

**RESIDENTIAL-LED MIXED USE DEVELOPMENT  
WELLINGTON WAY, WATERLOOVILLE**

**FRAMEWORK RESIDENTIAL TRAVEL PLAN  
ON BEHALF OF CPI WELLINGTON WAY 2 LTD**

Prepared by

**Odyssey**

Elizabeth House

39 York Road

London

SE1 7NQ

Tel: 0207 620 2444

April 2018



DOCUMENT CONTROL SHEET

Project Name                      Proposed Residential-Led Mixed-Use Development, Wellington Way,  
Waterlooville

Project No.                        17-310-002

| Rev | Issue Purpose      | Author | Checked | Reviewed | Approved | Date   |
|-----|--------------------|--------|---------|----------|----------|--------|
| -   | Draft              | MJS    | SRB     | MJS      | SRB      | Dec 17 |
| A   | Final Draft Report | MJS    | MJB     | TN       | SRB      | Dec 17 |
| B   | Final Report       | MJS    | MJB     | TN       | SRB      | Feb 18 |
| C   | Final Report       | MJS    | MJB     | TN       | SRB      | Feb 18 |
| D   | Minor Amendment    | TN     | MJB     | TN       | SRB      | Feb 18 |
|     |                    |        |         |          |          |        |



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## 1.0 EXECUTIVE POLICY STATEMENT

### 1.1 Overview

1.1.1. This Framework Travel Plan (TP) has been prepared by Odyssey on behalf of CPI Wellington Way 2 Limited, and relates to the proposed mixed use development on land at Wellington Way in Waterlooville in Hampshire. This TP has been prepared as part of a planning application package for the redevelopment of the Wellington Way Shopping Centre.

1.1.2. The proposals seek to redevelop the existing shopping centre into some 264 residential studio units for the private rented sector complete with D2 and A3 uses on the ground floor. The residential studio units will be supported with communal facilities for tenants including a cinema, kitchen area and a secure cycle store.

1.1.3. Travel Plans, in accordance government policy, seek to reduce carbon emissions by encouraging individuals or organisations to seek alternative, more sustainable means of transport than that afforded by private cars. In implementing The Plan the developer commits to undertake the following:

- i) To encourage the use of sustainable modes of travel through the implementation of measures set out within this document (and any subsequently prepared TPs);
- ii) To assess the progress of The Plan through periodic monitoring using the survey methodology set out herewith;
- iii) To regularly liaise with the appropriate officers at Havant Borough Council (HBC)/ Hampshire County Council (HCC), in matters relating to The Plan including reporting on monitoring activities;
- iv) To maintain and update The Plan as necessary following the monitoring exercises in order to ensure that The Plan is delivering on the defined objectives.



## 2.0 INTRODUCTION

2.1.1. The Plan itself is represented by a series of measures and monitoring processes, to be implemented by the Travel Plan Coordinator (TPC). This Plan provides guidance on the measures to be implemented, provides a pool of resources to support these measures and sets out the programme and methodology for the monitoring and maintenance of The Plan throughout its life.

2.1.2. The Plan should be seen as “live” and subject to update and revision as necessary. Those implementing The Plan will be specifically conscious of ensuring that it accurately reflects the relevant (current) public transport services and other sustainable travel facilities in the vicinity of the site.

2.1.3. Whilst there are some commercial uses proposed on site (A3 (Café) and D2 (Leisure)) it is considered that trips to the gym and café will be made by residents of the proposed development and therefore be internalised trips or otherwise be mostly be pass-by or linked trips and will not represent a material impact on the transport network. This Travel Plan has therefore been aimed towards potential tenants of the residential studio units.

### 2.2 Scope

2.2.1. **Section 3** of this Plan provides a summary of relevant travel planning policy and best practice.

2.2.2. **Section 4** describes the Wellington Way proposals including a summary of the land uses and the on-site cycle parking provision.

2.2.3. **Section 5** of The Plan sets out details of the existing transport infrastructure, particularly sustainable alternatives available to residents and visitors to the land adjacent to Wellington Way site.

2.2.4. In developing a suitable Travel Plan, consideration needs to be given to the starting, or base, travel patterns. **Section 6** identifies the pre-occupation baseline position (in respect of modal split) and describes how an occupational base position will be ascertained at an appropriate stage. This section also provides a framework for developing the occupation baseline at the site.

2.2.5. **Section 7** sets out the measures and mechanisms that will be implemented through The Plan in order to encourage and sustain the use of alternative modes of travel at Wellington Way. Fundamental to a Travel Plan is the process of monitoring its performance and placing this in the



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context of realistic targets. **Section 8** therefore provides guidance on how the monitoring process should be undertaken, with specific details of the survey methodology.

2.2.6. **Section 9** considers a framework for ongoing implementation and enhancement to The Plan. Also considered in this section is a detailed review of aspects of The Plan that require up keep and maintenance during its life. That section includes the *“Implementation Schedule”* for The Plan.



### 3.0 POLICY AND BEST PRACTICE

#### 3.1 Policy/Guidance Basis

3.1.1. In preparing this Travel Plan, consideration has been given to the DfT published guide: *“Good Practice Guidelines: Delivering Travel Plans through the Planning Process”* (April 2009) which states the following:

*“Travel plans are an important tool for delivering sustainable access to new development, whatever the use.”*

3.1.2. Under the heading *“Objectives and outcomes of a travel plan”* the above guidance at paragraph 5.1 lists aims of a Travel Plan, including the following:

- *“achieve the minimum number of additional single occupancy car traffic movements to and from the development;*
- *reduce the need for travel to and from the application site;*
- *address the access needs of site users, by supporting walking, cycling and public transport;*
- *address specific problems identified in the application site’s transport assessment”.*

3.1.3. This Plan has additionally given consideration to the DfT published guide: *“The Essential Guide to Travel Planning”* (revised March 2008). That guidance acknowledges the *“twin economic and environmental”* challenges facing modern transport systems, that is, requiring *“a transport system that can support the movement of people and goods in a growing economy, whilst ensuring impacts on both the local and global environment are within acceptable bounds.”*

3.1.4. This Travel Plan has also been prepared following the guidance set out in the Department for Communities and Local Government Transport (DCLG) Guidance, published in March 2014 which states that:

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

#### 3.2 Local Policy – Havant Borough Council

3.2.1. The Vision for Havant Borough Council as specified in the Core Strategy adopted in 2011 is *“working towards a cleaner, safer more prosperous borough.”*



3.2.2. Policy DM12 Mitigating the Impacts of Travel 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.*
- 3. The submission of a transport statement must accompany planning applications to explain changes to travel demand.*
- 4. A bond is provided which will be used to mitigate negative travel impacts of the development, should the travel plan fail to achieve its targets. This bond will be held by the relevant local transport authority.*
- 5. In relation to outline planning applications, a framework for the preparation of travel assessments and travel plans will be submitted with the planning application proposals.”*



## 4.0 SUMMARY OF PROPOSED DEVELOPMENT

### 4.1 General

4.1.1. The proposed development seeks to provide 264 studio apartments set over 9 floors on land currently occupied by the Wellington Way Shopping centre in WaterlooVille. A gym and café use will be located on the ground floor along with car parking, cycle parking and servicing and delivery vehicular access. The Architect's site plans are included at **Appendix A**.

### 4.2 Access

4.2.1. The site will be accessed by a shared surface area to the north-western side of the development, this leads to 6 car parking spaces and entrance to some of the residential accommodation. A pedestrian access in the centre of the site leads from Hambledon Road as an alternative access to the residential accommodation and the associated outdoor shared garden space. Finally, a vehicular access to the south of the site leads to the remaining 12 onsite car parking spaces and provides for servicing/delivery vehicles.

### 4.3 Car Parking

4.3.1. Car Parking will be provided with a total of 18 spaces on-site, and a further 50 parking permits available for residents to purchase to enable parking in local public car parks. These will be applicable for the nearby Wellington Way Car Park (approximately 50m to the north) and the Rockville Drive car park approximately 200m to the south). These will be accessible through the provision of permits allocated from the council.

### 4.4 Car Club

4.4.1. It is proposed that Car Club bays will be included on site and provide a car club opportunity for both residents of the development and other residents and businesses in WaterlooVille Town Centre. The Car Club will be provided by a supplier with a network of similar vehicles. At this stage two interested companies have made proposals and will be consulted going forward; 'Enterprise' and 'CoWheels' car clubs. **Appendix B** shows relevant information from these companies, with additional information on 'Enterprise' below.



## Resident Benefits

Enterprise Car Club provides residents with access to more than 1000 vehicles 24/7/365 in 23+ UK cities.

**RESIDENT BENEFITS:**

- Access to a vehicle without the financial burden of ownership
- Access to vehicles across the UK
- Low hourly and daily rates
- Preferential membership options
- Zero vehicle maintenance responsibilities
- Mode of travel which complements public transport
- Vehicles can be reserved in advance or at the last minute
- Dedicated Clubhouse team available 24/7

4.4.2. It is the intention of the Developer that each resident would have a starting amount of free membership credit upon occupation of their flat in which to make use of the vehicle as part of their daily/weekly routine. This would help increase interest and use of the Car Club and help reduce reliance on use of the private car.

4.4.3. The benefits of the car club are important and extend beyond the immediate use of the vehicle by residents of the development. Car clubs are a popular alternative to private car ownership as they offer convenience without the responsibilities and capital outlay. The use of one shared vehicle by multiple occupants reduces the impact of local congestion and relieves pressure for on-street parking. Car club vehicles are also often low emission/electric/hybrid and so have a reduced impact in terms of air pollution and carbon emissions.

## 4.5 Cycle Parking

4.5.1. Cycle parking will be provided on the ground floor of the development with 265 spaces, plus visitors spaces located in a ground floor secure internal cycle parking area. The cycle parking area will be accessible via an external entrance on to the shared surface access to the north, and an



internal access from the foyer area. The Architect's plans, attached at **Appendix A**, provide further detail of the cycle facilities and access arrangements at the development.

4.5.2. Furthermore, there will be a selection of rental cycles available for residents to use for either commuting or leisure, some will include electric assistance. These cycles will be available from the building management team on site (see image below for examples of typical electric cycles).





