



**GRAINGER PLC
RESIDENTIAL DEVELOPMENT - BLUE
STAR LAND, PO7 3
WATERLOOVILLE**

OUTLINE RESIDENTIAL TRAVEL PLAN

JULY 2024



the journey is the reward

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Grainger PLC
Residential Development - Blue Star Land, PO7 3
Waterlooville
Outline Residential Travel Plan

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1 Executive Summary

- 1.1 This Outline Travel Plan has been produced by Mayer Brown Ltd on behalf of Grainger Plc in respect of the proposed 69-dwelling residential development on the Blue Star Land located on the eastern edge of the Berewood Development in Waterlooville. The Travel Plan is a long-term strategy with the aim of encouraging and implementing change in travel patterns.
- 1.2 The application site is located within Havant Borough Council (HBC) and Hampshire County Council (HCC).
- 1.3 The overall aim of this Travel Plan is to significantly reduce dependency on the private car.
- 1.4 The Travel Plan includes objectives, targets, measures and an implementation and management strategy.
- 1.5 This Travel Plan and its commitments are specific to the development known as Blue Star Land in Waterlooville. It will be implemented throughout the period from pre-occupation to full build out.
- 1.6 An outline planning application was submitted in May 2023 for a residential development of up to 90 dwellings on the site [REF: APP/23/00471]. This application received comments regarding the Travel Plan from HCC and a technical note is provided in **Appendix A** addressing these.

2.1 This Travel Plan has been produced by Mayer Brown Ltd on behalf of Grainger Plc in respect of the proposed residential development on the Blue Star Land located on the eastern edge of the Berewood Development in Waterlooville. The Travel Plan is a long-term strategy with the aim of encouraging and implementing change in travel patterns.

2.2 The application site is located directly adjacent to the A3 Maurepas Way. The built-up area of Waterlooville borders the eastern boundary of the site with the town centre immediately to the east, while to the west is the development area known as Berewood.

Site Boundary Line

(Source: OpenStreetMap Contributors)

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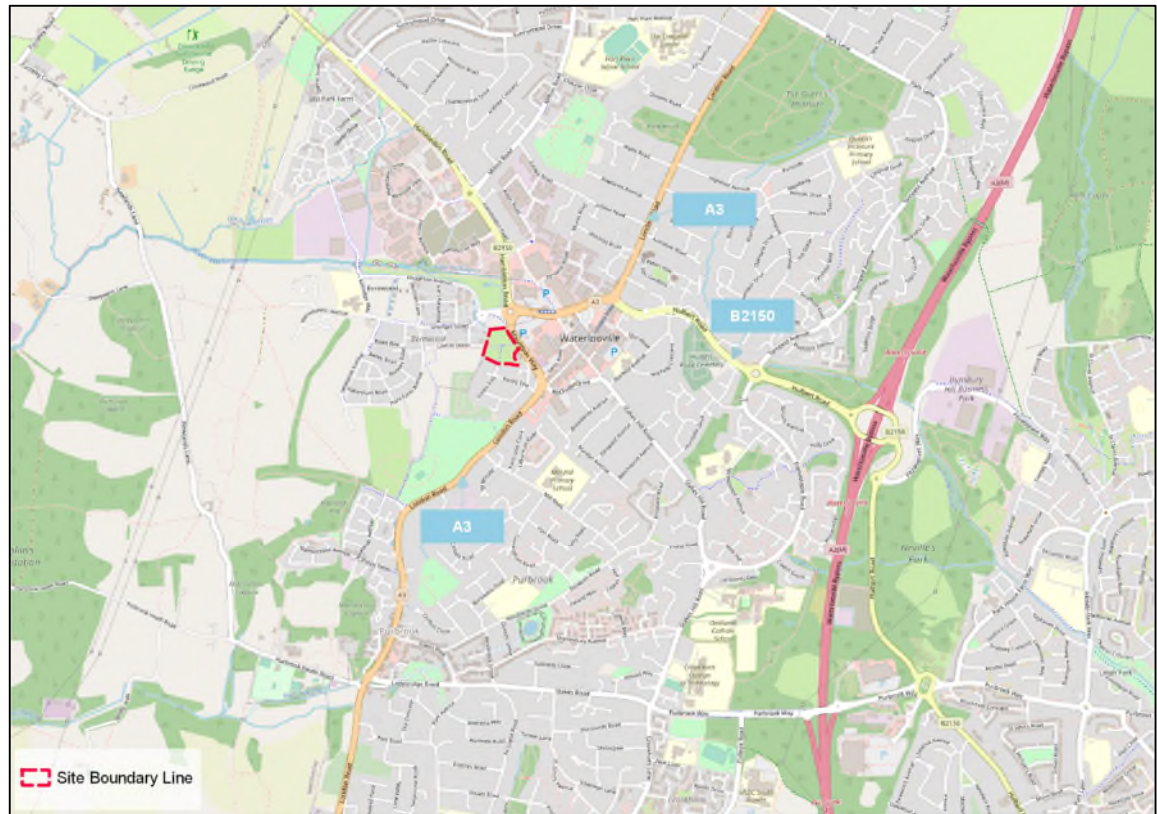


Figure 2.2: Wider Site Location

(Source: OpenStreetMap Contributors)

- 2.5 The existing site is currently an undeveloped parcel of land. It is bordered to the north by further green land, to the west by Maurepas Way, to the south by Waterlooville Fire Station and residential properties, and to the east by Phase 3B of the Berewood development, also known as Larkfields.
- 2.6 The development site lies in close proximity to Waterlooville town centre and therefore benefits from good pedestrian and cycle connections to and from this location.

Details of the Development

- 2.7 The development proposals comprise the construction of up to 69 new residential dwellings with associated vehicular access from Laxton Leaze, internal landscaping and parking.
- 2.8 Laxton Leaze forms an existing priority junction with Grainger Street into Phase 1 of the Berewood Development.
- 2.9 Car and cycle parking is provided on site in line with HBC's Parking Supplementary Document.
- 2.10 **Figure 2.3** provides an illustrative plan of the site.



Figure 2.3: Illustrative Plan

Travel Plan Policy

- 2.11 It is considered that the implementation of a Travel Plan for the residential units at the site accords with national and local policies which focus on encouraging sustainable development and travel.

National Policy

- 2.12 The National Planning Policy Framework (NPPF), published in December 2023, states:
“Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes.” (paragraph 109).

- 2.13 A Travel Plan is regarded as a key tool to facilitate sustainable travel and the NPPF states *“all development that will generate significant amounts of movement should be required to provide a travel plan”* (paragraph 117).

[Local Policy](#)

[Hampshire Local Transport Plan \(LTP4\) – 2022-2050](#)

- 2.14 The Local Plan (LTP4) sets out the County Council's proposed key policies and priorities for transport within Hampshire, looking ahead to 2050.

- 2.15 The LTP4 vision is as follows:

“A carbon neutral, resilient and inclusive, transport system designed around people, which: supports health, wellbeing and quality of life for all; supports a connected economy and creates successful and prosperous places; and respects and seeks to enhance Hampshire's unique environment”

- 2.16 The LTP4 also sets out two guiding principles:

“Guiding Principle 1 – Significantly reduce dependency on the private car. Guiding Principle 2 – Provide a transport system that promotes high quality, prosperous places and puts people first”

- 2.17 This Travel Plan will set out a number of mitigation measures, contributing to a reduction in the dependency on the private car at the site.

[Havant Borough Council's Adopted Local Plan \(2011\)](#)

- 2.1 The adopted Local Plan is made up of the Core Strategy 2011 – 2026 and 2014-2026 Allocations document, which are the principal documents outlining how planning will be managed in the borough until 2026.

