

Land North & East of Ware Masterplanning Framework Consultation

Welcome

Background

Land North & East of Ware has been allocated in the adopted District Plan for a residential-led, mixed-use development of 1,000 homes, with a further 500 homes subject to suitable highways mitigation measures. Ptarmigan Land and JTP are keen to work closely with the local community to help shape the new proposals and contribute to an emerging Masterplanning Framework Document (MFD).

To this end, we facilitated a Community Planning Event in May to create a Vision for the land, which was attended by over 700 local people. In this exhibition on the 16th and 18th of July you are invited to see how we've listened to what you had to say and to view and comment on the emerging proposals for the Site to help plan Ware's new community.

Following the exhibition, and after all comments have been fully considered, a final version of the MFD will be produced and submitted to the District Council for approval. Once approved, all development at the Site will need to comply with the contents of the MFD.



Engagement

We have been working closely with the local community since January 2019 to develop a concept plan to help shape the new development. So far we have:

- Sent over 9,000 flyers to households in Ware and surrounding villages for the Community Planning Workshops
- Press advertisement for the Community Planning Workshops was featured in the Hertfordshire Mercury
- Promoted via local social media
- Held two Community Planning Workshops on Friday 17th and Saturday 18th of May
- Met with local community groups
- Held workshops with local schools
- Sent over 9000 addressed postcards to households and surrounding villages for the Masterplanning Framework Consultation
- Press advertisement for this exhibition was featured in the Hertfordshire Mercury

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Community Planning Workshops Outputs

Over 700 people took part in the Community Planning Workshops, which provided an opportunity for local people to share local knowledge and help shape the future plans for the area, through workshops, walkabouts and hands-on planning (HoP) groups.

Each day began with a discussion workshop. Local people were invited to share what they particularly liked and didn't like about the area; their dreams for the neighbourhood and what they thought would make this an even better place to live.

This was followed by themed hands-on planning workshops where local people worked with the architects to sketch out how their ideas could be incorporated into the proposals for the Land North and East of Ware. A representative of each group then fed back to the whole room on what they had discussed and the possible solutions they had come up with.

The following boards show some of the community's ideas. All quotes are from participants in the process.



Community Planning Event



Team Site Visit



Post-it Workshop



Chauncy School Workshop



Exhibition 17th May 2019



Community Planning Event

“ We discussed the strategy: what’s necessary, how do we do it, how do we link everything up? ”

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Community Planning Workshops Outputs

Friday 17th May 2019

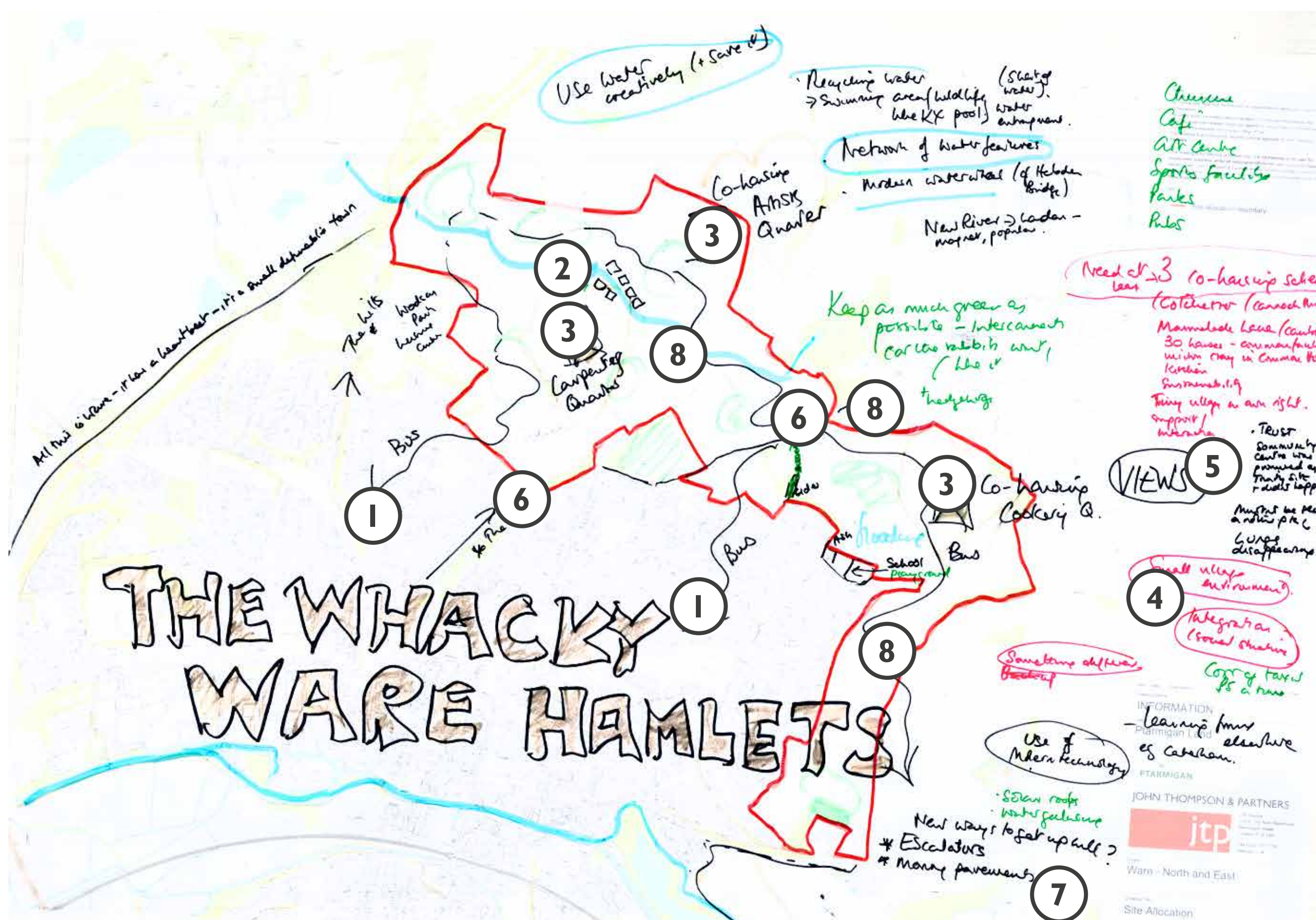


Bigger Picture Group



The Whacky Ware Hamlets Group

“ There has to be change...we know there has to be more houses...but you must keep the Cowfields community space. ”



Hands on Planning drawing from Community Planning Workshop

Key

- 1 Bus links into town
- 2 Use water creatively to mitigate flooding
- 3 Need at least three separate co-housing schemes throughout the development
- 4 A small village environment
- 5 Community trust to run the community facilities
- 6 Link footpaths to community assets around town
- 7 Make transport fun and move away from car use
- 8 A series of hamlets/villages interspersed with green space



Beacon Road Beefers Group



Getting Around Group



Fanham (Un) Common Group



PTARMIGAN LAND

Land North & East of Ware Report Back Exhibitions are being organised by JTP on behalf of Ptarmigan Land.
For more information please visit jtp.co.uk/projects/ware or contact the Community Planning team at community@jtp.co.uk or on Freephone **0800 0126 730**.



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Community Planning Workshops Outputs

Saturday 18th May 2019

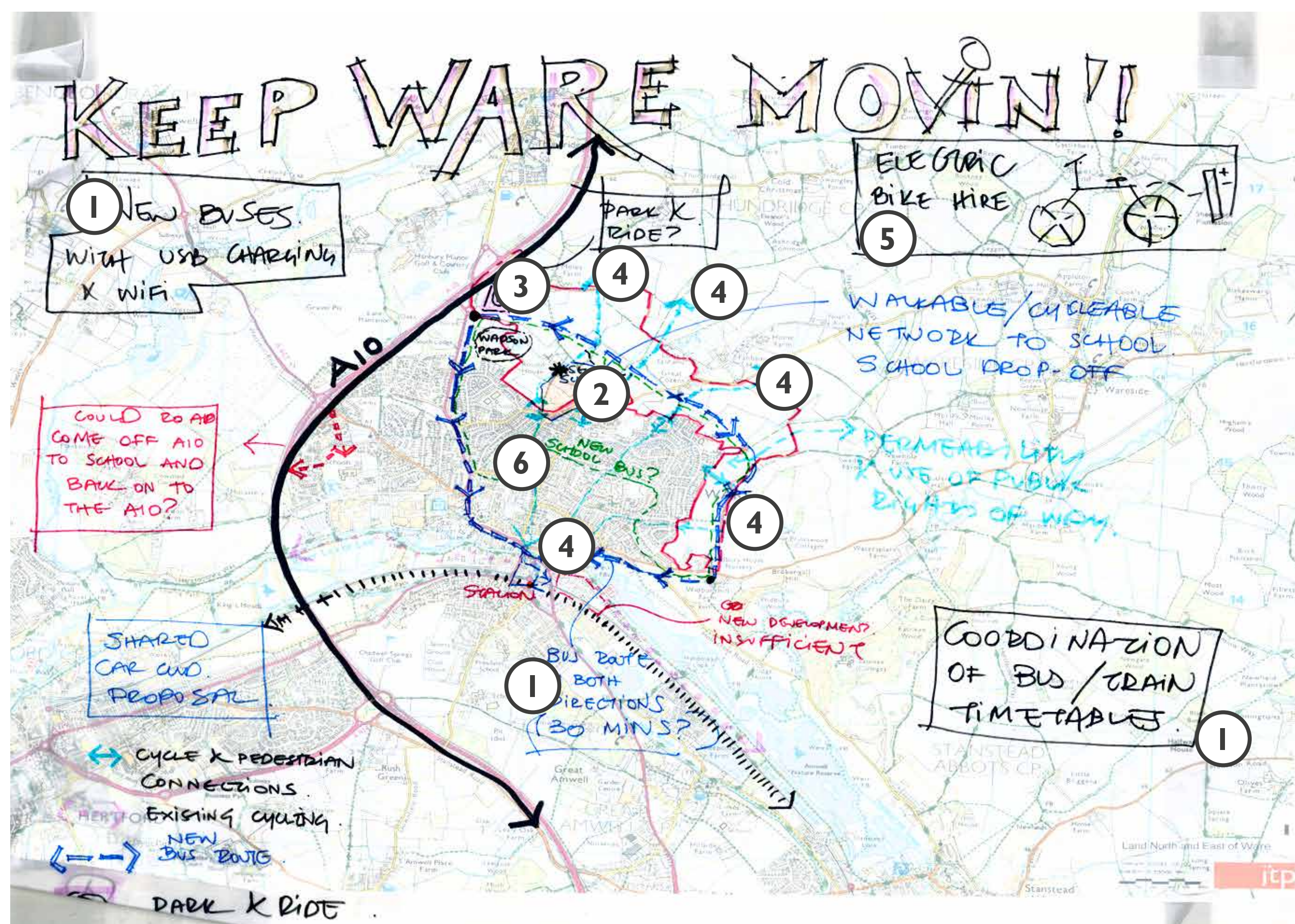
“ We could build a series of smaller places connected by woodland – a series of community hubs. ”



Stewardship and Community Group



The Leisure Gardens Group



Hands on Planning drawing from Community Planning Workshop

- Key**
- ① New buses with usb charging, coordinated with train timetable
 - ② Walkable/cyclable network – especially to schools
 - ③ Park and ride situated off the A10
 - ④ Permeable neighbourhood – use Public Rights of Way to walk and cycle
 - ⑤ Electric bike hire
 - ⑥ New school bus



Some Ware Special Group



Wanders Hamlets Group



BeWare the Fenton Factor Group

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Key Themes From The Community Planning Process

After the Community Planning Workshops, the design team analysed and summarised the ideas people had, in order to start shaping the proposals. The following key themes are a summary of the various discussions and design workshops that have taken place to date.

“The new edge of the Site must be part of the surrounding landscape and not the end of someone’s garden.”



Shaping the best possible proposals

Land North & East of Ware has been allocated in the adopted District Plan for a residential-led, mixed-use development based on Garden City principles, with 1,000 homes initially, and a further 500 homes subject to suitable highway mitigation measures being agreed. Although many local people resisted the principle of development, it is now generally accepted that it will happen and that community participation is important to shape the best possible proposals and to maximise the benefits for Ware. Around 700 people attended the community planning event to ask questions, raise issues and co-design ideas for the future of the Site.

“If it’s done well it could be quite beneficial to the town.”

Respecting local heritage

Ware began as an ancient settlement on the River Lea and has built up a rich physical and cultural heritage over the centuries, with a strong and active community. Those who live and work in Ware are passionate about the town and keen that new development should respect the town’s local distinctiveness, its historic heart and their quality of life.

“Ware has a unique history which must be respected.”

The Cowfields

The Cowfields is used as a natural, community space including for the annual Rotary Club fireworks display, dog walking, blackberry picking, hedgerow exploration, and as a place for children to sledge in winter (when there is snow). It was emphasised by all age groups that Cowfields is an important and well-used space that should be retained.

“Cowfields is so important for recreation, wellbeing and environment.”

Neighbourhoods set in landscape

People accepted that there is housing need, especially to enable young families to get on the housing ladder, but feared the construction of a single, amorphous ‘estate’, which could impose a change of character on the area. Rather than an isolated ‘estate’, ideas emerged for a carefully designed framework of places and spaces to respond sensitively to the context of the rural edge location, including to adjacent properties, and integrate with the neighbouring communities and Ware as a whole. The new development should comprise distinct neighbourhoods or ‘hamlets’ set in the landscape, with mixed-use community hubs connected by sustainable green links.

“Shared use and overlap is important, we need integration between and within.”

Traffic, parking and getting around

Traffic is both an existing and future concern as Ware’s road network is often congested at peak times and made worse by on-street parking and unloading of deliveries. There is a perceived lack of town centre car parking and residents of nearby villages are concerned about potential future rat-running. However, the new development will be planned to encourage sustainable and active transport and brings with it the potential for significantly improved bus, pedestrian and cycling provision, including to the town centre, the train station and Wodson Park Leisure Centre. The car will need to be accommodated and the routing and timing of the new link road will be important.

“With the best will in the world, people will want to use their cars. Teenagers get cars as soon as they turn 18...”



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Key Themes From The Community Planning Process

Open space and rights of way

Participants were worried that existing paths and rights of way may be blocked by the new development. Planning a network of green and blue open spaces and corridors will help maintain a 'rural' character for the new development and foster active lifestyles. A network of footpaths and cycleways should be designed to encourage sustainable movement and link the new neighbourhoods to rural tracks, local facilities and the rest of Ware.

