

Waterloo Park, Elettra Avenue, Waterlooville

Framework Travel Plan

(Outline Application 2024)

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Waterlooville

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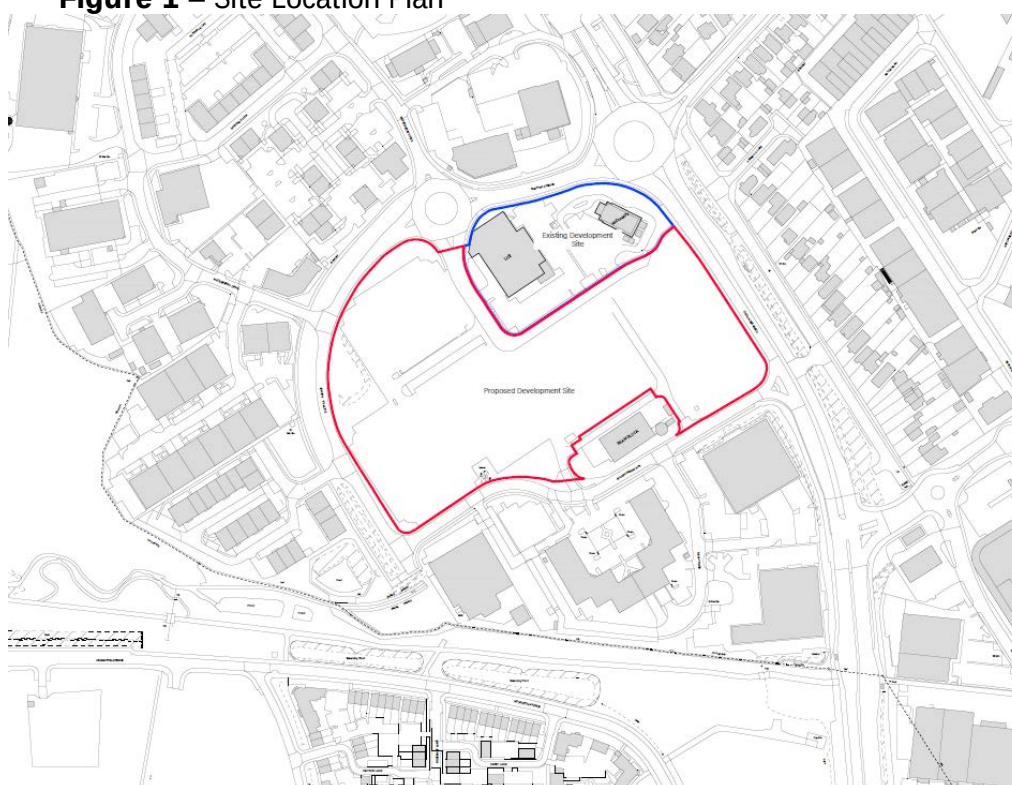
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1.0 INTRODUCTION

- 1.1 This Travel Plan has been prepared by David Tucker Associates (DTA) on behalf of Hargreaves Properties Limited in respect of development proposals for a mixed-use scheme comprising of employment, retail and leisure use on the former BAE site, Elettra Avenue, Waterlooville.
- 1.2 The site benefits from an outline consent which an agreed Travel Plan on which this TP is based, and a full consent on part of the site.
- 1.3 A travel plan is a term used for a package of measures aimed at promoting sustainable transport within an organisation, with the main aim of reducing travel by single occupancy vehicles.
- 1.4 The site is located within the Brambles Business Park to the north-west of Waterlooville town centre as shown on **Figure 1** below (also attached), approximately 2km to the west of the A3(M) and 10km north of Portsmouth.

Figure 1 – Site Location Plan





- 1.5 The planning application allows for flexibility of land uses on site. The latest application is made in outline, and reflects a hybrid of the existing outline consent and the full consent comprising:
- Not more than 19,105sqm development floor area Eg(iii); B2, B8 Trade Counter; E(a) Retail; E(b) Drink/Food Establishments; Drive Thru Restaurant; (sui generis); E(d) Leisure.
 - Not more than 4,334sqm Retail/Leisure of which up to 1,908sqm Food Retail; balance made up of non-food retail, drive thru / restaurants / leisure.
 - Not more than 2,787sqm B8 trade counter.
- 1.6 This document is prepared on behalf of the developer to set the Framework for the travel planning for the proposed development, based upon which the end user or users will prepare their own bespoke Travel Plans to suit their operation and staff.
- 1.7 This framework will therefore act as a guide for occupiers to produce a more detailed travel plan tailored to their organisation, which will outline specific measures and timescales for their implementation. Subsequent implementation of each detailed travel plan will commence on or prior to occupation of the relevant unit and shall be monitored and reviewed annually for 5 years.
- 1.8 The Travel Plan includes:
- A strategy for setting target modal share for staff access to the site;
 - A strategy for achieving the target; and
 - A process for monitoring progress towards achieving the target.
- 1.9 The strategy includes:
- Public transport use encouragement;
 - Cycling incentives and facilities;
 - Walking incentives; and
 - Car sharing encouragement.



