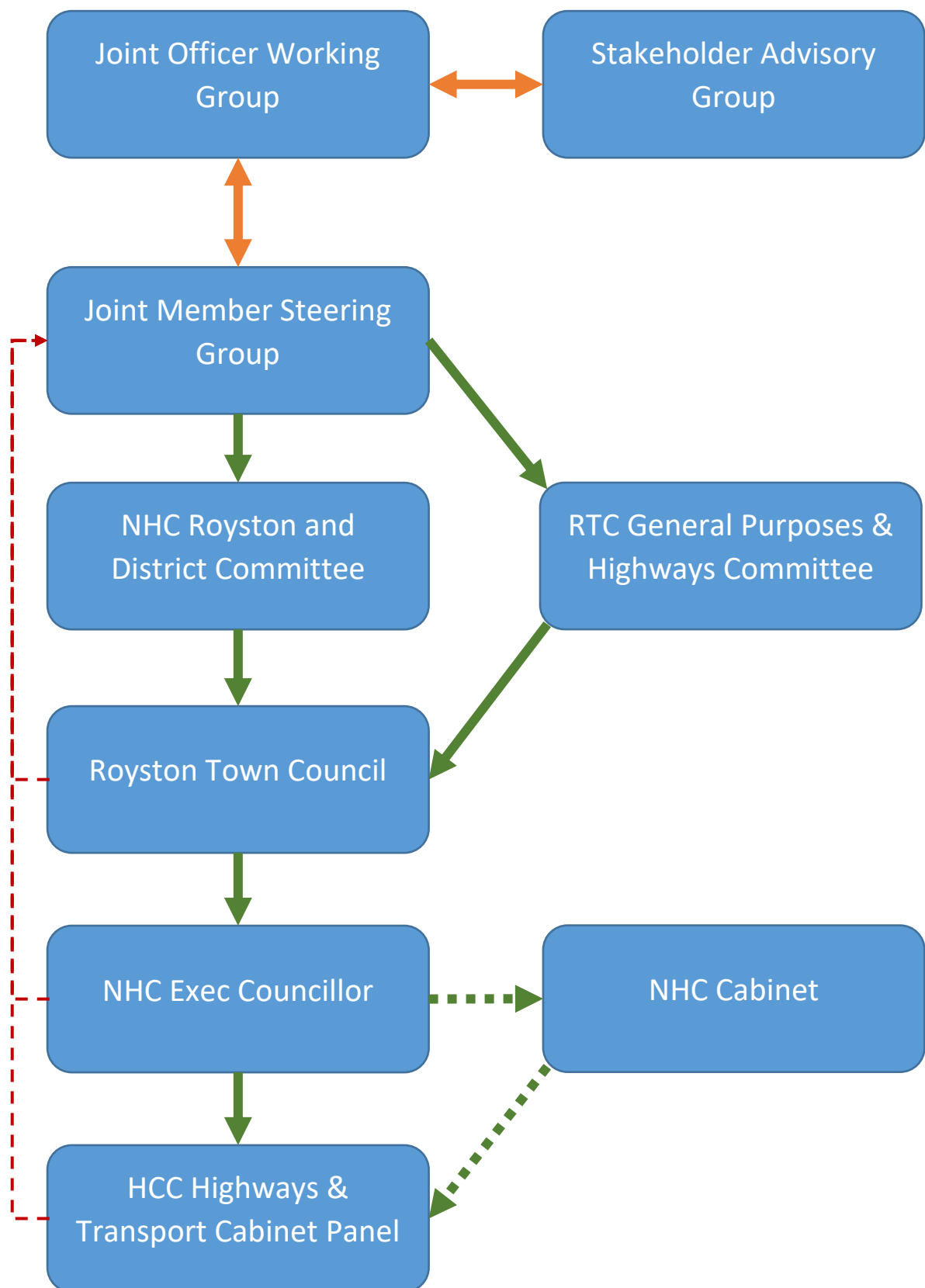
3.10.2 Meetings of the SAG will be organised, chaired and attended by members of the JOWG.

3.10.3 The JOWG may invite new organisations and individuals to the SAG that it believes will add valuable local knowledge or expertise.