“We must have ways in which people can access the countryside outside the new development, using footpaths and bridleways.”

Drainage

Participants reported problems with water run-off and ground water drainage in certain locations. Many ideas emerged of how to plan water infrastructure and management to create attractive and bio-diverse habitats and through the masterplanning process possible on-site drainage solutions will be assessed.

“Tap into the poor drainage. Water can be a benefit – why not create a pond or a lake?”



Young People Report Back

The provision of local, inter-generational community facilities (shops, healthcare, community, employment, village greens, etc) will help build community and minimise vehicle use. However, shops and businesses within the neighbourhoods should complement, not compete, with Ware's town centre uses. Other suggested provision included space for worship, community orchards, gardening and food production, outdoor gym, crafts centre and 'sheds for men'. It was felt that employment use could be distributed throughout the new neighbourhoods, rather than one single location, and that community infrastructure should be phased in tandem with housing.

“Give the development a community focus...have lots of village greens, lots of opportunities for people to congregate together.”

Housing

Housing should be well designed, in keeping with the local context and with sustainability built-in. A mix of style, size and tenure is important to build a balanced community. The provision of affordable housing is key, and the suggestion was made that the development offers the opportunity to think creatively about variety of residential provision, perhaps incorporating self-build, bungalows, co-communal housing, supported living for appropriate young people and even a dementia village.

“Why not introduce co-housing - which could be a pioneering part of the scheme?”



Saturday Exhibition

Trust & delivery

Some participants were sceptical about the community participation process and whether proposals that emerge will actually be delivered. Trust in the process is important and will need to be built over time, so that the community can see that engagement can genuinely help shape viable, contextual proposals that will be delivered. Exploring how this planning process can lock in quality and delivery is key.

“Make sure that you actually listen to what we say, and act on it.”

Continued community engagement

Many participants appreciated the opportunity to be involved at the early stage in helping shape the Vision for Land North and East of Ware and are keen to stay involved and informed. The masterplanning process includes regular liaison with the broadly based Masterplanning Steering Group and the wider community. The Masterplanning Framework Document will be submitted to East Herts Council for approval in autumn 2019.

“We need to know the time line and be kept informed by a regular progress report. We must know what is happening.”






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Layering the Vision

Emerging Principles - Understanding the existing assets



KEY

-  Existing Green features
-  Heritage Assets
-  Cowfields

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Layering the Vision

Emerging Principles - Green and Blue Infrastructure



4 North - South connections



5 East - West connections

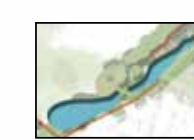


6 Blue Infrastructure

KEY



Green Connections to town and Green Belt

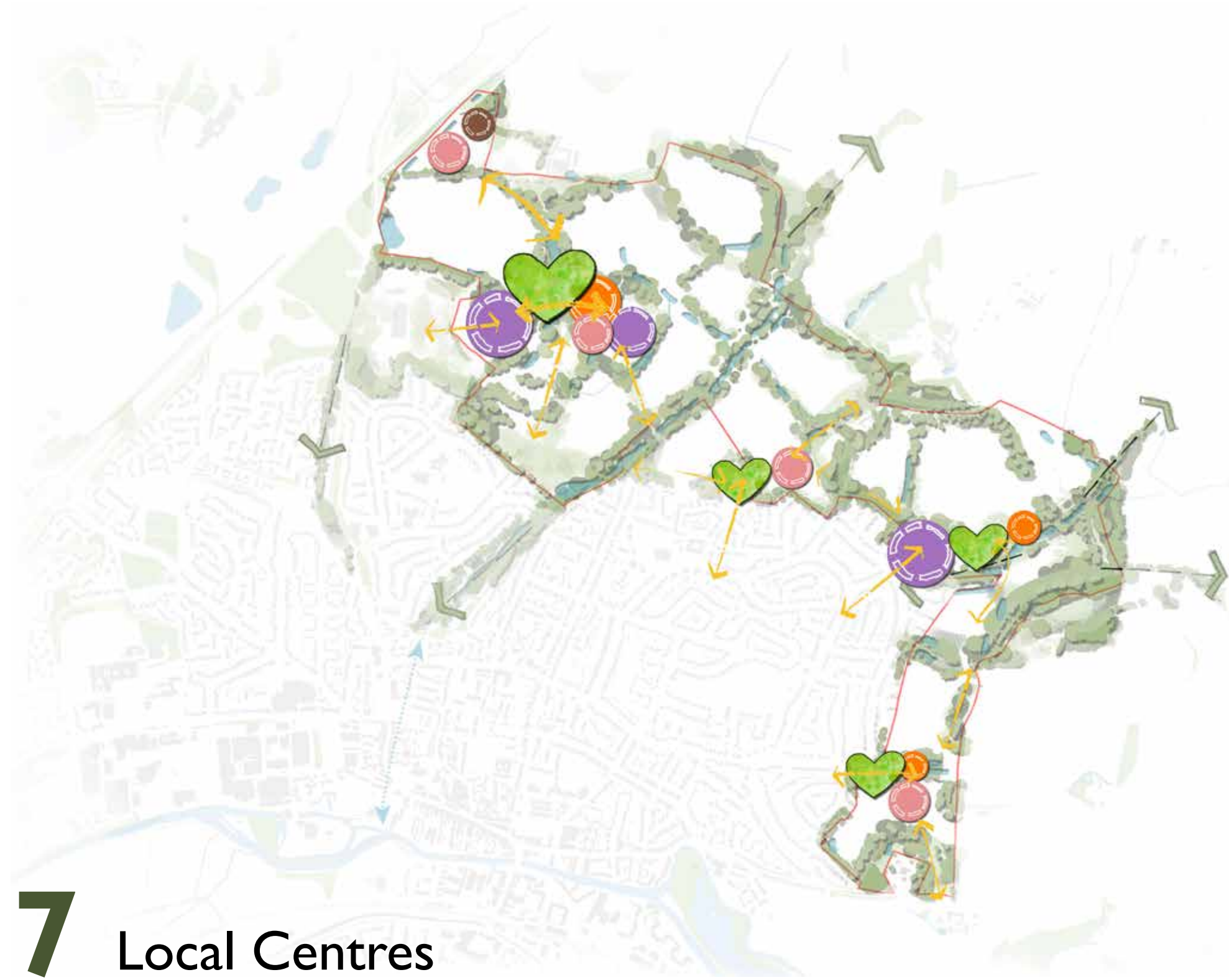


Water Attenuation features

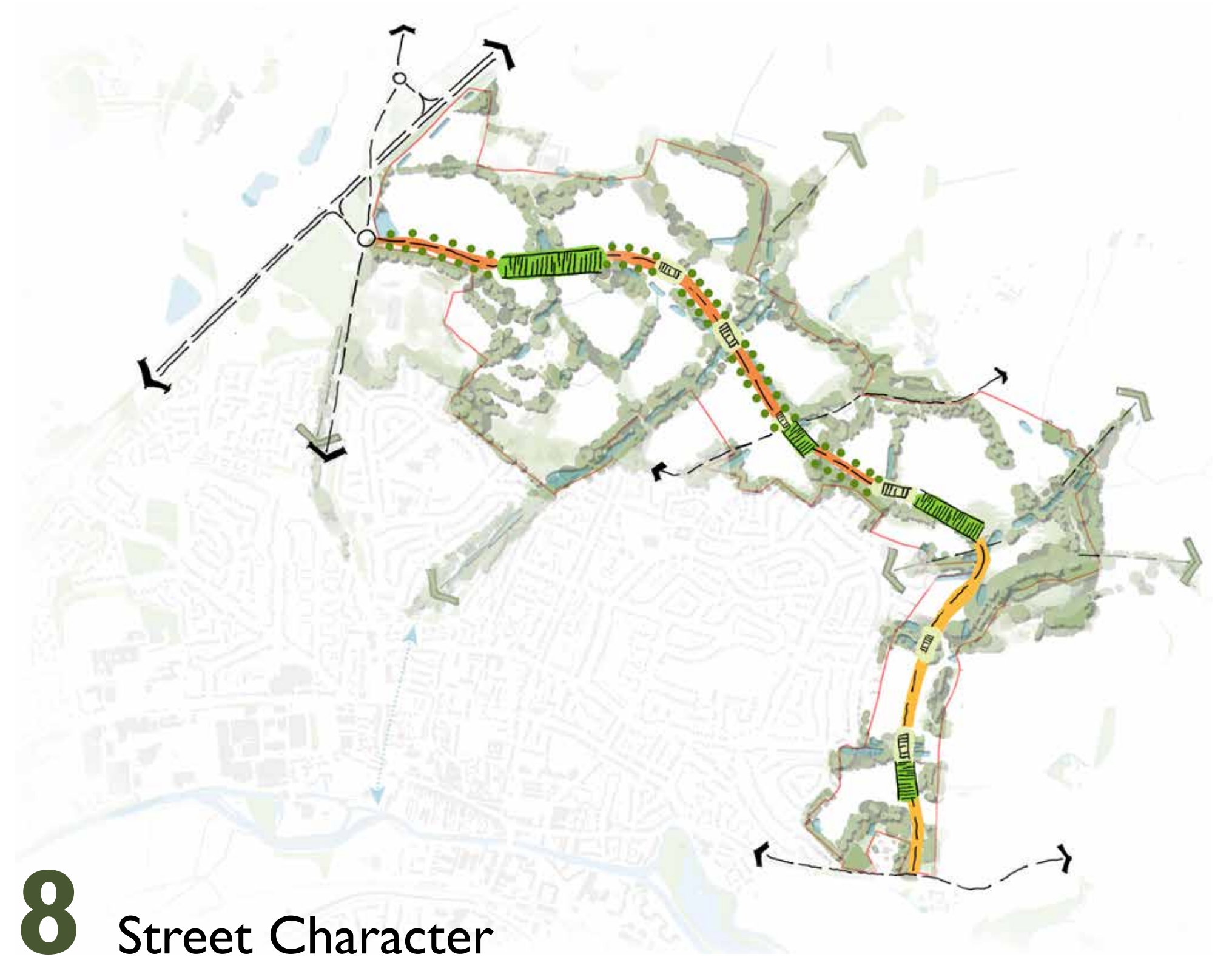
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Layering the vision

