

# RIDGE

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PROPERTY & CONSTRUCTION CONSULTANTS

## FRAMEWORK RESIDENTIAL TRAVEL PLAN

Prepared for

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## 1. INTRODUCTION

### 1.1 Background

1.1.1. Ridge & Partners LLP has been commissioned by Jones Lang LaSalle (JLL) on behalf of Southern Co-operative to produce a Framework Travel Plan to support the Outline Planning Application for a proposed residential redevelopment at the existing Dairy Crest depot and Funeral Care home site in Havant, Hampshire.

1.1.2. This Travel Plan has been prepared in accordance with National Planning Policy Guidance and Hampshire County Council's (HCC) Residential Travel Plan Guidance.

### 1.2 Site Location

1.2.1. The proposed redevelopment site is within a primarily residential area located off Dunsbury Way, approximately 2.7km east of Junction 4 (Havant) of the A3 (M). Figure 1 shows the location of the site.



Source: OS Open Data

Figure 1. Site Location

### 1.3 Development Proposals

1.3.1. The Outline Planning Application relates to the relocation of the Funeral Care Business approximately 220m south to 194-196 Dunsbury Way, and the demolition of the warehouse and commercial yard to be replaced with 78 residential units, comprising 42 one-bedroom apartments and 36 two-bedroom apartments. The proposed development will provide 78 car parking spaces, with 114 long stay cycle spaces and 23 short stay. Access to the site will be from Fulflood Road.

## 1.4 Travel Plans

1.4.1. A Travel Plan is a package of measures tailored to the needs of individual sites aimed at promoting sustainable transport modes and reducing reliance on the private car. It involves the development of a set of mechanisms, initiatives and targets that together enable a site to reduce the impact of travel on the environment, whilst bringing about other benefits to a community. As set out by HCC guidance<sup>1</sup>, a residential development of above 50 units will require a Travel Plan.

1.4.2. This Framework Travel Plan will set out objectives and interim targets for promoting sustainable travel to and from the site, and the ongoing monitoring and review of the Travel Plan. In addition, the management and funding of the Travel Plan will be discussed along with the roles and responsibilities of the Travel Plan Co-ordinator. An Action Plan will link objectives to measures and indicate timescales for implementation. As the residential units are not yet constructed, the targets set out within this Plan are interim and will need to be updated once the baseline resident travel survey is undertaken within 12 months of occupation (or when 50% of the development is occupied whichever comes sooner).

1.4.3. This document is prepared in accordance with National Planning Policy Guidance and Hampshire County Council's (HCC's) "A Guide to Development Related Travel Plans" and should be read in conjunction with the Transport Assessment for the site.

1.4.4. Travel Plans are living documents that are constantly being revised and improved as travel needs change. It is not meant to be an onerous document but rather one that is developed to enhance awareness of alternative modes of travel to single occupancy car. The proposed approach is to embed measures that promote sustainability from the outset, through good physical infrastructure and plans for management and monitoring.

## 1.5 Structure of the Travel Plan

1.5.1. This Travel Plan will be structured as follows:

- Chapter Two summarises the main National and Local Policy guidance regarding Travel Planning.
- Chapter Three discusses the site accessibility with regard to access to key services and facilities, pedestrian and cycle facilities and links to public transport.
- Chapter Four details the existing baseline travel data taken from the 2011 census
- Chapter Five outlines the objectives of the Travel Plan
- Chapter Six sets out the interim targets for the Travel Plan and discusses the baseline travel survey
- Chapter Seven outlines the measures of the Travel Plan to in order to achieve the objectives of the plan
- Chapter Eight discusses the framework for the monitoring and review of the Travel Plan over the five-year timeframe, including ownership of the Plan.
- Chapter Nine sets out the Action Plan for the Travel Plan.

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<sup>1</sup> Hampshire Parking Strategy and Standards, Appendix 1: Notes for applying parking standards, Table B: Summary of thresholds for transport assessments and site wide travel plans.

## 2. POLICY GUIDANCE AND REVIEW

### 2.1 National Planning Policy Framework (NPPF – July 2018)

2.1.1. The revised National Planning Policy Framework sets out the government's planning policies for England and how these are expected to be applied. At the heart of the NPPF is the presumption in favour of sustainable development.

2.1.2. Transport issues should be considered from the earliest stages of plan-making and development proposals so that:

- The potential impacts of development on transport networks can be addressed;
- Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;
- Opportunities to promote walking, cycling and public transport use are identified and pursued;
- The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and
- Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places

2.1.3. 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. The NPPF stresses the importance of providing a Travel Plan for all developments that generate significant amounts of movement.