## 5.0 SUSTAINABLE TRANSPORT INFRASTRUCTURE

### 5.1 Overview

5.1.1. A fundamental component of any good Travel Plan is the process of informing all users at a site (in this case residents and visitors) of the available sustainable travel options. This process alone can result in a significant shift in the primary travel mode of choice. In many cases, individuals may be unaware of the travel options available to them or may not be fully aware of the advantages and benefits that alternative modes can offer. Detailed information on the availability of sustainable modes of travel is therefore provided below. This information acts as a resource for informing predominantly residents but also visitors to the site at Wellington Way of the available sustainable travel options, and forms the basis for the development of the Travel Plan measures.

5.1.2. It is important that sustainable travel information is kept up-to-date and that aspects of The Plan which are based upon it are modified accordingly. This action is to be undertaken by the appointed Travel Plan Coordinator (TPC) whose responsibilities are considered later in this document.

5.1.3. Details of how travel-related information is best presented in order to inform residents and visitors at Wellington Way is considered in **Section 7**, which explores the specific measures of The Plan.

### 5.2 Public Transport – Bus Provision

5.2.1. The nearest bus stops are located on Hambledon Road within the Waterlooville ‘Precinct’ itself. The 3 stops are located on Hambledon Road and accommodate 6 different services. These are summarised in **Table 4.1** below with a map of the public transport accessibility in **Figure 2**.

**Table 4.1 Bus Services Operating within the Vicinity of the Site**

| SERVICE | ROUTE                                                                                               | WEEKDAY FREQUENCY   |
|---------|-----------------------------------------------------------------------------------------------------|---------------------|
| D1      | Waterlooville – Hambledon The Gardens                                                               | Every 60 minutes    |
| D2      | Waterlooville – Denmead Green                                                                       | Every 60 minutes    |
| Star 7  | Portsmouth – Waterlooville – Wecock Farm                                                            | Every 10-15 minutes |
| Star 8  | Portsmouth – Waterlooville - Clanfield                                                              | Every 15 minutes    |
| 37      | Havant - Purbrook– Waterlooville - Cowplain – Horndean – Clanfield<br>- Petersfield                 | Every 60 minutes    |
| 39      | Wecock Blackbird Close – Waterlooville – Purbrook – Bedhampton<br>– Leigh Park – Havant Bus Station | Every 12 minutes    |



5.2.2. The Star 7 and Star 8 services offer an efficient bus service to and from Portsmouth city centre with services operating at approximately 10-15 minute intervals throughout the day. These services also provide access to Cosham Railway Station to the south. The D1 and D2 services provide access to the surrounding residential conurbations near to Waterlooville. The 37 and 39 services offer services to Havant and Petersfield as well as other nearby towns.

5.2.3. **Appendix C** includes two bus network maps, one for Waterlooville and the other for Portsmouth City Centre.

### **5.3 Public Transport – Rail Provision**

#### *Rail Accessibility from Cosham*

5.3.1. Cosham Railway Station is accessible to the site in under 16 minutes with use of the 8 bus service from the bus stops near to the site on Hambledon Road and is the most accessible railway station to the site by use of Public Transport.

5.3.2. Cosham Railway Station is served by Southern, South Western Railway and Great Western Railway services on the West Coastway Line. A typical off-peak service includes services to the following stations:

- Southampton Central – 4 trains per hour;
- Portsmouth Harbour – 2 trains per hour;
- Portsmouth & Southsea – 3 trains per hour;
- London Victoria (via Horsham) – 1 train per hour;
- London Waterloo – 1 train per hour;
- Brighton – 1 train per hour; and,
- Cardiff Central – 1 train per hour.

#### *Rail Accessibility from Bedhampton*

5.3.3. Bedhampton station is the nearest railway station to the site and situated approximately 5.8km to the south of Waterlooville via the B2150 Hulbert Road. The station is managed by South Western Railway and provides direct services to Portsmouth & Southsea, London Waterloo and Littlehampton. Bedhampton Railway Station provides 20 covered cycle parking spaces which are overlooked by CCTV. A typical off-peak service is summarised as follows:

- Portsmouth and Southsea – 1 train per hour;
- London Waterloo – 1 train per hour; and,
- Littlehampton – 1 train per hour.



## 5.4 Cycle Accessibility

5.4.1. There are a network of cycle lanes and routes across Havant Borough which link the local conurbations and points of interest. In **Appendix D** a map is included which has been prepared by Havant Borough Council and illustrates the cycle infrastructure available across the borough.

5.4.2. In addition to the local routes and cycle lanes, National Cycle Route 222 passes through Waterloooville on a north-south axis which joins Portsea Island to the south with Petersfield to the north. Other long-distance routes also join with the National Cycle Route 222 providing access further afield. More detail can be found on the Sustrans website (<https://www.sustrans.org.uk/ncn/map>).



## 6.0 BASE POSITION

### 6.1 Overview

6.1.1. This Travel Plan has been prepared as part of the planning application for the redevelopment of the Wellington Way Shopping Centre within Waterloooville. The proposals include the development of 264 residential studio units for the private rented sector complete with an associated gym and café use on the ground floor.

6.1.2. To estimate the baseline travel position, Method of Travel to Work data from 2011 census data has been analysed for the site's area within Waterloooville. The resultant modal share for the proposed development is presented below in **Table 6.1** with the full 2011 census output presented at **Appendix E**.

**TABLE 6.1 BASELINE MODAL SPLIT AT WELLINGTON WAY**

| MODE          | PERCENTAGE |
|---------------|------------|
| Car Driver    | 68%        |
| Car Passenger | 7%         |
| Taxi          | 1%         |
| Cycle         | 3%         |
| Motorcycle    | 1%         |
| Walk          | 12%        |
| Bus           | 6%         |
| Underground   | 0%         |
| Rail          | 2%         |
| Other         | 0%         |

(not inclusive of population who are unemployed)

6.1.3. Whilst the above values provide an indication of the baseline modal splits at the site, the baseline surveys will play an essential role in the implementation of The Plan in terms of identifying the actual (occupational) baseline position. The methodology relating to this process is given consideration below.



## **6.2 Development of a Definitive Occupational Base Position**

6.2.1. One of the first tasks to be conducted as part of developing this 'pre-occupation' TP is that subsequent to the relevant (agreed) levels of occupation being reached, development of an accurate and definitive baseline position, by means of suitable travel surveys would commence.

6.2.2. The main criteria for the development of this baseline position is as follows:

- The surveys should be conducted as soon as possible after the agreed level of occupation; and,
- The surveys should conform to guidance set out in this document and thus be commensurate with the ongoing monitoring.

### *When the Surveys Should be Conducted*

6.2.3. It is important that the baseline surveys be conducted as soon as reasonably possible after the identified levels of occupation at Wellington Way have been reached. This will enable initial Travel Plan targets to be set and the measures implemented in the most effective manner.

6.2.4. It is important that the occupancy levels at the site are sufficient to accurately reflect the overall travel patterns at the site at full occupancy.

### *Target Group and Response Rates*

6.2.5. To achieve an accurate statistical appraisal of travel trends, an adequate number of responses must be obtained. As such an appropriate number of responses from the proposed development will be targeted. It is deemed appropriate for the purposes of the initial Travel Plan survey that all residents should be targeted in such a manner that responses from all residents could potentially be obtained.

### *Survey Methodology*

6.2.6. The primary aim of the surveys will be to gather a sufficient level and range of information to inform both the development of target modal shifts and in order to tailor the Travel Plan measures most effectively to the specific site.

6.2.7. This is most easily achieved through the use of questionnaire surveys in accordance with guidance relating to Travel Plans.



6.2.8. The Travel Plan Co-ordinator for the Travel Plan would initiate the surveys at the proposed development in liaison with sustainable travel officers at Havant Borough Council/Hampshire County Council.

*Recording and Use of Data*

6.2.9. Key information to be extracted from the surveys would be the modal split amongst residents and visitors at Wellington Way.

6.2.10. In addition to the above, the information obtained from the surveys would be used to appropriately implement the Travel Plan measures and to develop relevant modal shift targets.



## **7.0 TRAVEL PLAN OBJECTIVES, BENEFITS AND MEASURES**

7.1.1. This section of the document presents the objectives of this Travel Plan, identifies the benefits obtained in implementing such a Plan, and also describes the actual Travel Plan measures to be implemented at the office and retail components of the site. Such measures have been developed specifically with due regard to the transport conditions at Wellington Way including existing levels of accessibility via sustainable modes of travel.

### ***7.2 Travel Plan Objectives and Benefits***

7.2.1. The overarching objective of The Plan is to maximise the opportunity for residents and visitors at Wellington Way to travel to the site by means other than single occupancy private car, by promoting walking, cycling and public transport. In doing so the Travel Plan seeks to reduce traffic generated by the development to a significantly lower level of car trips than would be predicted for the site without the Travel Plan. In seeking to achieve these objectives, The Plan will undertake the following key actions:

- Inform residents at the site of the sustainable travel choices available in the local area and present the accessibility of the site by sustainable modes of travel in the context of the wider region;
- Influence how journeys are made by making sustainable travel easier and more attractive through targeted measures;
- Raise awareness of the implications of all forms of travel on the environment, and on the safety and health of individuals;
- Include residents at the site in the monitoring of travel behavior and enable feedback to the local authorities;
- Promote walking and cycling as alternative modes of travel to car; and,
- Improve the Travel Plan mechanisms in response to the monitoring and feedback received.

7.2.2. Benefits of a Travel Plan include the following:

- Improving access and travel choice for residents and visitors;
- Reducing congestion and demand for local parking spaces;
- Delivering local environmental improvements from reduced congestion, pollution and noise;
- Providing opportunities for active, healthy travel;
- Improved health for those who chose to travel via walking or cycling.

### ***7.3 General Travel Plan Measures***

7.3.1. The key measures for this Travel Plan can broadly be summarised as follows:



- Provision of central co-ordination of travel management at Wellington Way by means of the appointment of a Travel Plan Co-ordinator;
- Encouraging walking/ cycling for local and medium distance journeys (0-5 km) amongst all residents at Wellington Way;
- Encouraging use of public transport for longer journeys; and,
- Encourage use of car sharing schemes and the on-site Car Club for part/all of the journey into work.

7.3.2. The measures to be implemented and which are set out in this section, represent the core of the Travel Plan and are the tools that will be used to promote a shift in the modes of travel at Wellington Way.