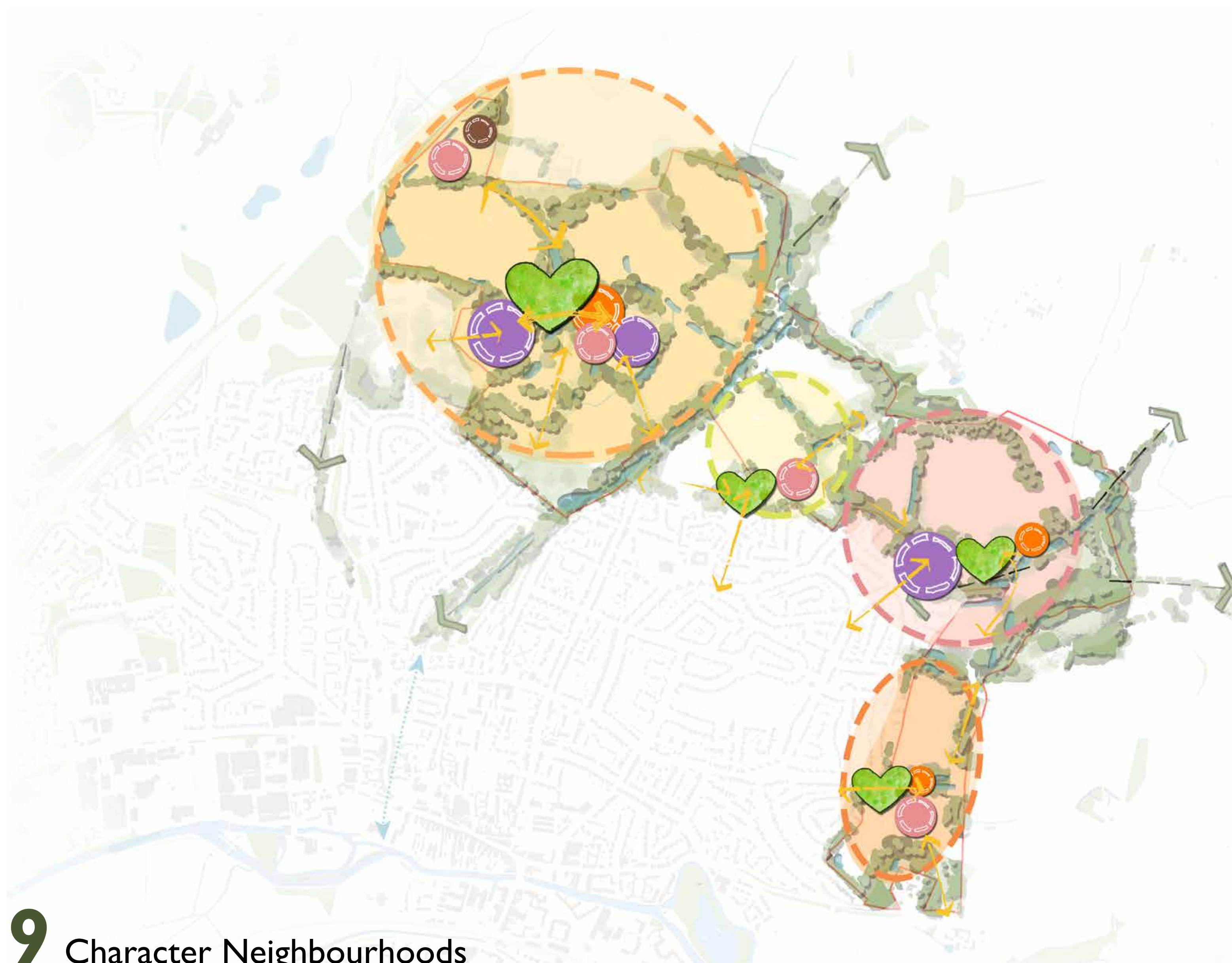
Emerging Principles - the Concept



7 Local Centres



8 Street Character



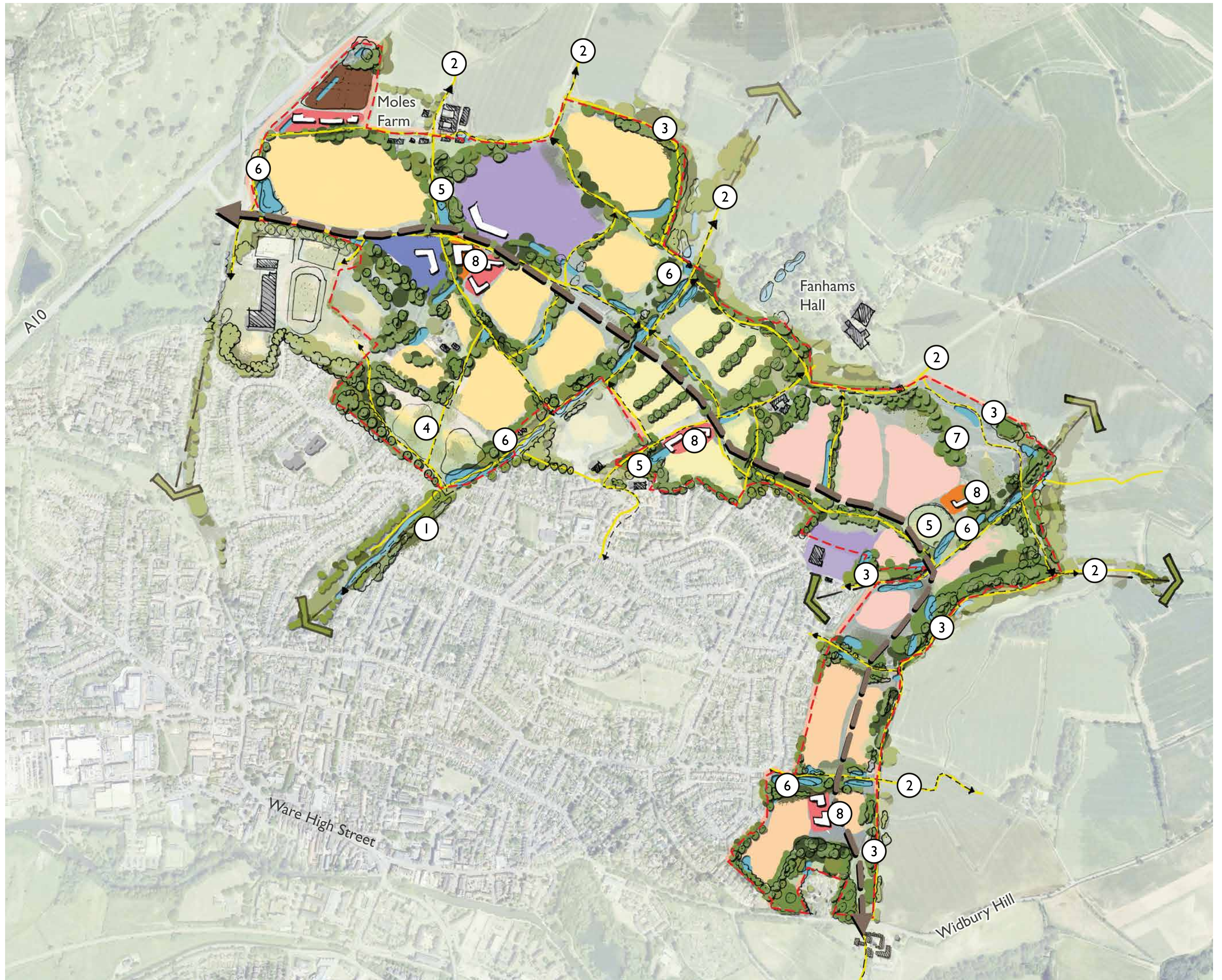
9 Character Neighbourhoods

KEY

-  Community hub
-  Mixed use
-  School
-  Employment
-  Travelling Showpeople
-  Moles Farm neighbourhood
-  Fanhams neighbourhood
-  Priors Wood neighbourhood
-  Widbury neighbourhood
-  Village centre street
-  Tree lined street
-  Residential street
-  Green Route
-  Existing road network

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Masterplan Option I



This illustrative masterplan is for approximately 1500 homes, arranged around 4 community hubs. These include small flexible employment spaces, a mix of shops, health and a community centre. A new primary school is proposed adjacent to the main hub to the northeast of the development, in addition to the Priors Wood Primary School being extended. A new secondary school is located to the north of the Site. (There are three options for the location of the new secondary school. This plan shows option one. The full three options are explained on the following board.) A Travelling Showpeople site is proposed close to the A10. Public footpaths are retained and enhanced, proposing strong links into the town and the countryside. The Cowfields community area is retained, celebrating the heritage of the site, while a new Green Belt edge is defined for Ware.

KEY

- Mixed use
- Employment
- New Primary School
- New Secondary School
- Priors Wood Primary School Expansion
- Travelling Showpeople

- Moles Farm neighbourhood
- Fanhams neighbourhood
- Priors Wood neighbourhood
- Widbury neighbourhood
- Indicative Corridor for Link Road
- Footpaths / Cycle lanes

- ① Connections to the Bourne
- ② Connections to the Green Belt
- ③ New Green Belt Edge
- ④ Cowfields enhancement
- ⑤ Village Green
- ⑥ Ponds and Attenuation features
- ⑦ Informal Play
- ⑧ Neighbourhood hub

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Masterplan Option 2



This illustrative masterplan is for approximately 1500 homes, arranged around 4 community hubs. These include small flexible employment spaces, a mix of shops, health and a community centre. A new primary school is proposed adjacent to the main hub to the northeast of the development, in addition to the Priors Wood Primary School being extended. A new secondary school is located to the east of Wodson Park. (There are three options for the location of the new secondary school. This plan shows option two. The full three options are explained on board 12.) A Travelling Showpeople site is proposed close to the A10. Public footpaths are retained and enhanced, proposing strong links into the town and the countryside. The Cowfields community area is retained, celebrating the heritage of the site, while a new Green Belt edge is defined for Ware.

KEY

 Mixed use	 Moles Farm neighbourhood	① Connections to the Bourne
 Employment	 Fanhams neighbourhood	② Connections to the Green Belt
 New Primary School	 Priors Wood neighbourhood	③ New Green Belt Edge
 New Secondary School	 Widbury neighbourhood	④ Cowfields enhancement
 Priors Wood Primary School Expansion	 Indicative Corridor for Link Road	⑤ Village Green
 Travelling Showpeople	 Footpaths / Cycle lanes	⑥ Ponds and Attenuation features
		⑦ Informal Play
		⑧ Neighbourhood hub

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Masterplan Option 3



This illustrative masterplan is for approximately 1500 homes, arranged around 4 community hubs. These include small flexible employment spaces, a mix of shops, health and a community centre. A new primary school is proposed adjacent to the main hub to the northeast of the development, in addition to the Priors Wood Primary School being extended. A new secondary school is located centrally to the masterplan. (There are three options for the location of the new secondary school. This plan shows option three. The full three options are explained on board 12.) A Travelling Showpeople site is proposed close to the A10. Public footpaths are retained and enhanced, proposing strong links into the town and the countryside. The Cowfields community area is retained, celebrating the heritage of the site, while a new Green Belt edge is defined for Ware.

KEY

Mixed use

Employment

New Primary School

New Secondary School

Priors Wood Primary School Expansion

Travelling Showpeople

Moles Farm neighbourhood

Fanhams neighbourhood

Priors Wood neighbourhood

Widbury neighbourhood

Indicative Corridor for Link Road

Footpaths / Cycle lanes

①

Connections to the Bourne

②

Connections to the Green Belt

③

New Green Belt Edge

④

Cowfields enhancement

⑤

Village Green

⑥

Ponds and Attenuation features

⑦

Informal Play

⑧

Neighbourhood hub

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New Secondary School Location

1



The new secondary school, which will be serving the wider Hertford and Ware area for secondary education, is located adjacent to the proposed neighbourhood hub and the community green, to the south of Moles Farm. There is direct access from the new link road to the school. In addition, pedestrian and cycle lanes link the school to the existing community, while the A10 gives easy access to students outside the town of Ware.

2



The new secondary school, which will be serving the wider Hertford and Ware area for secondary education, is located to the east of Wodson Park and adjacent to the proposed neighbourhood hub and the community green. There is direct access from the new link road to the school. In addition, pedestrian and cycle lanes link the school to the existing community, while the A10 gives easy access to students outside the town of Ware. The sports grounds of the new secondary school can be shared with Wodson Park.

3

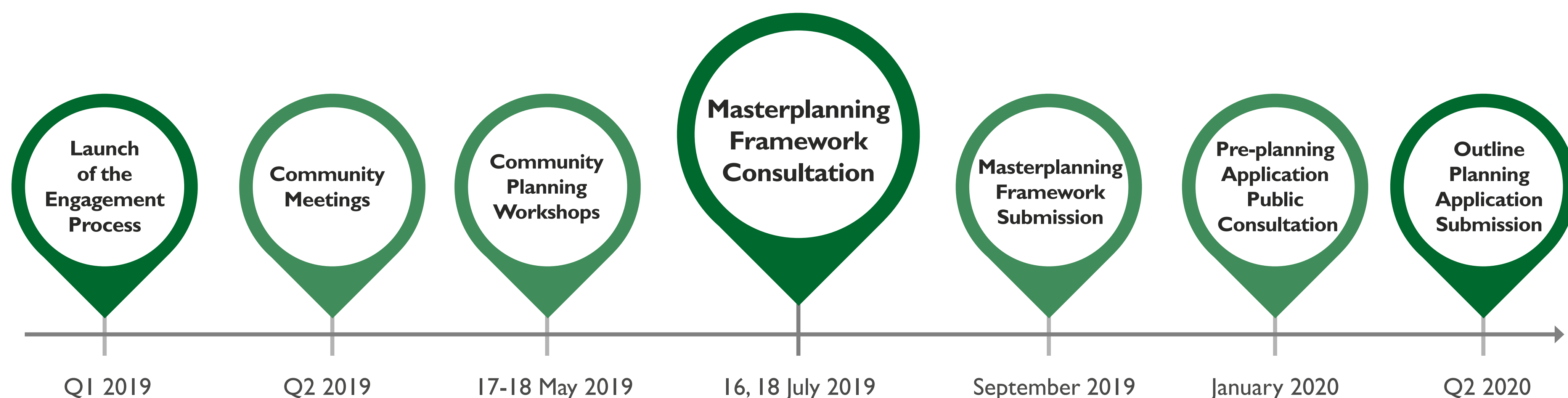


The new secondary school, which will be serving the wider Hertford and Ware area for secondary education, is located towards the centre of the allocated Site, to the south of Fanhams Hall. Fanhams Hall Road borders the new school site to the east. There is direct access from the new link road, in addition to pedestrian and cycle lanes linking the new school to the existing community,

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Next Steps

Engagement Timeline



Feedback

Now is your chance to view the outcomes of the Community Planning Event held in May, and study the draft masterplanning framework for the Site. Please continue to help us develop the proposals by either speaking to us in person, by completing a comment form or by emailing community@jtp.co.uk.

The exhibition panels are available online at jtp.co.uk/projects/ware for review and comment from **Thursday 18 July**. Please submit comments no later than **Monday 22 July**.

“ We need to keep the discussion going. Lots of people from here are happy to engage. ”

Submit
Feedback

community@jtp.co.uk

Land North & East of Ware Masterplanning Framework Consultation

Technical Surveys

The following technical reports have been undertaken:

Ecological

A full suite of ecological surveys have been undertaken since 2014. Key habitat areas have been identified, such as, Local Wildlife Site, historic hedgerows and Traditional Orchard. A number of mitigation measures are required as part of the future development of the area.

Landscape

A detailed Landscape & Visual appraisal found a variety of landmark features, such as Water Towers at Moles Farm and the Gatehouse at Fanhams Hall that are of particular interest. A notable and attractive character of the landscape is the many coverts in and around the Site. A defining north-south ridge effectively and visually divides the Site.

Topographic survey

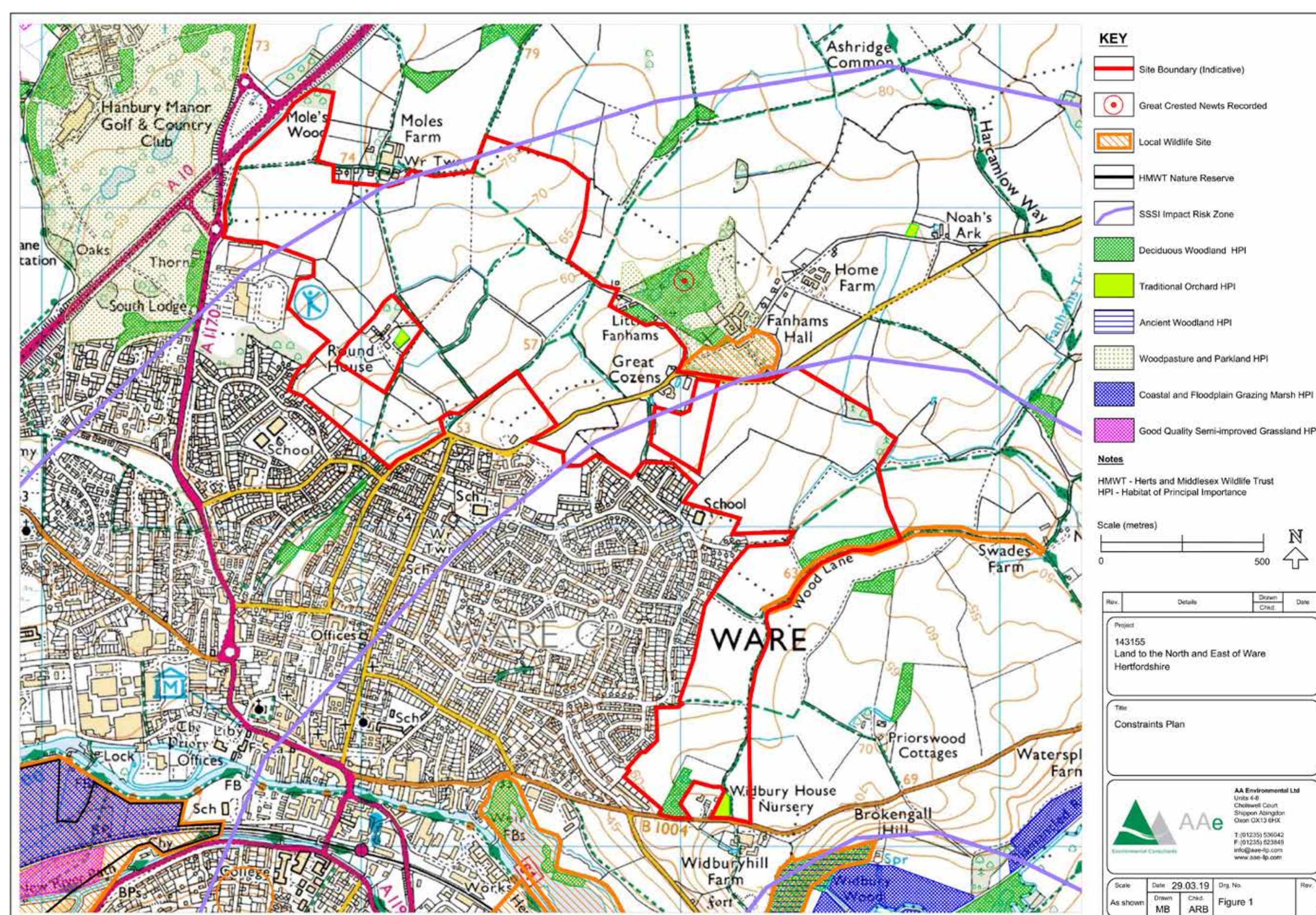
A topographical survey has been undertaken across the Site to help aid detailed modelling and design for the various technical disciplines which will feed into the final design of the masterplanning framework.