3.10.4 The SAG may make recommendations to the Joint OWG for organisations and individuals to invite to join the SAG.

3.10.5 The SAG will review the proposed behaviour change schemes and new infrastructure schemes to be included within the draft Implementation Plan where these are not already part of an existing plan (eg LCWIP). It may also suggest alternative or additional schemes.

Figure 1: Royston STT Governance flow chart



ROYSTON SUSTAINABLE TRAVEL TOWN:

WORKING PROTOCOL BETWEEN ROYSTON TOWN COUNCIL NORTH HERTS COUNCIL AND HERTFORDSHIRE COUNTY COUNCIL

July 2022

1.0 Overview

- 1.1 Royston Town Council (RTC), North Herts Council (NHC) and Hertfordshire County Council (HCC) agree to work collaboratively towards the Royston Sustainable Travel Town (STT) project (Appendix A: Outline Plan) via the production of an Implementation Plan (Appendix B: Draft Implementation Plan Framework), that the necessary information flows are managed in timely and efficient manner and relevant measures such as behaviour change initiatives, infrastructure projects and plans are identified to support the project.

2.0 Joint Working Arrangements between Royston Town Council, North Herts Council and Hertfordshire County Council

- 2.1 In order to progress the project, Joint Officer Working Group (JOWG) meetings will be held and a Governance Structure drafted to be approved by the Royston Town Council General Purposes Highways Committee and NHC Executive Councillor for Planning and Transport.
- 2.2 The STT Implementation Plan will follow the full flow chart for formal adoption by the HCC Highways and Transport Cabinet Panel, set out in Figure 1 of the Governance. If anybody rejects the document or requires non-material amendments before adopting, it will be referred back to the Joint Member Steering Group (JMSG).
- 2.3 Other key documents produced for the STT programme, for example the Protocol, Communications Strategy and/or work plans will be signed off by the JMSG and passed to the other bodies in the governance flow chart for noting only.
- 2.4 In general, NHC Exec Councillors will assume delegated decision-making from Cabinet, with the option to refer any decision to Cabinet.
- 2.5 Officers of RTC, NHC and HCC will seek any necessary internal approvals in a timely manner to align with the agreed programme (Appendix C: programme summary) which may be amended / updated with agreement.

- 2.6 Wherever possible discussions regarding the project will be had at officer level with the relevant officers responsible for reporting back as necessary.
- 2.7 Where necessary, discussions will be escalated up to Director/Assistant Director level.
- 2.8 Where necessary matters and/or updates will be referred to lead members of each authority namely HCC's Executive Member for Highways & Transport, NHC's Executive Councillor for Planning & Transport and RTC chair or vice-chair of General Purpose and Highways Committee, in the first instance.
- 2.9 Should there be any dispute, officers will make every effort to reach agreement through the JOWG. Should resolution not prove possible then matters will be escalated to the JMSG.

3.0 Responsibilities of Royston Town Council, North Herts Council and Hertfordshire County Council:

- 3.1 Royston Town Council, North Herts Council and Hertfordshire County Council will:
 - 3.1.1 Work jointly to prepare the Draft Implementation Plan Framework (Appendix B).
 - 3.1.2 Work jointly to prepare the Draft Implementation Plan, pursuant to the Implementation Plan Framework, which will follow the full flow chart shown in Figure 1 of the Governance for formal adoption by the HCC Highways and Transport Cabinet Panel.
 - 3.1.3 Work Jointly to prepare a Communications Plan pursuant to the Outline Communications Strategy (Appendix D)
 - 3.1.4 Share information regarding existing and draft planning policy documents relevant to the STT project, schemes and initiatives.
 - 3.1.2 Share information regarding infrastructure schemes and/or soft measures either planned or proposed linked to sustainable travel within Royston.
 - 3.1.3 Share information regarding any existing and/or proposed public consultations relevant to the STT project and look for opportunities to co-ordinate these consultations with any taking place as part of the Royston STT project.
 - 3.1.4 Work jointly to identify "quick win" schemes as referred to within the Royston Town Council STT Outline Plan.
 - 3.1.5 Share information on funding opportunities and bid for funding where appropriate.
 - 3.1.6 Agree the mechanism for the transfer of funds if/where transfer is necessary.

