



**CoMoUK**  
*supporting shared transport*

# Shared Transport in New Developments in Uttlesford

Report prepared by CoMoUK

V1 April 2024

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## 1. Introduction

Uttlesford District Council has commissioned CoMoUK, the national charity for shared transport to provide a report which outlines the current evidence of the benefits of shared transport whilst providing a set of recommendations to help inform the specification for the roll out of a shared mobility scheme across new developments in Uttlesford.

Approximately 5000 new homes are included in the draft local plan within the Uttlesford boundary located in six towns and villages: Saffron Walden, Newport, Thaxted, Great Dunmow, Takeley and Stansted Mountfitchet (see Figure 1).

The Local Plan aims to ensure that active travel and sustainable transport principles are at the heart of the new developments. The council is looking at what practical measures will be required to ensure new residents are able to choose sustainable travel modes. It is expected that the changes will support existing residents to also change their travel behaviour.

The Council has shared background to the travel patterns in the area with CoMoUK. It is apparent that the current mode of commuting in Uttlesford (recorded during the 2011 and 2021 Census) is predominantly by private car, with relative levels of car use within the district higher than for both Essex and England. Bus, motorcycle and bicycle use within Uttlesford is low. Train use within Uttlesford is lower than for the county, although it is the same as the national level. Walking within the district is approximately equivalent to both the county and England albeit higher in the market towns and lower within rural areas.

The usual places of work analysis for Uttlesford residents shows that a large proportion of residents' work within the district (42%), with 33% working in neighbouring authorities and over 16% in London. There are also many people travelling into the district to work.

There are high levels of car ownership within Uttlesford and there are few dedicated cycle routes in towns or linking settlements. The majority of the road network in the district is narrow rural roads which service small villages and market towns. The car ownership levels are reflected in the local parking standards<sup>1</sup>, which are set at one for one bedroom property and two for two and three bedroom dwellings and three for larger dwellings, excluding garages.

There is a need for reliable high quality sustainable transport modes in order to reduce the dominance of the private car. The report provides an independent view on the best approach to deliver shared transport both at the six new developments and the settlements

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<sup>1</sup> <https://www.uttlesford.gov.uk/localparkingstandards>

in which they are to be based. The map (figure 1) and table 1 below illustrates the proposed sites, their current and proposed population size.

Settlement	No. of new dwellings (existing pop)
Saffron Walden	1,200 (16,600)
Great Dunmow	870 (10,400)
Stansted Mountfitchet	390 (8,600)
Takeley	1,600 (5,500)
Thaxted	490 (3,100)
Newport	400 (2,900)