Tree survey

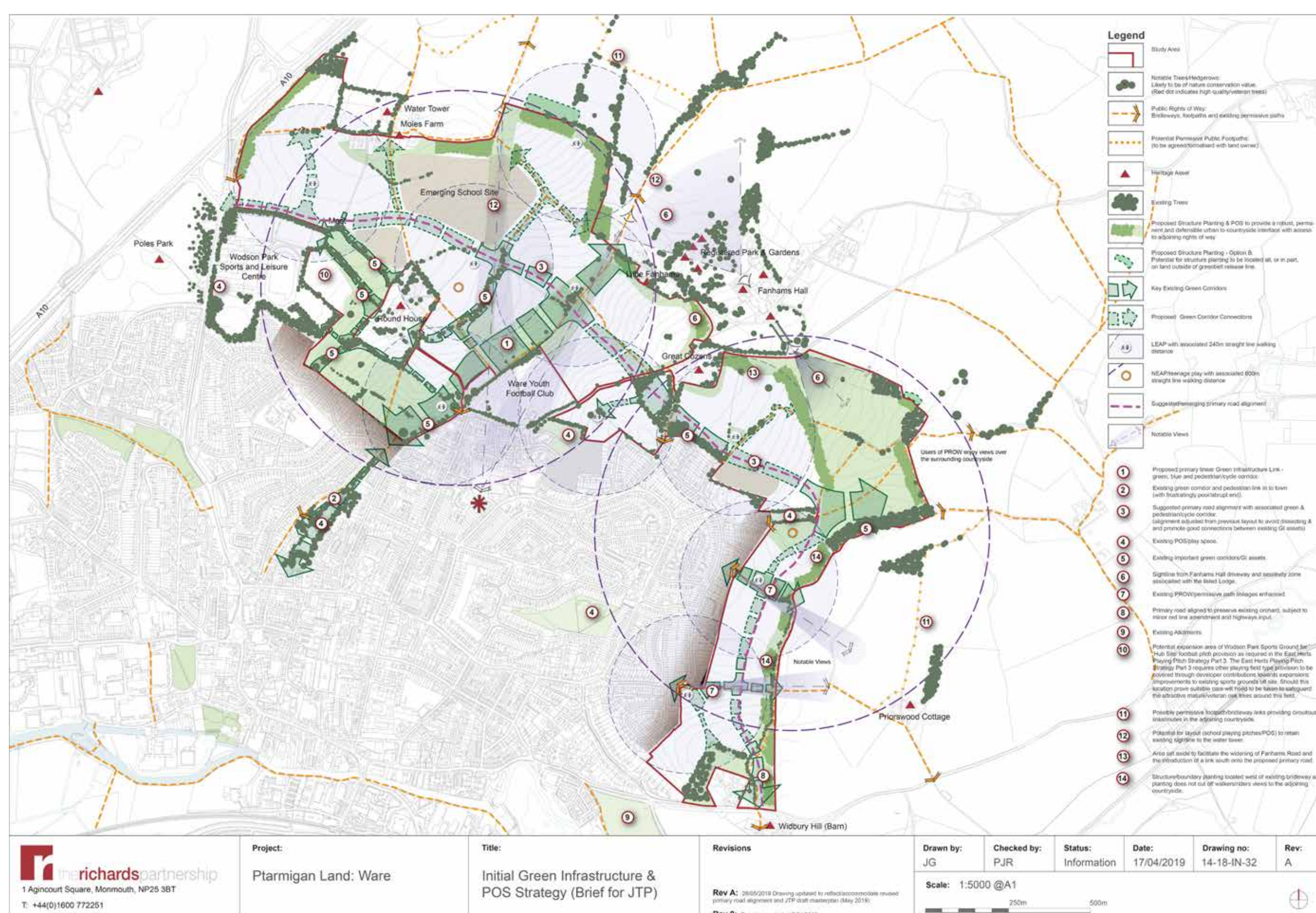
A full tree survey has been carried out over the area of the allocated Site identifying the various tree species, age and location. This data will be used to assist the development of the masterplanning framework.

Utilities

A Utilities report highlighted that there is access to all strategic utilities within the vicinity of the Site boundary. Further work is required to understand the capacity and the reinforcement upgrades necessary to serve the development. Considerable work has been undertaken with Thames Water to establish a suitable solution for foul sewage and potable water within the vicinity of the Site.



Ecological Survey Findings



Landscape Survey Findings

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Technical Surveys

The following technical reports have been undertaken:

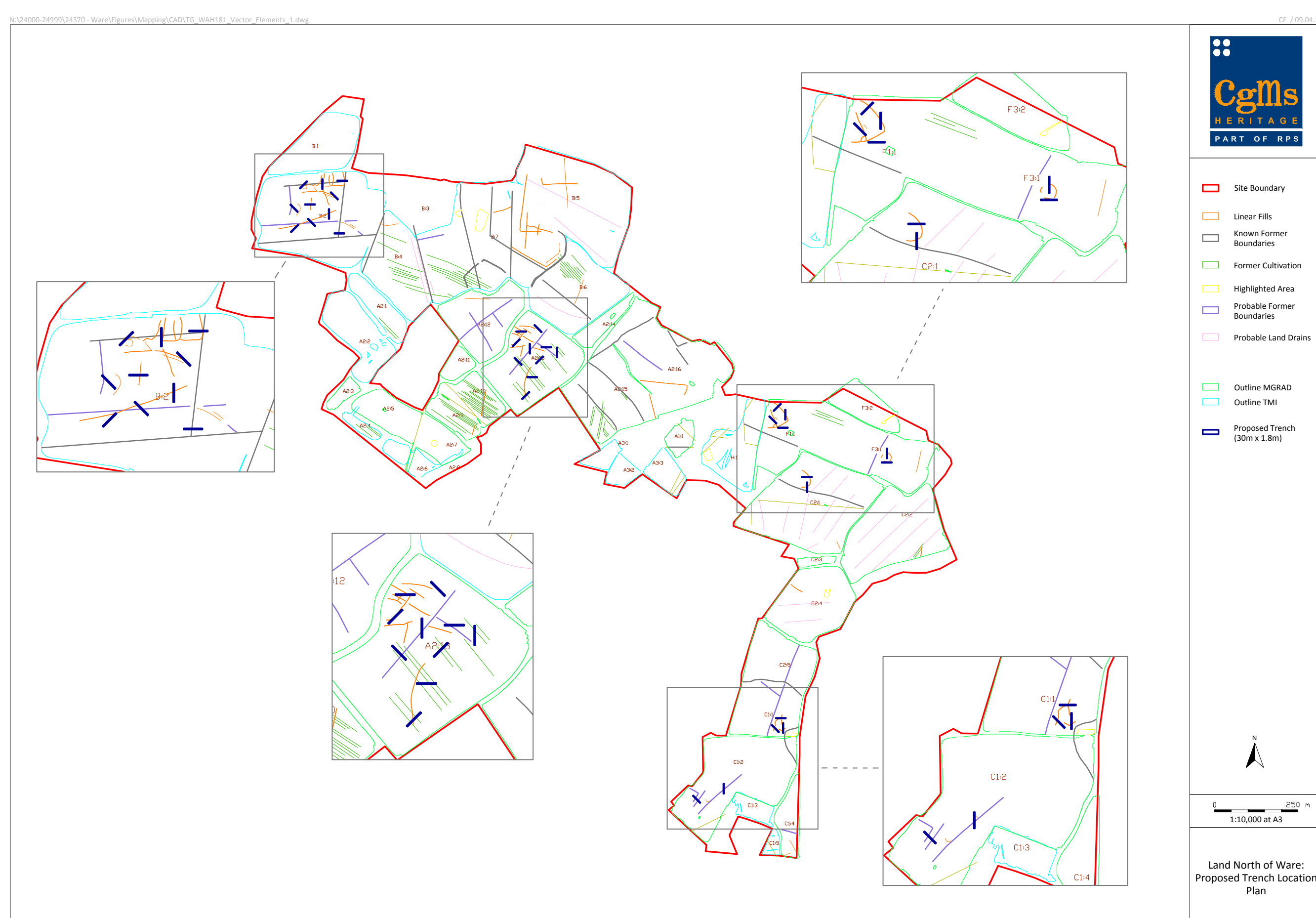
Phase I Geoenvironmental

Phase I geological and environmental assessment has been undertaken. This confirmed that the potential localised contamination risks across the Site are considered to be 'low' and 'low to moderate'.

A full investigation into the mineral deposit will be undertaken and additional intrusive ground investigations to be completed.

Initial Archaeological & Heritage

Phase I heritage constraints and built heritage assessments were undertaken. This assessment has identified a number of listed buildings including Fanhams Hall, its Registered Park and the Roundhouse to the north of the allocated site and the Registered Park and Garden at Poles Convent to the west. A geophysical survey is being undertaken to identify any key areas of interest with trial trenching carried out within key areas.



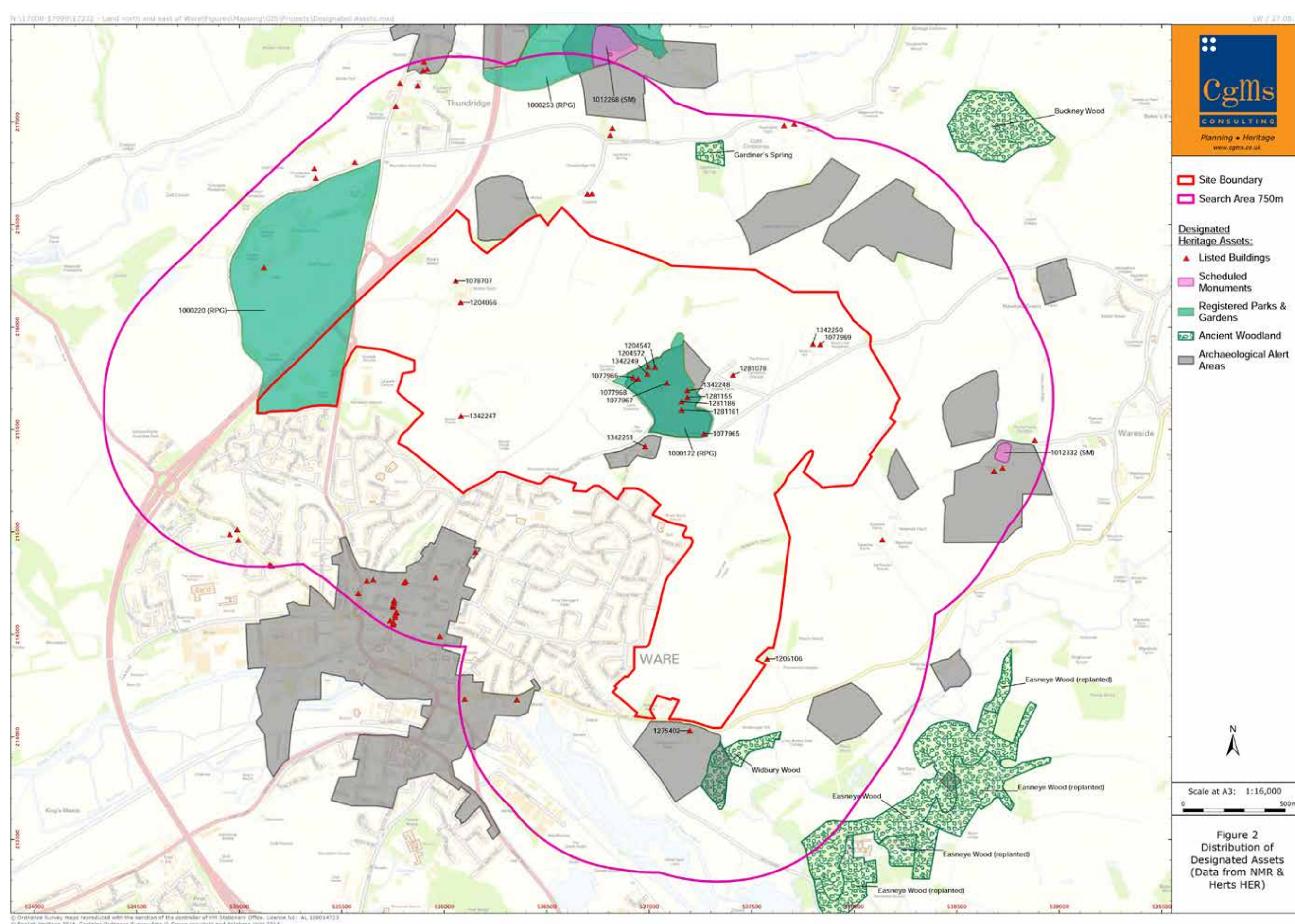
Phase I Geoenvironmental Survey Findings

Flood Risk & Drainage Strategy

An assessment of the flood risk considered the Site to be at low risk from flooding as the majority of the land is located within Flood Zone I. Soil infiltration testing has been completed across the Site and will be fed into the masterplanning framework. Intrusive works involving drainage pits and bore holes were conducted to establish the Site's drainage strategy. This is outlined in further detail on the following boards.