2.0 POLICY CONTEXT

2.1 National Policy

National Planning Policy Guidance (2023)

2.1.1 The department for Communities and Local Government (CLG) published the Planning Practice Guidance (PPG), which reinforces the guidance contained within the NPPF.

2.1.2 In particular Paragraph 117 which states that:

“All developments which generate significant amounts of transport movement should be required to provide a Travel Plan.

Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.”

2.1.3 Travel Plans should/ may include:

- Benchmark travel data including trip generation databases;
- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
- Relevant information about existing habits in the surrounding area;
- Proposals to reduce the need for travel to and from the site via all modes of transport; and
- Provision of improved public transport services;
- Parking strategy options (if appropriate); and
- Proposals to enhance the use of existing, new and improved public transport services and facilities for cycling and walking both by users of the development and by the wider community.



- 2.1.4 Travel plans should set out explicit outcomes rather than just identifying processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should seek to fit in with wider strategies for transport in the area.

2.2 **Local Policy**

Hampshire Local Transport Plan cover the period to 2050

- 2.2.1 Hampshire's Local Transport Plan sets out both a long-term vision for the County over the next 30 years as well as a short-term and medium to long term implementation plan.
- 2.2.2 The Local Plan sets the transport vision through to 2050, the key transport outcomes being sought to achieve and the guiding principles to guide future investment and decision-making.
- 2.2.3 Travel planning is key to Policy C6 Encouraging Sustainable Travel Behaviour; Policy HP3 Walking and Cycling; Policy PT3 Public Transport; and Policy DM2 regarding masterplanning.

Hampshire County Council's Guide to Development Related TP (2009)

- 2.2.4 This document was adopted by the Hampshire County Council in 2009 and relates to the importance of a Travel Plan and specific guidance needed for producing a TP document relevant to the local area. The document includes; Basic information about the function of a TP, how an effective TP can be secured through the planning process, how a TP document should be produced and specific management and monitoring which should be included.
- 2.2.5 This TP has been prepared in accordance with local guidance documents, setting out all required elements including realistic targets and measures to achieve these targets, these elements link directly to the outcome of the Transport Assessment Document and are consistent with the Local Transport Plan.



3.0 SITE ASSESSMENT

3.1 Site Location

- 3.1.1 The site is located within the Brambles Business Park to the north-west of Waterlooville town centre as shown on **Figure 1**. The site is approximately 2km to the west of the A3(M) and 10km north of Portsmouth.
- 3.1.2 Elettra Avenue, between the Elettra Avenue/ Waterberry Drive/ Site Access roundabout and the B2150 Hambledon Road/ Milton Road/ Elettra Avenue roundabout, is a 10m wide carriageway with three lanes. In both the eastbound and westbound direction, a single exit lane is provided from each roundabout which flares to two lanes on the approach to the next roundabout.
- 3.1.3 Elettra Avenue continues west of the roundabout with Waterberry Drive/ site access as a single lane carriageway approximately 7.3m in width and subject to a 30mph speed limit. The B2150 Hambledon Road runs adjacent to the eastern boundary of the site and provides a key strategic link via connections with the A3(M), to the east of Waterlooville.
- 3.1.4 The B2150 Hambledon Road to the north of the roundabout with Elettra Avenue/ Milton Road is a single lane carriageway approximately 7.3m in width and subject to a 30mph speed limit. The B2150 Hambledon Road to the south of the roundabout with Milton Road/ Elettra Avenue is a dual carriageway of approximately 7.3m in width and subject to a 40mph speed limit.
- 3.1.5 Silverthorne Way also routes around the southern and western part of the site connecting into Elettra Avenue to the north. Along the southern part of The Park, Silverthorne Way connects onto the B2150 Hambledon Road via a left in/ left out priority junction.

3.2 Walking and Cycling

- 3.2.1 The Brambles Business Park and adjacent local area is served by an extensive network of footways. There are existing off-road pedestrian/cycle routes on both sides of Elettra Avenue which have a smooth tarmac surface as depicted in **Figure 2** below. The



wider pedestrian and cycle routes within the vicinity of the site are shown in **Figure 3**.