- 2.2 Policy CS20 of the Core Strategy relates to 'Transport and Access Strategy' and states that development will be permitted that *“Provides transport management measures to ensure the safe and efficient operation of the strategic and local road network.”*

- 2.3 Policy DM12 relates to 'Mitigating the Impacts of Travel' and states that:

“New developments will be required to mitigate their travel impact, including the environmental impacts of travel (such as noise, air and visual pollution) and impacts on amenity, health and climate change by ensuring that, where relevant, the following criteria are met:

1) Adequate provision is made for integrated and improved transport infrastructure or appropriate mitigation measures, through direct improvements and S106 contributions in accordance with the Hampshire County Council Transport Contributions Policy.

2) The submission of a transport assessment and travel plan alongside any planning application on proposals for major development or where a proposal is likely to have significant transport implications.”

2.4 This Travel Plan has therefore been provided to accord with this policy requirement.

[HCC's A Guide to Development Related Travel Plans \(2009\)](#)

2.5 This Travel Plan has also been written with reference to HCC's 'A Guide to Development Related Travel Plans', and the structure of this Travel Plan has been informed by Table 4.1, 'Elements of a Travel Plan'.

2.6 HCC's 'Write a Travel Plan' document has also informed the text of this Travel Plan.

3 Purpose

- 3.1 Travel planning is critical for new developments to facilitate the use of sustainable modes among occupiers and visitors from the outset.
- 3.2 A Travel Plan is a long-term management strategy for an organisation or site that seeks to encourage behaviour change which will lead to the use of more sustainable travel modes and reduce overall travel to and from the site through action and is articulated in a document that is regularly reviewed.
- 3.3 As per HCC's 'A Guide to Development Related Travel Plans', this Travel Plan has three main purposes:
- Ensure that development takes place in locations and in ways that minimise the impact of additional demand;
 - Increase accessibility and ensuring that opportunities are provided for people to travel to and from the site in a variety of ways; and
 - Reduce dependence on the use of the car
- 3.4 In working towards the purpose of this Travel Plan to encourage use of the most sustainable forms of travel by residents, it is considered that the following benefits may be achieved:
- Maximising the number of journeys made on foot;
 - Maximising the number of journeys made by bicycle;
 - Reduced highway capacity problems by promoting alternatives to the private car;
 - Reducing the impact of additional demand on Hampshire's public transport system;
 - Improvements to residents' health and fitness levels;
 - Local environmental improvements from reduced congestion and pollution; and
 - Cost savings for residents (i.e. less money spent on public transport costs, petrol, parking costs etc.).

4 Travel Survey and Site Audit

Site Audit

- 4.1 There is significant potential for trips to be made to the new residential development by alternative travel modes. This section sets out details of the accessibility of the site by these modes of transport.

Accessibility by Foot

- 4.2 The site benefits from very good accessibility to the surrounding area and WaterlooVille town centre. Footways and pedestrian crossing facilities are provided throughout the vicinity, including to the nearby bus stops.
- 4.3 Pedestrian accessibility to the bus network from the site is achievable through the wide footways on both sides of the roads in the vicinity, with multiple suitable crossing points providing access to the bus stops on either side of London Road.
- 4.4 A shared cycleway/footway is provided through the site from the A3 Maurepas Way to the Larkfields Development in the west and the residential properties on Forest End to the South.
- 4.5 The A3 Maurepas Way forms the eastern border of the site and features two toucan crossings to facilitate safe onward travel of pedestrians and cyclists. From the shared cycleway/footway within the site, pedestrians can cross immediately over Maurepas Way and access an Asda Superstore and WaterlooVille Area Community Centre.
- 4.6 Pedestrians can also cross Maurepas Way further south and continue directly on into WaterlooVille Town Centre via Swiss Road.
- 4.7 The Institution of Highways and Transportation (IHT) Guidelines for Providing for Journeys on Foot (2000) suggests acceptable walking distances for pedestrians without a mobility impairment to access local amenities and key services. Table 3.2 of the document refers to preferred maximum walking distances of 800m to town centres, 2km for commuting/schools and 1.2km elsewhere.
- 4.8 **Figure 4.1** provides an illustration of walking isochrones from the site.

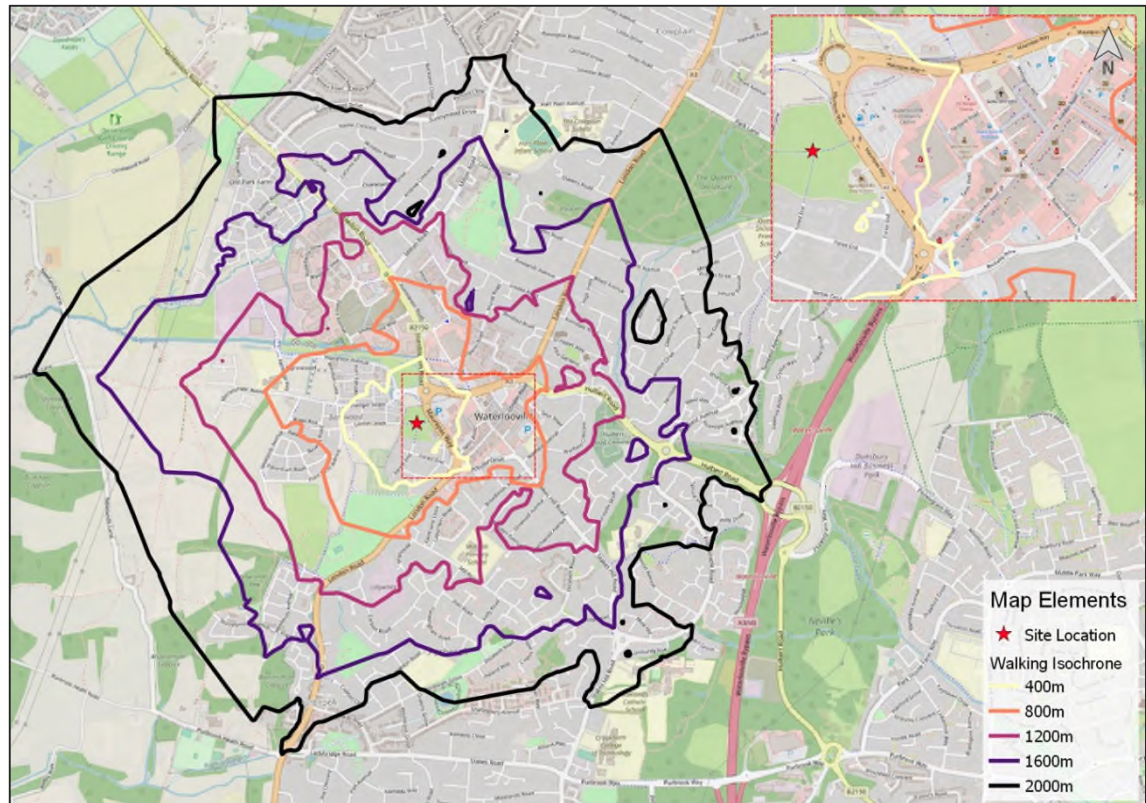


Figure 4.1: 2000m Walking Isochrone

(Source: OpenStreetMap Contributors)

- 4.9 **Figure 4.1** indicates that a significant number of local amenities are located within a 400m walking distance of the site, while nearly the entirety of Waterlooville Town Centre is located within an 800m walking distance of the site. This therefore includes amenities such as access to food, pharmacies, cash, leisure and community facilities and health services.
- 4.10 Additionally, Berewood primary school is located approximately 600m away from the western site access point via Laxton Leaze. Woodberry Day Nursery is located approximately 445m away from the site and The Waterloo School approximately 800m away.
- 4.11 The site is therefore well located for access to local amenities on foot.