Strategic Highway Modelling

Extensive modelling and sensitivity analysis has been undertaken to indicate any capacity issues or improvements were required. Areas where capacity issues have been identified have been subject to additional modelling exercises. Suitable transport measures will be implemented in and around the town centre. By achieving the right balance of land uses within the development Site, there is also significant scope to create an interconnected environment. This is outlined in further detail on the following boards.



Initial Archaeological and Heritage Survey

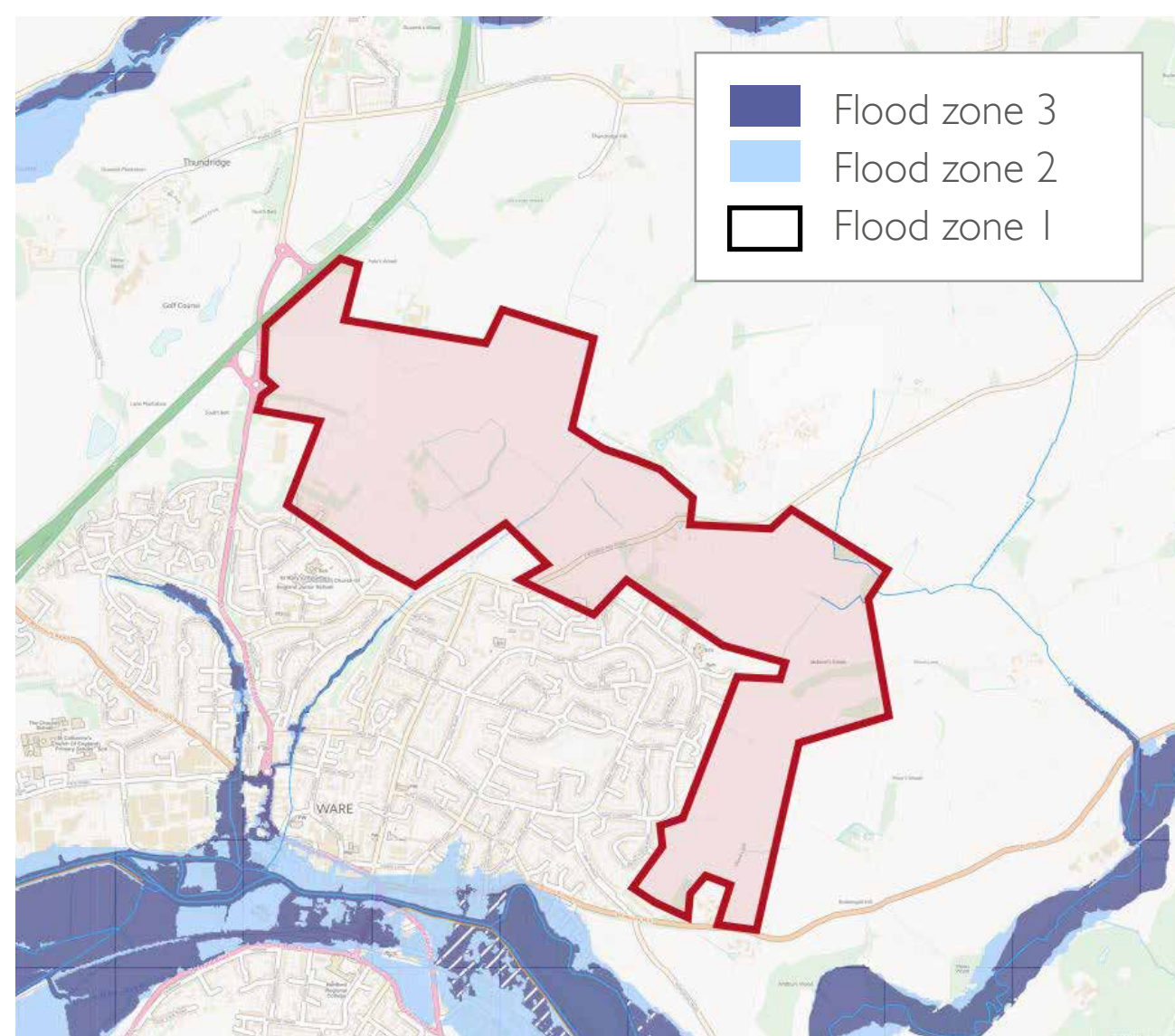
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Water Mitigation Strategy

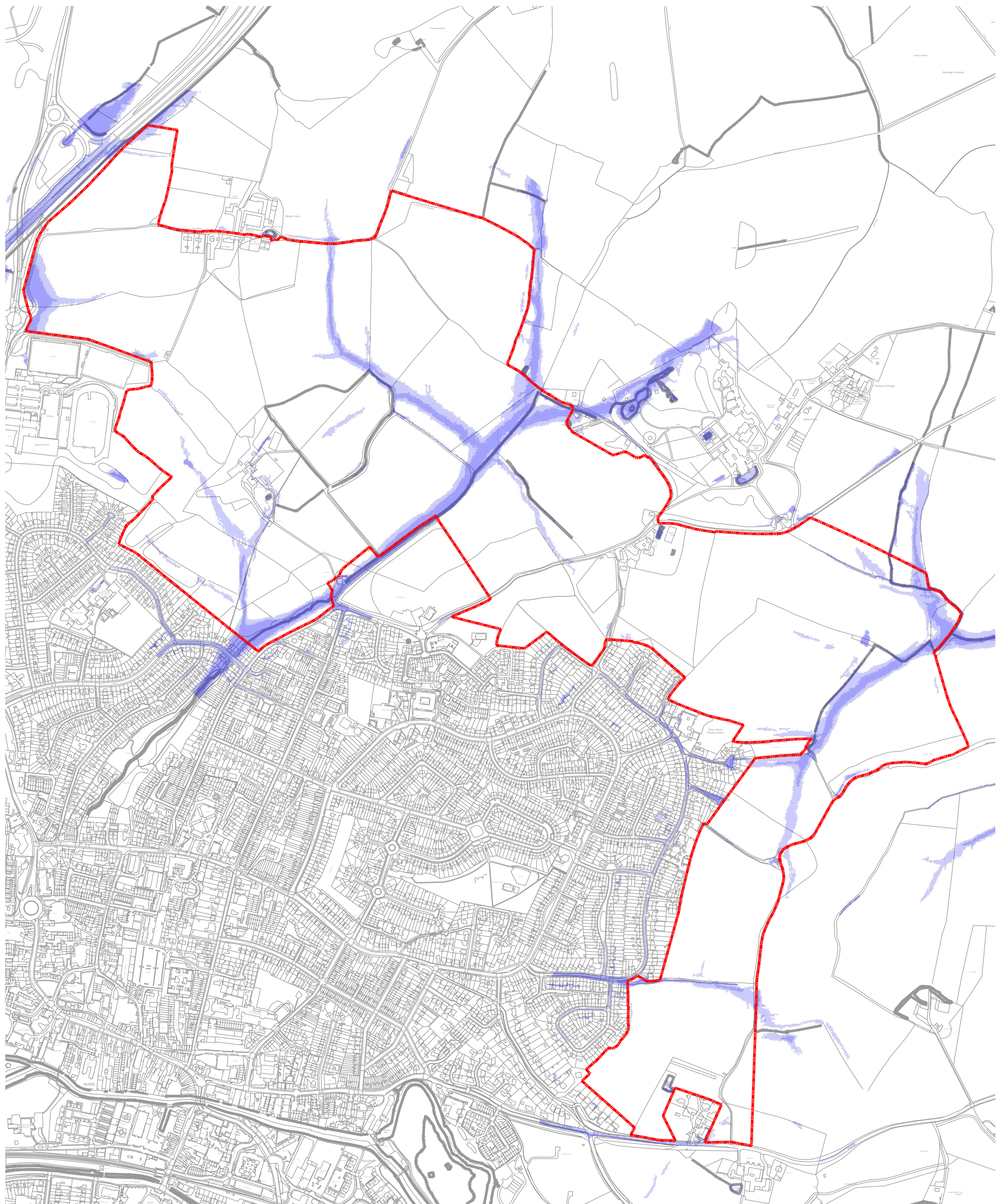
Flood Risk

The Surface Water Flood Map opposite shows the majority of the Site is at very low risk of surface water flooding (white shaded area). There are areas shown to be 'Low', 'Medium' and 'High' risk of surface water flooding which correlate to low spots in site topography and presence of onsite watercourses. The existing surface water flood risk has been considered as part of the masterplanning input process whereby no development will be located at risk of surface water flooding. The flood risk areas provide an opportunity to incorporate Sustainable Drainage Systems (SuDS) through green and blue corridors. The development will reduce the extent of existing surface water flood risk by capturing overland flow at 'source'.

It is acknowledged that groundwater flooding is a concern amongst residents. Groundwater monitoring is being carried out to confirm actual flood risk with solutions being sought to rectify this issue. The Site is deemed to be at low risk of flooding from sewers and highways having consulted Thames Water and Hertfordshire County Council respectively. There are records of highway flood incidents near the Site, however it is understood that the Site has not contributed to these incidents.



The flood map above shows the proposed development Site is located in Flood Zone 1: 'Low Probability' of river flooding.



Surface Water Flood Map

- Site Boundary
- 100YR Surface Water Flood Extent
- 1000YR Surface Water Flood Extent

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Water Mitigation Strategy

Surface Water Drainage Strategy

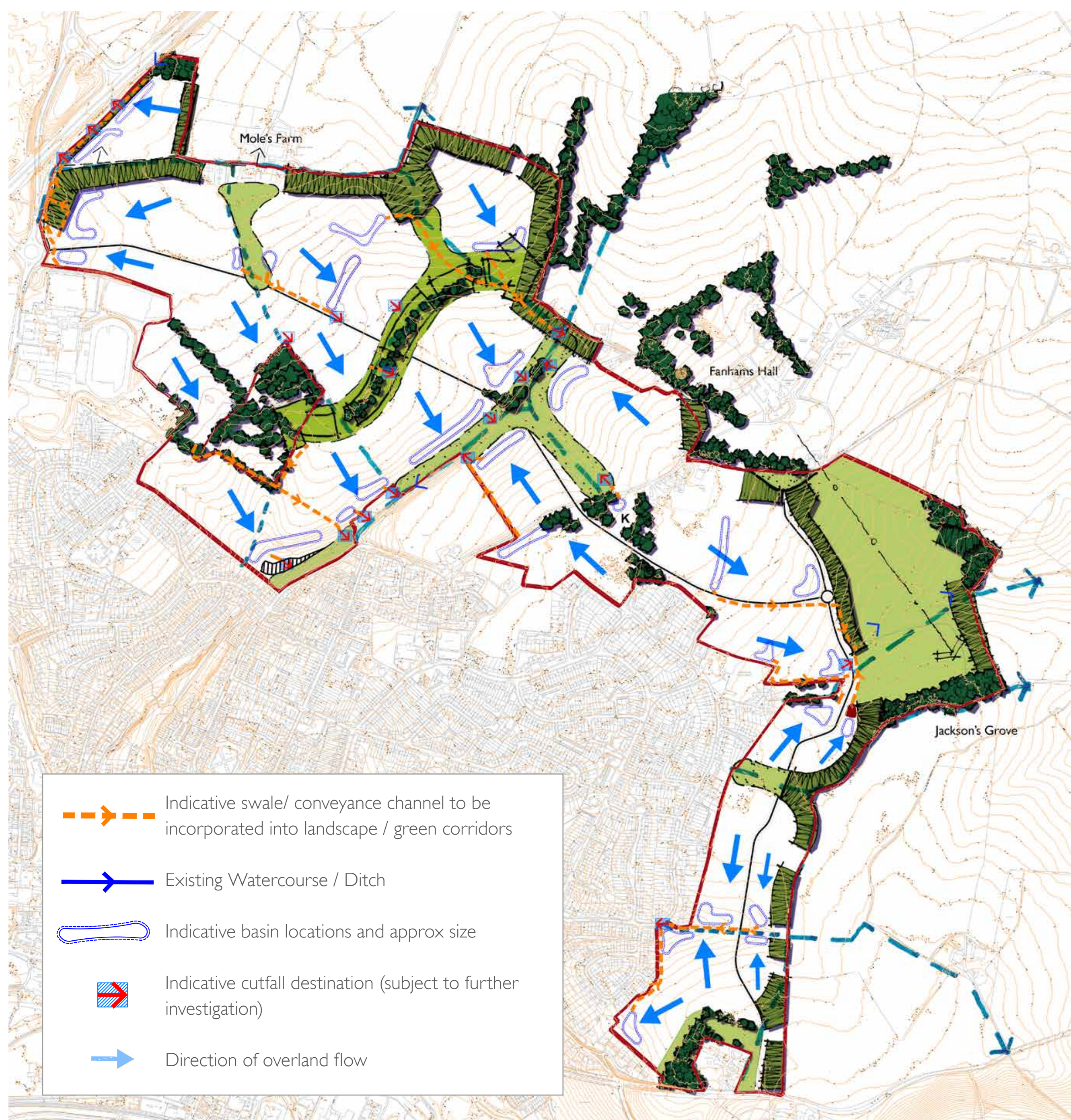
The Site is predominately underlain by Boulder Clay which is characterised by low permeability. This precludes the use of infiltration drainage, however initial ground investigation results suggest infiltration drainage may be possible in the western area of the Site.

Subject to the further geotechnical investigations, the next preferred option is for the development generated surface water runoff to be discharged at a controlled greenfield rate, into the existing ordinary watercourses. Land drains are present at the Site as highlighted in the Indicative Surface Water Drainage Plan below. If this option is not possible a discharge to a local surface water sewer(s) will be sought.

A variety of Sustainable Drainage Systems (SuDS) such as permeable paving, swales (shown as orange dashed lines in the plan below) and bioretention areas (rain gardens) will be considered as part of the proposals. These features provide source control, water quality and biodiversity enhancement. In addition, strategic attenuation basins are proposed within the low parts of the Site to provide further treatment of runoff and provide the required attenuation to mitigate the increase in runoff.



Attenuation Basin Example



Indicative Surface Water Drainage Plan



Swale Example

The existing watercourse and ditch network will be retained and incorporated into the wider landscaping proposals to provide amenity and biodiversity benefits to the scheme. The existing water features will be adopted by a relevant organisation so they are managed and maintained throughout the lifetime of the development.

The surface water drainage strategy for the Site will be developed once further baseline studies and site investigatory works have been completed. Consultation is currently being undertaken with various stakeholders including Hertfordshire County Council, the statutory consultee for surface water drainage and the Environment Agency.