Table 1: Settlements and populations

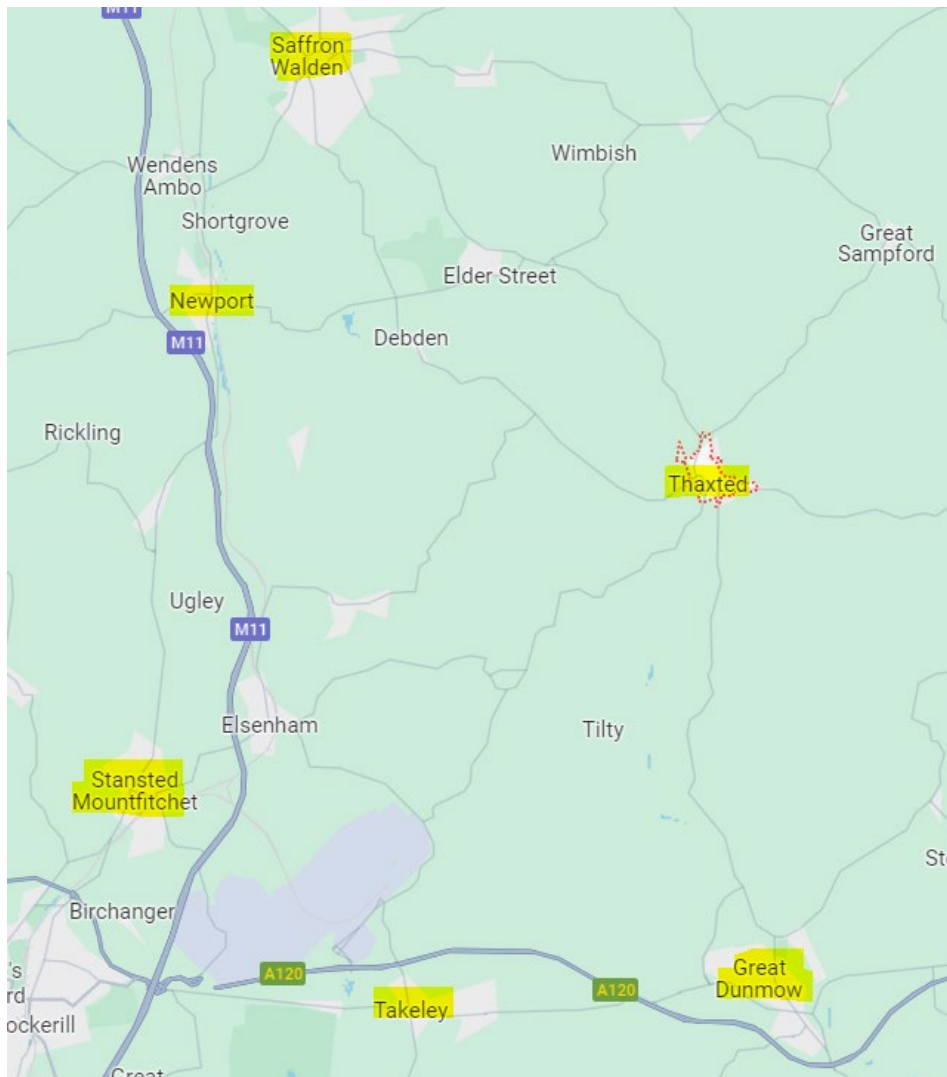


Figure 1: Map of the settlements which will be the location of the proposed new housing developments

## 2. Models of shared transport and evidence for their contribution to social and environmental goals

### 2.1 Car clubs

Pay per trip car clubs allow individuals and organisations to have access to a car without being tied to ownership. Bookings are completed on a website or in an app and are charged by the hour and by distance. Electric car clubs offer access to electric vehicles which are typically parked at dedicated charging points. There are four national operators, all of which are accredited by CoMoUK. In addition, there many community-led schemes.

An alternative to providing self-service access to a vehicle owned by a third party is Peer to Peer sharing where residents place their own vehicles on a platform which connects them to those who wish to hire a car in the area and provides the insurance cover for the trip.

#### **Evidence of the impacts of car clubs**

The CoMoUK 2022 annual car club reports found that each car club vehicle in the UK substituted the need for 22 privately owned vehicles.<sup>2</sup> With private cars in England spending on average 23 hours out of 24 parked, car clubs give people the benefit of access to cars, without the huge spatial inefficiencies of private car storage.

People using car club vehicles are likely to drive less overall but the trips they do take are for longer distances than private car journeys. This reflects the 'sunk costs' of car ownership, which incentivise car use for regular, short journeys that can more easily be replaced with other modes of transport.<sup>3</sup>

Car club users are more likely to travel at other times by foot, bike or public transport than the average population. The 2022 report shows that 76% of car club members were walking at least once a week for travel (i.e. not for leisure). 48% of respondents used a bus at least once a week and 15% used a train or tram at least once a week. This compares to a national average in England of 16% and 5%, respectively, in 2021. 37% were using a bicycle at least once a week. In 2021, only 15% of people in England cycled once a week or more on average.

Car clubs can also bring significant cost savings to members, especially those who use cars infrequently. Our latest survey found that 73% of those who have got rid of a car (first, second, third or otherwise) agree that car club membership saves them money compared to owning or leasing a car.

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<sup>2</sup> <https://www.como.org.uk/documents/car-club-annual-report-uk-2022>

<sup>3</sup> <https://www.sciencedirect.com/science/article/pii/S2213624X20301589#s0040>

## **Research from a rural setting**

Huntly Travel Hub (see below for the full case study): Since the scheme was launched in 2015 they have found that their members combined drive around 783 miles per month. The car club has 70 members, with 10 core users for whom the car club has replaced their vehicles, meaning 10 cars removed from the road. There are around 20 members who use a car once a month, and the remaining members use the car on a one-off basis. Feedback from regular users reported they saved around £1,500 to £2,000 per year, compared to the cost of a privately owned vehicle.