- 3.1.7 Agree a mechanism to prioritise schemes, projects and/or initiatives developed pursuant to the STT project if necessary.

4.0 Responsibilities of Royston Town Council

4.1 Royston Town Council will:

- 4.1.1 Act as first point of contact with members of RTC or where RTC updates and/or approvals are required outside JMSG meetings.
- 4.1.2 Where relevant take draft proposals, draft documents and / or updates through any internal processes within the RTC and share feedback to the JOSG.

5.0 Responsibilities of North Herts Council:

5.1 North Herts Council will:

- 5.1.1 Act as first point of contact with NHC members or where NHC member updates and/or approvals are required outside JMSG meetings.
- 5.1.2 Act as primary contact with NHC based council, community, service and / or transport groups and local businesses.
- 5.1.3 Where relevant take draft proposals, draft documents and / or updates through any internal processes within NHC and share feedback to the JOSG.

6.0 Responsibilities of Hertfordshire County Council

6.1 Hertfordshire County Council will:

- 6.1.1 Act as first point of contact with HCC members or where HCC member updates and/or approvals are required outside JMSG meetings.
- 6.1.2 Act as primary contact with national or county based highway and rail services.
- 6.1.3 Produce the first draft of the Draft Implementation Plan Framework for consideration and development by the JOSG.
- 6.1.4 Where relevant take draft proposals, draft documents and / or updates through any internal processes within HCC and share feedback to the JOWG.

APPENDIX A

Royston Sustainable Travel Town



Outline Plan

Development

Draft v.1	22/4/21
Draft v.5	27/5/21
Draft v.6	14/6/21
Version 7	17/6/21
Version 8	15/7/21
Version 9 – Member consultation	16/7/21
Version 10	17/8/21
Version 11 – TC working group	14/9/21
Version 12	24/9/21

Royston Sustainable Travel Town outline Plan

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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 CO₂ 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
<ul style="list-style-type: none"> - 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:	New	[2], [4]	HCC	Revenue Staff	
<ul style="list-style-type: none"> - Tesco - Aldi - M&S 					
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) for new sustainable transport infrastructure.	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
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 emerge from the North Herts	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 in the first quarter of 2022) and further local engagement as to what else may be included in this programme

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
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)
Melbourn Greenway connectivity	GTP / Cambridge	[2], [3], [4], [5], [6], [7],	HCC / Cambridge	Capital	Subject to final agreement between HCC and Cambridgeshire local authorities

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
(Extend the Melbourn Greenway route across the A505 into Royston. Wayfinding to rail station, industrial area, and Royston town centre)	-shire local authorities	[8], [9], [10], [11]	-shire local authorities		<p>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</p> <p>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</p> <p>Development dependent</p>
A505 Rights of Way (RoW) connectivity improvement Additional seating in town centre and on key routes	New (RoW) New	[2], [4], [7], [11] [3], [6]	HCC / North Herts Council / RTC		<p>Part of public realm considerations and identification of suitable locations to be informed by the LCWIP project</p>

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
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
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

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
Industrial estate connectivity (Shuttle bus service)	New (BID)	[5], [10]	HCC / North Herts Council / Royston First BID	Revenue	services that include Royston either as a destination or en route 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 pandemic with more people working from home regarding support for such measures going forward and how the review can support alternative modes of

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
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	transport. Ongoing at present completion anticipated in March 2022
Royston Greenway proposal	New	[2], [5], [11]	North Herts Council / HCC PROW	Capital	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 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 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 2019-2031¹. 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 Plan².