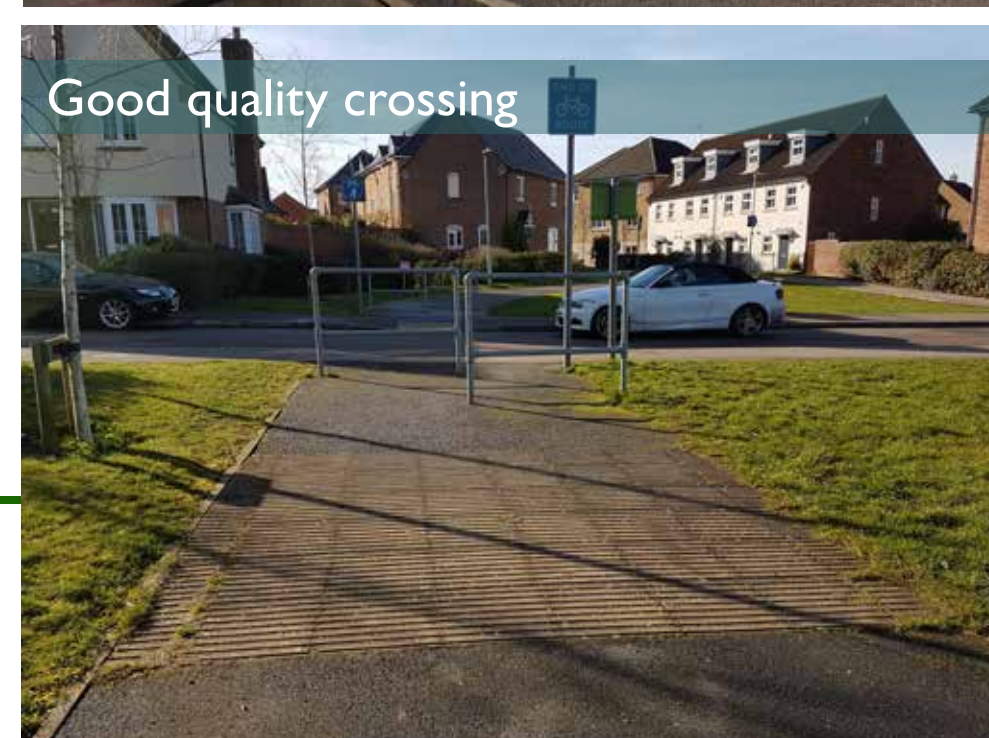
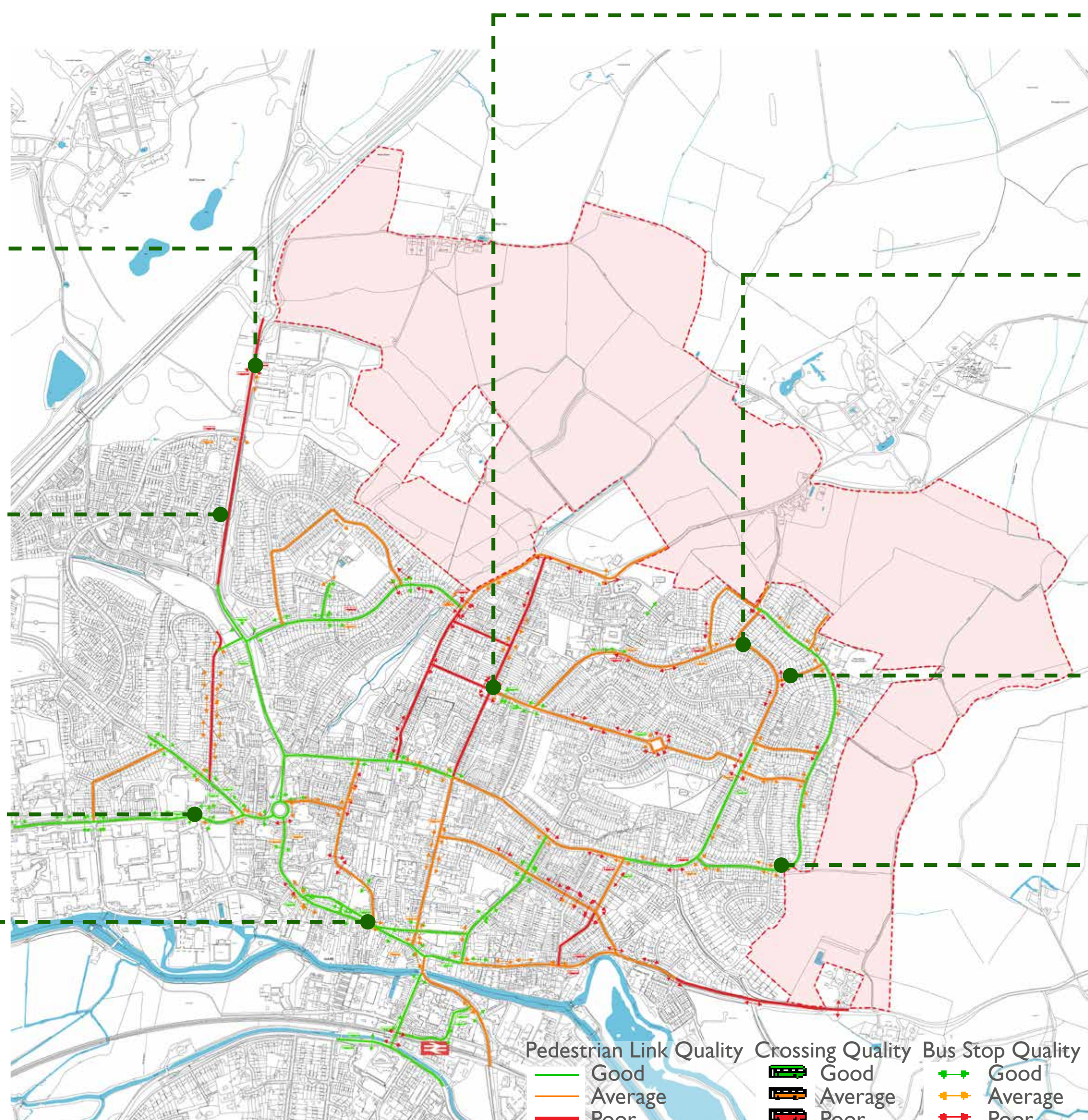
The final drainage strategy, whether infiltration into the ground or discharge to a waterbody will provide offsite flood risk betterment.

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Transport Baseline

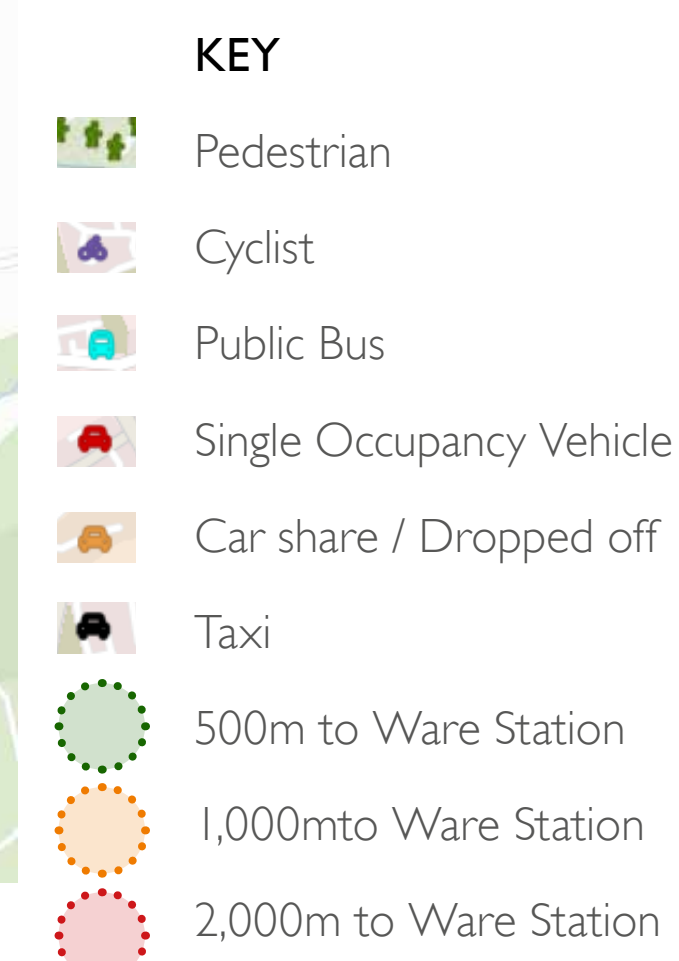
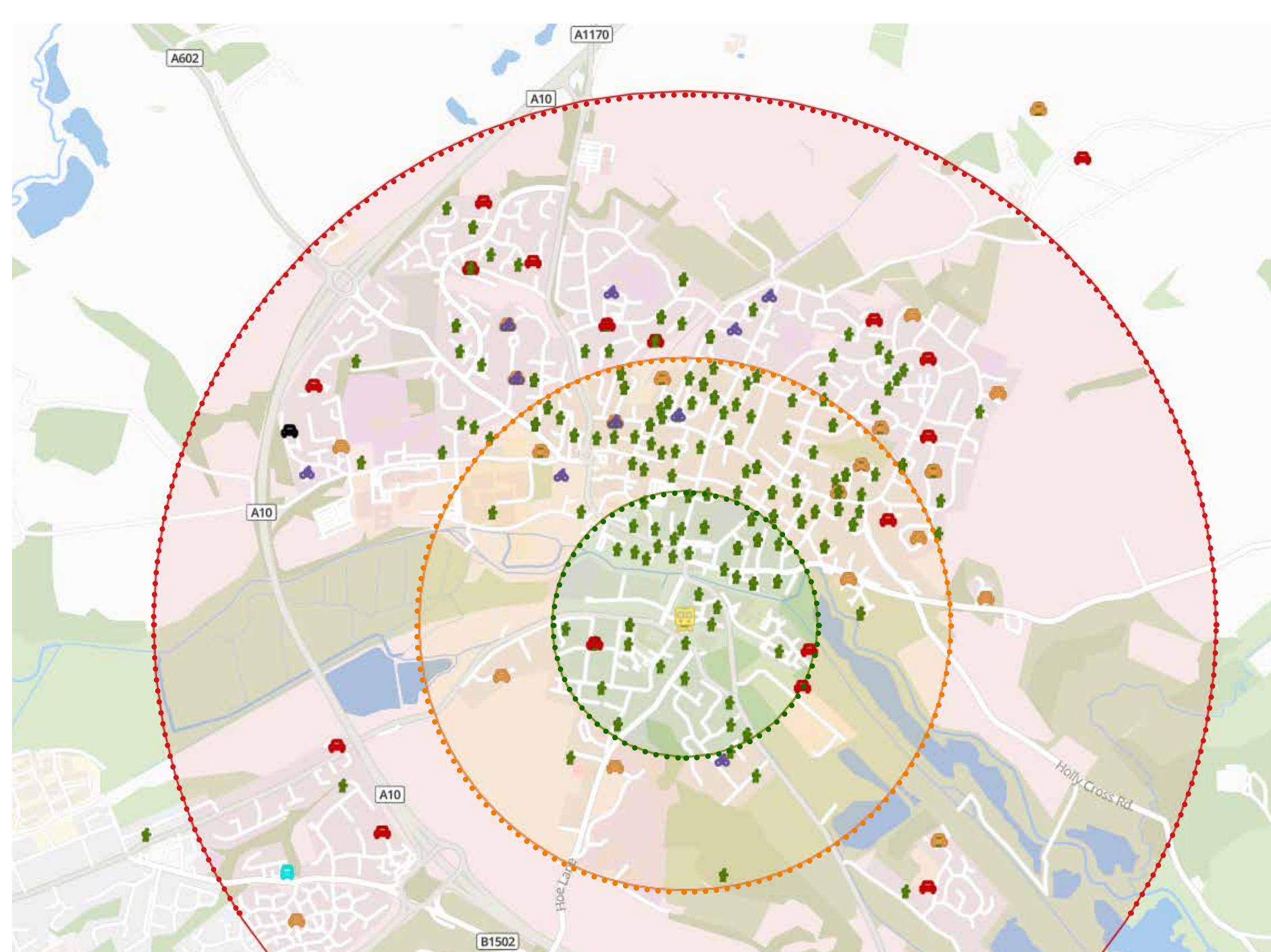
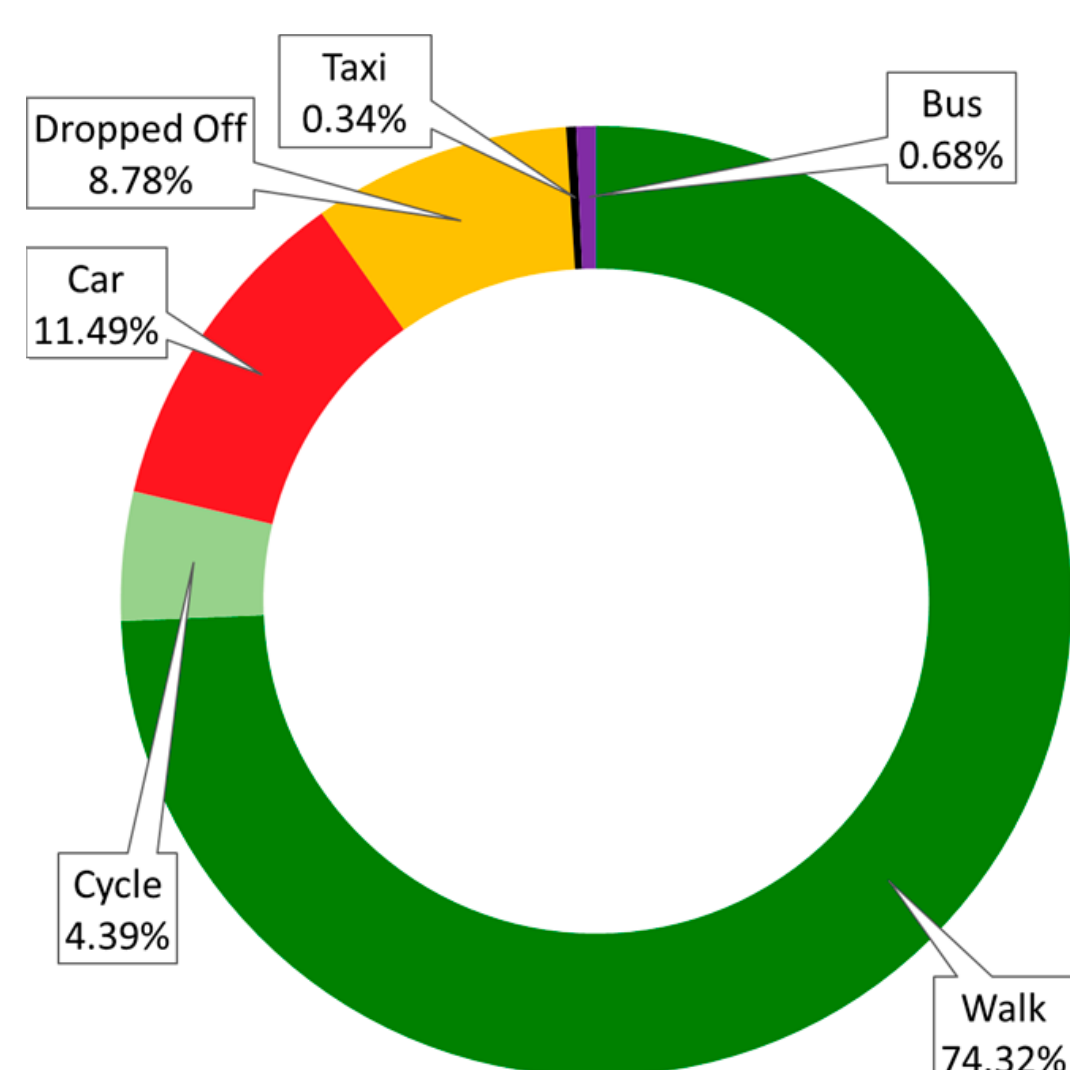
Key Findings

- Existing kerb parking on many residential roads limiting the available width for footway improvements
- Many bus stops lack a shelter with no real time information available
- No footway linking the proposed access onto Widbury Hill to the rest of Ware



Ware Train Station

A survey of Ware station with 296 respondents, indicates that the majority of residents in Ware are already travelling to the station by sustainable modes.