[Accessibility by Bicycle](#)

- 4.12 As previously noted, a shared cycleway/footway currently exists within the site and connects to the shared facility on the A3 Maurepas Way.

- 4.13 **Figure 4.2** provides an extract from OpenStreetMap indicating the cycle facilities in proximity to the site, which is marked by a red star.

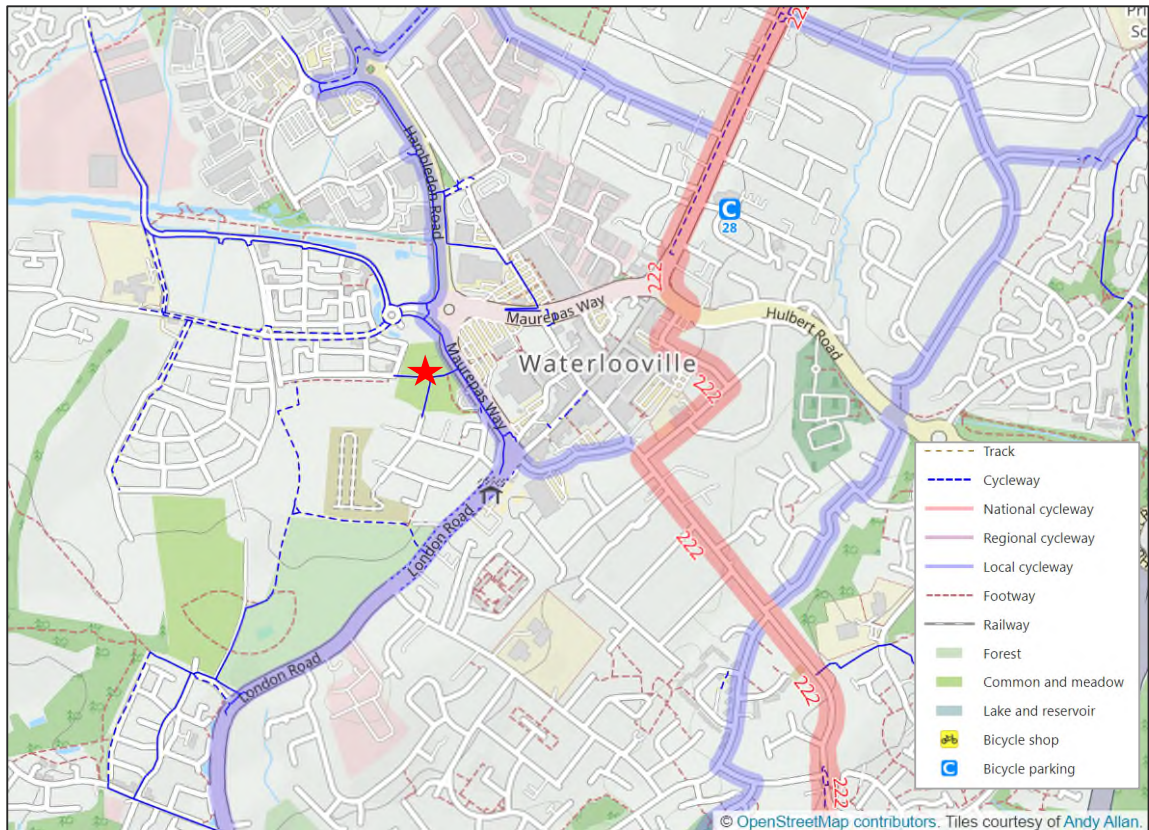


Figure 4.2: Cycle Facilities in Proximity to the Site

- 4.14 **Figure 4.2** indicates that the site is in close proximity to the local cycleway provided on Maurepas Way, London Road, and Hambledon Road. The local cycleway connects to National Cycleway 222 (NCN222) which is located to the east of Waterlooville town centre and connects Portsmouth with Petersfield via Waterlooville.
- 4.15 **Figure 4.3** illustrates a 5km cycling catchment from the proposed site.

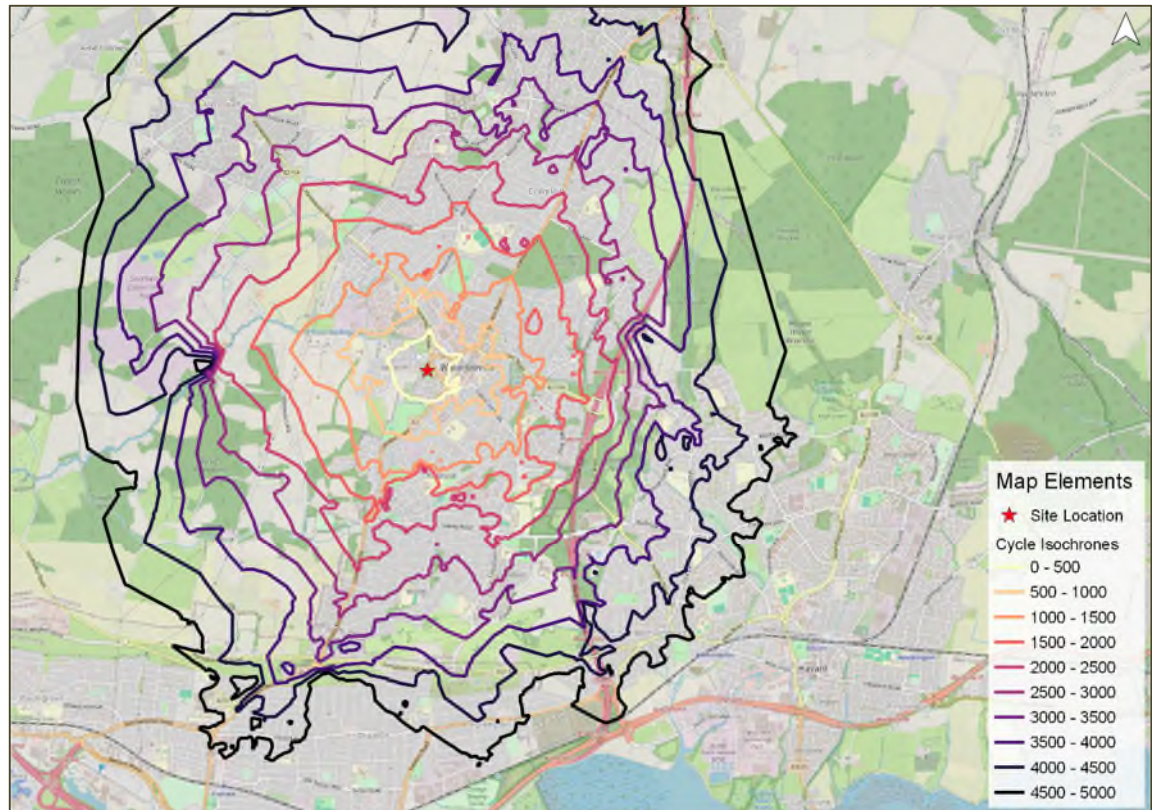


Figure 4.3: 5km Cycling Catchment

- 4.16 A designated cycle crossing facility is provided on the A3 London Road just before the roundabout with Maurepas way, as illustrated by **Figure 4.4**.