7.3.3. In general, Travel Plan measures can be assumed to fall into one of two categories; namely 'hard measures', such as physical facilities built into the scheme, and 'soft measures' such as promotional activities and incentives. Both have a part to play in the success of The Plan and are discussed below.

#### **7.4 Travel Plan Coordinator**

7.4.1. The appointment of a Travel Plan Coordinator (TPC) is fundamental to the effective implementation of the Travel Plan and is therefore considered from the outset. The TPC will, when implementing The Plan, ensure that he/ she engages with all the respective tenants at the site. The TPC will to this end ensure that they have a detailed and up-to-date database of all tenants at Wellington Way.

7.4.2. The ultimate responsibility of appointment of the TPC rests with the applicant, who commits to this undertaking at the post planning consent stage. Such appointment will take place prior to occupation such that implementation of The Plan can begin before travel patterns start to develop at Wellington Way.

7.4.3. The Travel Plan Coordinator would fulfil a role of coordinating the implementation of The Plan at Wellington Way and facilitating the monitoring process. The TPC will also be the point of contact for the residents at the site, as well as the relevant sustainable transport officers at Havant Borough Council/Hampshire County Council. More details of the specific roles of the Coordinator are set out in the context of particular measures throughout the remainder of this section.

7.4.4. General responsibilities of the Travel Plan Coordinator at Wellington Way can be summarised as follows:

- Providing residents at the site with up-to-date information relating to sustainable travel options;
- Preparing and maintaining a database of all tenants at Wellington Way;



- Monitoring the progress of the site's Travel Plan on a biennial basis (every two years) by means of suitable surveys;
- Informing all residents of promotional schemes relating to sustainable travel;
- Ensure that all travel literature supplied to tenants at the site is maintained and kept up to date; and,
- Acting as an interface between the tenants of the development and the Local Authority.

## **7.5 Hard Measures**

7.5.1. For the most part, hard measures represent elements of the scheme that are designed in from the outset, such as the provision of suitable pedestrian facilities, car club, adequate cycle parking and the restricted provision of car parking. While these have scope to encourage a modal shift, their primary role is to facilitate such a shift by making facilities available to support other measures. It is the role of the TPC to monitor the use of such provision (for example use of cycle parking) and consider modification or re-provision as necessary to better support the goals of The Plan.

### *Car Clubs*

7.5.2. Working in partnership with a Car-Club provider, Car-Club vehicles will be provided on site for use of residents and the public. Use of the Car-Club vehicles will be included for residents with a membership provided as part of the tenancy, and some initial free credit as part of the travel plan package of measures. This will encourage use of the scheme to facilitate a reduction in car ownership.

### *Cycle Parking*

7.5.3. In accordance with HCC standards, the development makes provision of 265 (plus visitor spaces) secure internal cycle parking spaces which are provided at ground floor level along with 6 short-stay spaces to also be provided at ground floor level.



## 8.0 MONITORING AND TARGETS

8.1.1. This section of the document sets out the process for monitoring the Travel Plan and places this process in the context of a series of targets.

### 8.2 Monitoring

8.2.1. Monitoring of the Travel Plan is a fundamental process, which facilitates both an appraisal of the performance, as well as a mechanism to inform the modification and development of The Plan throughout its life.

#### *Intervals*

8.2.2. It will be the role of the Travel Plan Coordinator to coordinate the process of monitoring The Plan.

8.2.3. The formal monitoring process will occur one year after The Plan's implementation, and every two years after that for a period 5 years. It is suggested that the implementation date is taken to be that on which the first occupational baseline survey was conducted (as agreed with the Highway Authority).

#### *Methodology*

8.2.4. The monitoring process should replicate that conducted for the occupational baseline survey as detailed in **Section 6** of this document. For consistency, TRICS compliant surveys will be undertaken.

8.2.5. The response rates should be retained in-line with the baseline study. The Travel Plan Coordinator will ensure that the surveys cover a representative sample of the residents at the site. The survey methodology will be presented to the relevant Officer at HBC/HCC prior to commencement of this process.

#### *Interpretation and Use of Results*

8.2.6. The results from each of the monitoring exercises should be placed in the context of the current targets and used to define new targets for The Plan. The following paragraphs consider these targets whilst the use of the results to modify The Plan are covered in the next section.



### 8.3 Targets

8.3.1. The establishment of realistic targets provide the Travel Plan Coordinator and the Local Authority with a means to judge the performance of The Plan and to adjust the mechanisms and measures accordingly. As previously set out however, accurate modal shift targets will only be defined following the initial (baseline) travel surveys. Nonetheless, **Table 8.1** below identifies preliminary cumulative target modal shifts at the site presented as percentage change in respective mode shares in relation to the 'baseline' that will be identified by the first round of travel surveys.

**TABLE 8.1 CUMULATIVE TARGET YEARLY MODAL SHIFT VALUES**

| MODE             | BASELINE | YEAR1 | YEAR 2 | YEAR 3 | YEAR 4 | YEAR 5 |
|------------------|----------|-------|--------|--------|--------|--------|
| Car              | 75%      | -2.5% | -3.5%  | -5.0%  | -10%   | -20%   |
| Pedestrian       | 12%      | 1%    | +1.5%  | +2%    | +3%    | +6%    |
| Cycle            | 3%       | +1%   | +1%    | +1.5%  | +3%    | +6%    |
| Public Transport | 8%       | +1%   | +2%    | +3%    | +4%    | +8%    |

8.3.2. In order to make the overarching aims and objectives of the Travel Plan more tangible, the preliminary targets presented in **Table 8.1** can be linked to the objectives presented in **Section 7**.

8.3.3. While the proposed measures have in part been designed to support this sustainable travel pattern and to encourage where possible a greater reduction in car ownership and single-occupancy car based-trips, they have also been targeted at encouraging a further shift to even more sustainable and healthy modes of travel.

#### *Shift to Walking*

8.3.4. It is reasonable to presume that walking can act as the main mode of travel for all trips undertaken over a distance of 2km or less. As such, for journeys to work at the proposed development site, the extent to which walking can function as a main mode is constrained by the distance of the resident's commute to/ from work. Nonetheless, a shift to walking will be targeted where possible, with particular attention given to reducing the number of shorter distance single occupancy trips by car.



### *Shift to Cycling*

8.3.5. A reasonable cycle 'catchment' is defined as 5km from a development site. It has also previously been described that the TPC will encourage residents at the site to avail themselves of relevant cycle training events provided by the Borough/County Council.

8.3.6. The TPC will seek to affect a shift to cycling for longer journeys. The potential scale of the shift to cycling will be identified subsequent to the baseline surveys, and in liaison with the relevant Sustainable Travel Officer at HBC/HCC.

8.3.7. Although nearby stations are marginally beyond this distance, the provision of cycle routes in the vicinity and onsite rental options for electric bikes, it is expected that many residents would use a bike to either access stations and/or get to work.

### *Determination of Accurate Targets*

8.3.8. Following the completion of initial travel surveys, it is envisaged that the Travel Plan Coordinator will derive targets in liaison with the relevant Officers at the Council. Both short term (1 year) and long-term targets (years 3 and 5) will be defined.



## 9.0 ONGOING IMPLEMENTATION AND REVIEW

9.1.1. This section of the document is provided as a simplified guide to the implementation of the Travel Plan. It highlights those areas of the document that require update and revision, and has been presented in a chronological format and in the context of key milestones in the life of The Plan. This section includes the “Implementation Schedule” which sets out actions for the initial 12 months of The Plan; however many of the actions will be required to be repeated throughout the life of The Plan. The TPC will therefore continue to make use of the Schedule as a guide to carry out the necessary actions subsequent to the indicated 12-month period.

### 9.2 First Occupation

9.2.1. The site manager will, at an appropriate stage (post planning consent), initiate the commencement of the Travel Plan, with the first action being the appointment of the Travel Plan Coordinator.

#### *First Occupation Threshold*

9.2.2. At the agreed occupation level across the building, an initial transport baseline will be identified. As detailed previously, this baseline will be developed through compatible travel surveys, using the methodology outlined in **Section 8**. The results of those surveys will constitute the definitive baseline modal split at Wellington Way.

9.2.3. Following completion of the surveys, the data will be analysed by the Travel Plan Coordinator with results presented to, and discussed with, Sustainable Transport Officers at HBC/HCC with a view to identifying the actual modal split.

### 9.3 During the First Year of The Plan

9.3.1. The Travel Plan Coordinator will continue to implement The Plan as new residents occupy the development. The Coordinator will also undertake a continual process of informal monitoring and maintenance of The Plan.

9.3.2. It is likely that the Local Authority will look for annual meetings to discuss the progress of The Plan and the Coordinator should initiate this at the latest, 6 months after the occupation threshold has been reached and the baseline surveys carried out.

9.3.3. Attached overleaf is the Implementation Schedule, which will act as a programme for the TPC particularly relating to the “roll out” of The Plan. This schedule will additionally act as a



checklist for both the TPC and relevant Officers from HCC, and will form the basis of discussions relating to the implementation of The Plan.

