North Essex Authorities

Mode Share Strategy
For the North Essex
Garden Communities

July 2019

itp

8. Conclusion and next steps

8.1 ITP's review of Census travel-to-work data revealed that, in the existing North Essex context, wherever public transport services and walk/cycle infrastructure are most-developed the mode share by these modes is higher. Furthermore, nearly 40% of existing commuter trips are shorter than five kilometres and could therefore be converted into trips by sustainable modes rather than those made by car.

8.2 We found that high sustainable mode share is achieved not only across Europe, but also in specific places in the UK. The conditions that contribute to highly sustainable mode share vary depending on factors such as social factors, scale, density, type of infrastructure provided, parking restraint and the physical arrangement of streets. A key finding in this report is that the most successful places for sustainable travel in the world are those which combine high quality walking, cycling and public transport infrastructure with constraints on car ownership and use.

8.3 Ultimately though there is nothing intrinsically 'Dutch' or 'Danish' about achieving high sustainable mode share - with the right investments and placemaking decisions they can be, and are, achieved in the UK. This report demonstrates which measures have been successful elsewhere and outlines the key elements that will be delivered in the GCs.

8.4 As well as detailing the range of measures required, the report sets out how each measure can be delivered in a phased way as development progresses across the GCs, including how it will be secured and who will deliver it. A range of complementary measures have also been set that will also be secured and help ensure delivery of a refined set of mode share targets for each of the GCs.

8.5 The range of measures set out in this report will form the basis of the transport strategies for each GC and will be secured by DPDs and enshrined in the emerging masterplans for each new community.