Figure 4.4: Cycle Crossing Facility on A3 London Road (Source: Google Imagery)

- 4.17 The easy accessibility of local and national cycle routes to and from the site encourages cycling as a sustainable mode of transport to enable access to a wide variety of locations through suitable cycle routes.

[Accessibility by Public Transport](#)

- 4.18 Accessibility to local public transport, i.e. bus and rail, has been assessed to ensure the proposed development will enable future residents to access and utilise non-car travel modes when undertaking trips to and from the site.

[Accessibility to the Bus Network](#)

- 4.19 The closest bus stops to the site are the Victoria Road stops located on London Road, approximately 350m away from the site or a 4.5-minute walk assuming a comfortable walking pace of 80m/minute.
- 4.20 Additionally, the Winston Lane stops located on Grainger Street are also located 310m away.
- 4.21 **Tables 4.1** and **4.2** summarise the nearest bus stops and services to the site.

Stop Name / Location	Distance from the Site	Service(s)	Bus Stop Facilities
Victoria Road Stop D	350m	8 theSTAR, 37, 39, 654, D1, D2	Flagpole, Timetable, Bin, Raised Kerb
Victoria Road Stop E	350m		Flagpole, Shelter, Seating, Timetable, Bin, Raised Kerb
Winston Lane Westbound	310m	D1, D2	Flagpole, Raised Kerb
Winston Lane Eastbound	330m		Shelter, Seating, Bin, Flagpole, Raised Kerb
Parkwood Centre Stops	320m	39, 654, D1, D2, 7 theSTAR	Shelter, Seating, Flagpole, Timetable

Table 4.1: Bus Stops Accessible from the Site

Service	Route	Peak Frequency		
		Weekday	Saturday	Sunday
37	Havant – Waterlooville – Clanfield – Petersfield	1 per hour	1 per 90 mins	No Service
39	Havant – Leigh Park – Waterlooville – Wecock Farm	4 per hour	4 per hour	2 per hour
654	Hambledon – Havant Campus	School Service	No Service	No Service
D1	Waterlooville Precinct – Hambledon, The Gardens	Every 2 hours	Every 2 hours	No Service
D2	Waterlooville - Denmead	Every 2 hours	Every 2 hours	No Service
7 theSTAR	The Hard/Gunwharf - Wecock Farm, Blackbird Close	4 per hour	2 per hour	2 per hour
8 theSTAR	The Hard/Gunwharf – Portsmouth International Port – Cosham – Waterlooville - Clanfield	3 per hour	2 per hour	2 per hour

Table 4.2: Bus Routes Accessible from the Site

- 4.22 **Table 4.2** indicates that there are frequent bus services accessible from the site to destinations across the local area and wider Hampshire.

Accessibility to the Rail Network

- 4.23 The nearest rail station to the application site is Bedhampton in Havant, over 4km away as the crow flies and Havant station is also just over 5km from the site. Multiple buses accessible from the Victoria Road bus stops terminate in Havant.
- 4.24 Bedhampton station provides cycle storage for 20 cycles, while Havant station provides storage for up to 92 cycles. Both stations operate on the Southern mainline, which provides access to destinations such as London Waterloo (two services per hour), Portsmouth Harbour (four services per hour), Brighton (two service per hour), Littlehampton (one service per hour) and Southampton Central (two services per hour).
- 4.25 Furthermore, the 8 the STAR bus provides access to Portsmouth Harbour, which serves the Great Western Railway, Southern and Southwestern Railway services.

Proposed Access Strategy

- 4.26 It is proposed that vehicular access to the application site is to be from Laxton Leaze. There will be a continuation of Laxton Leaze into the site past its junction with Peasgood Lane. Footways will be provided on the access into the site.

- 4.27 A secondary access, designed for use by pedestrians and cycles will also provide an emergency access for the development from Ellisons Crescent.
- 4.28 The existing permissive path P7 will be diverted through the site to maintain an east to west pedestrian and cycle link to the A3 Maurepas Way and south to Forest End.
- 4.29 The existing PROW FP711 will also be diverted through the site.

Forecast Travel Patterns

- 4.30 Section 6 of the accompanying Transport Assessment sets out the methodology for calculating the proposed trip generation at the site. Table 6.14 of the Transport Assessment is re-provided below for reference.

Travel Mode	AM Peak (0800-0900) Development Trips			PM Peak (1700-1800) Development Trips		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Train	0	0	1	0	0	1
Bus/Coach	0	1	1	1	0	1
Motorcycle	0	0	1	0	0	1
Driving a car or van	11	23	34	23	10	34
Passenger in a car or van	1	2	3	2	1	3
Bicycle	0	1	1	1	0	1
Walk	1	1	2	1	1	2
Taxi	0	0	0	0	0	0
Other	0	0	0	0	0	0
Total	13	29	42	29	13	42

Table 4.3: Multimodal Trip Generation

(Ref: Table 6.14 of the Transport Assessment)

5 Objectives

5.1 The overall aim of this Travel Plan is informed by Guiding Principle 1 of the Hampshire County Council Draft Local Transport Plan 4 (LTP4):

“Significantly reduce dependency on the private car”

5.2 A set of objectives specific to the site and therefore this Travel Plan are as follows:

- To encourage residents and visitors, where possible, to make more sustainable travel choices when travelling to and from the site;
- To reduce single occupancy vehicle trips;
- To minimise the impact of the development on the local highway network of Waterlooville; and
- To involve the local community in the Travel Plan process.

5.3 It is considered that these objectives will be worked towards through a) increasing the awareness of residents of the advantages and potential for travel by more sustainable modes, and b) introducing a package of measures that will encourage and facilitate travel by modes other than single occupancy private car.

5.4 The objectives of the Travel Plan reflect national, regional and local transport planning policies to encourage and provide for sustainable travel.

6 Targets

- 6.1 The targets of the Travel Plan relate to a shift away from car travel to non-car modes of travel.
- 6.2 This Travel Plan contains a set of 'SMART' (specific, measurable, attainable, realistic and timebound) targets which link to the objectives of the Plan and are consistent with governmental and HCC guidance.

Indicative Baseline

- 6.3 For travel to work trips, the baseline trip generation split by transport mode has been calculated using the mode split from the 2011 origin-destination census data. The modal split percentages set out in **Table 6.1** have been applied to the proposed development based on the number of predicted vehicle trips from the TRICS assessment contained within the Transport Assessment.

Travel Mode	Mode Split
Train	2%
Bus/Coach	3%
Motorcycle	1%
Driving a car or van	81%
Passenger in a car or van	6%
Bicycle	2%
Walk	5%

Table 6.1: Travel to work Modal Split

- 6.4 For leisure and education trips, National Travel Survey 'Average number of trips (trip rates) by purpose and main mode: England' modal splits have been used for the 2019 year.

Travel Mode	Mode Split
Train	1%
Bus/Coach	6%
Motorcycle	0%
Driving a car or van	23%
Passenger in a car or van	24%
Bicycle	2%
Walk	43%

Table 6.2: Travel to Education Modal Split

Travel Mode	Mode Split
Train	2%
Bus/Coach	3%
Motorcycle	0%
Driving a car or van	39%
Passenger in a car or van	34%
Bicycle	2%
Walk	17%

Table 6.3: Travel to Leisure Modal Split

- 6.5 A baseline travel survey will be undertaken at 75% occupation. The targets in the Travel Plan will then be updated based on the results of this survey.

Travel Plan Targets

Aim Targets

- 6.6 The targets in **Table 6.4** relate to residents' travel to and from work. Typically, these trips are undertaken in the weekday morning and evening peak hours of 08:00 to 09:00 and 17:00 to 18:00 respectively.