### IMPLEMENTATION PLAN – WELLINGTON WAY, WATERLOOVILLE TRAVEL PLAN

| Timeframe                                      | Action/ Event                                                                                                                                                                                                                                                                         | Responsibility   |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Prior to Completion of Development             | Appointment of Travel Plan Coordinator (TPC).                                                                                                                                                                                                                                         | Developer/ Agent |
| At a Time to be Agreed between TPC and Council | TPC to gather all travel related promotional information and ensure that all such material is up-to-date, both in terms of reflecting existing travel provision as well as reflecting the developer sponsored incentives relating to the promotion of sustainable travel at the site. | TPC              |
| At a Time to be Agreed between TPC and Council | Ensure that all travel related material is distributed to new residents at the development site as part of respective Welcome Pack.                                                                                                                                                   | TPC              |
| Prior to agreed % Occupancy                    | Monitor levels of occupancy in order to identify the agreed occupancy “trigger” threshold.                                                                                                                                                                                            | TPC              |
| Agreed Occupancy                               | Implement Travel Plan. Carry out baseline travel surveys.                                                                                                                                                                                                                             | TPC              |
| At a Time to be Agreed between TPC and Council | TPC to present results of baseline surveys to HCC, discuss results and propose/ agree modal shift targets.                                                                                                                                                                            | TPC and HCC      |
| At a Time to be Agreed between TPC and Council | TPC to engage with commercial land use tenants with a view to encourage sustainable travel amongst residents.<br>TPC to highlight sustainable travel options.                                                                                                                         | TPC              |
| N/A                                            | Promote sustainable travel initiatives in liaison with HCC.                                                                                                                                                                                                                           | TPC/ HCC         |
| At a Time to be Agreed between TPC and Council | Promote HCC cycle training scheme.                                                                                                                                                                                                                                                    | TPC/ HCC         |
| At a Time to be Agreed between TPC and Council | Assess utilisation of cycle parking facilities at the site, with a view to further promote cycling or to highlight any necessary shortfall in provision.                                                                                                                              | TPC              |
| At a Time to be Agreed between TPC and Council | TPC to initiate meeting with HCC to discuss progress of Plan.                                                                                                                                                                                                                         | TPC/ HCC         |
| At a Time to be Agreed between TPC and Council | Formal first year monitoring surveys and review with HCC.                                                                                                                                                                                                                             | TPC/ HCC         |

## 9.4 One Year Anniversary of The Plan

9.4.1. This is defined as the period one year after the occupation threshold was reached. At this stage the first formal monitoring of The Plan will take place as detailed previously.



9.4.2. Travel surveys will be conducted in accordance with the defined methodology. The results will be analysed and compared against the baseline position and the target modal split. The performance of The Plan in the first-year period can be assessed through this comparison, however this should not be considered as an absolute indication of success or failure at this stage.

9.4.3. In the event that target modal shifts are not entirely achieved, the Travel Plan Coordinator should revisit the measures applied over the period and look for means to improve their performance or look for additional measures that can be introduced. The results of the survey will give a detailed indication of which modes have fared better and therefore it will be clear where additional focus should be placed. All monitoring results and targets should be viewed in the context of the accessible location of the site. Nonetheless; it is acknowledged that The Plan will particularly seek to effect a shift to public transport, walking and cycling modes at the site and it is largely the success of this shift that the surveys will seek to assess.

9.4.4. Where the target modal shift is achieved or exceeded, this should not be seen as completion of The Plan. The Coordinator will look to continue this direction of reduction and use the results of the survey as guidance as to which types of measures have been most successful. It should be noted that while improvements can continue to be made, the potential influence of The Plan over the previous years performance will diminish as realistic modal shifts take place.

## **9.5 Ongoing Travel Plan Management**

9.5.1. The process of monitoring and review through the proceeding years will continue as defined above, with formal monitoring continuing to take place on the 3rd and 5th anniversaries of The Plan.

9.5.2. This Travel Plan has been prepared by Odyssey on behalf of the developer at Wellington Way. For further details and assistance in implementing or updating the Travel Plan contact:

**ODYSSEY**

Elizabeth House

39 York Road

London

SE1 7NQ

**Tel:** 020 7620 2444

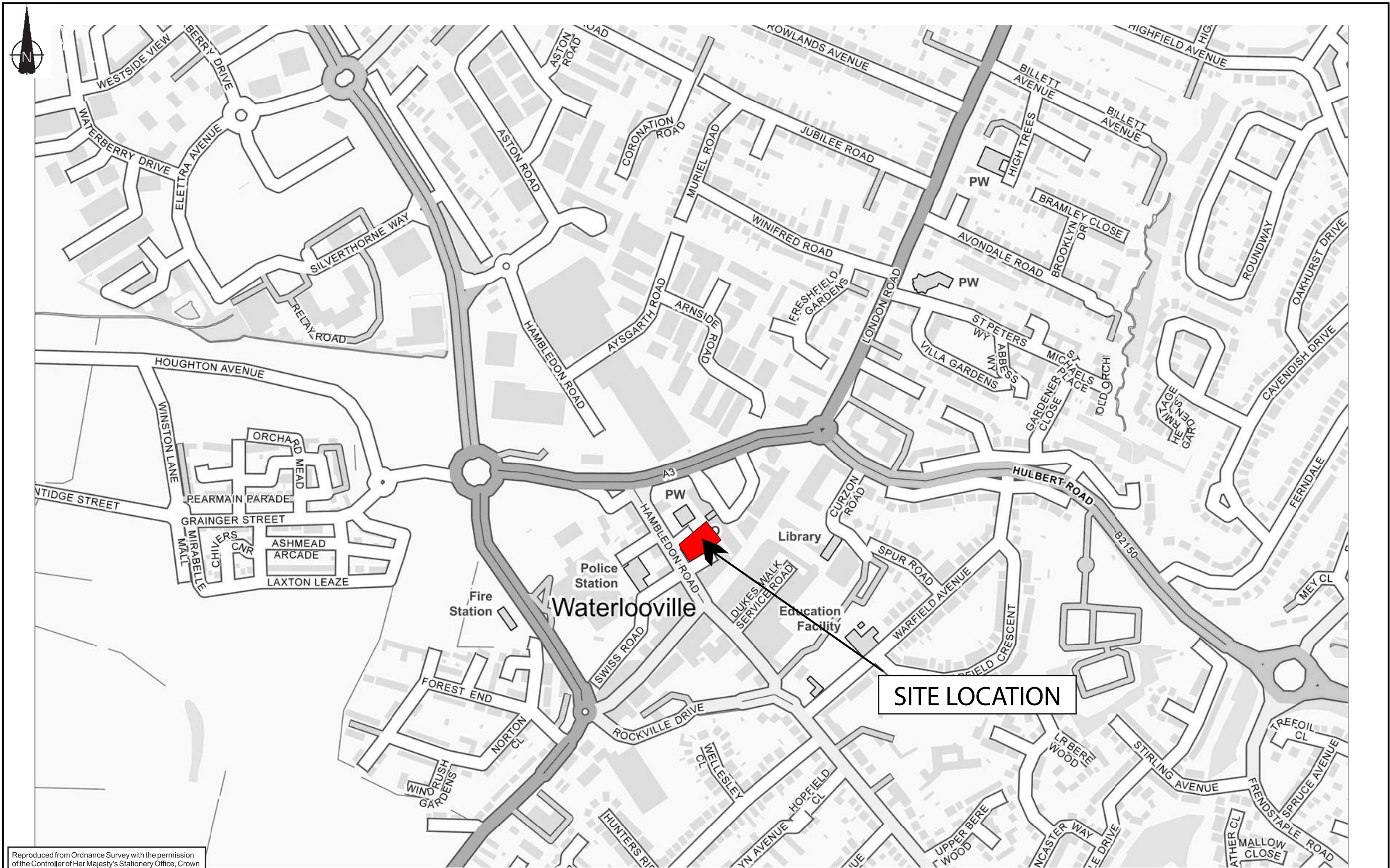
**Fax:** 020 7620 1168

**e-mail:** [enquiries@odysseyconsult.co.uk](mailto:enquiries@odysseyconsult.co.uk)

**web:** [www.odysseyconsult.co.uk](http://www.odysseyconsult.co.uk)

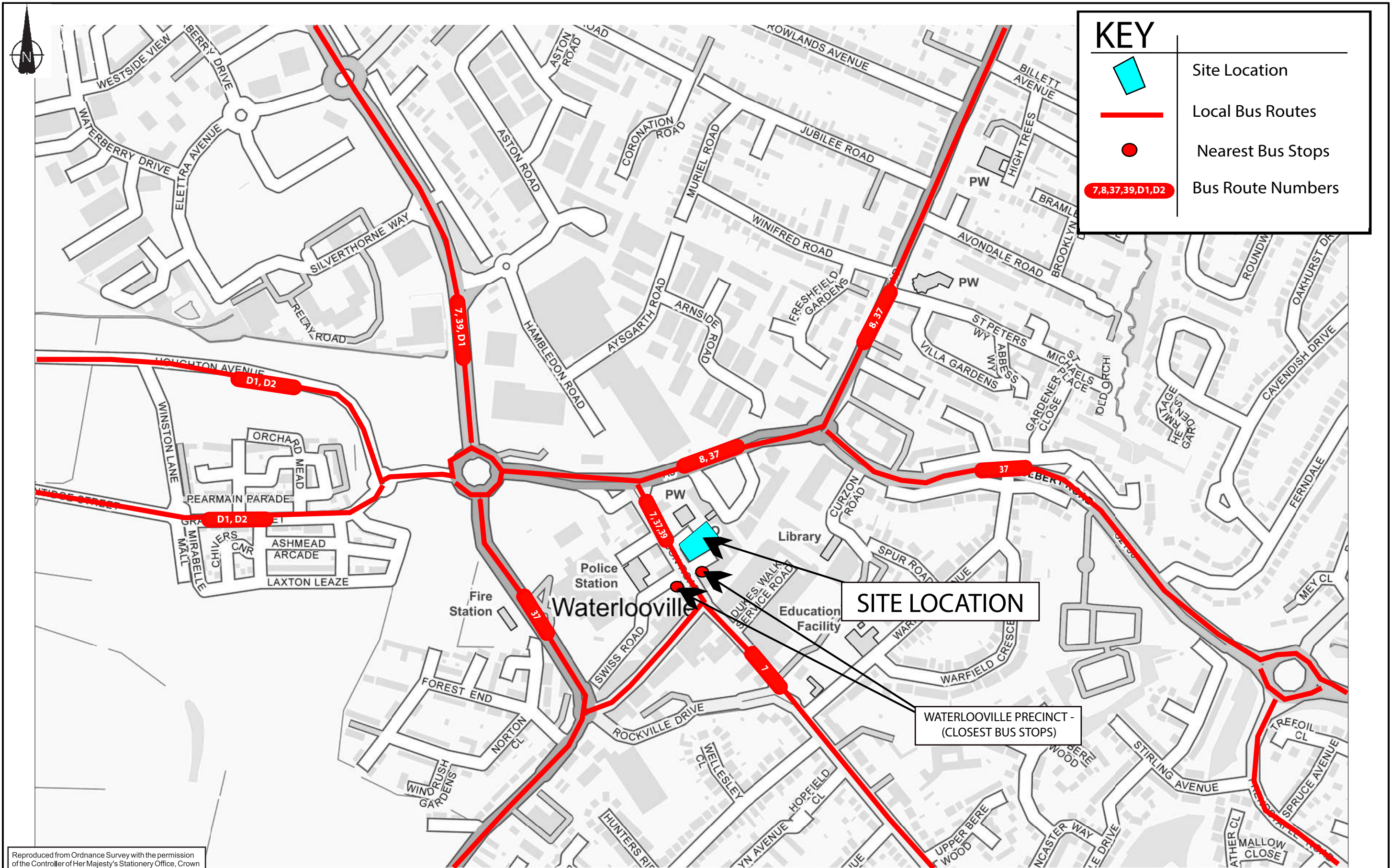


FIGURES



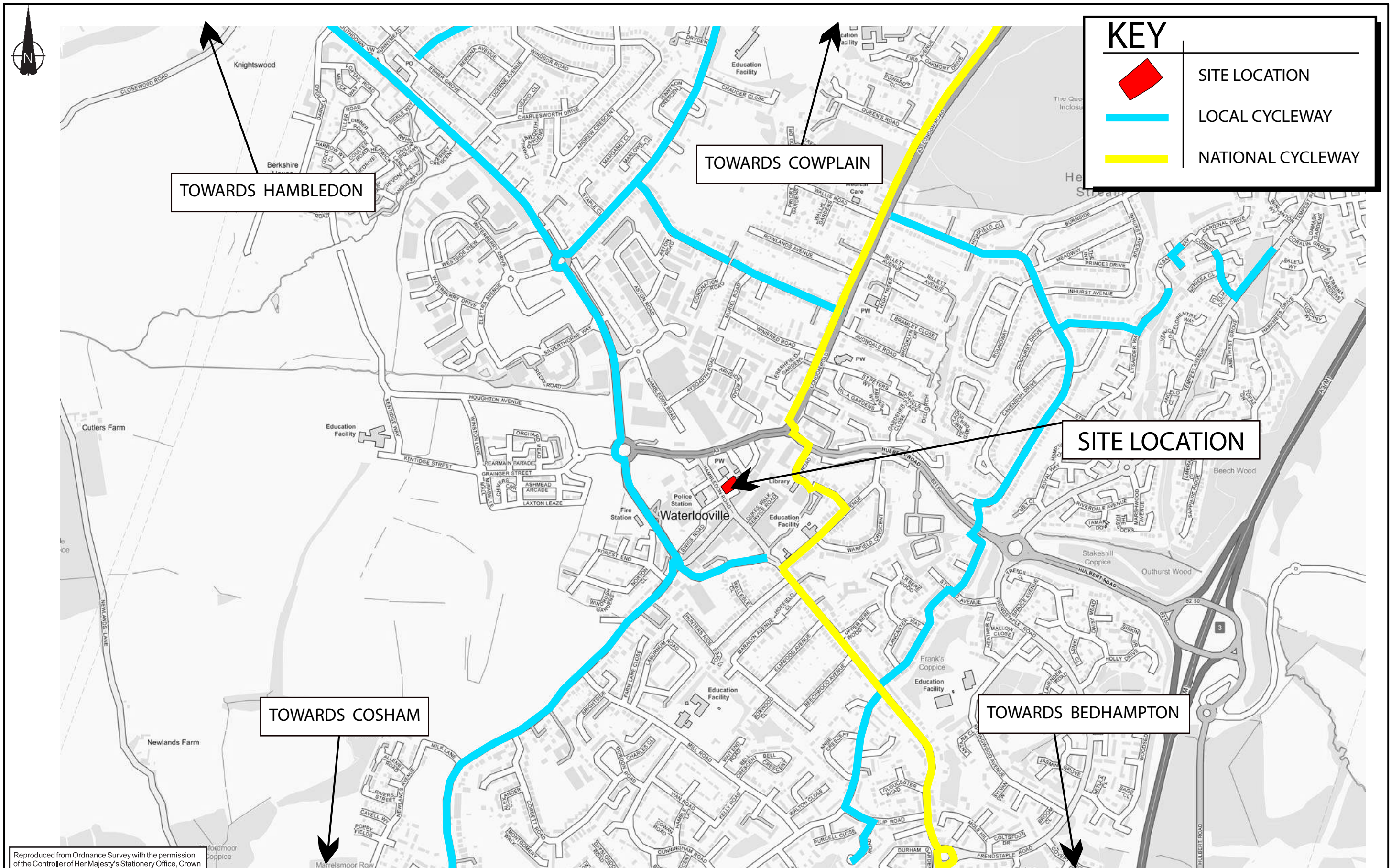
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|                                                                                                                                |                                                                                                                                                                                                |                    |                                  |        |                              |        |        |           |             |          |     |
|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------------------|--------|------------------------------|--------|--------|-----------|-------------|----------|-----|
|  <div>ODYSSEY<br/>DEVELOPING JOURNEYS</div> | <div>Elizabeth House<br/>39 York Road<br/>London<br/>SE1 7NQ</div> <div>Telephone: 0207 620 2444<br/>Fax: 0207 620 1168<br/>E: info@odysseyconsult.co.uk<br/>W: www.odysseyconsult.co.uk</div> | Job Title          | WELLINGTON WAY,<br>WATERLOOVILLE | Client | CPI WELLINGTON WAY 2 LIMITED | Scale  | NTS    | Date      | DEC' 17     | Designed | LO  |
|                                                                                                                                |                                                                                                                                                                                                | Drawing Title      |                                  |        |                              | Drawn  | LO     | Checked   | SE          | Approved | SRB |
|                                                                                                                                |                                                                                                                                                                                                | SITE LOCATION PLAN |                                  |        |                              | Job No | 17-310 | Figure No | FIGURE No.1 |          | Rev |
|                                                                                                                                |                                                                                                                                                                                                |                    |                                  |        |                              |        |        |           |             |          |     |



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|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------------------------|--------|------------------------------|--------|--------|-----------|-------------|----------|-----|---|
|  <div>ODYSSEY<br/>DEVELOPING JOURNEYS</div> | <div>Elizabeth House<br/>39 York Road<br/>London<br/>SE1 7NQ</div> <div>Telephone: 0207 620 2444<br/>Fax: 0207 620 1168<br/>E: info@odysseyconsult.co.uk<br/>W: www.odysseyconsult.co.uk</div> | Job Title     | WELLINGTON WAY,<br>WATERLOOVILLE  | Client | CPI WELLINGTON WAY 2 LIMITED | Scale  | NTS    | Date      | DEC' 17     | Designed | LO  |   |
|                                                                                                                                |                                                                                                                                                                                                | Drawing Title | PUBLIC TRANSPORT<br>ACCESSIBILITY |        |                              | Drawn  | LO     | Checked   | SE          | Approved | SRB |   |
|                                                                                                                                |                                                                                                                                                                                                |               |                                   |        |                              | Job No | 17-310 | Figure No | FIGURE No.2 |          | Rev | A |
|                                                                                                                                |                                                                                                                                                                                                |               |                                   |        |                              |        |        |           |             |          |     |   |



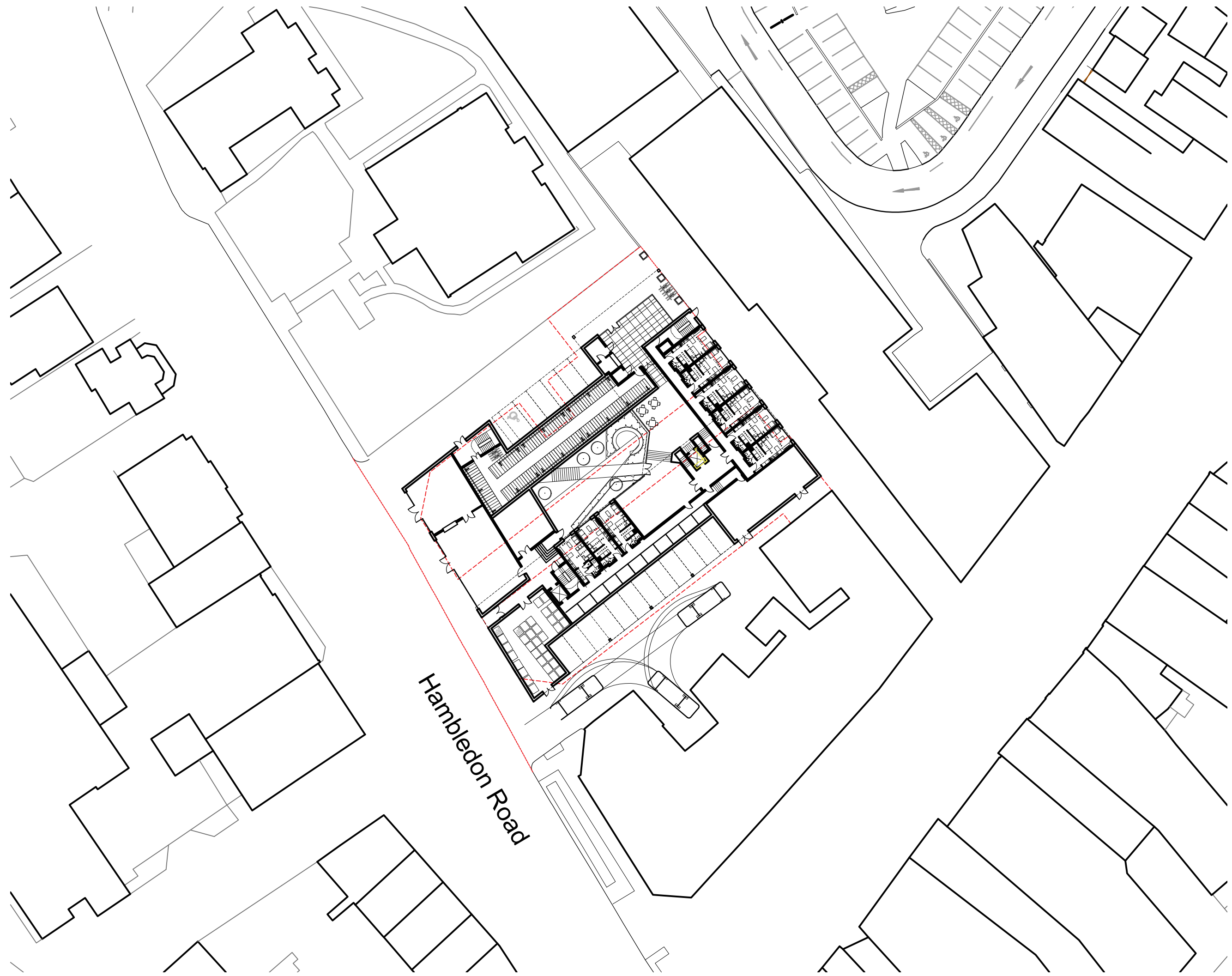
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|                                                                                                                              |                                                                                                                                                                           |               |                                  |        |                              |       |        |         |           |             |     |     |   |  |  |
|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------------------------|--------|------------------------------|-------|--------|---------|-----------|-------------|-----|-----|---|--|--|
| <br><b>ODYSSEY</b><br>DEVELOPING JOURNEYS | Elizabeth House<br>39 York Road<br>London<br>SE1 7NQ<br><br>Telephone: 0207 620 2444<br>Fax: 0207 620 1168<br>E: info@odysseyconsult.co.uk<br>W: www.odysseyconsult.co.uk | Job Title     | WELLINGTON WAY,<br>WATERLOOVILLE | Client | CPI WELLINGTON WAY 2 LIMITED | Scale | NTS    | Date    | DEC' 17   | Designed    | LO  |     |   |  |  |
|                                                                                                                              |                                                                                                                                                                           | Drawing Title | LOCAL CYCLE ROUTES               |        |                              | Drawn | LO     | Checked | SE        | Approved    | SRB |     |   |  |  |
|                                                                                                                              |                                                                                                                                                                           |               |                                  |        |                              |       | Job No | 17-310  | Figure No | FIGURE No.3 |     | Rev | A |  |  |
|                                                                                                                              |                                                                                                                                                                           |               |                                  |        |                              |       |        |         |           |             |     |     |   |  |  |