Figure 1 – Footway/Cycleway Along Elettra Avenue



- 3.2.2 The off-road shared pedestrian/ cycleway route adjacent to the southern carriageway of Elettra Avenue continues in a southerly direction adjacent to the south carriageway of Hambledon Road all the way through to the toucan crossing north of the Maurepas Way/ A3 London Road/ Rockville Drive roundabout. This footway provision measures around 3m in width and is smooth tarmac surface. Street lighting is provided on all pedestrian/cycle links adjacent to the carriageway within the vicinity of the site.
- 3.2.3 A pedestrian link was constructed as part of the discount food store and drive through development. This provides access to the site from Hambledon Road and is located around 40m to the south of the roundabout with Elettra Avenue.
- 3.2.4 The town centre can be accessed more directly via the signalised crossing at the B2150 Hambledon Road/ Aston Road junction which provides a connection to the off-road pedestrian and cycle route that runs through the Wellington Retail Park connecting to Waterlooville town centre via a subway.
- 3.2.5 The pedestrian and cycle route adjacent to the northern carriageway of Elettra Avenue provides a link to the residential areas accessed off Milton Road via the signalised crossing to the north of the B2150 Hambledon Road/ Milton Road/ Elettra Avenue



roundabout. The shared pedestrian/ cycleway is clearly marked and, in a condition, consistent with the rest of the local network as shown in **Figure 3** below.

Figure 3 - Milton Road/ Elettra Avenue Shared Cycleway/ Footway provision



3.2.6 Footways continue along Hambledon Road into the village of Denmead approximately 2.5km north of the site which translates into approximate walking and cycling times of 30 and 8 minutes respectively. These footways can also be used to connect pedestrians to the residential dwellings to the east and west of Hambledon Road.

3.2.7 The accessibility of the site on foot is highlighted by **Figure 4** below which showcases that all amenities (shops, leisure and public transport stations) are located within acceptable walking distances from the site. This is in accordance with CIHT's expected walking distances which are as follows for a 'local centre' location:

- 200m desirable
- 400m acceptable
- 800m preferred maximum



Figure 4 - Walking Distance Isochrone (200m, 400m and 800m from site centre)



3.2.8 In addition to the local footway/ cycleway provisions the National Cycle Network National Route 222 (NR222) extends north through Waterlooville approximately 1km east of the site. NR222 runs along Stakeshill Road, bearing north east along Curzon Road and then running north east along London Road away from the site.

3.3 Bus Services

3.3.1 Bus stops are located on the B2150 Hambledon Road which serve Brambles Business Park via Waterberry Drive. A pedestrian connection to Hambledon Road is provided via the McDonalds site. The site layout will be designed to allow a continuous link through the proposed site. Bus lay-bys and bus shelters are provided at both of the



B2150 Hambledon Road bus stops. A bus stop flag with service and timetable information is provided at the Milton Road stop. A summary of the bus services is detailed in **Table 1** below.

Table 1 – Summary of Bus Services

Service No.	Operator	Route	Frequency		
			Mon - Fri	Sat	Sun
39	Stagecoach	Havant – Wecock Farm	10-15 minutes	15-20 minutes	60 minutes
7	First	City Centre - Wecock	10-20 minutes	15 minutes	20-30 minutes
D1/ D2	First	Waterlooville – Denmead/ Hambledon	Two Hourly	Two Hourly	No service

3.3.2 A shared cycleway/footway is provided on Elettra Avenue linking with Hambledon Road. To the north a footway is provided to allow access to the northbound bus stop on Hambledon Road. To the south a shared footway/cycleway is provided on Hambledon Road with a dropped kerb crossing allowing access to the eastern side of the road adjacent to the southbound bus stop. A signalised pedestrian crossing will be provided by HCC on Hambledon Road to which the developer is willing to make a contribution. The pedestrian routes are well lit. The bus stop provides a shelter and pole with relevant bus service timetables. Frequent bus services are available to Waterlooville, Havant and Denmead.

3.4 Train Station

3.4.1 The closest train station to the site is Bedhampton, operated by South Western Railway, which is situated just under 6km south east of the site. The station provides 2 trains per hour to Portsmouth and Southsea and 1 train per hour to London Waterloo.