### 2.2 Planning Practice Guidance (PPG): Travel Plans (March 2014)

2.2.1. This guidance supersedes earlier guidance published by the Department for Transport (DfT) in 2009 ('Good Practice Guidelines: Delivering Travel Plans through the Planning Process') and has been prepared in consultation with Department for Communities and Local Government (DCLG), bringing together current practice from examples from around the country. The guidelines cover, in particular:

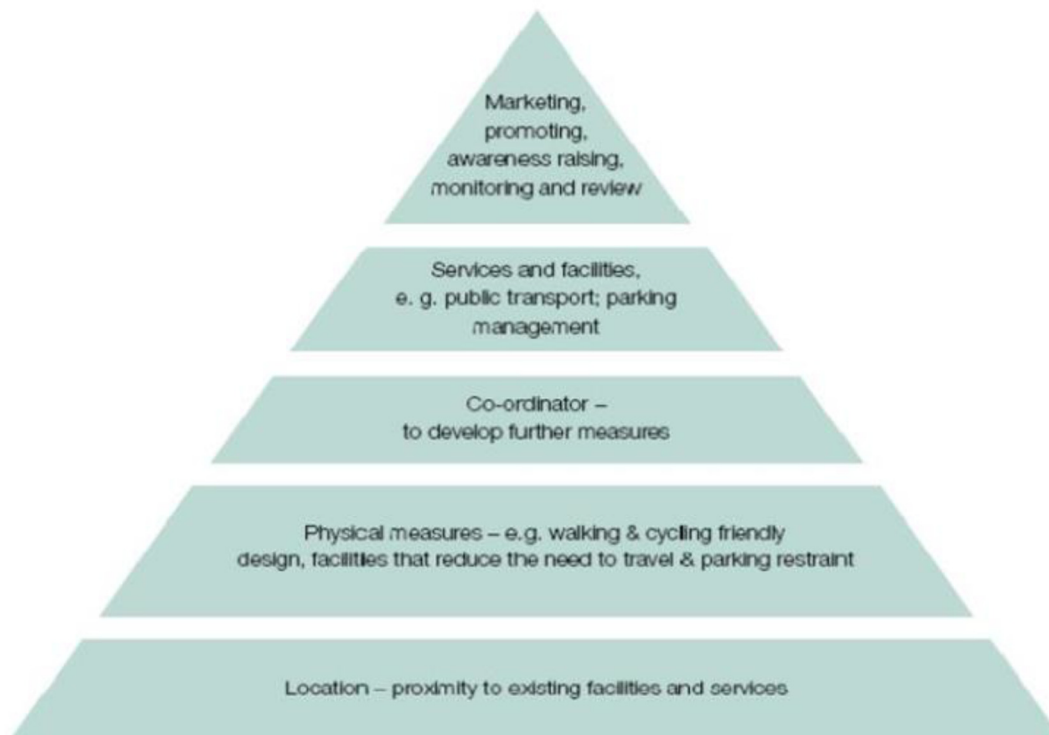
- When a travel plan is required;
- How the need for and scope of a travel plan should be established;
- What information should be included in travel plans; and
- How travel plans should be monitored.

2.2.2. The planning practice guidance provides advice on what information should be included in travel plans and on how it should be monitored. The guidance states that:

*"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. Travel Plans should set explicit outcomes rather than just identify 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."*

2.2.3. Although superseded, the DfT's The Good Practice Guidelines: Delivering Travel Plans through the Planning Process document contained a travel plan pyramid illustrated below, which illustrated the measures

and actions that can be used when creating a travel plan, with each new layer building on the last all set within the context of the outcomes sought. The principles set out in the pyramid remain relevant when considering and preparing travel plans.



## 2.3 Hampshire County Council – Residential Travel Plans

2.3.1. Hampshire County Council's document "Detailed Measures to be included in a Residential Travel Plan" sets out the guidance for developers in preparing high quality Travel Plans in a consistent manner to ensure that future development takes place in sustainable locations and in a sustainable manner across the county.

2.3.2. The main objectives of a Residential Travel Plan are to:

- Address residents' needs for access to a full range of facilities and activities
- Reduce the traffic generated by the development
- Encourage good design principles and support the local community.

2.3.3. The inclusion of travel planning principles at an early stage of a scheme can also provide an opportunity to make a fundamental shift towards the provisions of streets for people and social activity rather than purely a means of car access to properties.

### 3. SITE ACCESSIBILITY

#### 3.1 Overview

3.1.1. The proposed redevelopment site is located off Dunsbury Way within Havant. The site is bounded by industrial properties to the east, residential housing to the south and west and a current vacant paved plot of land to the north.

3.1.2. Dunsbury Way is a residential distributor road providing access to a number of local residential roads and is subject to a 20mph speed restriction. Traffic calming measures in the form of speed humps are in place along Dunsbury Way as well as footways and lighting on both sides of the road for the length of the carriageway.

3.1.3. In terms of the wider highway network the redevelopment site is located approximately 2.7km east of Junction 4 (Havant) of the A3 (M) which provides access to London and Portsmouth.