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>

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 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 NPPF³. 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

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

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 Strategy⁴, 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
- 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 Strategy⁵ 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*

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

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

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;

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

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

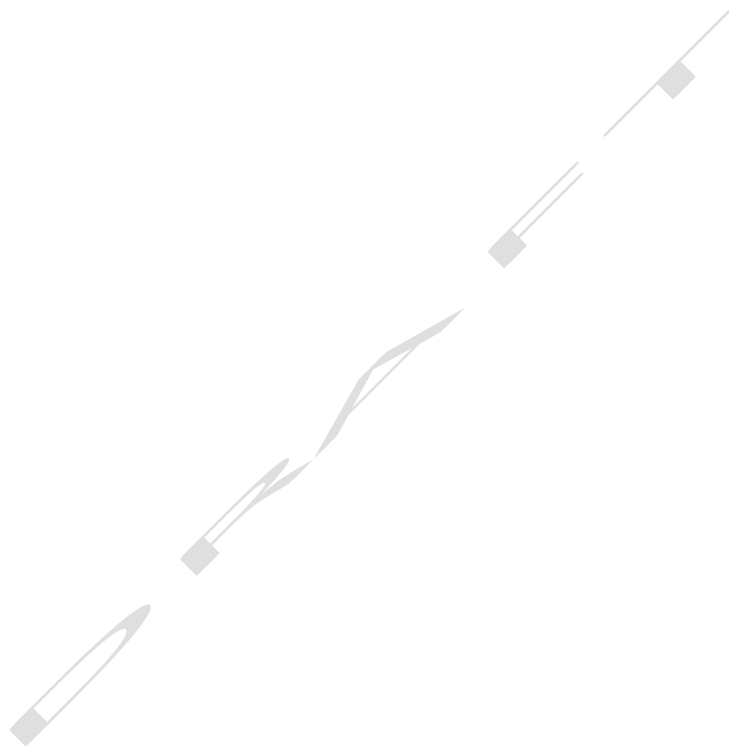
both strategies outline an expectation that local authorities will champion schemes to promote sustainable transport that require the re-allocation of road space for dedicated cycle ways and bus lanes.

- 5.4.2 Whilst there are 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.
- 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 measures

- *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 or 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*

APPENDIX B

ROYSTON SUSTAINABLE TRAVEL TOWN



IMPLEMENTATION PLAN FRAMEWORK (DRAFT)

Development

Skeleton v1

Draft v.1

Draft v.2

Draft v.3

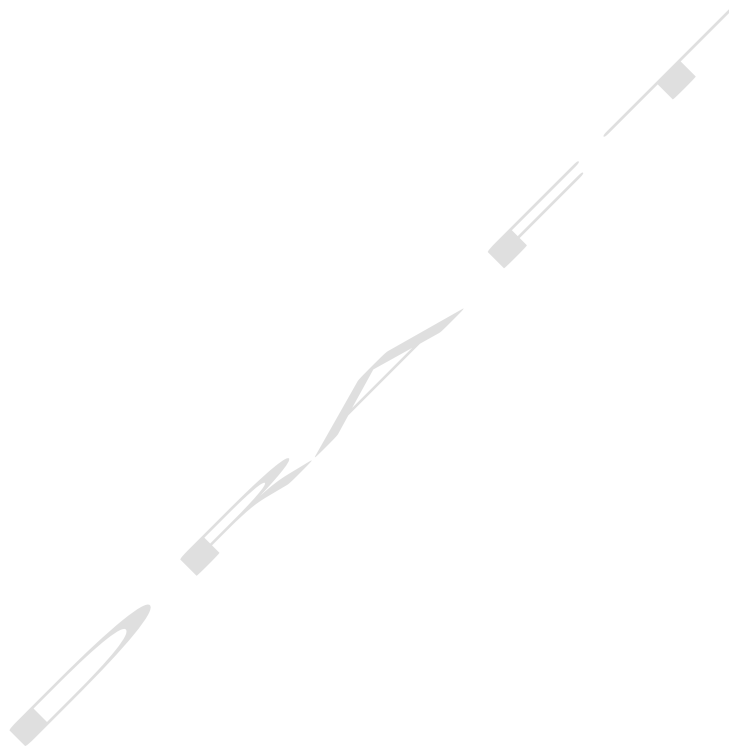
Draft v.4

Draft v.5

Draft v.6

30/12/21

21/03/22 (formatting)



IMPLEMENTATION PLAN

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1. Introduction

- 1.1 The Sustainable Travel Town Programme
- 1.2 How the town was selected
- 1.3 The Outline Plan