4.0 TRAVEL PLAN OBJECTIVES AND TARGETS

4.1 Introduction

- 4.1.1 A Travel Plan is a living document that provides a strategy for managing travel demand involving a continuing process of monitoring and review. The underlying aim of any Travel Plan is to minimise the number of single occupancy vehicle trips generated by a development, business or organisation. This is achieved by encouraging a shift to more sustainable modes of transport and by reducing the need to travel.
- 4.1.2 This Travel Plan provides a framework for an occupier or occupiers to produce a Travel Plan once they are known, to fit in with the measures implemented by the developer. As this is a new development and no current travel patterns exist, specific targets for modal shift cannot be set. However, the Travel Plan should strive to achieve an ongoing reduction in car borne staff trips to/from the site over a 5-year period.
- 4.1.3 The occupiers will be required to break down the underlying target reduction into specific modal shift targets. This will be done through a combination of a survey of staff travel habits shortly after occupation (within 6 months) and an evaluation of the existing travel infrastructure in the vicinity of the site.
- 4.1.4 The following sections detail the developer and occupier objectives and targets for the proposed site. In summary, the key role of the developer is to ensure that the key sustainable transport infrastructure is implemented prior to occupation and provide this framework to guide occupiers in producing a Travel Plan that fits in with the vision for the site. The occupiers will be responsible for encouraging, monitoring and reviewing sustainable travel initiatives as defined through the detailed Travel Plan.

4.2 Developer Objectives

- 4.2.1 To ensure the potential for access by sustainable travel modes, the developer, through close liaison with the Local Authority, should ensure that the appropriate infrastructure is implemented prior to occupation.
- 4.2.2 Key developer objectives are defined as follows:



- To provide the necessary transport and building infrastructure required for the detailed Travel Plan to be effective;
- To enable efficient access to the development by a number of alternative modes of transport; and
- To provide an attractive, secure environment for pedestrians, cyclists and public transport users.

4.2.3 **Table 2** summarises the preliminary design features aimed to give priority to those arriving by sustainable modes to the proposed developments. Further consideration will be given to the requirements of those arriving by sustainable means at the more detailed design stage.

Table 2 – Design Features

Preliminary Design Feature	Description
Pedestrian and Cyclist Access	Pedestrian footways are provided on the local road network. The internal site layout will facilitate direct routes for pedestrian and cyclist access. Staff entrances will be conveniently reached from the footways.
Cycle Parking	Cycle Parking will be provided in line with Guidance on Parking Standards issued by Havan Borough Council. The cycle stands will be covered and secure.

4.3 Occupier Objectives

4.3.1 The occupier will encourage employees to travel by more sustainable modes than the private car through the implementation of Travel Plan initiatives (see **Table 3**).

4.3.2 The Travel Plan will seek to:

- Promote the health, wealth and environmental benefits of cycling, walking and using public transport;
- Provide clear information to all employees and visitors on the alternative modes of travel to and from site;
- Enhance the safety and security of people travelling to and from site;
- Effectively manage the demand for staff car parking; and where possible



- Reduce the need to travel during peak hours.



5.0 TRAVEL PLAN CONTENT

5.1 Introduction

5.1.1 This section sets out the framework for the occupier to produce the Travel Plan. It sets out what will be required and also provides a selection of potential initiatives, a Travel Plan “toolkit” that could be used to achieve the objectives set out earlier. The list of measures is not exhaustive and is only intended to act as a guide. Occupiers may find that through operating the Travel Plan they find their own unique ways of minimising the impact of transport by their organisation.

5.2 Travel Plan Co-ordinator

5.2.1 In order to implement the Travel Plan Framework, a Travel Plan Co-ordinator (TPC) will be appointed by each operator. Where appropriate within the occupier's Travel Plan the Co-ordinator will be responsible for:

- Explaining and Marketing the Travel Plan;
- Produce all questionnaires, promotional and informative material;
- Setting up the Staff Travel Database;
- Setting up the Car Share database;
- Setting up Specific User Group meetings;
- Setting up meetings with the local authorities, Parish Councils and bus operators;
- Lobbying for any desired public transport service changes;
- Getting the annual survey analysed and presenting the results externally;
- Implementing promotional days;
- Delivering a means by which staff do not park within the customer car park.



- 5.2.2 The Co-ordinator will be appointed prior to occupation to provide the necessary resource for a minimum of 5 years. Once this is achieved, the position will be reviewed with the appropriate person recruited to administer the plan in the longer term.
- 5.2.3 The Travel Plan Co-ordinator will be allocated an annual budget for the implementation of the Plan. The name and contact details of each Travel Plan Co-ordinator will be provided to the Hampshire County Council.
- 5.2.4 In addition to individual TPC as appointed by each operator, there will be a Site Wide TPC role. This Site Wide TPC will be appointed by the Developer prior to commencement of the development to ensure that the Individual Travel Plans are prepared and to oversee the Travel Plan process including ongoing liaison with HCC.