#### 3.2 Key Services and Facilities

3.2.1. The proposed redevelopment is located within walking and cycling proximity to public transport hubs and other core amenities, potentially minimising trips generated by the redevelopment. The approximate walking and cycling distances between these amenities and the site are summarised within Table 1 below. All distances have been calculated from the centre of the site.

| Name                            | Distance (m) | 1km walking <sup>1</sup> | 4km cycling <sup>2</sup> |
|---------------------------------|--------------|--------------------------|--------------------------|
| <b>Retail</b>                   |              |                          |                          |
| Iceland Foods                   | 500          | ✓                        | ✓                        |
| Lidl                            | 610          | ✓                        | ✓                        |
| Tesco Metro                     | 780          | ✓                        | ✓                        |
| The Meridian Centre             | 2450         | ×                        | ✓                        |
| <b>Public Transport</b>         |              |                          |                          |
| Dunsbury Way Bus Stops          | 80           | ✓                        | ✓                        |
| Havant Rail Station             | 2800         | ×                        | ✓                        |
| <b>Education</b>                |              |                          |                          |
| Riders Infant School            | 540          | ✓                        | ✓                        |
| Front Lawn Primary Academy      | 665          | ✓                        | ✓                        |
| Park Community School           | 1050         | ×                        | ✓                        |
| Havant & South Downs College    | 1450         | ×                        | ✓                        |
| <b>Health</b>                   |              |                          |                          |
| Rowlands Pharmacy               | 1500         | ×                        | ✓                        |
| Park Lane Medical Centre        | 1800         | ×                        | ✓                        |
| <b>Other</b>                    |              |                          |                          |
| Funfayre Leisure                | 400          | ✓                        | ✓                        |
| Havant & Waterloo Football Club | 1250         | ×                        | ✓                        |
| Warren Post Office              | 1400         | ×                        | ✓                        |

*Table 1. Walking/Cycling distances from the proposed redevelopment and local core amenities.*

<sup>1</sup>Guidelines for Providing Journeys on Foot, IHT 2000

<sup>2</sup>LTN 1/04 Policy, Planning and Design for Walking and Cycling

### 3.3 Pedestrian and Cycle Networks

3.3.1. There are footways and street lighting present on all roads within the vicinity of the redevelopment and linking to local bus stops, which enables good connectivity to public transport. Dunsbury Way provides opportunities for cycling both on road and off with a shared pedestrian cycleway present on one side of the carriageway. Dunsbury Way itself is a low speed road with traffic calming features where cycling can occur safely on street.

3.3.2. The redevelopment is situated approximately 1.2km west of National Cycle Network Route 22. Though this route is under construction the section between Bordon and Portsmouth is already open. This is a 64-mile route mainly on road which will connect Banstead and Brockenhurst via Dorking, Guildford, Petersfield, Havant, Portsmouth and the Isle of Wight.

### 3.4 Public Transport

3.4.1. The proposed redevelopment site is situated within walking distance to a number of bus stops along Dunsbury Way and Bramdean Drive. The closest bus stop that serves the site is located on Dunsbury Way, approximately 80m from the centre of the redevelopment. Bus stops on Bramdean Drive are also within close proximity, approximately 130m from the centre of the redevelopment. There are footways and street lighting along the route from the redevelopment to the bus stops ensuring continuous connectivity to public transport infrastructure. A summary of the bus services operating from these stops are presented in Table 2 below.

| Bus Stop                   | Service | Route                                   | Approximate Frequency | Bus Operator          |
|----------------------------|---------|-----------------------------------------|-----------------------|-----------------------|
| <b>Dunsbury Way - SB</b>   | 20      | Havant - Portsmouth                     | 3 per hour            | Stagecoach            |
|                            | 21      | Havant – Portsmouth via Havant Road     | 3 per hour            | Stagecoach            |
|                            | 23      | Leigh Park - Southsea                   | 6 per hour            | Stagecoach            |
|                            | 27      | Rowlands Castle - Emsworth              | 5 per day             | First                 |
|                            | 28A     | Horndean - Southbourne                  | School Service        | Emsworth and District |
|                            | 621     | Havant Bus Station – Portsmouth College | School Service        | Stagecoach South      |
| <b>Dunsbury Way - NB</b>   | 20      | Portsmouth – Havant                     | 3 per hour            | Stagecoach            |
|                            | 21      | Portsmouth – Havant via Havant Road     | 3 per hour            | Stagecoach            |
|                            | 23      | Southsea – Leigh Park                   | 6 per hour            | Stagecoach            |
|                            | 27      | Emsworth – Rowlands Castle              | 5 per day             | First                 |
|                            | 28A     | Southbourne - Horndean                  | School Service        | Emsworth and District |
|                            | 621     | Portsmouth College – Havant Bus Station | School Service        | Stagecoach South      |
| <b>Bramdean Drive - EB</b> | 39      | Wecock Farm - Havant                    | 5 per hour            | Stagecoach            |
|                            | 641     | Southbourne – Oaklands School           | School Service        | Emsworth and District |
| <b>Bramdean Drive - WB</b> | 39      | Havant – Wecock Farm                    | 5 per hour            | Stagecoach            |
|                            | 641     | Oaklands School - Southbourne           | School Service        | Emsworth and District |

Table 2. Bus Services operating within proximity of the proposed redevelopment.