2. Current Position

- 2.1 Current travel modes
- 2.2 Current attitudes to travel mode
- 2.3 Key travel generators

3. Vision and Objectives

- 3.1 Vision
- 3.2 Objectives

4. Opportunities and Challenges

- 4.1 Known changes

5. Development of Plan

- 5.1 Governance structure
- 5.2 Previous plans
- 5.3 Stakeholder and public engagement

6. Schemes

- 6.1 Summary table of schemes with timescales and resource requirements
- 6.2 Summary timetable for delivery

7. Monitoring and Targets

- 7.1 Processes for monitoring
- 7.2 Performance indicators and targets
- 7.3 Process for reporting progress

8. Legacy

- 8.1 Maintaining behavioural change schemes beyond programme end

Appendices

- Scheme details
- Abbreviations and Glossary

1. INTRODUCTION

1.1 The Sustainable Travel Town Programme

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.

The key difference from previous initiatives is that the Sustainable Travel Town will fully integrate behavioural change techniques with infrastructure improvements so that new facilities are fully utilised.

It is anticipated that the establishment of behaviour change programmes and the delivery of much of the required infrastructure will be delivered within a 4 to 5 year period. However, it is essential that mechanisms are put in place to ensure the longevity of the measures.

1.2 How the town was selected

The county council invited organisations across Hertfordshire to apply to be part of the programme. This was part of the process to ensure that there is local "ownership" of the programme, which is essential to successful delivery.

Royston Town Council was one of nine organisations who applied to be part of the programme. This bid was one of three which were shortlisted, and then subsequently entered into the programme.

1.3 The Outline Plan

The first stage of the process has been to develop an Outline Plan. The purpose of this plan was to identify existing proposals, ensure that there was support for the concept from key partners, and to outline the types of behavioural change schemes that would be required.

The Outline Plan for the Royston Sustainable Travel Town was approved by the county council in November 2021, which enabled work to commence on the Implementation Plan.

2. CURRENT POSITION

2.1 Current travel modes

2.2 Current attitudes to travel mode

2.3 Key travel generators

3. VISION AND OBJECTIVES

3.1 Vision

The overall vision for the Royston Travel Town is to

3.2 Objectives

The objectives taken from Royston Town Council's submission to the Sustainable Travel Town programme are for:

- [1] Royston to be a town that is safe
- [2] Royston to be a town that is healthy
- [3] Royston to be a town that is vibrant
- [4] Royston to be a town that is environmentally conscious
- [5] Royston to be a town that is efficient to get around
- [6] 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 CO₂ 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