5.3 Travel Plan Implementation

- 5.3.1 Where appropriate within the occupier's Travel Plan, the individual company responsibilities will be:
- Marketing the Plan to their employees and distributing the promotional material (ongoing);
 - Ensuring questionnaires are completed and returned for analysis;
 - Providing flexible employee benefits to encourage non-private car travel; and
 - Guaranteed ride home in an emergency where alternative transport modes are not available.

5.4 Travel Plan Steering Group

- 5.4.1 The mechanism proposed for the delivery of a reduction in car driver trips by staff to the site and any ongoing mitigation/ monitoring is the establishment of a Steering Group. The primary role of the Steering Group would be:
- To make overall decisions on the direction of the Travel Plan;
 - To debate the effectiveness of the Travel Plan;



- Provide a forum for airing ideas on how to achieve targeted modal shifts;
- Discuss the future development of the Travel Plan after the monitoring period is completed.

5.5 Hampshire My Journey Travel Planning

5.5.1 The TPC will encourage occupiers to make use of Hampshire's My Journey Travel Planning website <http://myjourneyhampshire.com>. The website provides information about local cycle routes to work, walking maps and links to public transport services. It also provides information on up and coming travel events.

5.6 General Promotion

5.6.1 Below is a list of initiatives specific to each travel mode. As well as these the Travel Plan should raise awareness of the environmental and health problems connected with transport. To promote "greener" travel choices for all journeys, not just work-related travel. **Table 3** summarises a tool kit of measures which may be adopted by the TPC.

Table 3 – Travel Plan Tool Kit

Potential Travel Plan Initiatives	Responsibility
Walking (best suited to journeys under 2 miles)	
Provide cloakroom facilities within the building with drying and storage locker facilities.	Under agreement between developer and occupier, such facilities could be included within building design. For speculative builds developer to provide.
Produce a map illustrating safe walking routes to common destinations. Include reference to crossing points and public transport facilities.	Occupier to provide through TPC
Keep a store of pool umbrellas on site for use by staff who walk to/from work or for walking journeys during the day.	
Provide staff with personal attack alarms.	
Raise awareness of health benefits of walking. Through posters, leaflets and/or events.	
Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.	



Arrange events to promote walking, such as a walk to work day.	
Time allowance to change.	
Cycling (best suited to journeys under 5 miles)	
Provide safe, secure and fully weatherproof cycle storage.	Under agreement between developer and occupier, such facilities should be included within site design. For speculative builds developer to provide.
Provide changing rooms/areas within the building.	Under agreement between developer and occupier, such facilities should be included within building design. For speculative builds developer to provide.
Provide lockers for cyclist safety gear	Occupier to provide through TPC
Raise awareness of health benefits of cycling through continual publicity.	
Provide cycle route maps	
Keep a supply of basic cycle maintenance equipment on site e.g. pump, puncture repair kit, tools etc.	
Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.	
Establish a bicycle user group (BUG) & bike buddy scheme.	
Arrange events to promote cycling to work such as “biker’s breakfasts”. Possibly correspond with national events such as “bike week” & “bike2work” in June.	
Arrange adult cycle training sessions.	
Public Transport	
Disseminate up-to-date public transport information on site. Including routes, timetables and fares for local services.	Occupier to provide through TPC
Promote benefits of public transport, savings etc	
Arrange with local transport operators to buy tickets in bulk at a discount and sell on to staff on site.	
Liaise with local operators for improved services to site.	
Car Sharing (provides a sustainable alternative when the car is the only option)	
Establish a car sharing scheme to match employees with others living in a similar area or travelling the same route.	Occupier to provide through TPC
Provide a guaranteed ride home scheme for car sharers in the event of unforeseen circumstances.	
Devise a protocol/guidelines for car sharers to follow.	



6.0 MONITORING AND AUDIT

6.1 Introduction

6.1.1 As set out in DfT guidance, a key tool to the success of a travel plan is the monitoring strategy that is in place. A Travel Plan is a continuously evolving document that requires monitoring and review in order to meet the individual travel needs and targets. This allows assessment of the success or otherwise of the Travel Plan and to allow appropriate mitigation / initiatives to put in place.

6.2 Staff and Visitor Surveys

6.2.1 As this is a new development no current travel patterns exist and therefore to obtain measurable targets baseline travel patterns have been obtained from the most recent travel to work Census 2011 data. This is applicable for staff at the site. The existing modal shares for the Middle Super Output Area Havant 003 have been used to project the baseline and projected modal split that could be achieved over the first 5-year period from completion of the development. In this case a 5% reduction in the number of car drivers over 5-years is considered realistic. These baseline and modal shifts from years 1 to 5 are summarised in **Table 4** below.