## **2.2 Bike share & bike loans**

There are several different models for providing access to shared bikes. Self-service bike share allows people to pick up a bike and carry out one-way trips with the bike, leaving it at their destination. Back-to-base, (bike hire, pool bikes) sometimes also use a mobile app to allow self-service access alternatively they can be managed by a local bike shop or tourist attraction. Such hires are often charged by a half or full day rather than per minute. A third option is for longer term loans for people to “try before they buy” and are often delivered with cycle training and vouchers towards the purchase of a similar bike. These commonly include electric bikes.

## **Evidence of the impacts of bike sharing schemes**

The CoMoUK 2023 Annual Bike Share report<sup>4</sup> show that bike share re-attracts people into cycling, supports health and wellbeing, triggers sustainable travel behaviours, cuts car miles and presents an affordable travel option. One-third of bike share users in the UK, for example, use shared bikes to cycle for the first time ever or for the first time in five years or more. Two-thirds of bike share users say that they have been cycling more frequently since joining a bike share scheme.

## **Research from a rural setting**

Huntly Travel Hub: The Huntly Travel Hub has 24 electric bikes which are rented out on weekly or monthly contracts, rather than on a short-term (hourly or daily) basis. Staff running the long-term hire scheme in Huntly reported that, of the 250 people who hired an e-bike from hub in 2021, 20 went on to buy a bike.

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<sup>4</sup> <https://www.como.org.uk/documents/bike-share-annual-report-uk-2022>

## 2.3 Mobility hubs

Mobility hubs are designed to host public transport alongside shared transport modes and active travel facilities. Bringing services together boosts convenience for multi-modal trips, with the possibility of seamless switches and improved links between different layers of transport such as the core public transport network and shared services.

Hubs allow space to be reorganised for the benefit of pedestrians, cyclists and business owners addressing parking problems and creating more pleasant urban realm. Converting space previously used only for private parking to green space, waiting areas and additional facilities makes for a better experience for the traveller, increasing patronage. They can also offer a safer and more comfortable dwell time which will lead to improved access for more vulnerable users.

They raise the profile and visibility of the range of shared and other sustainable travel modes, which provides a new status and appeal, with the associated benefits of reduction in car use.

## 3. Analysis of the potential for shared transport in the proposed sites in Uttlesford

### 3.1 Car clubs

Car clubs work well where there is a population which can have low-car lifestyles, with the need for only occasional access to a car. These households are able to forego car ownership or to give up their own private vehicle and switch to using to a car club. Car clubs also work well where there is a mix of residents, tourists and businesses whose bookings can be spread over the week. The typical characteristics of an area which supports low car living include; high housing density with a range of amenities in walking distance, regular public transport which supports commuting without a car, and constraints to owning your own car such as a lack of parking spaces or permit fees. An additional factor, which is harder to measure, is the presence of the environmentally motivated residents who are willing to change their behaviour even if it requires extra effort. The existence of green community groups was used as a guide to whether these types of residents were present at the moment.

The report explores whether a sufficient number of the listed characteristics are currently present or are likely to be present in each of the new developments from the information available. This will be displayed in a traffic light system to show where the supportive factors are present (green), present to some degree (amber), absent (red). This is then translated to a score with green gaining 3 points, amber 2 and red 1. The total score is calculated across the factors. The results of this are summarised in table 2 below.

With additional research time, further in-depth analysis could be carried out to assess other contributory factors such as car ownership per household, commuting patterns and Socio-economic Classification (NS-SEC).



Table 2: Assessment of potential for car clubs for each settlement

Settlement	Planned population size	Housing density & parking constraints (current & future)	Public transport connectivity	Amenities within walking distance	Community green groups	Score & recommended solution
Saffron Walden	17,800	High density & constrained parking in centre, lower density on existing new developments, ample in existing suburbs. The new housing is currently planned to be medium density.	Rail station (2.5m). Regular bus services <sup>5</sup> to the rail station, Haverhill, Cambridge, Stansted and Bishops Stortford	A range of shops & supermarkets, health centres and school within walking distance	Wildlife group. Eco Church	13 Car club
Great Dunmow	11,270	Existing settlement has small pockets of higher density housing with more traditional estates with ample parking. The new housing is currently planned to be medium density.	No rail station. Buses to Saffron Walden & Newport. New bus service planned to Stansted.	Some shops & supermarkets, health centre and primary school within walking distance	Friends of Fitch Way	9 Peer to peer sharing
Stansted Mountfitchet	8990	Existing settlement has small pockets of higher density housing. with more traditional estates with ample parking. The new housing is currently planned to be medium density.	Rail station links to Bishops Stortford and Cambridge. Bus to Airport.	Some shops, health centres and school within walking distance	Sustainable Stansted	10 Car club with the right conditions outlined in the recommendations
Takeley	7100	Low density, ample parking. The new housing is currently	Rail station at Stansted airport (3m). New bus	Limited shops, no supermarket, health centres and school	No community groups found	6 Peer to peer sharing