3.4.2. There are three rail stations within 3 km of the site; Bedhampton, Havant and Warblington, the closest of which is Bedhampton. Although these stations are not within the recommended 1km walking distance from the site, they can be accessed easily by bike.

## 4. BASELINE TRAVEL SPLIT

### 4.1 Existing Baseline

4.1.1. The principle indicator for the development of targets within the Residential Travel Plan is the model split of travel patterns. As the residential units have not yet been built, a baseline residents travel survey could not be undertaken. Baseline mode splits therefore been obtained from the 2011 Census Data (excluding those not in employment and those who mainly work at or from home). Data has been extracted for super output area EO2004771 Havant 010 (where the site lies) for Method of travel to work (2001 specification). Modal percentage splits are shown in Table 3.

| Super Output Area EO2004771, Havant |            |
|-------------------------------------|------------|
| Mode                                | % Split    |
| Train                               | 1          |
| Bus/Minibus/Coach                   | 5          |
| Taxi                                | 1          |
| Motorcycle/Moped/Scooter            | 1          |
| Driving a Car/Van                   | 68         |
| Passenger in a Car/Van              | 7          |
| Bicycle                             | 3          |
| On Foot                             | 13         |
| Other method of travel to work      | 1          |
| <b>Total</b>                        | <b>100</b> |

Table 3. Baseline Modal Travel Profile.

## 5. OBJECTIVES

### 5.1 Overview

5.1.1. The Travel Plan objectives describe the key goals that it seeks to achieve. The following objectives are set for this redevelopment:

- Achieve a 10% modal shift away from single occupancy car use over a 5-year period;
- To reduce reliance on single occupancy car travel by facilitating and encouraging the use of sustainable modes of transport, particularly for local journeys and journeys to work;
- To support the redevelopment as a sustainable community;
- To build upon good urban design principles that maximise the permeability of the redevelopment to promote walking, cycling and public transport use;
- To raise awareness of the Travel Plan and its objectives;
- To continually develop, implement, monitor and evaluate progress of the Travel Plan towards achieving its targets

5.1.2. The above objectives will be achieved by introducing a package of measures that focus on promoting access to the site by sustainable modes of transport as an alternative to the private car. This will encourage residents to consider healthier and lower carbon travel alternatives in everyday trips as opposed to single occupancy car travel.

## 6. INTERIM TARGETS

### 6.1 Overview

6.1.1. Modal travel targets provide the Travel Plan Co-ordinator and the Local Authority with a means to measure the performance of the Travel Plan and to adjust the range of initiatives within the Travel Plan accordingly. Targets within the Travel Plan are designed to be specific to the redevelopment and SMART (specific, Measurable, Achievable, Realistic and Time-bound).

6.1.2. Table 4 below shows the baseline modal splits taken from 2011 census data, as well as mode share targets for years 1, 3 and 5 at the site. It is noted these are interim targets that will be revised and updated after the baseline travel survey has been undertaken.

| Mode                               | Mode Splits (%)  |            |            |            |
|------------------------------------|------------------|------------|------------|------------|
|                                    | 2011 Census Data | Year 1     | Year 3     | Year 5     |
| Train                              | 1                | 1          | 1          | 1          |
| Bus/Minibus/Coach                  | 5                | 6          | 7          | 8          |
| Taxi                               | 1                | 1          | 1          | 1          |
| Motorcycle or Scooter              | 1                | 1          | 1          | 1          |
| Driving a car/Van                  | 68               | 64         | 61         | 58         |
| Passenger in a car/van with driver | 7                | 7          | 7          | 7          |
| Bicycle                            | 3                | 5          | 6          | 7          |
| Pedestrian                         | 13               | 14         | 15         | 16         |
| Other method of travel to work     | 1                | 1          | 1          | 1          |
| <b>Total</b>                       | <b>100</b>       | <b>100</b> | <b>100</b> | <b>100</b> |

*Table 4. Interim Travel Plan Modal Share Targets.*

6.1.3. The interim targets show a reduction in single occupancy car journeys alongside an increase in the use of sustainable modes of transport. It is felt that a reduction of 10% in single occupancy car journeys is a challenging but obtainable target based on the site's location, proximity to bus services and other facilities.

### 6.2 Baseline Travel Survey

6.2.1. Until the site is occupied it will not be possible to undertake baseline travel surveys. Baseline travel surveys will be undertaken 12 months after first occupation of the residential units on site, or when the site is 50% occupied, whichever comes sooner. The survey data collected will be used to determine existing travel methods of residents and also what incentives would be most appropriate and most effective to change travel modes. Additional surveys will be undertaken every two years following occupation of the site.