4. Opportunities and Challenges

4.1 Known changes

5. Development of Plan

5.1 Governance structure

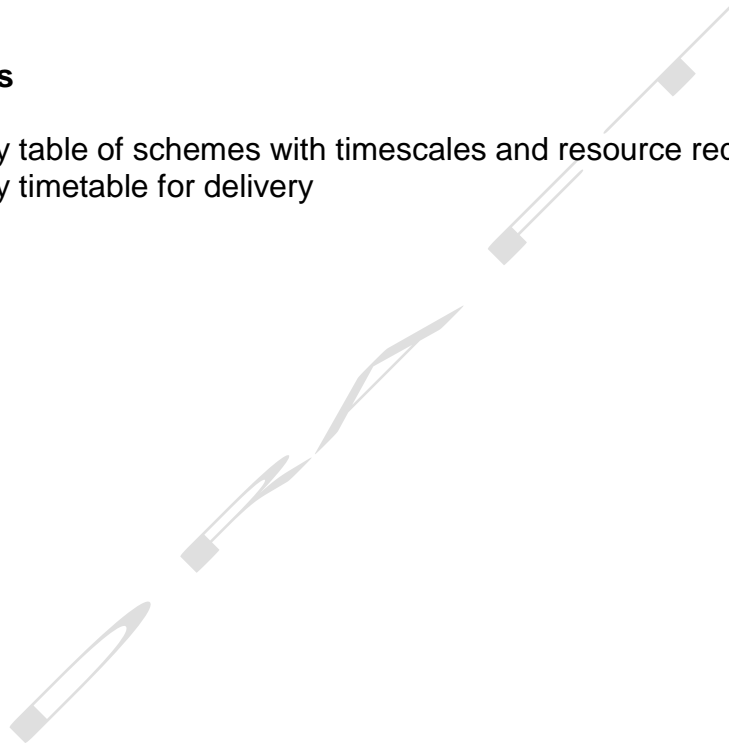
5.2 Previous plans

5.3 Stakeholder and public engagement

6. Schemes

6.1 Summary table of schemes with timescales and resource requirements

6.2 Summary timetable for delivery



Royston Sustainable Travel Town Outline Plan

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	

Royston Sustainable Travel Town Outline Plan

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
<ul style="list-style-type: none"> - 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:	New	[2], [4]	HCC	Revenue Staff	
<ul style="list-style-type: none"> - Tesco - Aldi - M&S 					
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) for new sustainable transport infrastructure.	New	[2], [4]	RTC	Revenue Staff	To be coordinated with the delivery of any new infrastructure scheme

Royston Sustainable Travel Town Outline Plan

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
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 emerge from the North Herts	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 in the first quarter of 2022) and further local engagement as to what else may be included in this programme

Royston Sustainable Travel Town Outline Plan

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
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)
Melbourn Greenway connectivity	GTP / Cambridge	[2], [3], [4], [5], [6], [7],	HCC / Cambridge	Capital	Subject to final agreement between HCC and Cambridgeshire local authorities

Royston Sustainable Travel Town Outline Plan

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
(Extend the Melbourn Greenway route across the A505 into Royston. Wayfinding to rail station, industrial area, and Royston town centre)	-shire local authorities	[8], [9], [10], [11]	-shire local authorities		<p>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</p> <p>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</p> <p>Development dependent</p>
A505 Rights of Way (RoW) connectivity improvement Additional seating in town centre and on key routes	New (RoW) New	[2], [4], [7], [11] [3], [6]	HCC / North Herts Council / RTC		<p>Part of public realm considerations and identification of suitable locations to be informed by the LCWIP project</p>

Royston Sustainable Travel Town Outline Plan

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
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
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

Royston Sustainable Travel Town Outline Plan

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
Industrial estate connectivity (Shuttle bus service)	New (BID)	[5], [10]	HCC / North Herts Council / Royston First BID	Revenue	services that include Royston either as a destination or en route 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 pandemic with more people working from home regarding support for such measures going forward and how the review can support alternative modes of

Royston Sustainable Travel Town Outline Plan

Scheme / programme	Source	Objective delivered	Lead	Resources required	Timescales / dependencies
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	transport. Ongoing at present completion anticipated in March 2022
Royston Greenway proposal	New	[2], [5], [11]	North Herts Council / HCC PROW	Capital	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 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 charging. Anticipated completion in March 2023

**Please note that funding opportunities for schemes to be confirmed*

7. Monitoring and Targets

- 7.1 Processes for monitoring
- 7.2 Performance indicators and targets
- 7.3 Process for reporting progress