Mode	Modal Split of Residents' Travel to Work					
	Anticipated Modal Split	Baseline Survey	Year 1 Target	Year 3 Target	Year 5 Target	Overall Increase/Decrease
Vehicles	88%	TBC	84%	81%	78%	-10%
Pedestrian	5%	TBC	6%	7%	8%	+3%
Cyclist	2%	TBC	3%	4%	5%	+3%
Public Transport	5%	TBC	7%	8%	9%	+4%
Total	100%	100%	100%	100%	100%	100%

Table 6.4: Modal Split Targets for Travel to Work [TBC following full baseline survey]

- 6.7 The targets in **Table 6.4** relate to residents' travel to and from school or educational establishments, i.e. daily weekday trips undertaken in the morning and afternoon. For the purposes of the modal split, the trips are those of parents (i.e. transporting/accompanying children) and the pupils themselves.

Mode	Modal Split of Residents' Travel to School					
	Anticipated Modal Split	Baseline Survey	Year 1 Target	Year 3 Target	Year 5 Target	Overall Increase/Decrease
Vehicles	48%	TBC	44%	41%	38%	-10%
Pedestrian	43%	TBC	44%	45%	46%	+3%
Cyclist	2%	TBC	3%	4%	4%	+2%
Public Transport	7%	TBC	9%	10%	12%	+5%
Total	100%	100%	100%	100%	100%	100%

Table 6.4: Modal Split Targets for Travel to School [TBC following full baseline survey]

- 6.8 The targets in **Table 6.5** relate to residents' travel to and from leisure facilities (i.e. trips for non-work or non-educational purposes), such as trips to sports facilities, cinema/theatre and shopping centres. Whilst trips for work and educational purposes could be classed as 'essential' trips, trips for leisure purposes could be classed as 'non-essential' trips. The modal split therefore relates to all leisure related trips, regardless of day or time undertaken.

Mode	Modal Split of Residents' Travel to Leisure					
	Anticipated Modal Split	Baseline Survey	Year 1 Target	Year 3 Target	Year 5 Target	Overall Increase/Decrease
Vehicles	76%	TBC	72%	69%	66%	-10%
Pedestrian	17%	TBC	18%	19%	20%	+3%
Cyclist	2%	TBC	3%	4%	4%	+2%
Public Transport	5%	TBC	7%	8%	10%	+5%
Total	100%	100%	100%	100%	100%	100%

Table 6.5: Modal Split Targets for Travel to Leisure [TBC following full baseline survey]

- 6.9 It is considered that the targeted reduction in single-occupancy vehicle use will occur as result of the measures outlined in section eight of this report.

Action Targets

- 6.10 The following 'action' type targets have been set prior to the construction of the new residential development:
- Installation of cycle parking facilities;

- Appointment of a Travel Plan Coordinator for the development;
- Distribution of a Welcome Pack to each occupied unit; and
- Provision of incentives for residents to travel by non-car modes in the form of bus taster tickets and cycle vouchers.

7 Travel Plan Strategy and Action Plan

Travel Plan Coordinator

- 7.1 A Travel Plan Coordinator will be identified to oversee the management and implementation of the Travel Plan for the development. The appointed Travel Plan Coordinator (or their replacement) will be in place for the five-year period of implementation of the Travel Plan.
- 7.2 The Travel Plan Coordinator will be responsible for the administration of the Travel Plan, the implementation of the Plan measures, for ongoing monitoring of the Plan and for the continued review. The Travel Plan Coordinator will maintain an electronic filing system for all correspondence and documents relating to the Travel Plan, including the results of the travel survey.
- 7.3 The Travel Plan Coordinator will liaise with relevant organisations and persons as necessary such as HBC, HCC, local public transport service providers and other interested groups.
- 7.4 The name and contact details for the Travel Plan Coordinator are as follows:

Name: TBC

Contact Address: TBC

Contact Telephone: TBC

Action Plan

- 7.5 An action plan setting out the timetable for implementation of the Travel Plan, including monitoring / review process, is set out in **Table 7.1**.

Year	When	Action	Responsibility
Pre Year 0	Prior to occupation	Appointment of a Travel Plan Coordinator.	Grainger
		Construction of pedestrian links into the site	Grainger
		The provision of lighting throughout the development.	Grainger
		The provision of cycle parking facilities	Grainger
		Installation of EV Charging facilities	Grainger
		Production of Welcome Packs	Travel Plan Coordinator
Pre-Year 0	Following first occupation of the residential units	Agree Travel Survey Questionnaire with HBC/HCC	Travel Plan Coordinator
		All Travel Plan measures underway.	Travel Plan Coordinator
		Travel Plan Coordinator to deal with queries raised by residents regarding travel	Travel Plan Coordinator
		Travel Plan Coordinator to liaise with outside bodies/interested parties, as required.	Travel Plan Coordinator
		Distribution of Welcome Packs including Cycle Voucher and Bus Vouchers application forms	Travel Plan Coordinator
Travel Plan Year 0	Upon 75% occupation of the development	Baseline Travel Survey for residents	Travel Plan Coordinator
		Issue baseline monitoring report and set targets	Travel Plan Coordinator
Travel Plan years 1 to 5	One year after completion of the Baseline Travel Survey and thereafter in years 3 and 5 (total of three surveys over the five year period)	Travel survey issued to all residents.	Travel Plan Coordinator
		Ongoing monitoring/maintenance, including liaison with residents and other parties	Travel Plan Coordinator
		Monitoring report produced, comprising the results of the travel survey, the success in meeting the Travel Plan targets, and a review/update of targets and measures	Travel Plan Coordinator
Travel Plan years 1 to 5	Years 1, 3 and 5	Issuing of biennial monitoring report to HBC/HCC for approval following compilation of the results of the travel survey	Travel Plan Coordinator

Table 7.1: Action Plan

8 Measures

8.1 This section outlines the specific physical and management measures to be undertaken as part of the implementation of the Travel Plan in order to work towards the objectives and targets of the Plan. The implementation of these measures is the core of the Plan and the measures are, as far as possible, designed to be suitable for review and monitoring.

8.2 The development benefits from a number in inherent measures such as access to public transport services and local amenities and the measures set out in this section are in addition to this.

Infrastructure within the Development

8.3 Access for pedestrians and cyclists will be provided as part of the development. Cycle parking will be provided as per HBC parking standards.

8.4 EV infrastructure will be provided as part of the development in line with the current guidance.

Travel Plan Coordinator

8.5 A Travel Plan Coordinator will be appointed to implement the Travel Plan; details of which are set out in Section 7. The role of the Travel Plan Coordinator will include:

- Liaison with the developer;
- Liaison with the marketing suite;
- Production of the Welcome Pack;
- Organising the travel surveys;
- Monitoring of the Travel Plan and reviewing its success; and
- Provision of personal travel planning advice to residents.

Welcome Packs

8.6 Upon moving into their property, new residents will be provided with a Welcome Pack which will promote sustainable travel, provide information on travel modes other than the single occupancy private car and provide information on the local area.

8.7 The Welcome Pack could include:

- Details of the Travel Plan Coordinator and nominated Travel Plan contacts;
- Maps of walking and cycling routes to key destinations;
- Local public transport information, including route maps and timetable information;

- Location and contact details of nearby services;
- Car sharing information which could help facilitate car sharing for regular or one-off journeys;
- Useful travel related websites, telephone numbers and mobile phone applications;

8.8 The public transport page will encourage public transport users to get off a stop earlier and walk the remainder of their journey.

8.9 In the event that key sustainable travel changes need to be conveyed to residents than this may be done through the issue of individual newsletters.