6.2.2. Surveys will be emailed out to residents, or posted if residents do not have an email address. A minimum 35% response rate is sought and if this is not achieved, a follow up email or letter will be sent. If the response rate is not achieved, the appropriate person to person contact will be made with residents (Co-ordinated by the TPC) to encourage them to complete the survey.

6.2.3. The surveys will include information on current travel methods and willingness to consider alternative modes of travel. The proposed survey forms will be submitted to HCC for approval prior to the survey. In

order to obtain a reasonable response rate, incentives may be provided to encourage residents to complete their forms. Results of the survey will be shared with HCC within three months of the survey as part of the monitoring report.

## 7. TRAVEL PLAN MEASURES

### 7.1 Overview

7.1.1. This chapter of the Travel Plan outlines the range of measures and initiatives that will be implemented in order to promote sustainable travel to residents and achieve a modal shift towards walking, cycling and public transport use.

7.1.2. These measures will be subject to review following the Baseline Residents Travel Survey and again after years 1, 3 and 5. The measures will be implemented by the Travel Plan Co-ordinator.

### 7.2 Travel Plan Co-ordinator (TPC)

7.2.1. A Travel Plan Co-ordinator (TPC) for the site will be appointed by the developer following approval of the Travel Plan by HCC. The TPC will have responsibility for the Travel Plan's implementation and ongoing monitoring and review. The TPC role will either be undertaken in-house by the estate management company or by an appointed consultant. More information about the TPC's role is given in Chapter seven.

7.2.2. The TPC will have responsibility for the production and dissemination of the initial Welcome Packs to the residents, regular newsletters and the organisation of the baseline survey 12 months after first occupation on site.

### 7.3 Marketing and Promotional Strategy

7.3.1. The TPC will be responsible for the marketing and publicity of all travel information within the site. A number of measures can be introduced to ensure the Travel Plan information is available to all residents, and updated regularly. A welcome pack will be compiled for each dwelling which the resident will receive on occupation. This will include:

- Public transport timetable information
- Links to HCC journey Planner "My Journey", and other relevant sustainable travel websites
- Walking and cycling maps showing pedestrian and cycle routes (and cycle parking) both on and off site showing key routes and journey times to key facilities
- Information on cycle training courses
- Promotional material for local car club schemes

7.3.2. Sales staff appointed to market the new dwellings will also be trained in each aspect of the Travel Plan so that they can explain the benefits to prospective purchasers. Potential residents can be made aware of the travel arrangements and the access options serving the site from the outset, as part of the normal sales and marketing process for the new development. Good public transport access and the various offers included within the Welcome Pack are all positive features to be highlighted to potential residents.

7.3.3. On-going promotion of public transport, walking and cycling as healthy way to travel will be evident in the form of posters and public notice boards displays in public areas around the site. These will provide information such as changes to public transport timetables or reminders of upcoming cycle / walking events and will be kept up to date at the discretion of the TPC. Promotion will also take place of HCC's My Journey Hampshire website and services.

## 7.4 Encouraging Walking Trips

7.4.1. Encouraging an increase in walking trips is an effective means of reducing the dependency on the private car, especially for short trips which makes up the majority of car journeys.

7.4.2. The site is located within walking distance of bus stops and a range of local facilities and amenities including shops and schools.

7.4.3. The Welcome Pack given out to all residents will include information regarding local walking routes and access to local facilities and services. It will also include information from the TPC on any walking groups in the area, and any local walking events that are taking place.

## 7.5 Encouraging Cycling Trips

7.5.1. The redevelopment provides 140 cycle parking spaces, which exceeds the requirements (137) set out by HCC which state that 1 space per 1-bedroom unit and 2 spaces per 2/3-bedroom unit for long stay and 20% of Long stay short stay. The visitor spaces are located in formal spaces which are accessible, overlooked and well-lit.

7.5.2. Pedestrian and cyclist only accesses are provided on the development in order to provide safe and suitable access to the highway network and on-site layout that minimises conflict between traffic and cyclists/pedestrians.

7.5.3. The Welcome Pack provided to residents upon occupation will include several cycle related websites, information regarding bike shops, cycle training and local cycle clubs within the area. The TPC will promote cycling by including information on local cycle clubs, events and routes within the regular newsletter to all residents. Cycle training will also be advertised to residents and set up if there is adequate demand. Equally if the baseline survey indicates a need for cycle training or a cycle user group these will be set up.

## 7.6 Encouraging Public Transport Usage

7.6.1. Encouraging the use of public transport is an effective means of reducing car dependency, especially for those who do not wish to walk or cycle and/or those who need to travel relatively long distances.

7.6.2. A number of bus services can be easily accessed by foot, with three rail stations being accessible by cycle.

7.6.3. As part of Travel Welcome Pack, bus route and rail maps and timetables for the local and surrounding areas will be given to the residents to encourage the use of public transport. The map will indicate bus stops and railway station locations.