8. Legacy

- 8.1 Maintaining behavioural change schemes beyond programme end

Appendices

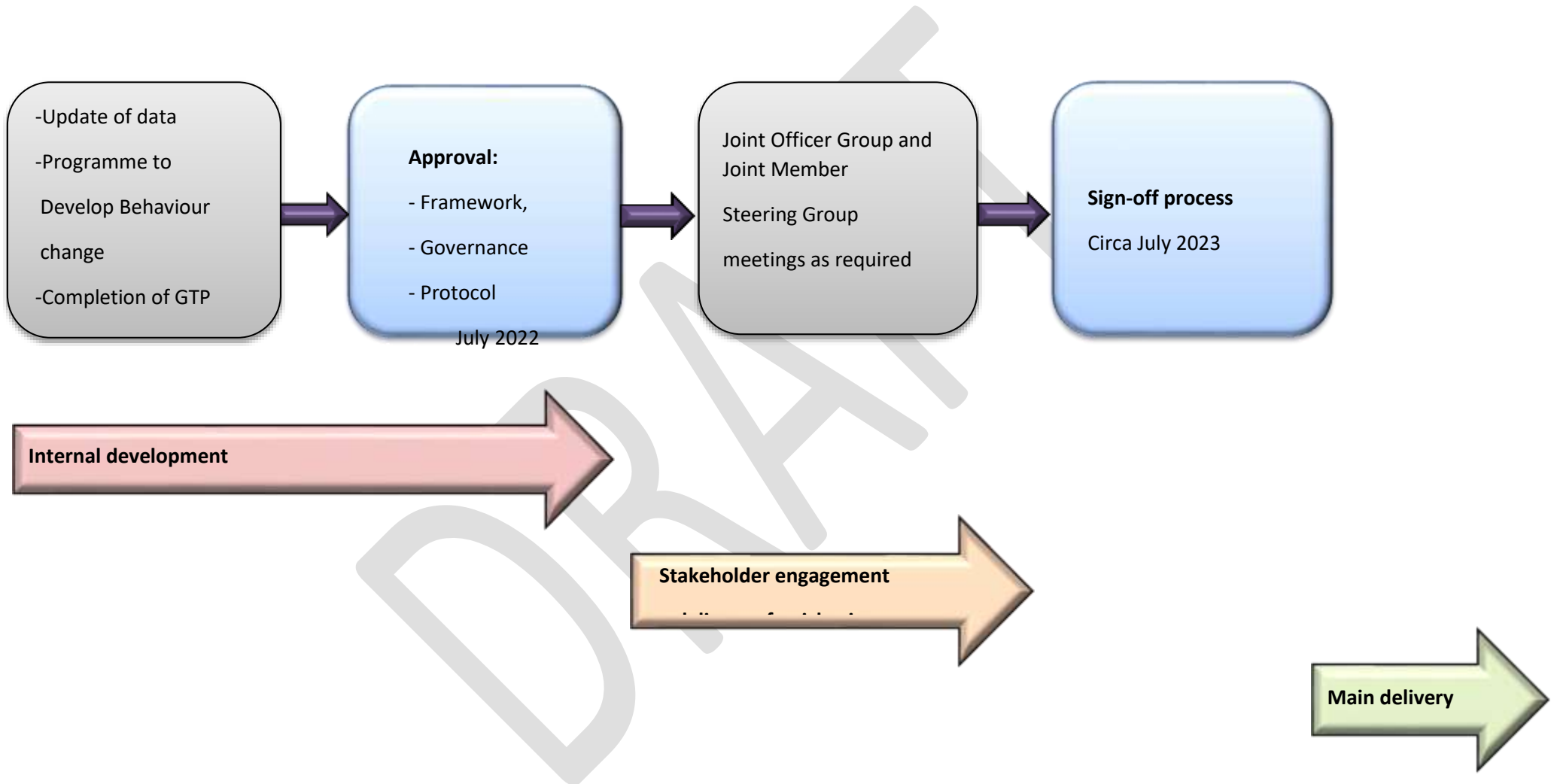
Scheme details

Appendix 1 Proforma for individual schemes

Summary Table Programme	
Scheme Name	
Lead delivery organisation	
Location	
Description_of_Scheme	
Scheme_Type_Master	
Scheme_Type	
Related Schemes	
Source (e.g GTP, MRT)	
Cost_Estimate	
Funding	
Timescale (years)	
Measures to ensure on-going delivery of behaviour change measures	
Comments	

Abbreviations and Glossary

APPENDIX C: Royston STT programme summary



APPENDIX D:

Royston STT Outline Communications Strategy

1.0 The Sustainable Travel Towns programme

- 1.1 The Sustainable Travel Towns (STT) programme aims to achieve the uptake of active and sustainable travel through an integrated package of behavioural change initiatives and infrastructure schemes. This will encourage residents and visitors to switch from using their car to making positive sustainable travel choices, where possible, by walking, cycling, and using public transport, particularly on shorter journeys.
- 1.2 The outline communications (comms) strategy is a high-level plan of the actions designed to achieve these aims and take Royston through this transition.
- 1.3 A range of media will be used to encourage the community/ies, individuals and businesses to get involved and be positive and empowered about the role they play in this programme. The communications will deliver a clear understanding of what being a STT means, explaining and championing the many benefits that active and sustainable travel brings, including improved health and wellbeing.
- 1.4 Throughout the process we will listen, withhold judgement, and reflect, clarify, and share whilst being inclusive.