Table 4 - Targeted Modal Shares (Based on Census 2011 Data from MSOA Havant 003)

Mode of Transport	Baseline Modal Split (%)	Year 1 (%)	Year 3 (%)	Year 5 (%)
Car Driver	76.3	74.8	73.3	71.3
Car Passenger	6.4	6.7	6.97	7.4
Bus	4.6	5.0	5.4	5.8
Train	0.8	1.0	1.1	1.2
Walk	6.1	6.5	6.9	7.3
Cycle	3.5	3.9	4.3	4.7
Taxi	0.3	0.3	0.3	0.3
Motorcycle	1.4	1.4	1.4	1.4
Other	0.3	0.3	0.3	0.3
TOTAL	100	100	100	100



- 6.2.2 Comprehensive staff and visitor surveys will be undertaken upon occupation of the site in order to determine the actual baseline modal shift. The survey data gathered from this will provide a base for monitoring of the suggested modal split targets (Table 4) and allow the above targeted modal split to be adjusted accordingly.
- 6.2.3 It is proposed that the initial survey should not be undertaken any earlier than 6 months after first occupation of the site to ensure that travel patterns are established. The surveys should achieve a minimum response rate of 35%. The surveys will be advertised on staff noticeboards, and/or via an item on staff meeting agendas, with consideration given to prize draws for those who complete the survey. A draft example of a staff survey is attached at **Appendix A**. An example visitor survey has also been provided.
- 6.2.4 Further to this initial survey, further surveys will be undertaken in years 3 and 5. In the intervening years snapshot surveys will be undertaken. **Table 5** summarises individual Travel Plan targets and their individual performance indicators.
- Level of usage of cycle/motorcycle stands to determine demand.
 - Feedback from bus operators to establish demand for local bus services.
 - Other feedback e.g. comments received by the Travel Plan Co-ordinator.
 - Survey of a sample number of staff to record the modal shift of people driving alone, people car sharing, using public transport, people cycling and walking.
- 6.2.5 The results of the surveys will be analysed and reported to Hampshire County Council within three months of the survey being undertaken. The Performance of the Plan in meeting individual targets will be assessed as indicated in **Table 5**. The survey results will be compared against the baseline and previous years' survey results and used to assess whether targets have been met.



Table 5 – Targets and Their Performance Indicators

Target	Performance Indicator
Public transport modal share.	Annual survey modal share. Feedback from operators/users.
Cycle / motorcycle modal share.	Annual survey modal share. Usage of cycle stands.
Walking modal share.	Annual survey modal share.
Car-Sharing modal share and solo occupancy cars	Annual survey modal share. Car-share database matching.

6.3 Securing the Travel Plan

- 6.3.1 As part of the S106 Agreement a Travel Plan monitoring fee is sought from HCC. A Travel Plan Bond shall be in place and maintained throughout the full 5-year lifetime of the Travel Plan.

6.4 Plan Performance Audits

- 6.4.1 The results will be reported within three months of the survey date to the Council. The report should take the following format:

Chapter 1 – Introduction and Background. This will detail the site to which the report relates and provide details of occupier, name, date of occupation, number of staff employed, working hours, number of parking spaces etc.

Chapter 2 – Results of Surveys. This section will detail the results of the surveys that have been undertaken against the indicators set out above. It will include details of current travel situation and target levels. The original data from the surveys will be included as an appendix.

Chapter 3 – Initiatives Undertaken. This will provide details of the work and initiatives undertaken over the previous 12 months, with supporting evidence as necessary.

Chapter 4 – Problems and Issues. This section will detail any problems encountered in implementing the Travel Plan and any issues which remain unresolved or require progress in future.

Chapter 5 – Specific Measures from Travel Plan. This section will detail how



all measures from the travel plan have been implemented in terms of infrastructure, policy and promotion of each specific travel mode and strategy (walking, cycling public transport, car sharing, general measures, working practises, etc). This will include evidence of how each measure has been implemented and a completed checklist of measures agreed at the planning application stage.

Chapter 6 – Summary. This will set out whether the Travel Plan is on track to meet targets and if not why not.

Chapter 7 – The Plan for the next 12 months. This will include any specific outcomes and desired results and any additions to the Travel Plan.

- 6.4.2 The recommendations of the review shall be implemented as soon as possible (as appropriate dependant on type of measures). Should any meetings between the parties be necessary to discuss the contents of the submissions then these shall be raised in accordance with the above highlighted timescales.
- 6.4.3 Discussions will be held as to how any failed targets might be better achieved. Through consultation with the Council, the Plan and its targets will be readdressed annually. It may be, for example, that the targets are made less ambitious on one mode, while tightened up on another to compensate. Through agreement with the Council, the Co-ordinator will join and attend local community forums if required.