## 7.7 Promoting Car Sharing

7.7.1. Car sharing will be promoted by the TPC through the monthly newsletter and ongoing email and postal correspondence with residents. This will include promotion of local car sharing initiatives and details for how and where people can access sharing. Following the baseline survey if it transpires that there is a significant demand for car sharing, the TPC will investigate options and feasibility for setting up a car sharing database.

### 7.8 Reducing the Need to Travel

7.8.1. The proximity of the site to local facilities and the excellent links to public transport services should inherently provide opportunities for people to live, work and play in the surrounding area, thereby reducing the need to travel great distances by car.

7.8.2. To encourage localised patterns of sustainable travel, residents will be made aware of the full range of goods and services available and how to access them on site and within the wider area within their Household Welcome Packs.

7.8.3. The Travel Plan Coordinator will also promote local employment opportunities among residents to encourage living and working in the local area. These combined initiatives will help to minimise motorised trip generation to and from the development.

7.8.4. The provision of internet connectivity in each residential unit and the promotion of the merits of online grocery shopping will also reduce the need for residents to travel by car to their local supermarket.

## 8. MONITORING AND REVIEW

### 8.1 Ownership and Duration

8.1.1. The developer will have overall responsibility for this TP and the relevant obligations, including the appointment of the TPC, who will be responsible for the travel plan's ongoing implementation and review.

8.1.2. The name and contact details of the TPC shall be passed to the Travel Plan Advisor at the Local Authority upon approval of the Travel Plan. The TPC may be someone within the estate management company or an appointed consultant.

8.1.3. The role will commence at Travel Plan approval by the Local Authority and terminate upon completion of the five-year review and submission of the final monitoring report to the Local Authority. It is envisaged the TPC will dedicate 2-3 hours a week to Travel Plan duties however there will be a higher level of input at review times when surveys are being carried out.

8.1.4. If mode share targets are not met within 5 years of completion it may be necessary to implement remedial measures, and if this is the case the estate management will support a three-year extension of the TPC role.

8.1.5. The role and responsibilities of the TPC include the following:

- Establishing contacts within the local community including public transport operators, cycle shop owners, local planning and highway authorities;
- Leading on the implementation of all travel plan measures;
- Electronically communicating information to residents regarding relevant national, regional and local initiatives related to the promotion of sustainable travel;
- Commissioning and managing a Baseline Travel Survey within 12 months of initial occupation of the residential units and agreeing final mode split and targets with HCC; and
- Conducting Resident Travel Surveys at the end of Years 1, 3 and 5 and submitting Travel Plan Monitoring Reports to HCC.

8.1.6. The role will be kept under review as the Travel Plan evolves over time.

8.1.2. The TPC role will be funded by the developer.

### 8.2 Securing the Travel Plan and Enforcement

8.2.1. The TPC will seek support and guidance as necessary from the HCC Travel Plan Advisor, in addition to reporting on the travel plan monitoring reviews, to ensure that the plan is effective in meeting its objectives.

8.2.2. If the proposed fifth year review targets are not achieved, measures and initiatives will be further developed, and a new travel survey and review undertaken two years later.

8.2.3. These measures would be targeted towards specific modes where the targets are not being met and will be implemented by the TPC and may include:

- Provision of further cycle parking; or
- Increased marketing to promote sustainable travel mode shift e.g. more travel awareness campaigns

8.2.4. Contingency measures will be discussed and approved by the Local Authority.

### 8.3 Monitoring and Review Framework

8.3.1. A programme of monitoring and review will be implemented by the TPC to evaluate the effectiveness of the Travel Plan measures. It is likely this review period will cover 5 years.

8.3.2. Monitoring will include:

- Baseline Travel Survey: 12 months after initial occupation of the residential units, or 50% occupation whichever comes first, to obtain a range of qualitative and quantitative information, including current mode of travel data, origin-destination analysis and gather feedback on the travel plan initiatives;
- Year 1, 3 and 5 Travel Plan Monitoring Report: this will be compiled by the TPC to summarise travel survey results, report on the implementation status of the travel plan measures and performance of the travel plan in relation to the mode shift targets. A copy of this monitoring report will be submitted to HCC, as well as to local residents.
- Monitoring will be undertaken during neutral months where possible, and not during the school holiday periods, and will be carried out at the same time of year on each occasion.