## **APPENDIX A**

### **ARCHITECT SITE LAYOUT PLAN**



| Rev.            | Date | Details     |
|-----------------|------|-------------|
| Issued for:     |      |             |
|                 |      |             |
| Project/Client: |      | Project No: |
|                 |      | Dwg No:     |
|                 |      | Rev:        |
| Drawing:        |      | Scale:      |
|                 |      | @           |
|                 |      | Drawn By:   |
|                 |      | Checked By: |





---

**APPENDIX B**

**CAR CLUB INFORMATION**

*Planning and building?*

THINK ENTERPRISE CAR CLUB







P permit holders only

At any time

enterprise CarClub  
self-service vehicle rental  
RESERVED PARKING  
Enterprise CarClub Ltd. 01949 464 400

breakfast, lunch and dinner

enterprise CarClub

FN65 6ZU



# *Car Club Overview*

# Our Story



Enterprise Car Club offers your residents and the wider community access to vehicles 24/7, 365. This initiative has grown to include markets in the UK, US and Canada partnering with government, corporate, local authorities and universities.

Enterprise Car Club is a natural extension of Enterprise Holdings' long term commitment to mobility solutions by providing sustainable, financial and operational transportation to businesses and communities.



**TODAY** The Enterprise Car Club network serves organisations, universities and retail markets throughout the UK, continuing our focus on meeting local transportation needs and delivering a sustainable customised service for more than 55 years.







# *Planning & Building*



Whether you are a property developer, housing association or local authority, Enterprise Car Club is the first choice for any organisation looking to implement a Car Club.

Working with Enterprise Car Club will save your business time and money. Our dedicated property development account manager will support your requirements from start to finish, taking all the hassle away.



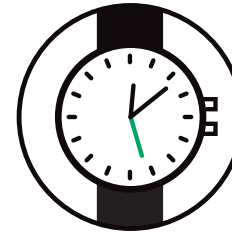
Zero  
Maintenance



Reduced  
Costs



A Green  
Choice



Instant  
Access 24/7

**“Car clubs emit one tonne of carbon a year less than an average car for the same mileage.”**

Carplus, 2016

# *Supporting your project*



Our dedicated property development account managers have experience in planning and implementing car clubs for a variety of developments ranging in size and location.

- **PLANNING PERMISSION**

The inclusion of Enterprise Car Club could increase the likelihood of gaining the most optimal planning permission for your project.

- **SECTION 106 REQUIREMENTS**

Enterprise Car Club will address specific concerns of local authorities relating to parking pressure and will fulfil the requirements outlined in Section 106 agreements (Section 75 in Scotland).

- **ATTRACT BUYERS AND TENANTS**

Adding a car club gives you the ability to advertise properties as ‘comes with access to a car!’.

- **MAXIMISE ON-SITE SPACE**

Cut build costs and reduce construction time by reducing the parking requirements within your project.

- **REDUCE CONGESTION**

Contribute towards reducing congestion and encourage a sustainable and economical alternative to car ownership.



**“For each round-trip car club vehicle, 10.5 cars have been removed from the road as a result of car club members who have sold a car.”**

Carplus, 2016



*Why Enterprise Car Club?*

# The Benefits



- **DEDICATED ACCOUNT MANAGER**

A single point of contact managing your account throughout the process.

- **OUR EXPERIENCE**

We have a strong track record of implementing projects with some of the country's leading property developers, housing associations and local authorities.

- **WE'RE GROWING**

Enterprise Car Club already has the largest car club footprint in the UK serving over 23+ cities including Brighton, Bristol, Cardiff, Edinburgh, Leeds, London, Manchester and Sheffield.

- **VEHICLE RANGE**

We have a range of vehicles to suit all needs from small city cars to, 7 seaters, vans and even electric vehicles.

- **LEADING CUSTOMER SERVICE**

We are committed to providing industry leading service to our account partners and members.







# *Account Management*



Because every development is different, we tailor the timeline and plan based on your needs. Below is a top line example of the support we provide as part of implementing Enterprise Car Club into your development.

## **IMPLEMENTATION**

- Discuss best practice and effective “Vehicle Live” date
- Provide a bespoke proposal that discharges your section 106 requirements
- Identify optimal vehicle types and locations
- Site visits to check placement and delivery of the vehicles
- Build and support the communication of any relevant membership offers for residents

---

**Our experienced and dedicated  
account managers will help you  
every step of the way.**

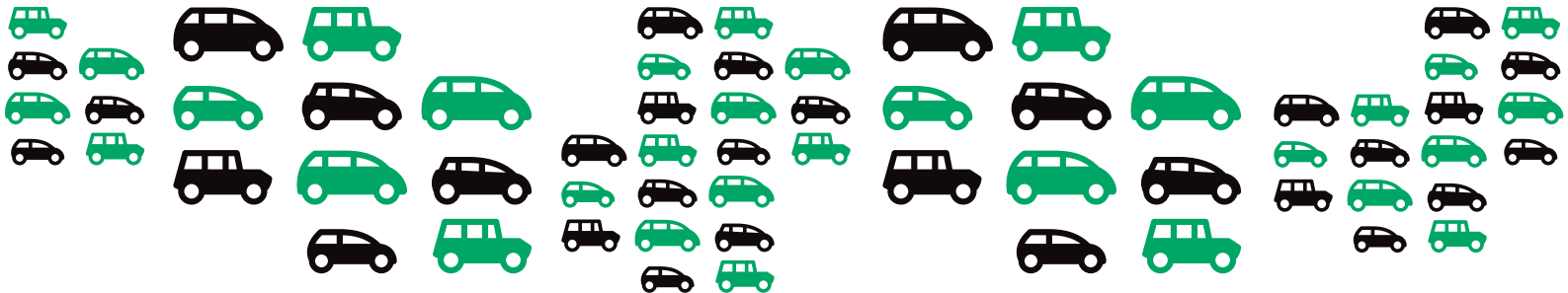
# Resident Benefits



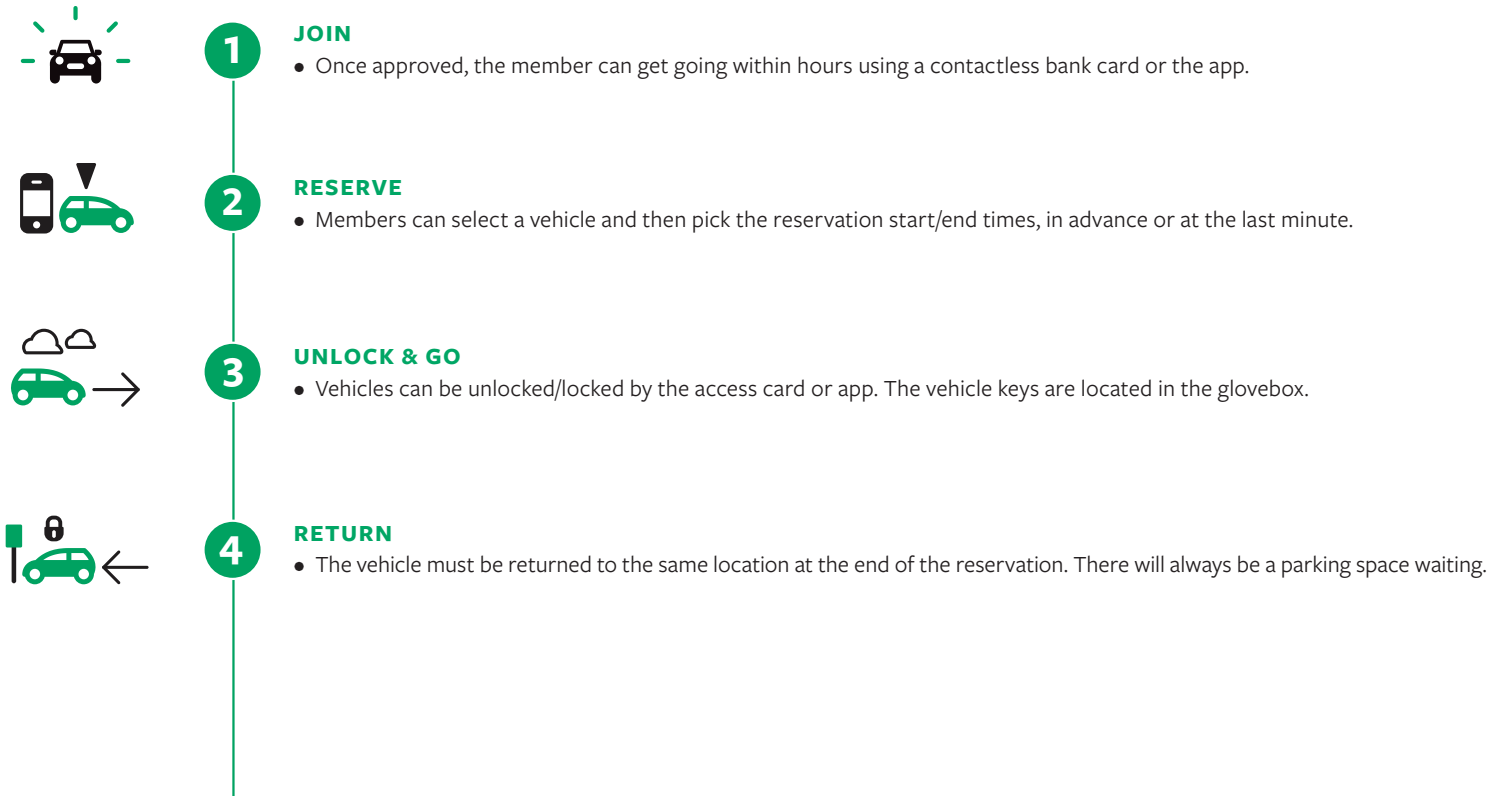
Enterprise Car Club provides residents with access to more than 1000 vehicles 24/7/365 in 23+ UK cities.

