

Chelmsford Local Plan
Statement of Common
Ground - Provision of
Bus Services for the
Allocated Sites within
the Local Plan

October 2018

Our Planning Strategy to 2036



CHELMSFORD CITY COUNCIL'S LOCAL PLAN

STATEMENT OF COMMON GROUND – PROVISION OF BUS SERVICES FOR THE ALLOCATED SITES WITHIN THE LOCAL PLAN

Between:

- 1) Chelmsford City Council – the Local Planning Authority
- 2) Essex County Council – the Local Highway Authority
- 3) First – the major Bus Operator within the City

INTRODUCTION AND BACKGROUND

- 1.1 This SocG confirms the commitment to all parties to deliver high quality bus services working with the site promoters for the planned allocations within the local plan.
- 1.2 In particular all parties understand the ingredients required to implement and operate high quality sustainable bus services. Through case study all parties demonstrate how through following these ingredients bus services implemented by promoters of sites can ultimately reach commercial viability and become a sustained method of travel for residents.
- 1.3 More information on bus provision is contained within relevant Statements of Common Ground for allocated sites.

Case Study – Part 1

- 1.4 CCC, ECC and First, worked with Countryside Properties to deliver high quality bus services for the first residents of Beaulieu commencing in 2002. This service (extension to the 54 and 56) was introduced to support the expansion of the development to 550 residential units.
- 1.5 In accordance with the S106 Agreed for the development, the developer was required to;
 - Provide Travel Information for Residents
 - Provide Discounted Travel
 - Ensure the Bus Stops were located in accessible and secure locations
 - Sponsor a timetable which provided for early morning and late evening services

- 1.6 As part of their commitment First undertook a major recruitment of drivers. This ensured that the service operated reliably for residents.
- 1.7 This service continues to operate as a commercially viable service, providing lasting testimony of how the incentive measures in partnership with a developer committed to high delivery standards can have a lasting benefit.

Case Study Part 2

- 1.8 In accordance with the planning consent for the new neighbourhood at Beaulieu, a new bus service was launched on the 2nd April 2017. This complements the bus service for the initial part of the development discussed in Case Study 1.
- 1.9 The new 57 bus service provides residents with a service between Beaulieu (Centenary Way) and Chelmsford Bus and Railway Stations, which runs every 20 minutes Monday to Friday, every 30 minutes on a Saturday and 60 minutes on a Sunday. The service has a 15-minute journey time into Chelmsford, with the peak timetable being timed to coincide with the rail timetable enabling users to get from Beaulieu to London Liverpool Street in around 1 hour.
- 1.10 As an incentive for residents to travel by bus, Countryside Properties offered a free annual bus season ticket, based on 4 per household, to encourage bus use.
- 1.11 This includes the option for residents to be able to opt in to receive their free annual season ticket via the First Bus mTickets mobile app, which has had a major benefit in terms of reducing boarding times for buses.
- 1.12 The current monitoring at Beaulieu, required by ECC and CCC as part of the planning consent shows around 25% of residents travel by bus, well in excess of the modal share for the surrounding area.
- 1.13 The developer is also establishing a commuter club, whereby Businesses on the site can obtain incentives for their employees to travel by non-car means.

Commitments

- 1.14 All parties consider;
- that schemes in excess of 500 dwellings located close to existing routes should be able to support on a lasting basis diversions and extensions to services provided they are properly marked and incentivised, and accessible from strategic/main routes and not include, for instance, excessive and/or variable

time penalties which can result in delays to the service alienate existing passengers;

- that an incentive and marketing package is a requisite if achieving a lasting use of public transport services;
- that timings of bus services is a vital ingredient in particular (i) that services start and terminate early and late enough and (ii) that where appropriate services should be scheduled to coincide with train times or other interchanges.

CONCLUSIONS

- 1.15 The Signatories to the SOCG are fully committed to delivering high quality Bus Services to the proposed allocations within the Local plan

Signatories:

Jeremy Potter

Jeremy Potter
Planning and Strategic Housing Policy Manager
Chelmsford City Council

Andrew Cook

Andrew Cook
Director of Highways and Transportation
Essex County Council/Essex Highways

Steve Wickers

Steve Wickers
Managing Director
First Eastern Counties Buses Limited



This publication is available in alternative formats including large print, audio and other languages

Please call 01245 606330

Planning and Housing Policy
Directorate for Sustainable Communities
Chelmsford City Council
Civic Centre
Duke Street
Chelmsford
Essex
CM1 1JE

Telephone 01245 606330
planning.policy@chelmsford.gov.uk
www.chelmsford.gov.uk

Document published by
Planning and Housing Policy
© Copyright Chelmsford City Council