8.10 The Welcome Pack will be issued to all dwellings upon occupation. The Welcome Pack will be updated annually / or when key changes occur to access and sustainable travel provision to ensure that up to date information is presented within the plans.

Walking and Cycling

8.11 The Welcome Packs will highlight the pedestrian and cycle routes to / from the site.

8.12 The information packs will also seek to encourage walking through participation of events such as the National Walk to Work Week, and initiatives such as 'pedometer challenges' in conjunction with the NHS Health Improvement Practitioners. For cycling, the Welcome Pack will promote initiatives such as National Bike Week.

8.13 Local cycle training groups, bikeability and events could be promoted to residents to encourage residents to take up cycling or improve their cycle skills and improve safety when using sustainable travel methods. If demand is sufficient, a bicycle user group will be investigated.

8.14 The TPC will co-ordinate with local schools to organise walking to school events where possible.

8.15 Dr Bike maintenance events will be held in line with the monitoring schedule (baseline, years 1, 3 and 5).

Public Transport

8.16 Generally, up to date information on public transport services will be available via the Traveline website and links to this will be included in the Welcome Pack. The close proximity of public transport facilities will be promoted and is a significant benefit in travelling by this transport mode.

8.17 As part of the Welcome Pack, a list of mobile phone applications will be promoted to provide the most up to date information, as well as live departure information. Such applications include the Traveline app.

- 8.18 The TPC will investigate collaboration opportunities with local public transport providers to improve services, negotiate discounts and trial initiatives.

Car Sharing

- 8.19 Details of local Car Club schemes in the area, such as Enterprise, will be promoted to residents within the Welcome Packs. Carpooling schemes such as Liftshare (liftshare.com) will also be promoted, which aims to match journeys allowing the individuals to benefit from the shared use of a car journey whilst reducing the cost of the journey and the number of vehicles on the network.

Home Deliveries

- 8.20 The Travel Plan Coordinator will promote and raise awareness of the potential time, cost and environmental savings of home deliveries, including supermarket deliveries. The majority of online retailers also now offer home delivery services.
- 8.21 The benefits of home deliveries will be set out within the Welcome Pack.

Travel Vouchers

Cycle Voucher

- 8.22 A £50 cycle voucher (first occupation of each dwelling only) will be offered as part of the Welcome Pack, redeemable at a local cycle retailer. Residents will be made aware of how to obtain the voucher within the Welcome Pack and this will be promoted by the TPC.
- 8.23 A record of the uptake of cycle vouchers and which dwellings take up the offer will be kept by the TPC and will be reported on through the biennial monitoring report.

Bus Taster Tickets

- 8.24 Bus taster tickets will also be offered to each new household (first occupation only) as part of the welcome pack. The tickets will take the form of a Solent Travelcard for two months travel which should be sufficient time to establish a public transport pattern.
- 8.25 As above, a record of the uptake of the bus taster tickets and which dwellings take up the offer will be kept by the TPC and will be reported on through the biennial monitoring report.

9 Monitoring

Travel Surveys

Baseline Travel Survey

- 9.1 A baseline travel survey will be undertaken within six months of first occupation of the residential units or at 75% occupancy of these units, whichever is sooner. The travel survey will be appended to the Welcome Pack distributed to all residents upon first occupation. The survey will also be available via the SurveyMonkey online platform for ease of use by residents and instant reporting on the results.
- 9.2 The results of the survey will be utilised to update the baseline modal split, as set out within **section 6** of this Travel Plan. The survey will also establish the travel patterns of residents and their attitudes to travel. The data collected will be analysed and used to update the Travel Plan and its measures, identifying any areas for improvement.

Subsequent Travel Surveys

- 9.3 As stated in **section 6**, the modal split targets in the Travel Plan will be assessed in the following years:
- Year one target – to be assessed one year after the baseline travel survey;
 - Year three target – to be assessed three years after the baseline travel survey; and
 - Year five target – to be assessed five years after the baseline travel survey.
- 9.4 On this basis, travel surveys will be undertaken in years one, three and five after the baseline travel survey. The format of these surveys will be the same as the baseline travel survey to ensure that the data collected is comparable. These surveys will be distributed to all occupied households within the development via the online SurveyMonkey platform. Details of the online survey will be provided to residents within the covering letter which will contain a QR code to access the survey. A paper copy of the travel survey and pre-paid return can be provided if required.
- 9.5 The results of the surveys will be used to assess the modal split of residents' travel and the success in meeting the targets of the Travel Plan. The results will be compared to the previous year(s') results.
- 9.6 The surveys will also establish the travel patterns of residents and their attitudes to travel. The data collected will be analysed and used to produce the Travel Plan review reports and assess the Travel Plan's measures, identifying any areas for improvement.

- 9.7 A 35% response rate for each survey will be targeted as per HCC requirements. A £100 gift voucher incentive will be included to encourage survey completion.

Review Reports

Updated Travel Plan (Following Baseline Survey)

- 9.8 The results of the baseline travel survey will be incorporated into the Travel Plan. The baseline modal split will be updated as necessary and any changes to the identified measures will be incorporated. The updated Travel Plan will then be issued to HCC's Travel Plan Officer.

Travel Plan Progress Reports (following Biennial Surveys)

- 9.9 The results of the travel surveys undertaken in years one, three and five after the baseline travel survey will be incorporated into a Travel Plan review report which will be produced in years one, three and five after each survey. The Travel Plan review reports will include the following information:

- Details of the development, such as occupancy rates, construction, infrastructure in place;
- Recap of the Travel Plan objectives and targets;
- Monitoring methodology, such as how and when information was gathered (i.e. through the travel survey);
- Summary of the results of the monitoring;
- A comparison between the modal split results and the targets of the Travel Plan
- Progress in implementing the measures of the Travel Plan;
- If the targets are not being met, identify corrective measures to get the Travel Plan back on track;
- Proposals to further develop the Travel Plan in the future; and
- Details of the next review.

- 9.10 The Travel Plan review reports will be issued to HCC's Travel Plan Officer.

Monitoring Timetable

- 9.11 **Table 9.1** sets out the monitoring schedule.

	Baseline (Year 0)	Year 1	Year 3	Year 5
Level of report	To be submitted after the baseline surveys, which are due to be carried out at 75% occupation. This will include the baseline survey results to inform the updated Full Travel Plan.	Full Surveys – Monitoring Report	Full Surveys – Monitoring Report	Full Surveys – Monitoring Report

Table 9.1: Monitoring Timetable

Funding

- 9.12 The cost associated with the undertaking and analysis of the travel surveys and production of the updated Travel Plan and Travel Plan review reports will be met by the developer.

10 Management and Enforcement

Management

- 10.1 As set out in the Action Plan included within section seven, prior to occupation, both Grainger and the Travel Plan Coordinator will be responsible for delivering the Travel Plan. Once occupation has begun, the implementation of measures, surveys and monitoring will be managed by the Travel Plan Coordinator for a period of five years.
- 10.2 The TPC contact detailed will be finalised with HCC prior to occupation, following their appointment by Grainger.

Securing the Travel Plan

- 10.3 The proposed development is currently at the planning stage and this Outline Travel Plan will be submitted as part of the suite of documents issued with the planning application.
- 10.4 It is considered that following approval of the proposed development, this Draft Travel Plan would be secured by way of a legal agreement.
- 10.5 HCC's monitoring and approval fees will be paid for by the developer.