## RESIDENT BENEFITS:

- Access to a vehicle without the financial burden of ownership
- Access to vehicles across the UK
- Low hourly and daily rates
- Preferential membership options
- Zero vehicle maintenance responsibilities
- Mode of travel which complements public transport
- Vehicles can be reserved in advance or at the last minute
- Dedicated Clubhouse team available 24/7



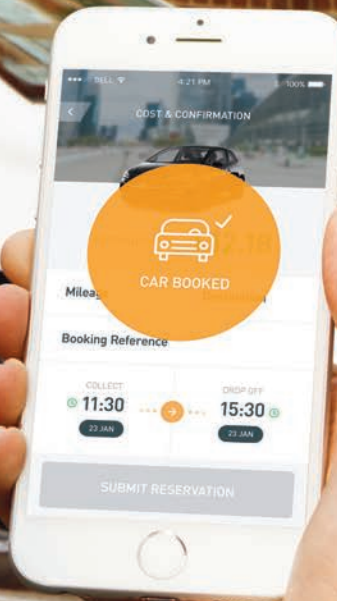
We've made the process simple so members can get where they need to go and worry less about how to get there.



**Need more info?** Watch the “How it Works” video at [EnterpriseCarClub.co.uk](https://www.enterpriseclub.co.uk)



enterprise  
CarClub



COST & CONFIRMATION

CAR BOOKED

Miles

Booking Reference

COLLECT 11:30 23 JAN

DROP OFF 15:30 23 JAN

SUBMIT RESERVATION

FN65 H5U

# Property Development Events



Once vehicles are in place, your dedicated account manager can work with you to hold events promoting the new on-site service to your residents.



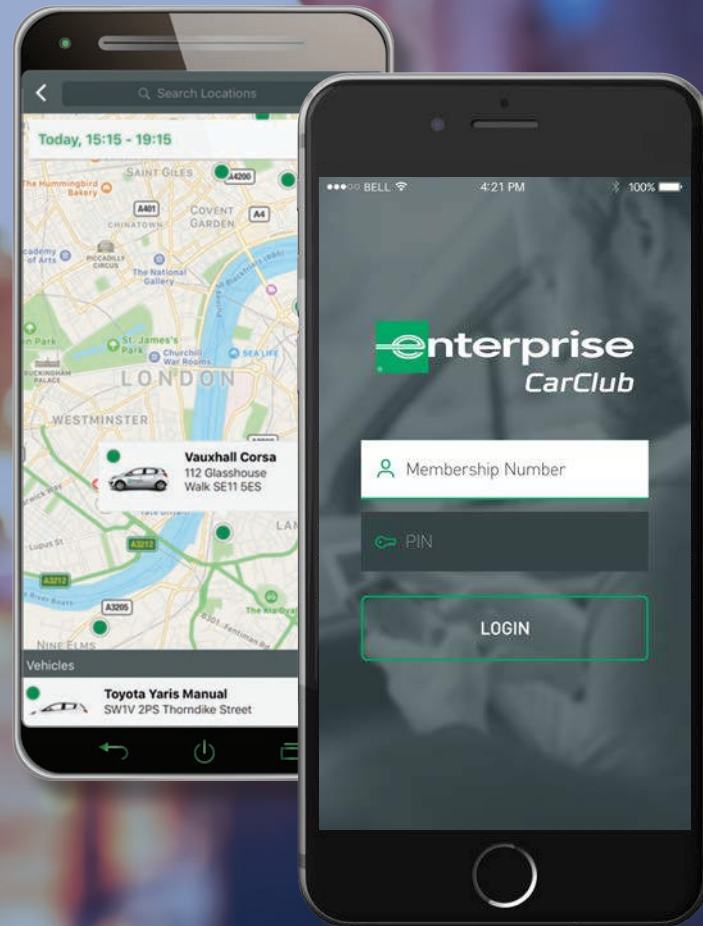
# *Download today!*

## MOBILE RESERVATIONS

- Create
- Modify
- Extend
- Cancel

## FEATURES

- Search vehicles by landmark
- Switch between personal & business use
- Switch vehicle by feature





## *Barratt Homes London*

Enterprise Car Club provide a professional approach in delivering an easy accessible car club on a large and extremely complicated regeneration scheme, making the whole process easy for the developer to implement on site for the end users.

Craig Ireland, Senior Technical Manager

## *Battersea Power Station Development Company*

The reason why I choose Enterprise Car Club to be our chosen operator for Battersea Power Station was due to their flexibility and yes mentality.

Kate Robinson, Senior Residential Property Manager

## *Atkins Developments Ltd.*

Our experience in working with Enterprise Car Club in mobilising a car club for our developer client on the Millbrook Park development, Barnet, has been very a positive one, with a productive outcome. Enterprise Car Club acted very efficiently and professionally with a clear understanding of the service offer to maximise value to both the client and Millbrook Park residents. I look forward to working with Enterprise Car Club on other developments.

Rachel Evans, Senior Managing Consultant

 [EnterpriseCarClub.co.uk](https://EnterpriseCarClub.co.uk)

 [business@EnterpriseCarClub.co.uk](mailto:business@EnterpriseCarClub.co.uk)

 0345 266 9290



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**FOR:**

**LOCATION:**



**PEOPLE & BUSINESSES**  
CAN USE CARS IN A SMARTER WAY



## Car Club provision on new developments

Within any new development, a large proportion of prospective residents may have one or more private vehicles. Many of these may not actually need to own their own vehicle, or want to get rid of their second car. Co-wheels provide an alternative to car ownership that creates significant environmental benefits.

The Carplus Annual Survey demonstrates that car club schemes reduce car ownership, increase the proportion of low emission vehicles on the roads, help improve air quality, and reduce CO<sub>2</sub> emissions.

**Car club benefits** (derived from the Carplus Annual Survey for England and Wales 2013/14):

- 65% of car club members travelled less than 500 miles in the past 12 months
- 10% of car club members had sold or disposed of a car in the 12 months prior to completing the survey
- 28% of members said they would have bought a car if they had not joined a car club
- An individual car club car saves on average 0.80 tonnes of carbon per year
- Across the UK the car club fleet saves over 2,700 tonnes of carbon per year – the equivalent of 886 return flights from London to Sydney
- Car club vehicles in England and Wales typically produce around 33% less carbon than the national average car.

## About Co-wheels Car Club

Co-wheels is a national car club operator run as a social enterprise. Geographically, Co-wheels is the UK's largest car club and provides low emission, hybrid and electric cars across 50 towns and cities.

Co-wheels is a pay-as-you-go car club which provides members with convenient access to cars via our on-line booking system. Each member receives a smart card which allows remote entry without the need to pick-up keys. Our outstanding customer service team provides 24/7 phone support to members.

Our rates are excellent value and currently start at £4.50 per hour or £31.50 per day + 15p per mile for fuel (no fuel charge for electric cars).

### Hiring a car with Co-wheels

Using our service is simple. After a quick sign up process, members can:

- Find a convenient car on our website
- Book online or via mobile device
- Use the smartcard to unlock the door
- Find the keys in the car
- Use the fuel card to refill the car when needed.

Co-wheels make using a car club affordable and accessible to everyone:

- Our pricing structure is simple & great value
- Low one-off membership fee for life
- Best-in-class insurance coverage, particularly for young drivers.