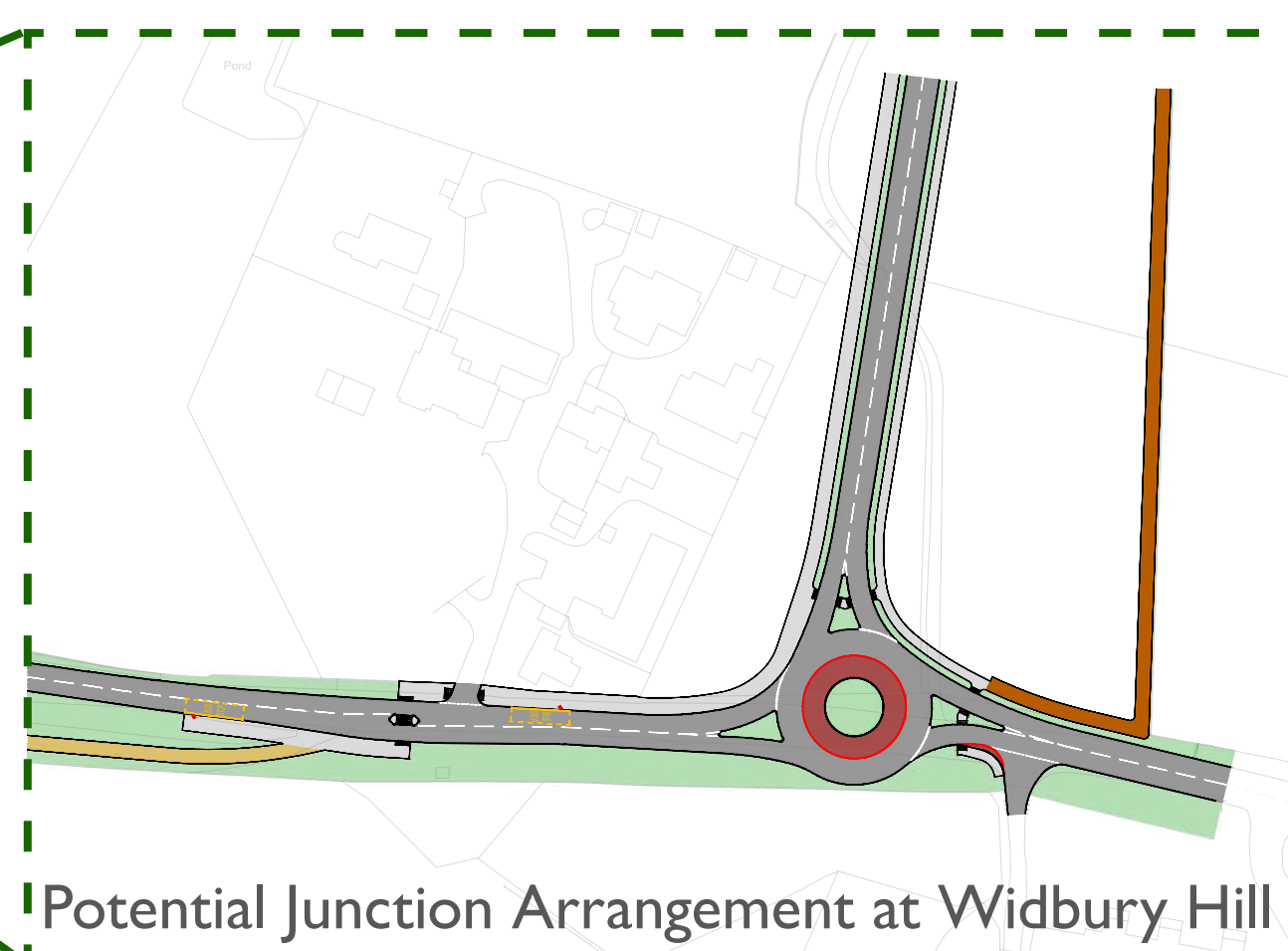
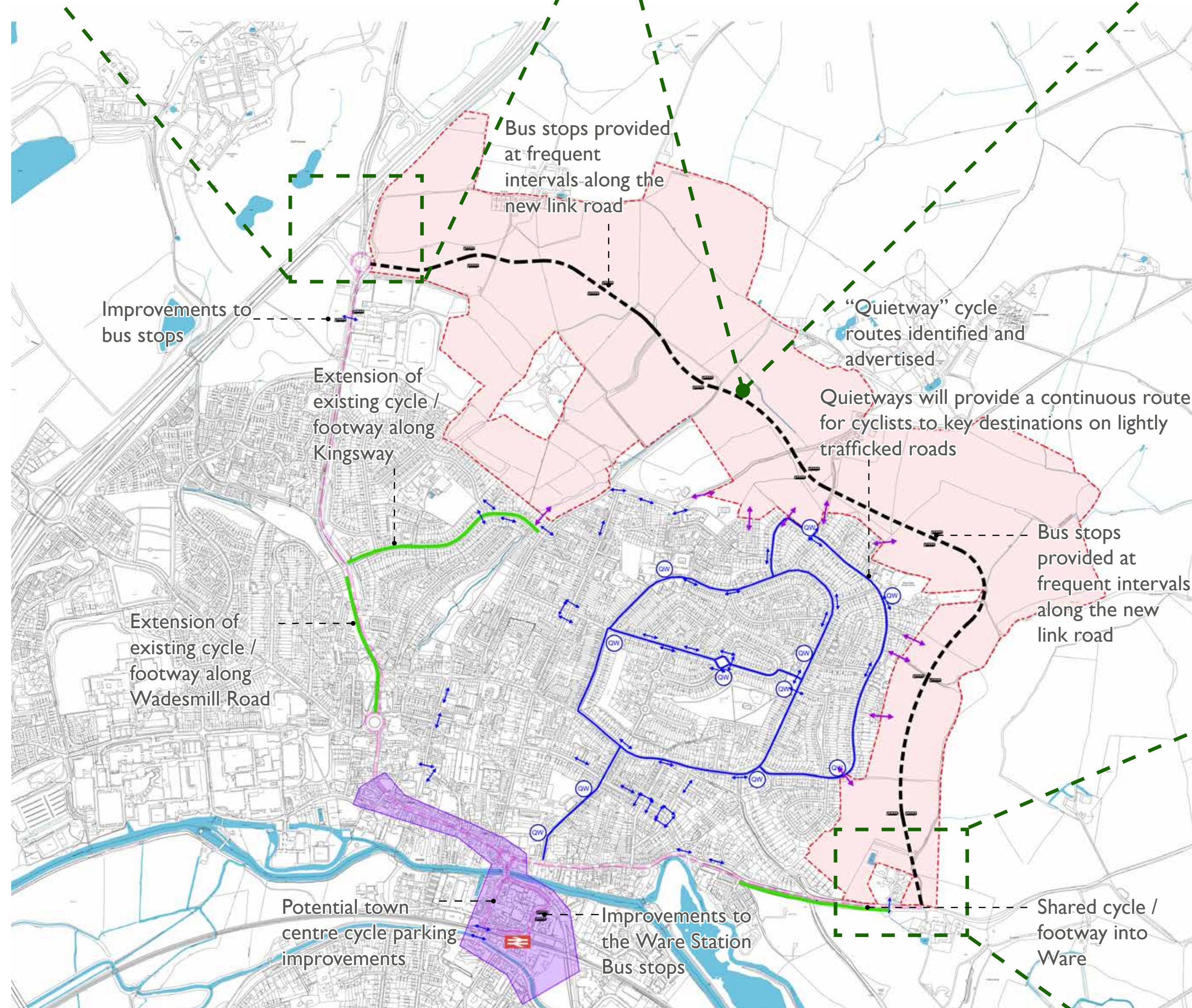
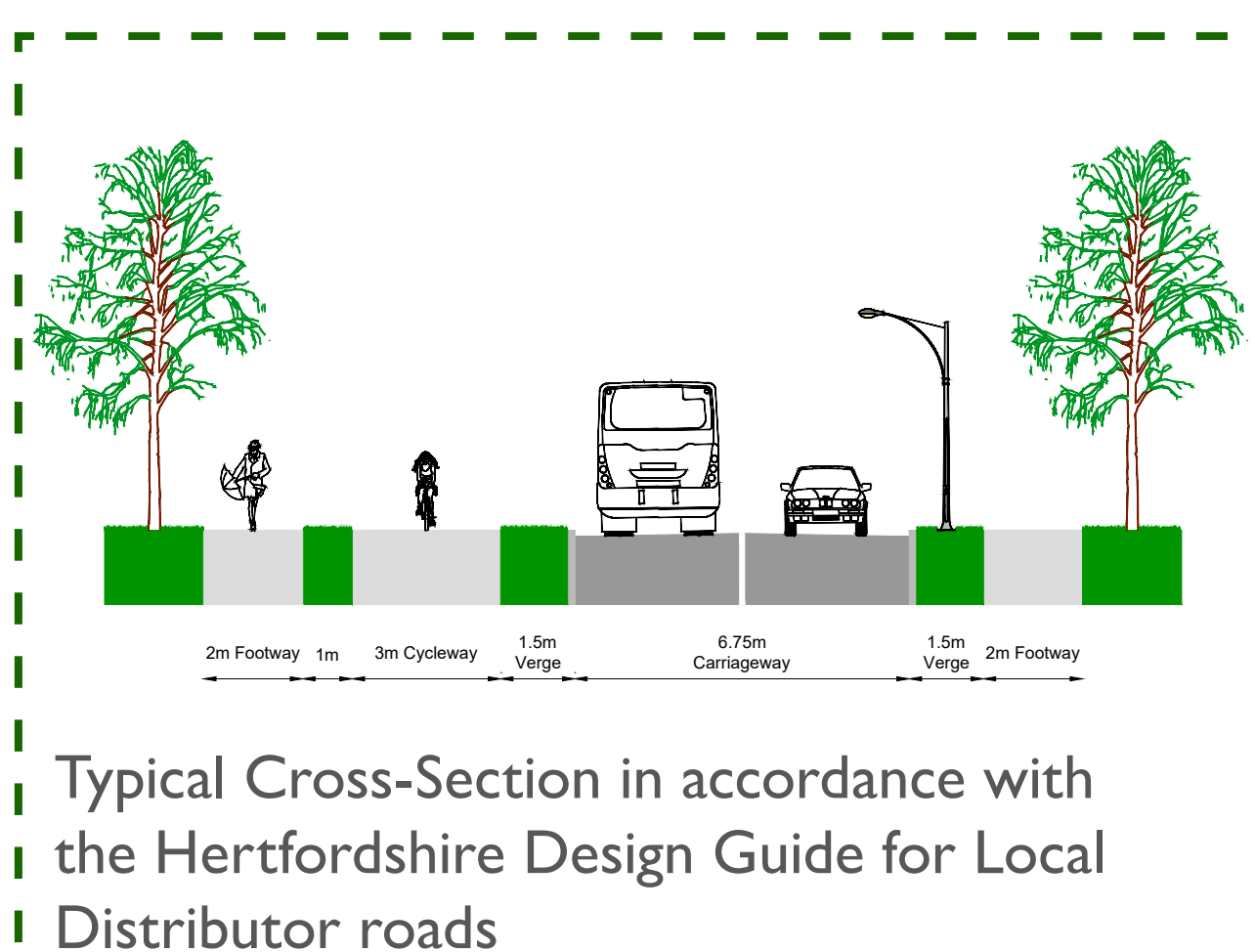
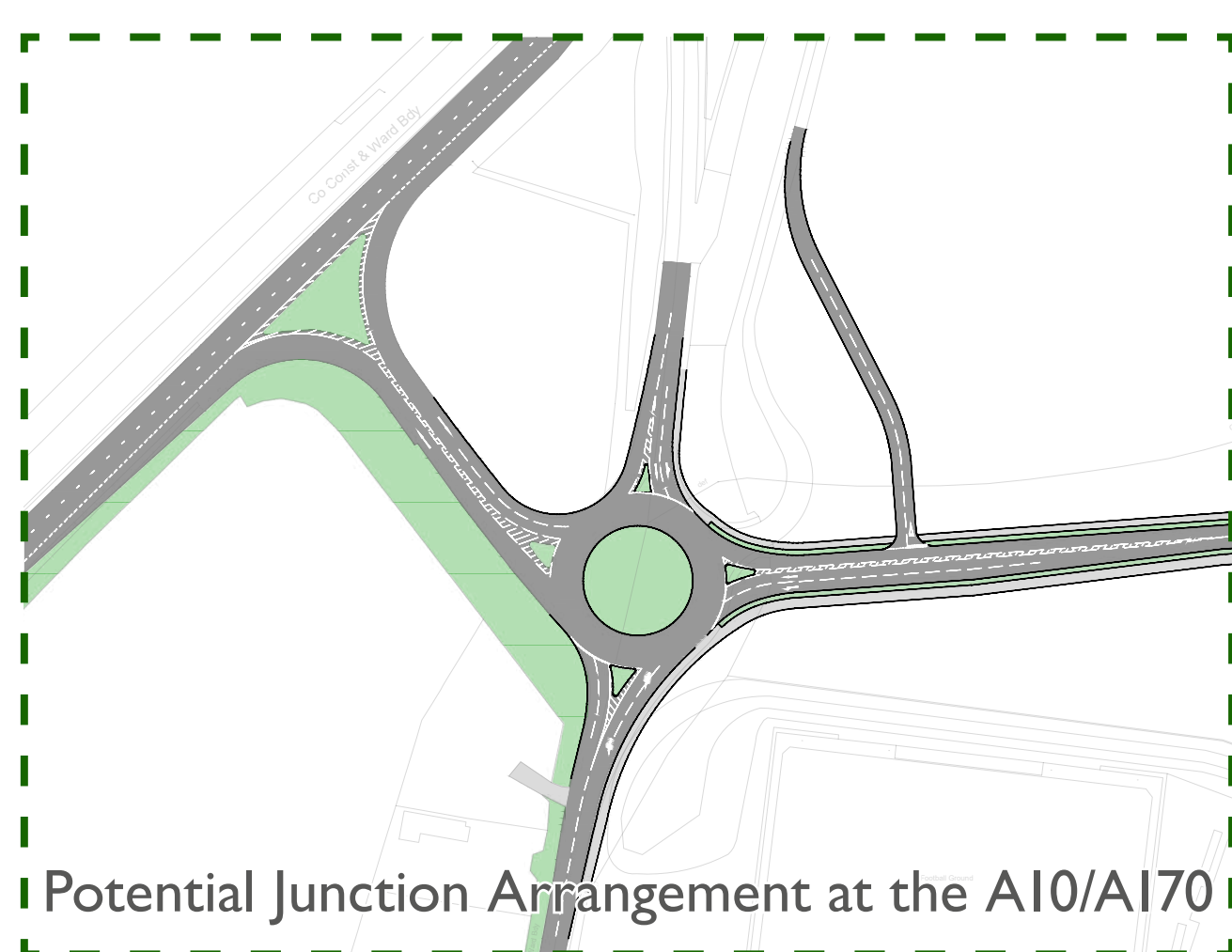
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Potential Transport Infrastructure