7.0 ACTION PLAN

7.1 Travel Plan funding will be made available for travel plan measures throughout the life of the Travel Plan as set out in the **Table 5** below.

Table 5 – Travel Plan Funding

Years	Travel Plan Measures	Cost from	Timeframe	Approx. Budget Annual Cost	Approx. Budget Total
Years 1 -5	Marketing and Travel Plan Co-ordinators				
	Appoint a Site Wide Travel Plan Coordinator	Developer	Prior to Occupation	£0 Cost borne at source with appointment of management company	£0 Cost borne at source with appointment of management company
	Appoint Individual Occupier Travel Plan Coordinators	Undertaken within an existing work role	Prior to Occupation	£0	£0
	Independent monitoring	Individual Occupiers	Ongoing	£1,250	£6,000
	Marketing and Promotion, incl. walking and cycling maps, info on public transport, info on events, bicycle user groups, health benefits etc	(expenses to TPC)	Short term / Ongoing	£1,250	£6,000
	Holding events and focus group meetings to inform staff of sustainable travel alternatives	Individual Occupiers	Ongoing	No cost	No cost
	Creating user groups and staff forums	Individual Occupiers	Ongoing	No cost	No cost
	Walking				
	Pool umbrellas	Individual Occupiers	At outset	£50	£50
	Cycling				
	Basic cycle	Individual	At outset	£50	£50



	maintenance equipment (e.g. pumps)	Occupiers			
	Cycle Parking	Prior to Occupation	Provided as part of development infrastructure No cost		
	Cloakroom facilities, lockers and changing rooms	Prior to Occupation	Provided as part of development infrastructure No cost		
Public Transport					
	Car sharing/ Car clubs	Individual Occupiers	Long term	Within TPC role	Within TPC role
Reducing Car Use/ Reducing the Need to Travel					
	Development of personalised journey planning	Individual Occupiers	Long term/Ongoing	Within TPC role	Within TPC role
	Reducing the need to travel through flexible working practice: teleworking and home working	Individual Occupiers	Long term/Ongoing	No cost	No cost
Years 1 – 5 Total					£12,100

Appendix A – Staff survey

General information

1. Home postcode

2. Do you have a disability which affects your travel arrangements?

- ☐ Yes
- ☐ No

3. What time do you usually arrive at work?

- ☐ 7.00 – 7.30 am
- ☐ 7.30 – 8.00 am
- ☐ 8.00 – 8.30 am
- ☐ 8.30 – 9.00 am
- ☐ 9.00 – 9.30 am
- ☐ 10.00 – 10.30am
- ☐ Other (please specify)

4. What time do you usually leave for home?

- ☐ 11.00 – 12.00 pm
- ☐ 12.00 – 1.00 pm
- ☐ 1.00 – 2.00 pm
- ☐ 2.00 – 3.00 pm
- ☐ 3.00 – 4.00 pm
- ☐ 4.00 – 5.00 pm
- ☐ 5.00 – 6.00 pm
- ☐ 6.00 – 7.00 pm
- ☐ 7.00 – 8.00 pm
- ☐ 8.00 – 9.00 pm

Other (please specify)

5. Do you work:

- ☐ Part time
- ☐ Full time

Other (please specify)

General travel information

6. How do you usually travel to work?

- ☐ Car (on your own)
- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi

7. Why do you choose to travel in this way?
(tick all that apply)

- ☐ Convenience
- ☐ Cost
- ☐ Health reasons
- ☐ Alternative not available
- ☐ Need to for work purposes
- ☐ Other (please specify).....

8. Do you ever use a different mode of transport?

- ☐ Yes
- ☐ No

If yes, how

- ☐ Car (on your own)
- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi

9. How would you *prefer* to travel to work?
(please tick only one)

- ☐ Car (on your own)
- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi

13. How would you get to work if your car broke down or it was being serviced?

- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi
- ☐ Other (please specify).....

10. Do you ever work from home?

- ☐ Yes
- ☐ No

11. If so, how often?

- ☐ more than once a week
- ☐ Once a week
- ☐ Once a fortnight
- ☐ Once a month
- ☐ Occasionally

12. How far do you travel to work?

- ☐ Less than one mile
- ☐ 1 – 2 miles
- ☐ 2 – 5 miles
- ☐ 6 – 10 miles
- ☐ 11 – 25 miles
- ☐ 26 miles or more

Please specify.....
.....