<sup>5</sup> <https://www.travelessex.co.uk/about-timetables-maps>

		planned to be medium density.	service planned to Stansted.	within walking distance		
Thaxted	3590	Central housing has limited parking (are there car parks used by these residents?), otherwise low density housing with ample parking. The new housing is currently planned to be medium density.	No rail station. Bus to Saffron Walden and Great Dunmow plus Dart 299 DRT service to surrounding villages.	Limited shops, no supermarket, health centres and school within walking distance	Eco Thaxted Group	7 Peer to peer sharing
Newport	3300	Low density, ample parking. The new housing is currently planned to be medium density.	Rail station links to Bishops Stortford and Cambridge. Bus to Saffron Walden.	Limited shops, health centres and school within walking distance	No community groups found	7 Peer to peer sharing

### 3.2 Bike share schemes & loans

Shared bike schemes work well where there is a range of supportive factors. The key factors being: safe cycling infrastructure, density, and the right use cases and trip generators to justify a pool of bikes versus privately owned bikes. The presence of supportive community groups is also helpful.

Table 3, below, assesses whether a sufficient number of those characteristics are likely to be present in each of the new developments from the information available. This will be displayed in a traffic light system to show where the supportive factors are present (green), present to some degree (amber), absent (red). This is then translated to a score with green gaining 3 points, amber 2 and red 1.

Table 3: Assessment of the potential of shared bike schemes for each settlement

Settlement	Planned total pop'n size	Use cases & trip generators	Cycling infrastructure	Scheme supporters (community group / bike shop)	Score & recommended solution
Saffron Walden	17,800	Connecting residents to town & station. Connecting rail travellers to town. Leisure rides. Potentially tourist in town.	The key connection to the station has been improved although needs additional lighting and segregation. Surrounding rural roads which could be quiet, others pose a danger if busy.	<a href="https://www.newdales.co.uk/">https://www.newdales.co.uk/</a> Wildlife group. Eco Church	11 One way bike share at multiple sites. Bike loans
Great Dunmow	11,270	Leisure cycling. Connecting new housing to town centre? Too small for utility trips.	NCN16 / Fitch Way from Stansted, Takeley to Braintree but lacks segregation in Great Dunmow. New settlements have narrow roads and ancient bridges but cycle infrastructure improvements are being considered.	Remote based workshop only <a href="http://www.fitchbikesltd.co.uk">www.fitchbikesltd.co.uk</a>  Friends of Fitch Way	8 Pool bikes, back to base from housing, or bike loans
Stansted Mountfitchet	8990	Connecting residents to amenities, work, station. Leisure cycling.	Small rural roads some of which could be quiet, others pose a danger if busy. Links to NCN16. Lacks safe routes to the airport.	<a href="https://www.stanstedbicycles.co.uk/">https://www.stanstedbicycles.co.uk/</a> More shops in Bishop Stortford. Sustainable Stansted Group. Successful app bike scheme within airport for staff.	8 Bike & e-cargo bike loans Possibly extension of existing app bike scheme at Airport from staff car parks to terminal
Takeley	7100	Connecting residents to amenities, work, Stansted station. Leisure cycling.	NCN16 from Stansted, Takeley to Braintree. New route planned to Stansted rail station.	No bike shops or community groups found	7 Bike loans Possibly extension of existing app bike scheme at Airport from

					staff car parks to terminal
Thaxted	3590	Leisure rides	Small rural roads some of which could be quiet, others pose a danger if busy.	No shops. Eco Thaxted Group	5 Extension of Saffron Walden loan scheme to Thaxted
Newport	3300	Connecting residents to amenities, work, station. Leisure cycling.	Small rural roads some of which could be quiet, others pose a danger if busy.	The Bicycle Shop. No community groups found	5 Extension of Saffron Walden loan scheme to Newport.

### 3.3 Electric cargo bike schemes & loans

Electric cargo bikes are relatively new to the UK. Shared schemes are available in three models:

- Public self-service schemes, e.g. Hackney and Westminster, London, Bristol and Hereford.
- Day hires e.g. Strathaven
- Longer term, try before you buy loans, e.g. Saffron Walden, Leeds.