## 9. ACTION PLAN

### 9.1 Overview

Table 5 below provides a summary of the timescales and responsibility for the Travel Plan measures as outlined in Chapter Seven. The Action Plan is not intended to be an exhaustive list, but aims to provide an overview of the type and scale of measures to be included within the implementation of the Travel Plan. Following the baseline residents travel survey, this action plan will be updated.

| ACTION                                                | DESCRIPTION                                                                                                                                         | SHORT/MEDIUM /LONG TERM | TIMESCALE                                             | RESPONSIBILITY |
|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------------------------------------|----------------|
| Submit Travel Plan for written approval               | Submit document to HCC for comments and revision if necessary                                                                                       | Short Term              | Prior to residents occupying                          | Developer      |
| Provision of secure cycle parking                     | Provide cycle parking for residents and visitors in line with planning approval                                                                     | Short Term              | Prior to residents occupying                          | Developer      |
| Appoint a TPC                                         | Appoint a TPC to manage the Travel Plan and its monitoring process                                                                                  | Short Term              | On Occupation                                         | Developer      |
| Provision of Welcome Pack to Residents                | A pack including welcome from TPC and information on sustainable travel in the area, to be disseminated to all residents                            | Short Term              | On Occupation                                         | TPC            |
| Provision of a regular travel newsletter to residents | Newsletter produced by TPC (likely quarterly) to promote sustainable travel and identify local travel events and groups and promote any initiatives | Medium/Long Term        | On occupation, ongoing throughout life of Travel Plan | TPC            |
| Promotion of local sustainable travel events          | Through ongoing email communication by TPC and regular newsletters to residents                                                                     | Ongoing                 | On occupation, ongoing throughout life of Travel Plan | TPC            |
| Promotion of car sharing                              | Through ongoing email communication by TPC and regular newsletters to residents                                                                     | Ongoing                 | On occupation, ongoing throughout                     | TPC            |

| ACTION                            | DESCRIPTION                                                                                                                | SHORT/MEDIUM /LONG TERM | TIMESCALE                                                                                      | RESPONSIBILITY |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------|------------------------------------------------------------------------------------------------|----------------|
|                                   |                                                                                                                            |                         | life of Travel Plan                                                                            |                |
| Undertake baseline survey         | To understand residents existing travel patterns and needs to feed into the sustainable travel targets for the development | Medium Term             | Within 12 months of first occupation or when 50% of units are occupied, whichever comes sooner | TPC            |
| Undertake Years 1,3 and 5 surveys | Undertake travel surveys for monitoring process, and submit monitoring reports to HCC.                                     | Long Term               | Years 1, 3 and 5 following first occupation                                                    | TPC            |

*Table 5. Action Plan.*

## **APPENDIX A: EXAMPLE TRAVEL SURVEY**

*(Example Introduction)*

As part of the monitoring process for the Residential Travel Plan, we are currently conducting a Travel Survey. We would be grateful if one member of your household could complete this brief survey to help us better understand your travel patterns, needs and how we may be able to assist with your travel requirements.

It will take about 5 minutes to complete and all responses will be treated confidentially.

Explanation of the Travel Plan: (TPC to complete)

Who should participate? (TPC to complete)

Who to return completed form to? (TPC to complete)

If you have any queries about the survey, or for guidance on how to complete it, please do not hesitate to contact me at the details provided below:

(TPC to complete details)

Travel Plan Coordinator:

Telephone:

E-mail:

**Section A: About you and your home**

|             |                          |
|-------------|--------------------------|
| 1. Are you: |                          |
| Male        | <input type="checkbox"/> |
| Female      | <input type="checkbox"/> |

|                                      |                          |
|--------------------------------------|--------------------------|
| 2. Which age range do you fall into? |                          |
| 16 - 25                              | <input type="checkbox"/> |
| 26 - 35                              | <input type="checkbox"/> |
| 36 - 45                              | <input type="checkbox"/> |
| 46 - 55                              | <input type="checkbox"/> |
| 56 - 65                              | <input type="checkbox"/> |
| 65+                                  | <input type="checkbox"/> |

|                           |  |
|---------------------------|--|
| 3. What is your postcode? |  |
| <input type="text"/>      |  |

|                                                      |                          |
|------------------------------------------------------|--------------------------|
| 4. Do you or any member of your household own a car? |                          |
| Yes                                                  | <input type="checkbox"/> |
| No                                                   | <input type="checkbox"/> |
| if yes how many in total?                            |                          |
| <input type="text"/>                                 |                          |

**5. How long have you lived at your current address?**

|                     |  |
|---------------------|--|
| 0 - 6 months        |  |
| 6 months - 1 year   |  |
| 1 - 2 years         |  |
| 2 - 3 years         |  |
| 3 - 4 years         |  |
| 4 - 5 years         |  |
| Longer than 5 years |  |

## Section B: About your travel to and from your home

6. How do you most frequently travel to and from your home for the following activities? (Choose the mode of travel that you use most often)

[illegible]