2.0 Collaboration

- 2.1 Good clear communications for the Royston STT project will be achieved through collaborative work with the Royston Town Council, North Herts Council and Hertfordshire County Council.
- 2.2 All communications will be approved and agreed by key partners prior to it being released. This process will be transparent and inclusive avoiding duplication where possible.
- 2.3 As part of good practice, we will share information and experiences identifying the best ways of communicating and operating to achieve the agreed objectives. This will be done in a positive and proactive way.
- 2.4 The first stage will be the development of a more detailed communications plan for year one of the programme. This will be agreed by the communications team.

3.0 The communications team

- 3.1 The Communications Team will include officers from NHC and HCC communications teams and officers from Royston Town Council. It may be expanded if appropriate at different stages through the process.

- 3.2 All communications will follow due governance, based on the agreed roles and responsibilities, and aligned to the objectives of the STT project and the timeline.

4.0 Roles & responsibilities

- 4.1 Discussions will ensue to decide which types of communications would be most suitable and appropriate for partners to undertake. This will be agreed by all interested parties and a more detailed communications plan will be created.

5.0 Factors to be considered in the communications plan include:

- Objectives: these will be smart and measurable
- Audiences: identifying who to communicate with to achieve objectives, who to target
- Messages: consistency, targeted with different elements for different audiences with an interesting narrative, human interest stories and images
- Potential barriers
- Tools and activities: see list of media below
- Cost / budget
- Resources & timescales: level of expectations
- Evaluation and amendment: look at effectiveness of strategy at certain points to amend accordingly
 - ❖ What is working / what is not
 - ❖ What is being read / seen
 - ❖ What to have more of
 - ❖ How frequent to communicate

6.0 What does success look like?

6.1 Short-term and long-term objectives of the STT comms:

- Developing an understanding of what a sustainable travel town means within the community
- Starting the conversation: a real opportunity to listen to the opinion of residents and other stakeholders before the more formal consultation
- Giving positive messaging
- Get early adopters to make shorter journeys on foot and bike, and / or other sustainable transport.
- Identification of measures, for example, for x% (target to be decided) of residents and visitors to travel by active means (or public transport) rather than by car.

6.2 Important within the communications:

- Deliver an inclusive and accessible engagement process to complement online engagement tools
- To share positive examples and stories.
- Assess what works and what does not: evaluate throughout the process and be prepared to be flexible depending on feedback and that there will be failures (and successes to celebrate)
- Make the community feel empowered and involved in the process
- Use on the ground champions: local schools, companies, groups with a vested interest.
- Have a good narrative which makes it memorable, so that people want to share it and it can inspire action

7.0 Ways to communicate

7.1 The communication channels listed below will be factored into the communications plan. The methods used will be dependent upon the targeted group and message, the time, resources and finance available and agreed by the communications team. The communications will be evaluated throughout the process to look at what is working and what more needs to be. There will be built in flexibility, taking up opportunities where possible.

- **Digital / social media:**

- ❖ Instagram
- ❖ Twitter: HCC / local government accounts
- ❖ Facebook: town Facebook accounts
- ❖ Websites of organisations
- ❖ Placed messaging online: click through rate
- ❖ YouTube: short films explaining the value of being a STT (personalised for each town)

- **Traditional methods:**

- ❖ Questionnaires
- ❖ Newsletters
- ❖ Articles: newspapers, parish magazines, local magazines
- ❖ Leaflets
- ❖ Word of mouth
- ❖ Information at local library, children centres, chamber of commerce, schools, colleges (posters)

7.2 Areas to consider include: STT email address; Twitter; Instagram handle; Facebook page; TikTok; logo; templates for messaging

7.3 Target certain audiences who are ready to travel more sustainably but ensure that the whole community understands the importance of sustainable travel and what a STT is even if it may take longer for them to be nudged towards more active and sustainable travel when possible.