14. What are your main reasons for driving to work (tick no more than 3)?

- ☐ Drop/collect a child off at school on the way
- ☐ Need car for other activities after work eg shopping, gym
- ☐ Distance from home too great to walk or cycle
- ☐ Need the car for work during the day
- ☐ No one to car share with
- ☐ No public transport or it would take too long
- ☐ Personal safety
- ☐ Car needed because of health (eg physical disability)
- ☐ Cheaper than public transport
- ☐ More reliable than public transport
- ☐ Other (please specify):

15. Would you be prepared to car share?

- ☐ Yes
- ☐ No
- ☐ Already do

16. Are you prepared to pay for parking?

- ☐ Yes
- ☐ No

If yes, how much? per day

17. How long does your journey generally take you?

- ☐ Less than 15 minutes
- ☐ 16 – 30 minutes
- ☐ 30 – 45 minutes
- ☐ 45 – 60 minutes
- ☐ Over an hour

18. Are you aware that this Organisation has a Travel Plan?

- ☐ Yes
- ☐ No

19. On average how often do you use your car alone for work purposes?

- ☐ Less than once a month
- ☐ One day per week or less
- ☐ At least 2 days per week
- ☐ At least 4 days per week

How many miles for work purposes do you travel on average per month? miles

Car Driving specific information

If you do not regularly drive to work, please go directly to Question 20

20. Do you use any other transport for work travel?

- ☐ Passenger in car/van or car sharing
- ☐ Taxi
- ☐ Train
- ☐ Bus
- ☐ Pool vehicle
- ☐ Bicycle
- ☐ Motor cycle
- ☐ Other, (please specify).....

Other travel ideas

21. Below is a list of other possible ideas that could be implemented in your workplace to reduce the number of journeys made commuting to and from work, and for work during the day.

Please tick one box in each row to indicate how useful you find each idea.

	Very Useful	Fairly Useful	Not very Useful	Not at all Useful
Car Share Scheme	☐	☐	☐	☐
Flexitime (one day off per month for over time hours worked).	☐	☐	☐	☐
Lease or loan system for bicycles	☐	☐	☐	☐
Cheaper bicycles (company discount)	☐	☐	☐	☐
Use of taxi to train station (for business journeys)	☐	☐	☐	☐
Lease or loan to convert car to alternative fuel	☐	☐	☐	☐
Car parking charges	☐	☐	☐	☐
Discounted bus/train travel	☐	☐	☐	☐
Extra holidays for those not driving to work	☐	☐	☐	☐
Showers	☐	☐	☐	☐
Lockers	☐	☐	☐	☐
Cycle stands	☐	☐	☐	☐
Cycle and pedestrian paths	☐	☐	☐	☐
Personalised journey planners	☐	☐	☐	☐

If you think personalised journey planners would be very or fairly useful and would like to receive information, please enter your contact details below.

Name

.....

Address

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Other incentives (please specify)

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Other comments, suggestions and ideas:

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Appendix A – Visitor survey

General information

1. Home postcode

2. Do you have a disability which affects your travel arrangements?

- ☐ Yes
- ☐ No

3. How regularly do you visit the site?

- ☐ Everyday
- ☐ Weekly
- ☐ Fortnightly
- ☐ Monthly
- ☐ Occasionally
- Other (please specify).....

4. What time of day do you usually visit the site?

- ☐ Morning 07:00-11:00
- ☐ Afternoon 11:00-16:00
- ☐ Evening 16:00-20:00
- Other (please specify)

5. How do you usually travel to the site?

- ☐ Car (on your own)
- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi
- Other (please specify)

10. How long does the journey to the site take you?

- ☐ Less than 15 minutes
- ☐ 16 – 30 minutes
- ☐ 30 – 45 minutes
- ☐ 45 – 60 minutes
- ☐ Over an hour

General travel information

7. Why do you choose to travel in this way?
(tick all that apply)

- ☐ Convenience
- ☐ Cost
- ☐ Health reasons
- ☐ Alternative not available
- ☐ Need to for work purposes
- ☐ Other (please specify).....

7. Do you ever use a different mode of transport?

- ☐ Yes
- ☐ No

If yes, how

- ☐ Car (on your own)
- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi
- Other (please specify)

8. How would you *prefer* to travel to the site?
(please tick only one)

- ☐ Car (on your own)
- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi

9. How far have you travelled to the site today?

- ☐ Less than one mile
- ☐ 1 – 2 miles
- ☐ 2 – 5 miles
- ☐ 6 – 10 miles
- ☐ 11 – 25 miles
- ☐ 26 miles or more
- Please specify.....



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