7. How often do you use the following modes of travel for journeys from your home? (Tick all modes that you ever use, for all or part of a journey, choosing the frequency with which you use them)

| Travel mode                      | Very often<br>(7 or more in<br>every 10 trips) | Quite Often<br>(between 3 & 6 out of<br>every 10 trips) | Occasionally<br>(less than 2 out of<br>every 10 trips) | Never                    |
|----------------------------------|------------------------------------------------|---------------------------------------------------------|--------------------------------------------------------|--------------------------|
| Walk                             | <input type="checkbox"/>                       | <input type="checkbox"/>                                | <input type="checkbox"/>                               | <input type="checkbox"/> |
| Cycle                            | <input type="checkbox"/>                       | <input type="checkbox"/>                                | <input type="checkbox"/>                               | <input type="checkbox"/> |
| Bus                              | <input type="checkbox"/>                       | <input type="checkbox"/>                                | <input type="checkbox"/>                               | <input type="checkbox"/> |
| Train                            | <input type="checkbox"/>                       | <input type="checkbox"/>                                | <input type="checkbox"/>                               | <input type="checkbox"/> |
| Tram                             | <input type="checkbox"/>                       | <input type="checkbox"/>                                | <input type="checkbox"/>                               | <input type="checkbox"/> |
| Car share (driver/<br>passenger) | <input type="checkbox"/>                       | <input type="checkbox"/>                                | <input type="checkbox"/>                               | <input type="checkbox"/> |
| Car (alone)                      | <input type="checkbox"/>                       | <input type="checkbox"/>                                | <input type="checkbox"/>                               | <input type="checkbox"/> |
| Motorcycle or<br>scooter         | <input type="checkbox"/>                       | <input type="checkbox"/>                                | <input type="checkbox"/>                               | <input type="checkbox"/> |
| Other                            | <input type="checkbox"/>                       | <input type="checkbox"/>                                | <input type="checkbox"/>                               | <input type="checkbox"/> |

|    |                                                                                           |  |
|----|-------------------------------------------------------------------------------------------|--|
| 8. | Have you changed your most common mode of transport since relocating to this development? |  |
|    | Yes                                                                                       |  |
|    | No                                                                                        |  |
|    | If yes, what was the main reason for this change?                                         |  |
|    |                                                                                           |  |

### Section C: About your future journeys

|    |                                                                                                                                                            |  |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| 9. | Which of the following changes would most encourage you to cycle for journeys in the local area? (If you already cycle, which would you most like to see?) |  |
|    | Safer, better lit cycle paths                                                                                                                              |  |
|    | Improve cycle paths on the journey to town centre/ rail station                                                                                            |  |
|    | Improve cycle parking at this development                                                                                                                  |  |
|    | Arrangements to buy a bicycle at discount                                                                                                                  |  |
|    | Improved crossing facilities                                                                                                                               |  |
|    | Improved cycle parking at local facilities - where?                                                                                                        |  |
|    | None of the above                                                                                                                                          |  |
|    | Other (please specify)                                                                                                                                     |  |

|     |                                                                                                                                                                                                        |  |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| 10. | Which of the following changes would most encourage you to use public transport for your journeys in the local area? (If you already travel to by public transport, which would you most like to see). |  |
|     | More direct bus routes                                                                                                                                                                                 |  |
|     | More frequent bus services                                                                                                                                                                             |  |
|     | More frequent train services                                                                                                                                                                           |  |
|     | More frequent tram services                                                                                                                                                                            |  |
|     | Better lighting at bus shelters and on footpaths                                                                                                                                                       |  |
|     | More convenient bus drop-off points                                                                                                                                                                    |  |
|     | Better bus links to work from station                                                                                                                                                                  |  |
|     | Public transport information                                                                                                                                                                           |  |
|     | None of the above                                                                                                                                                                                      |  |
|     | Other (please specify)                                                                                                                                                                                 |  |

**11. Which of the following changes would most encourage you to walk for journeys in the local area? (If you already walk, which would you most like to see?)**

|                                                |  |
|------------------------------------------------|--|
| Cleaner, better maintained workplace footpaths |  |
| Better lighting on workplace footpaths         |  |
| More improved pedestrian crossing points       |  |
| Higher presence of security around the site    |  |
| Slower speed limits                            |  |
| Better street lighting in the local area       |  |
| None                                           |  |
| Other (please specify)                         |  |

**12. Which of the following changes would most encourage you to car share? (If you already car share, which would you most like to see?)**

|                                                                       |  |
|-----------------------------------------------------------------------|--|
| More help finding car share partners who have similar work patterns   |  |
| Free taxi home if let down by car                                     |  |
| More information regarding car sharing i.e. benefits and cost savings |  |
| None                                                                  |  |
| Other (please specify)                                                |  |

| 13. | Did you know this development operated a Travel Plan? |  |
|-----|-------------------------------------------------------|--|
|     | Yes                                                   |  |
|     | No                                                    |  |

| 14. | If yes, how did you find out about the Travel Plan?     |  |
|-----|---------------------------------------------------------|--|
|     | During the sales process                                |  |
|     | Word of mouth                                           |  |
|     | Development publication/newsletter/notice board/website |  |
|     | Personalised travel planning process                    |  |
|     | Other (please specify)                                  |  |

| 15. | Would you like to receive more information regarding the Travel Plan? |  |
|-----|-----------------------------------------------------------------------|--|
|     | Yes                                                                   |  |
|     | No                                                                    |  |

Please use the following box to provide any comments you wish to make in relation to travel in the local area:

**Thank you for your time.**