There is also a growth in businesses providing e-cargo bike delivery schemes.

Some schemes offer e-cargo bikes which can carry goods only and others allow for carrying children as well as space for shopping and parcels. An alternative to cargo bikes is the addition of trailers, again there are different types for children or goods. These can be added to existing bike fleets and could offer a more flexible, low cost solution especially for infrequent leisure cycling.

In this context of smaller rural settlements the model the report seeks to explore the expansion of the model Saffron Walden has deployed of providing back to base hires from one location to residents and businesses. The scheme here provides a three-wheeled cargo-bike to carry up to 2 kids or 1 adult, or cargo ranging from furniture to food deliveries with a rain tent cover.

As outlined above for bike share schemes, shared electric cargo bikes schemes will also require safe cycling infrastructure, at a width to accommodate these larger bikes, the right density, and use cases. Given the additional cost and extra cycle training support which might be required to deploy such a scheme the number of places which can host a pool of bikes is likely to be smaller than with other types of bikes. The presence of supportive community groups is also helpful.

Table 4, below, assesses whether a sufficient number of supportive characteristics are likely to be present in each of the new developments from the information available. This is displayed in a traffic light system to show where the supportive factors are present (green), present to some degree (amber), absent (red). This is then translated to a score with green gaining 3 points, amber 2 and red 1.

Table 4: Assessment of the potential for e-cargo bike schemes for each settlement

Settlement	Planned total pop'n size	Use cases & trip generators for cargo bikes over traditional bikes	Cycling infrastructure	Scheme supporters (community group / bike shop)	Score & recommended solution
Saffron Walden	17,800	Business deliveries. Leisure rides with children. Utility trips into town e.g. shopping. Try before you buy loans.	The key connection to the station has been improved although needs additional lighting and segregation. Surrounding rural roads which could be quiet, others pose a danger if busy.	<a href="https://www.newdales.co.uk/">https://www.newdales.co.uk/</a> Wildlife group. Eco Church.	11 E-cargo bike (or trailer) hires from a central point & the new development/s. With option for longer term loans.
Great Dunmow	11,270	Leisure rides with children. Utility trips into town e.g. shopping. Try before you buy loans.	NCN16 / Flich Way from Stansted, Takeley to Braintree but lacks segregation in Great Dunmow. New settlements have narrow roads and ancient bridges but cycle infrastructure improvements are being considered.	Remote based workshop only <a href="http://www.flitchbikesltd.co.uk">www.flitchbikesltd.co.uk</a> Friends of Flich Way	8 E-cargo bike (or trailer) hires from the new development/s. With option for longer term loans.
Stansted Mountfitchet	8990	Business deliveries. Leisure rides with children. Utility trips into town e.g. shopping. Try before you buy loans.	Small rural roads some of which could be quiet, others pose a danger if busy. Links to NCN16. Lacks safe routes to the airport.	<a href="https://www.stanstedbicycles.co.uk/">https://www.stanstedbicycles.co.uk/</a> More shops in Bishop Stortford. Sustainable Stansted Group. Successful app bike scheme within airport for staff.	8 E-cargo bike (or trailer) hires from the new development/s. With option for longer term loans.

Takeley	7100	Leisure rides with children. Utility trips into town e.g. shopping. Try before you buy loans.	NCN16 from Stansted, Takeley to Braintree. New route planned to Stansted rail station.	No bike shops or community groups found	7 E-cargo (or trailer) bike hires from the new development/s. With option for longer term loans.
Thaxted	3590	Leisure rides with children	Small rural roads some of which could be quiet, others pose a danger if busy.	No shops. Eco Thaxted Group	5 Addition of trailers to loan scheme.
Newport	3300	Leisure rides with children	Small rural roads some of which could be quiet, others pose a danger if busy.	The Bicycle Shop. No community groups found	4 Addition of trailers to loan scheme.



## 4. Best practice in shared transport in small settlements and new developments

### 4.1 Car club

Operators were asked to provide information on schemes identified by CoMoUK to be in similar small settlements as part of new developments. Operators empathised that car clubs often struggle in rural settings due to the lower density of housing and lack of regular, quality public transport to succeed. Table 5 provides a handful of examples which appear to be successful with accompanying notes on the reasons for their viability.