Design Principles

- Low vehicular speeds
- High quality pedestrian and cycle environment
- Bus priority
- Bus stops within 400m (5 minute walk) of dwellings
- Improved infrastructure to Ware Railway Station
- Improved connections between the development Site and the key attractors (such as the town centre)
- Designed in accordance with the Hertfordshire Design Guide and the Manual for Streets.

East Herts District Plan Policy WARE2.V(k): access arrangements and local highways and wider strategic mitigation measures which, inter alia, should include a link road between the Widbury Hill area and the A10/A1170 to both serve the development and mitigate congestion elsewhere in the town, and further should contribute to addressing impacts in the town centre and on the A10 between Ware and Hertford and the A14 in Hertford;



- KEY**
- New / improved bus stops
 - Extension of shared cycle / footways
 - Improvements to cycle parking
 - Quietway cycle routes
 - Quietway noticeboard
 - Pedestrian / cycle access
 - Possible sites for provision of dropped kerbs
 - Part of the New Fast Direct Bus Route, operating in both directions

Land North & East of Ware Masterplanning Framework Consultation

Sustainable Travel Towns Initiatives

Sustainable Travel Town's Policy

“Comprehensive packages of schemes and behaviour change initiatives aimed at achieving a significant modal shift to non-car models and reduction in single occupancy car use”

Hertfordshire's Local Transport Plan 2018

“Sustainable Travel Towns are about making a significant change to travel within an urban area, encouraging intra-urban journeys over inter-urban ones, and increasing the levels of walking and cycling”

Hertfordshire's Local Transport Plan 2018



Anticipated new trains by Greater Anglia as advertised on the Greater Anglia website: <https://www.greateranglia.co.uk/form/transforming-your-railway-with-new-trains>

Delivering a Sustainable Travel Town

Public transport information and marketing campaigns and bus network improvements:

- New fast bus service linking the proposed development with Ware Town Centre and Railway Station
- Anticipated new trains by Greater Anglia providing increased capacity
- Upgrade to existing bus stops
- High quality on-site bus stops with real time information

Comprehensive Travel Planning:

- Travel Plans for the new School, Residential Dwellings and Workplaces
- Personalised Travel Planning rolled out to all residents within the new development and each resident of Ware of working age (16-65)

Travel awareness campaigns, including loyalty schemes, advertising and media campaigns:

- PlusBus network marketing
- Quietways for cycling identified and advertised
- Provision of a Car Club to reduce the need to own a car
- Additional signage for cyclists and pedestrians identifying key routes

Cycling and walking promotion, including cycling festivals, guided rides and walks, training, cycling route signage and bicycle parking:

- Quietways for cycling identified and advertised
- Additional signage for cyclists and pedestrians identifying key routes
- Promotion of the existing cycling groups within the local area
- Increased cycle parking at key destinations including the town centre and station
- Targeted improvements to the local pedestrian infrastructure
- Introduction of an electric bike hire scheme

Measuring Achievements:

- On-going monitoring through surveys undertaken as part of the Travel Plans

Clear Branding:

- A brand identity will be created for the new development and associated bus service.



Source: Lucy Saunders

A Healthy Streets Approach

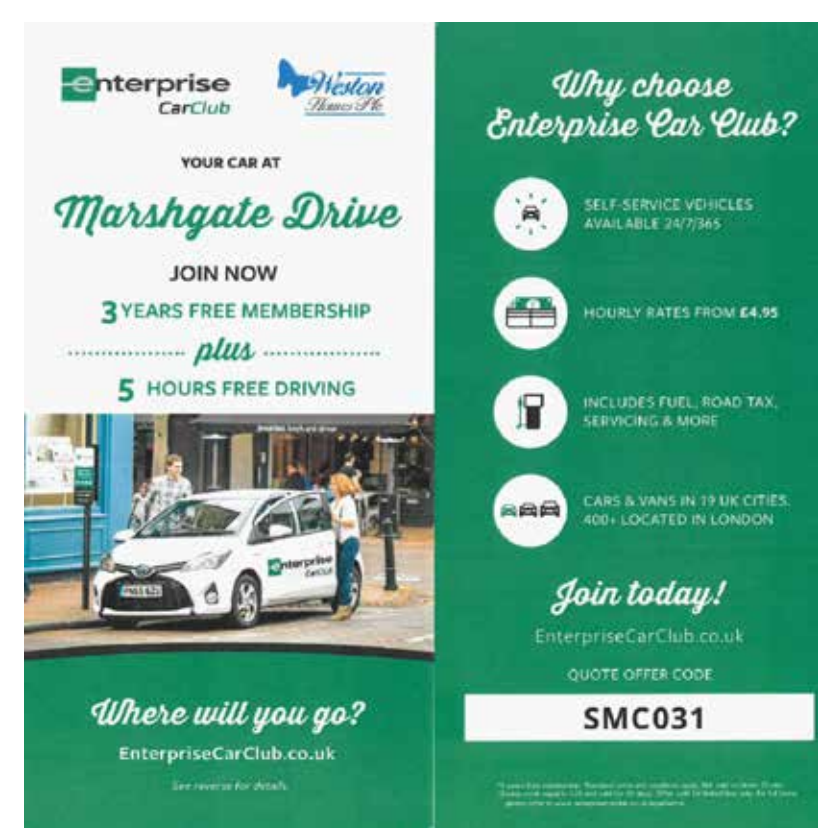
Consideration of the healthy streets indicators to facilitate behavioural change



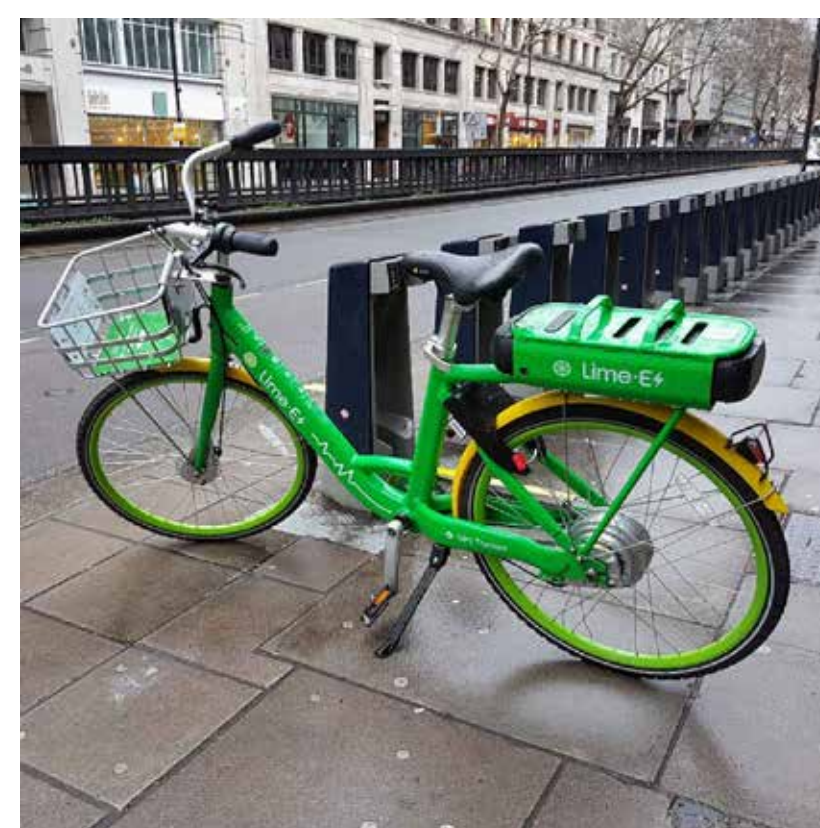
Improved cycle parking at key destinations



Additional wayfinding signs for pedestrians and cyclists



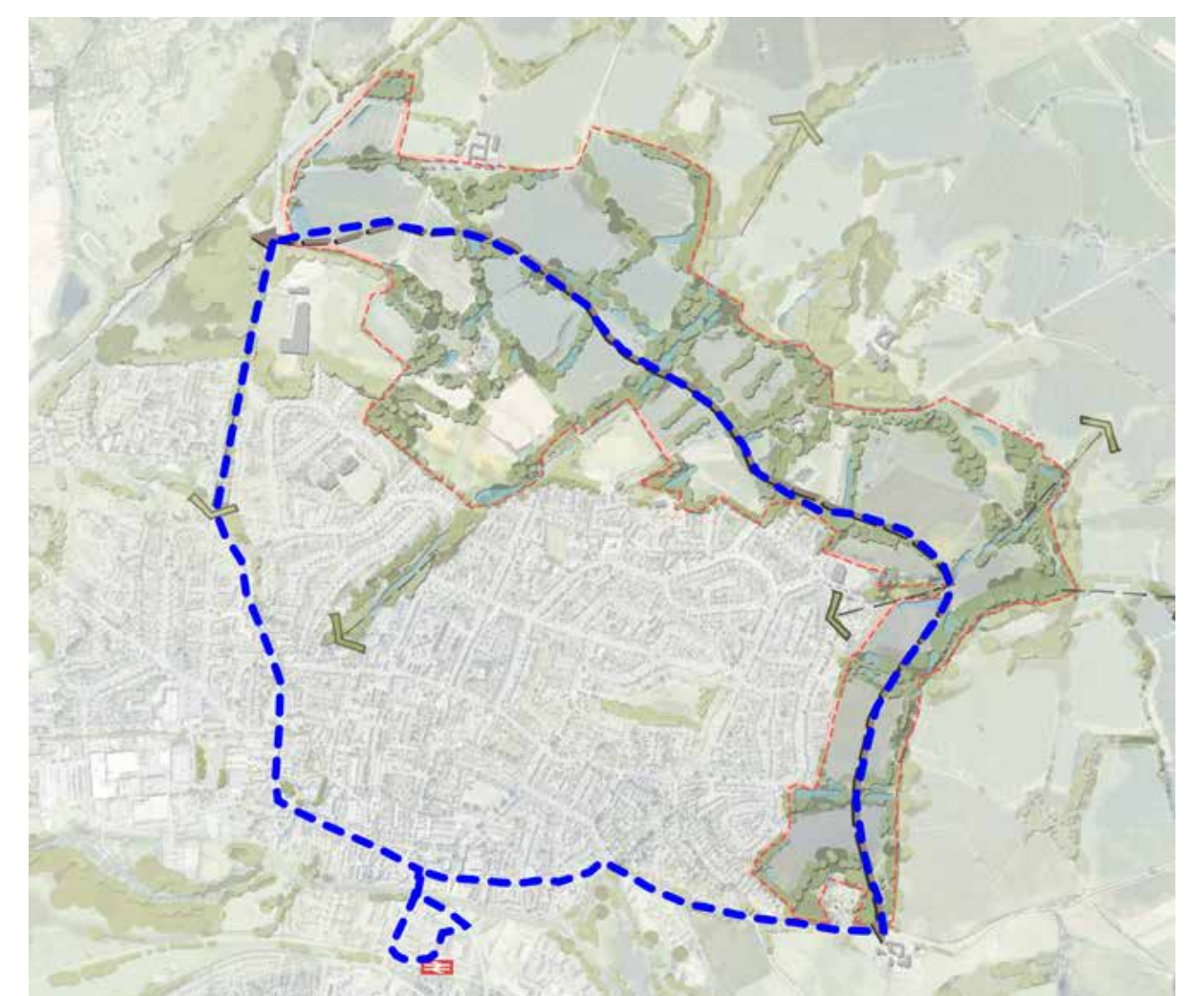
Enterprise Car Club: Local Car Club Scheme example



Lime Bike Hire: Example of an Electric Bike Hire Scheme



Plus Bus: Example of Streamlined Ticketing Between modes



New Fast and Direct Bus route, operating in both directions



High quality bus stops