Mitigation

- 10.6 Should the Travel Plan not achieve its objectives and targets, the Travel Plan Coordinator will discuss with HCC's Travel Plan Officer how the Plan can be brought back on track and achieve its targets.
- 10.7 As necessary, appropriate and as agreed with HCC, this will be achieved through further and active marketing of the Travel Plan's objectives and measures, such as:
- Further promoting/providing personal travel advice;
 - Flyers and educational seminars detailing the impact of unsustainable travel; and
 - Provision of sustainable travel leaflets and information to residents.

11 Summary and Conclusions

11.1 This Outline Travel Plan has been produced by Mayer Brown Ltd on behalf of Grainger Plc in respect of the proposed residential development on the Blue Star Land located on the eastern edge of the Berewood Development in WaterlooVille. The Travel Plan is a long-term strategy with the aim of encouraging and implementing change in travel patterns.

11.2 A summary of the key points from each chapter is provided within this section.

Background

11.3 The application site is located directly adjacent to the A3 Maurepas Way. The built-up area of WaterlooVille borders the eastern boundary of the site with the town centre immediately to the east, while to the west is the development area known as Berewood.

11.4 The development proposals comprise the construction of up to 69 new residential dwellings with associated vehicular access from Laxton Leaze, internal landscaping and parking.

11.5 This Travel Plan has been written with reference to HCC's 'A Guide to Development Related Travel Plans', and the structure of this Travel Plan has been informed by Table 4.1, 'Elements of a Travel Plan'.

Purpose

11.6 As per HCC's 'A Guide to Development Related Travel Plans', this Travel Plan has three main purposes:

- Ensure that development takes place in locations and in ways that minimise the impact of additional demand;
- Increase accessibility and ensuring that opportunities are provided for people to travel to and from the site in a variety of ways; and
- Reduce dependence on the use of the car

Site Audit

11.7 The site is highly accessible by foot, cycle and public transport. A significant number of local amenities are located within a 400m walking distance of the site, while nearly the entirety of WaterlooVille Town Centre is located within an 800m walking distance of the site.

- 11.8 The easy accessibility of local and national cycle routes to and from the site encourages cycling as a sustainable mode of transport to enable access to a wide variety of locations through suitable cycle routes.
- 11.9 The closest bus stops to the site are the Victoria Road stops located on London Road, approximately 350m away from the site or a 4.5-minute walk assuming a comfortable walking pace of 80m/minute. Frequent bus services are accessible from the site to destinations across the local area such as Havant and Hambledon, as well as wider Hampshire.
- 11.10 The nearest rail station to the application site is Bedhampton in Havant, over 4km away as the crow flies and Havant station is also just over 5km from the site. Multiple buses accessible from the Victoria Road bus stops terminate in Havant.

Objectives

- 11.11 The objectives specific to the site and this Travel Plan are as follows:
- To encourage residents and visitors, where possible, to make more sustainable travel choices when travelling to and from the site;
 - To reduce single occupancy vehicle trips;
 - To minimise the impact of the development on the local highway network of Waterlooville; and
 - To involve the local community in the Travel Plan process.

Targets

- 11.12 A baseline travel survey will be undertaken at 75% occupation. The targets in the Travel Plan will then be updated based on the results of this survey.
- 11.13 The present targets have been set based on modal split data taken from the 2011 origin-destination census data. A reduction in single-occupancy vehicle travel of 10% is targeted for work, school and leisure travel purposes.

Travel Plan Strategy and Action Plan

- 11.14 A Travel Plan Coordinator will be identified to oversee the management and implementation of the Travel Plan for the development. The appointed Travel Plan Coordinator (or their replacement) will be in place for the five-year period of implementation of the Travel Plan.
- 11.15 An action plan is provided at **Table 7.1** setting out the timetable for the implementation of the Travel Plan.

Measures

- 11.16 Section eight outlines the specific physical and management measures to be undertaken as part of the implementation of the Travel Plan in order to work towards the objectives and targets of the Plan. The implementation of these measures is the core of the Plan and the measures are, as far as possible, designed to be suitable for review and monitoring.
- 11.17 The development benefits from a number of inherent measures such as access to public transport services and local amenities and the measures set out in this section are in addition to this.

Monitoring

- 11.18 A monitoring timetable is provided in section 9 outlining the monitoring schedule. This will include baseline surveys and subsequent surveys in years one, three and five.
- 11.19 The results of the surveys will be used to assess the modal split of residents' travel and the success in meeting the targets of the Travel Plan. The results will be compared to the previous year(s') results.
- 11.20 A 35% response rate for each survey will be targeted as per HCC requirements.

Management and Enforcement

- 11.21 The proposed development is currently at the planning stage and this Draft Travel Plan will be submitted as part of the suite of documents issued with the planning application.
- 11.22 It is considered that following approval of the proposed development, this Draft Travel Plan would be secured by way of a legal agreement.
- 11.23 Should the Travel Plan not achieve its objectives and targets, the Travel Plan Coordinator will discuss with HCC's Travel Plan Officer how the Plan can be brought back on track and achieve its targets.

APPENDIX A – Response to HCC Comments

Technical Note - Response to HCC Comments

Introduction

- 1.1 This Technical Note has been prepared to provide a response to comments from Hampshire County Council (HCC) in relation to the Travel Plan prepared to support the outline planning application [REF: APP/23/00471] for the proposed development of the Blue Star Land, Berewood, Waterloooville.
- 1.2 Comments were received from the Highways Officer at HCC on both the Transport Assessment and Travel Plan, dated May 2023.

Title Page – Control Sheet - Introduction

HCC Comment:

- Site postcode
- Type of Travel Plan (Framework/Full)
- Planning Reference
- Site Masterplan
- Developers' view on travel planning/statement from the developer supporting the contents of the travel plan

Mayer Brown Response

- 1.3 The revised TP now includes the postcode PO7 3 within the site address. It has been named an Outline Residential TP, which will become a Full TP once the baseline survey results are included.
- 1.4 The revised TP will be submitted as part of a new planning application and therefore at the stage of submission, the planning reference number is not known. This will be included on the Full version of the TP after planning permission has been granted.
- 1.5 An illustrative masterplan has been provided in section two of the TP.
- 1.6 At the time of submission, it is unknown which developer will take forward the parcel for construction. The developers' view can therefore be included within the Full TP.

Guidance – Section 2.10

HCC Comment

- This section should also reference the developer's policies on sustainable travel. If the developer does not have a policy on sustainable travel, a statement of support for the aims of the Travel Plan from a senior member of staff at Grainger would suffice.

Mayer Brown Response

- 1.7 As noted previously, it is unknown at this stage which developer will take forward the parcel for construction. The developers' policies can therefore be included within the Full TP.

Existing Site Conditions / Site Audit

HCC Comment

Section 2 should include the following details:

- Site quantum
- Plan – Cycling Isochrone Map, Local Facilities
- Nearest or relevant train stations, including timetable

Mayer Brown Response

- 1.8 The site quantum is included under 'Details of the Development' in section two. A Cycling Isochrone Map has been added into section four at Figure 4.3 and Figure 4.1 details local facilities within Waterloooville Town Centre, accompanied by text at paragraph 4.9.
- 1.9 Paragraph 4.23 discusses the nearest railway stations as Bedhampton and Havant, over 4km and 5km's away from the site respectively. This paragraph also notes the frequency of services accessible from these stations.