Table 5: Commercial led schemes in smaller sized rural settings

Settlement & population	Operator	Funding source / details	Factors for success
Northstowe, Cambridgeshire (4100)	Enterprise Mobility*	S106	New medium density housing development. Proximity to Cambridge linked with guided bus route. Additional use from Cambridge residents coming out of the city using the guided bus to access the car club. Basic amenities in walking distance. Active community hub.
Melbourn, between Cambridge and Stevenage (4895)	Enterprise Mobility	S106	New medium density housing development. Proximity to rail station with high frequency connections to Cambridge, Stevenage and south. Basic amenities in walking distance. Community hub with café and library. Not working as well as Northstowe, has had extra funding and marketing.
Wallingford, Oxfordshire* (8455)	Co Wheels	County Council	Historic old town with high density housing in centre with some surrounding medium / low density development. Bus links to Oxford and Didcot Parkway with rail links to Reading and Oxford.

			Basic amenities in walking distance. A number of active environmental groups.
Calderwood, East Calder (3880)	Hiyacar	S106	New development with mix of housing density. Bus links to rail lines into Edinburgh. A range of core amenities provided on site Car club led by the housing developer.

\*Cowheels reported that in [Oxfordshire pilot where a rural EV car club pilot](#) has been taking place, there have been unusual results. Larger locations like Bicester and Witney have been less successful but much smaller and apparently less promising locations have fared better. Wallingford (8,455 Population) is sustainable or near sustainable, on current performance. In these areas it came down to mindset. The villages had active environmental groups who were trying to get people to change behaviour.

#### 4.2 Peer to peer car sharing

An alternative to providing self-service access to a vehicle owned by a third party is Peer to Peer sharing where residents place their own vehicles on a platform which connects them to those who wish to hire a car in the area and provides the insurance cover for the trip.

Hiyacar provided the following locations outlined in table 6, in similar sized settings which are working well.

Table 6: Peer to peer schemes in smaller sized rural settings

Settlement & population	Factors for success
Eynsham, Oxfordshire (5324)	Historic old town with high density housing in centre with some surrounding medium / low density development. Regular bus route to Oxford. Shops and amenities in walking distance Community and environmental groups

Ilkley, West Yorkshire (14,854)	High density Victorian housing with limited parking. Rail link into Leeds Variety of shops and other amenities in walking distance Active environmental group, Climate Action Ilkley.
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### 4.3 Bike share & e-cargo bike share schemes

The table (7), below provides examples of similar small settlements, some of which are part of new developments, which appear to be successful with accompanying notes on the reasons for their viability.

Table 7: Bike share in smaller sized rural settings

Settlement & population	Operator	Factors for success
Houghton Regis and Bidwell  (18,820)	App bike	S106 funded medium density, new development which will be expanding as the new development grows over the next few years.  Cycle ways are being improved which will provide better and more useful links to destinations.  Shops and amenities in walking distance
Strathaven, South Lanarkshire  (8180)	Climate Action Strathaven (CAST)	Medium density housing  Shops and amenities in walking distance.  Community run (CAST) bus service running 12 services daily to and from Glasgow.  Community run back to base, bike hire, and e-cargo bike short and long-term hires.

### Stansted Staff Bike Share Scheme

As Takeley and Stansted Mountfitchet are so close to Stansted Airport it is useful to understand the corporate staff scheme which is running successfully there.

*The surface transport team at Stansted approached App-Bike looking for an effective and greener solution to getting workers to and from the terminal from outlying car parking. Given that running a shuttle bus service costs over £100K per year, they were keen to look at more cost-effective options. For less than a 10<sup>th</sup> of the annual cost of a bus service, we have been able to provide a large fleet of bikes using our App-Bike system to shuttle these employees to the terminal and back again. There is no waiting around for a bus, and a user simply unlocks the bike with our app and locks it again when at their destination. In all it is quicker and more convenient for the user. We have also configured the app so that only authorised users can access the bikes, and all maintenance, support and insurance is provided by App-Bike.*

Source <https://www.app-bike.co.uk/case-studies>

## 4.4 Mobility hubs

Examples of mobility hubs in similar small settlements are set out in table 8, some of which are part of new developments, which appear to be successful with accompanying notes on the reasons for their viability.

Table 8: Examples of mobility hubs in similar settings

<b>Settlement &amp; population</b>	<b>Operator</b>	<b>Factors for success</b>
Calderwood, East Calder (3880)	Stirling Developments	New development with mix of housing density. Bus links to rail lines into Edinburgh. A range of core amenities provided on site. Mobility hub led by the developer.
Huntly, Aberdeenshire (4550)	Huntly Development Trust	Connected by rail to local towns and Aberdeen. Higher density housing in and around town centre, lower on the edges of the settlement. Shops and amenities in walking distance. See case study below on community activity and success factors.
Maybole, South Ayrshire (4550)	South Ayrshire Community Transport & the Carrick Community Centre	Located on the rail line with connections to Ayr and Glasgow. Medium density housing. Limited shops and amenities in walking distance. E-bike hire is managed by community schemes based at the hub which has a range of complementary services and income streams.

## Case study of a community led mobility hub with car club & bike share scheme

Huntly, Aberdeenshire, (4550 population)

Huntly Travel Hub (HTH) run by Huntly and District Development Trust, which includes three low emissions cars, 24 e-bikes and a community mini bus. The organisation has a broader green initiative, including a farm and eco-booth, sustainable regeneration, and work on active travel routes.

The group developed HTH to provide more sustainable travel options for the local community. Local consultations with residents showed that access to travel was a key issue and in need of improvement. As part of the investigations, they explored a range of options but decided that a franchise option, working with Co-Wheels as a delivery partner, would be best suited to their ambitions and local needs. This model is more expensive to run than other approaches, but there are fewer burdens on the group and less strain to manage the day to day operational requirements.

The cars are located in Huntly: one at the train station, one in the town square, and one at the Market Muir Car Park near a major road into the town. The e-bikes are kept in a building that is in the process of being redeveloped. The e-bikes are rented out on weekly or monthly contracts, rather than on a short-term (hourly or daily) basis.

One of the challenges of being based in a rural area is a lack of users in close proximity to the cars. In small satellite villages and hamlets with five hundred or fewer residents, there is no business case for a vehicle which is within a short walking distance of enough houses. The development trust is exploring how they can connect residents from across the community to the car club. Options being explored include a shuttle minibus and peer to peer car-sharing. The rural roads are problematic for e-bikes; many are unsafe for cycling and this can impact people's confidence. Work is being undertaken to improve active travel routes.

For HTH, proper staffing of the scheme is vital in ensuring its success. There is an ongoing challenge to secure enough funding to employ enough staff. Most available grants are for capital investment and not revenue for staff. When the scheme was managed by a part-time staff member it struggled to gain traction. It was only after appointing a full-time member of staff that they were able to make significant progress.

The car club and e-bike schemes are integral to the suite of activities that the Huntly and District Development Trust deliver. They use the cars for their own activities, and they help them achieve their aspirations for the redevelopment and regeneration of the town centre.

## 5. Recommendations

The following set of recommendations have been split by mode with any difference in approach between the settlements being highlighted in each section, The recommendations are based upon the provision of significant funding, in the region of several millions, through S106 contributions tapered over 5 to 10 years.

### 5.1 Electric car clubs

The report has explored the degree to which each of the key success factors for car club will exist once the new houses are in place. Based on this analysis and comparisons with similar sites CoMoUK provides the following recommendations.

#### Recommendations:

- a) **Housing density & parking ratios:** Ensure the new houses are built at high density with reduced parking allowance. Make any parking chargeable. Avoid double garages and drive, separating parking spaces from the driveway also challenges the assumption that a privately owned car is essential.
- b) **Electric charging:** Ensure all car club bays have dedicated reliable charging infrastructure.
- c) **Saffron Walden:** Continue to support and expand the car club in Saffron Walden providing new bays within 5 minutes' walk of the new houses.
- d) **Stansted Mountfitchet:** Expand the car club to Stansted Mountfitchet which also exhibited sufficient supportive characteristics.
- e) **Business use:** Promote the car club to employers in the area who use fleet or grey fleet for staff work trips.
- f) **Peer to peer sharing:** Unless parking ratio can be reduced from two per 2+ bedroom properties and there is an improvement in public transport, the following locations are unlikely to support a car club but the sharing of vehicles via a Peer to Peer platform may help provide some reduction in car numbers: Newport, Thaxted, Great Dunmow, and Takeley.

As plans are developed CoMoUK recommends testing these assumptions with the market and requesting feedback on the plans.

### 5.2 Bike share,

The report has explored the degree to which each of the key success factors for different models of bike sharing will exist once the new houses are in place. Based on this analysis and comparisons with similar sites CoMoUK provides the following recommendations.