Site Audit – Proposed Layout

HCC Comment

There needs to be a section describing the proposed development which include the following details:

- Site quantum
- Class use
- Site access
- Plan
- Car parking
- Cycle parking
- Internal highway design
- Accesses (if they are changing) including the impact on sustainable travel
- Visitor delivery movements (where applicable) including associated parking arrangements for both cycles and vehicles

Mayer Brown Response

- 1.10 Section two includes details of the site quantum, class use, site access details and block plan. This is an Outline TP and as such, specific details on parking will not be provided at this stage, however it is clarified in section two that car and cycle parking is provided in line

with Havant Borough Council's (HBC) Parking Supplementary document. This includes movements associated with visitors and deliveries.

- 1.11 As above, this is an Outline TP and therefore the level of detail in relation to internal highway design would not be provided at this stage and will instead be included in the Full TP.
- 1.12 The TP includes details on how the access strategy, particularly for cycles, encourages travel by sustainable modes.

Targets – Section 6

HCC Comment

Section 6 should include:

- A minimum 10% reduction in SOV, including a breakdown of each mode-share biennially and a justification for why mode-share will increase/decrease.

Mayer Brown Response

- 1.13 The targets in the revised Travel Plan have been amended from an 8% reduction in SOV to a 10% reduction. A breakdown of each mode-share biennially continues to be provided in Table 6.4 and a justification for the decrease in SOV as a mode-share proportion is provided at paragraph 6.9.

Measures – Section 8

HCC Comment

- Improvements to (and maintenance of) the walking network and signage
- Encourage public transport users to get off a stop earlier
- Co-ordinate with schools to organise walking to school events

- 1.14 It is clarified in paragraph 8.3 that access for pedestrian and cyclists will be provided as part of the development. Specific details on the walking and cycling infrastructure will be provided in the Full TP.
- 1.15 The transport section of the welcome packs, when designed, will include a section encouraging public transport users to get off a stop earlier.
- 1.16 Paragraph 8.14 covers reference to co-ordination with schools to organise walking to school events where possible.

HCC Comment

- Sustainable travel voucher (residential) – this should not be limited to the first occupier but any subsequent occupiers for the life of the travel plan
- Improvements to (and maintenance of) the cycle network (including access to the site)
- Formation of a Bicycle Users Group (BUG)

- Discounted cycle accessories event(s)
- Bike Drs – bike maintenance events (at least annually)
- Collaboration with local public transport providers to improve services, negotiate discounts and trial initiatives

[Mayer Brown Response](#)

- 1.17 A commitment is already made to provide a cycle voucher and bus under paragraph 8.22 and 8.24. These remain as first occupier only as anything further would be unviable from a financial perspective.
- 1.18 Further details on improvements to (and maintenance of) the cycle network will be included in the Full Travel Plan.
- 1.19 Paragraph 8.13 has been expanded to include reference to a bicycle user group, if demand is sufficient. Discounted cycle events are discussed at paragraph 8.13 and under 'Travel Vouchers' at paragraphs 8.22 and 8.23. Dr Bike maintenance events have been referred to in paragraph 8.15.
- 1.20 Paragraph 8.18 has been included noting the TPC will investigate collaboration opportunities with local public transport providers to improve services, negotiate discounts and trial initiatives.

[HCC Comment](#)

- Hold events annually to promote sustainable travel
- Use of internet to disseminate information and social media such as Twitter, Instagram and Facebook

[Mayer Brown Response](#)

- 1.21 It is considered that the events already committed to within the TP are sufficient at this time. Once the final developer is known, the Full TP will include details of any social media and local resident group opportunities to disseminate information.

[HCC Comment](#)

- This section should include a final total cost estimate which will be used to set the Travel Plan Cash Deposit.

- 1.22 As noted previously, this is an outline TP and the final developer is not yet known. As such, costs associated with the implementation of the measures are not presently available.

Consultation and Partnerships

HCC Comment

- The FTP should contain evidence of preliminary liaisons with local cycle shops and public transport operators to scope the possibility of arranging for discounts on equipment and services respectively. These communications can then form the basis for further negotiations between these companies and the Travel Plan Coordinator (TPC).

Mayer Brown Response

- 1.23 The commitment to a cycle voucher and bus taster ticket was established within the Framework Travel Plan for the wider Berewood development site. Relationships with the local cycle shops and public transport operators are therefore established and these will be confirmed at the reserved matters/travel plan implementation stage for each parcel.

Management / TPC Role – Section 7

HCC Comment

- Whilst not necessary at the outline planning stage the information below will need to be included in the full travel plan:
 - o Name (cannot be generic at the Full TP stage, such as a consultancy name)
 - o Job title
 - o Organisation
 - o Contact details, including:
 - Email address
 - Work address
 - Phone number
 - o Website (where applicable)
 - o A concise breakdown of:
 - Start date (to be at least 3 months prior to occupation to ensure uptake)
 - Time spent on travel plan per week
 - Number of weeks per year to be working on the travel plan
 - Cost per hour
 - End date (cannot be before the end of the travel plan, unless another TPC is to be employed)
 - Overall cost
 - o A list of the TPC's responsibilities, including
 - A breakdown of the TPC role
 - Commitments and obligations which fall to the TP
 - o A commitment to establish a Steering Group (where appropriate)

[Mayer Brown Response](#)

- 1.24 This is noted and these details will be included at the time of producing the Full TP.

Monitoring – Section 9

[HCC Comment](#)

Section 9 should include the following details:

- Monitoring timetable
- Recognition that HCC requires a 35% response rate for questionnaire surveys
- Measures to ensure this response rate is met, e.g., a voucher for supermarket or online retailer
- Alternative method of survey if 35% response rate not achieved, e.g., ATCs/TRICS
- Snapshot surveys to be conducted for years where a full survey will not be conducted

[Mayer Brown Response](#)

- 1.25 A monitoring timetable has been added to the revised TP at Table 9.1. Paragraph 9.7 outlines the HCC requirement for a 35% response rate and a £100 gift voucher incentive for completion.
- 1.26 If a 35% response rate is not achieved, discussions will be held with HCC to identify the best method forward.
- 1.27 Snapshot surveys will be investigated further at the reserved matters stage as this was not a requirement of the Outline TP for the wider Berewood site.

Action Plan – Section 7.5

[HCC Comment](#)

- Section 7.5 should include an action plan to demonstrate how each measure will be achieved and include a cost estimate.

[Mayer Brown Response](#)

- 1.28 A cost estimate has not been included at outline stage as measures such as the installation of EV charging facilities are subject to significant financial change between outline and reserved matters submissions. This can be included at the time of writing the Full Travel Plan when the likely cost of these measures is known.

Enforcement – Section 10

[HCC Comment](#)

Section 10 should include the following detail:

- Paragraph explaining the role of the Section 106 agreement including the value of the Travel Plan Cash Deposit
- Commitment to pay HCC's monitoring and approval fees
- Commitment to provide a Travel Plan Cash Deposit of equal value to travel plan measures
- Sanctions in the event of non-compliance

Mayer Brown Response

- 1.29 As previously noted in section 10 of the TP, the proposed development is currently at the planning stage and the Outline TP will be submitted as part of the suite of documents issued with the planning application. It is considered that following approval of the proposed development, this Draft Travel Plan would be secured by way of a legal agreement (S106). Discussions surrounding the Travel Plan Cash Deposit and S106 will therefore be included within the Full TP.
- 1.30 A commitment is made to paying HCC's monitoring and approval fees at paragraph 10.5 of the revised TP.
- 1.31 The mitigation subheading of section 10 of the revised TP continues to outline sanction in the event of non-compliance.

Conclusion / Summary

HCC Comment

- A conclusion needs to be included with a summary of the travel plan and key points from each section

Mayer Brown Response

- 1.32 A Summary and Conclusions chapter has been added at section 11.

Author: RK/NE

Date: 19th July 2024