## Recommendations:

- a) **Saffron Walden:** Continue and expand the one-way self-service electric bike share service, currently provided by APP Bike, in Saffron Walden to the new sites whilst also maintaining the longer term loans for those wishing to “try before they buy”.
- b) **Great Dunmow, Takeley and Stansted Mountfitchet:** Provide a back-to-base pool bike model located at the site of the new developments, alongside longer term loans.
- c) **Newport and Thaxted:** Provide access to longer term loan bikes, possibly provided on a regular monthly visit or on-demand basis from Saffron Walden.
- d) **Vouchers:** Alongside the provision of long term loans, offer vouchers towards the purchase of similar specification bikes or e-bikes to be redeemed at local bike shops.
- e) **Long term funding:** Schemes such as the app bike scheme in Saffron Walden are service based and therefore have a fixed cost with revenue deducted from the monthly fee. As the scheme and revenue grows, the fees will increase and cost will reduce but is unlikely to be self-sustaining. At the end of the life of the S016 funding, on-going costs would need to be covered by other sources such as ground rent charges or sponsorship.

As plans are developed CoMoUK recommends testing these assumptions with the market and requesting feedback on the plans.

## 5.3 E-cargo bike share

### Recommendations:

- a) **Saffron Walden:** Continue and expand the e-cargo bike hire to the new development sites, consider adding trailers and longer term loans as a flexible option for those wishing to “try before they buy”.
- f) **Great Dunmow, Takeley and Stansted Mountfitchet:** Provide a back-to-base e-cargo bike or trailers hires located at the site of the new developments, alongside longer term loans.
- g) **Newport and Thaxted:** Provide access to trailers alongside longer term loan bikes, possibly provided on a regular monthly visit or on-demand basis from Saffron Walden.
- b) **Vouchers:** Alongside the provision of long term loans, offer vouchers towards the purchase of similar specification bikes or e-bikes to be redeemed at local bike shops.
- c) **Long term funding:** Schemes such as the app bike scheme in Saffron Walden are service based and therefore have a fixed cost with revenue deducted from the monthly fee. As the scheme and revenue grows, the fees will increase and cost will reduce but is unlikely to be self-sustaining. At the end of the life of the S016 funding, on-going costs would need to be covered by other sources such as ground rent charges or sponsorship.



### 5.3 Mobility hubs

#### Recommendations:

- a) Co-locate shared and public transport services into mobility hubs to raise their profile, boost connectivity and carve out space for public realm, and accessibility to services.
- b) Just signage at each site to house a common branding and information about the local services.
- c) Look for opportunities to diversify activities to share staffing costs and bring in additional income streams.

### 5.4 Cycle infrastructure & storage

#### Recommendations:

- a) Improve cycling infrastructure between the new developments, transport interchanges, key amenities and leisure routes.
- b) Provide appropriate covered, and overlooked cycle storage for the bike share bikes.
- c) Provide secure lockable storage units for bike loan schemes and privately owned bikes following best practice guidance such as that developed by Cambridge County Council<sup>6</sup>.

### 5.5 Public transport

The scope of the commission does not include recommendations on bus services, however for the settlements without train services the quality and regularity of the service will be key to the success of the shared transport schemes to ensure residents do not need to depend on owning their own car. This applies to Thaxted, and Great Dunmow in particular. The former is already served by the DRT 299 DART service which could be extended to support the other settlements. There is a need to ensure there is a bus connection to Stansted from the new development at Takeley as well as good cycling infrastructure.

#### Recommendation:

- a) Extend the DRT 299 DART service to support the other settlements.

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<sup>6</sup> <https://www.cambridge.gov.uk/media/6771/cycle-parking-guide-for-new-residential-developments.pdf>

## 5.6 Behaviour change interventions

The need to provide information and support to change behaviour should not be underestimated. People often have preconceived ideas about bus services and may need incentives to try out again after bad experiences. Although many people have an interest in cycling they may need information on cycle routes and cycle training to get started. Moving to a new home is an ideal time to trigger changes in travel behaviour as long as the services, information and support are there from day one of dwellings being occupied and included in marketing materials.

### **Recommendations:**

- a) Ensure all sustainable and shared transport services and infrastructure are in place for the first residents arrival.
- b) Ensure marketing materials and welcome packs include details of the services, and how they work, alongside the incentives and support available.
- c) Add signage for promotion of cycle routes and tap into local community groups to develop led rides and offer "Bike buddies"