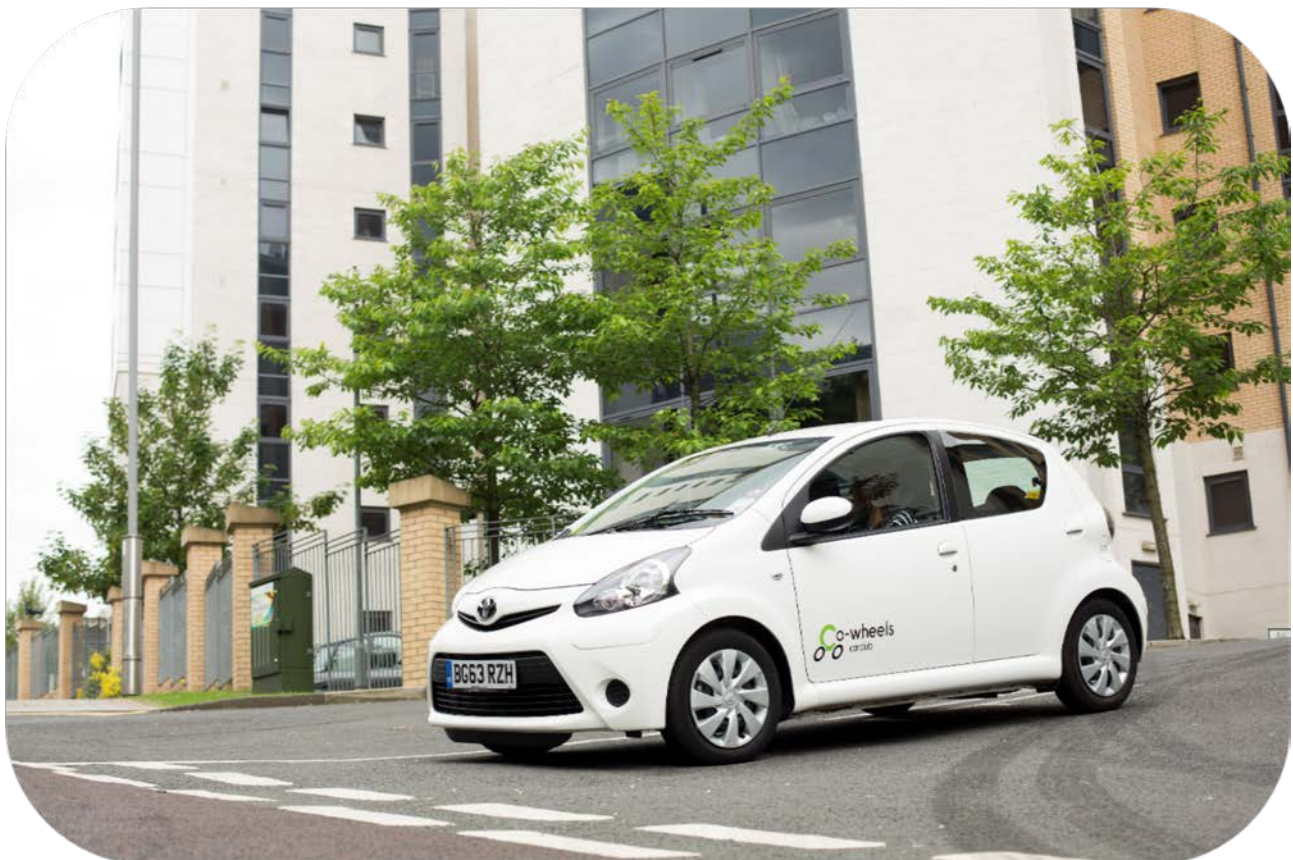
## The Co-wheels service

The Co-wheels pricing structure is all inclusive. Our service includes:

- Vehicle provision to meet requirements either on site or through our car club fleet based in convenient locations.
- Easy to use online booking and management for members.
- In-car telematics to accurately record trip time and distance.
- Smart billing system.
- Comprehensive insurance.
- Fuel & fuel card service.
- Servicing, maintenance and repair.
- Cleaning and vehicle safety checks.
- 24hr helpdesk & outstanding customer service.
- Marketing support.

## Advantages of using Co-wheels

- Choosing a social enterprise supports corporate social responsibility practice
- Better value than traditional car club operations
- Access to additional Co-wheels vehicles in the region
- Access to our nationwide network of cars
- Operation supported by Suffolk County Council
- Our aim is to make the operation financially self-sufficient



## Proposal for Co-wheels car club provision

The proposed development is potentially viable for car club provision. Co-wheels would therefore be happy to work with the developer to provide a car club vehicle on occupation of the build.

This proposal is for a minimum of two car club vehicle to be supplied and operated in designated parking spaces on the development. Co-wheels and the developer are seeking to create a self-financing car club scheme that will be of benefit to the all occupants and the wider local community. The scheme will benefit from additional promotional activities to engage employers and residents.

### Costs of providing the service

Co-wheels offers, small, medium and electric cars as standard. All prices are excluding VAT. For this development we would recommend a minimum of two vehicles (see below) to launch a successful car club.

#### Small Car - Standard fuel vehicle

| Based on <i>Toyota Aygo</i> - Manual 5 door<br>(CO2 emissions: 99g/km) | Year 1        | Year 2        | Year 3        |
|------------------------------------------------------------------------|---------------|---------------|---------------|
| Cost of Vehicle                                                        | £2,155        | £2,115        | £2,115        |
| Telematics unit & installation                                         | £1,200        | £0            | £0            |
| Annual running costs*                                                  | £3,177        | £3,177        | £3,177        |
| <b>Total cost per year</b>                                             | <b>£6,532</b> | <b>£5,332</b> | <b>£5,332</b> |

#### Medium Car - Hybrid vehicle

| Based on <i>Toyota Yaris</i> - Manual 5 door<br>(CO2 emissions: 99g/km) | Year 1        | Year 2        | Year 3        |
|-------------------------------------------------------------------------|---------------|---------------|---------------|
| Cost of Vehicle                                                         | £2,856        | £2,856        | £2,856        |
| Telematics unit & installation                                          | £1,200        |               |               |
| Annual running costs*                                                   | £3,177        | £3,177        | £3,177        |
| <b>Total cost per year</b>                                              | <b>£7,233</b> | <b>£6,033</b> | <b>£6,033</b> |

#### Electric Car – Renault Zoe

| Based on <i>Renault Zoe</i> – Automatic 5 door<br>(CO2 emissions: 0g/km) | Year 1        | Year 2        | Year 3        |
|--------------------------------------------------------------------------|---------------|---------------|---------------|
| Cost of Vehicle                                                          | £5,575        | £5,575        | £5,575        |
| Telematics unit & installation                                           | £1,200        |               |               |
| Annual running costs*                                                    | £3,177        | £3,177        | £3,177        |
| <b>Total cost per year</b>                                               | <b>£9,952</b> | <b>£8,752</b> | <b>£8,752</b> |

| Annual Cost Items     |
|-----------------------|
| Fuel card             |
| Breakdown cover       |
| SIM                   |
| Online booking system |
| Cleaning & checking   |
| Maintenance           |
| Insurance             |

## Marketing

Co-wheels have a specialist marketing and communication team who would promote the service to residents of the development via a marketing plan based on experience of operating a number of similar schemes.

This is included in our proposal for a one-off cost of **£1,000**, paid in Year 1.

**Marketing material:** We produce specific marketing material that is focussed on the needs of the site. This material would be part of each resident's welcome pack and would be supported by subsequent mail shots sent at regular intervals as follow up. Co-wheels would also advertise the service in the local community and within the development with posters and leaflets.

**Launch day event:** Our promotions team are experienced in delivering a launch event which includes exciting ways to inform residents of the great deal on offer from Co-wheels.

**Membership Incentive:** Free membership of Co-wheels is a great offer to prospective buyers who, due to parking restrictions, are unable to have their own vehicle on site. We would market free memberships as a benefit paid for by the developer which provides residents with a cheaper, greener, and more convenient alternative to private car ownership. Co-wheels membership adds real value to the development and provides a solution to the recurring problem of restricted parking space for residents.

We can provide a Co-wheels pack for each unit that entitles the first 40 occupants to free £25 membership and £25 driving credit. This comes to a total contribution of **£2,000** to be paid on, or in advance of, first occupations.

## Additional Costs

|                  |               |
|------------------|---------------|
| Marketing        | <b>£1,000</b> |
| Free Memberships | <b>£2,000</b> |

## Further information and contact

**Richard Falconer**

Director

Co-wheels Car Club Community Interest Company

0191 375 1050

[richard@co-wheels.org.uk](mailto:richard@co-wheels.org.uk)

[www.co-wheels.org.uk](http://www.co-wheels.org.uk)

# DEVELOPMENT BRIEFING

## The role of Car Clubs



## The role of Car Clubs in Development



### About Co-wheels

Co-wheels is the only independent national car club operator and is run as a social enterprise with a clear purpose to benefit the environment and local communities. Geographically we are the UK's largest club and provide low emission, hybrid and electric cars across 60 towns and cities.

Co-wheels is a pay-as-you-go car club which provides members with convenient access to cars via our on-line booking system. Each member receives a smart card which allows remote entry without the need to pick-up keys.

Our outstanding in-house customer service team provides 24/7 phone support to members and our rates are excellent value for money compared to other operators.

Here we explore the benefits of placing car club cars in new property developments, refurbishments or regeneration areas and the broad steps to implementation.

### Benefits Car Clubs bring to Planning Policy

Car clubs and car sharing schemes provide a way to reduce parking ratio provision in new developments and retro-fit developments such as Home Zones. Each car club car typically replaces 6 private cars as residents convert from owning a first or sometimes second car.

By reducing or eliminating the need for onsite parking many new developments are made possible and their traffic impact curtailed. A car club can unlock the potential of sites which have been neglected due to a lack of suitable parking. Alternatively land not used for parking can be made use of for alternative development such as green space, play areas or extra housing units.



## Benefits for Developers of including a Car Club

The benefits of car clubs in property developments can be summarised as:

- Sharing cars reduces the number of parking spaces needed in a development and therefore the cost of providing them.
- They can unlock sites with a limited parking area which may previously have been impractical to develop.
- They allow an increase in the number of units or amenity space on the site, increasing the profitability of the site, by reducing the space and work needed to create parking or improve road access.
- They are a popular alternative to private car ownership as they offer convenience without the responsibilities and capital outlay.
- They bring added value to housing developments as residents perceive the vehicles as an extra service.
- Specialist developments – like Student Accommodation – can provide a complete package to occupiers who need a car, even if there is no parking on site, and by working with us at the planning stage we can look at on-street provision.
- They contribute to travel plan aims by reducing the impact of the private car from the development; the overall car miles driven, and local congestion.

They support other travel plan initiatives – once residents have given up their private car they are more likely to walk, cycle or use public transport.

## Quantifying Potential Cost Savings

Cost savings for developers can range from a few hundred thousand to several million depending on scale and type of development:

- Increasing density: no cost of parking space + profit on units = potential for millions
- No underground parking: 100 – 200 spaces = £2 - 8m
- Reduction in offsite infrastructure improvements = c £100-200K
- Increased value of units or speed of sale with car club service = not yet quantified

## Factors affecting Success and Scale of Investment

The contribution required from the developer will be dependent upon the income from other sources (other developments and the car club business) and hence the level of risk they are taking on. Therefore maximising the conditions for success will reduce the outlay required.

For a car club to work well in a new development it needs to have a high density of residents and preferably mixed-use units to provide a complement of day time business use and out of hours use by residents. The chances of success can be increased by sharing the costs of operations across a car club in the wider area or with other developments in the vicinity. Membership of the car club will be maximised if the scheme is available from when the first residents move in. This gives residents confidence in the service and ensures they do not need to buy a car meanwhile.

To prevent parking of private cars over spilling onto nearby streets, ideally Controlled Parking Zones are required on surrounding roads. Car club viability is also dependent upon strong public transport in the area, and encouragement of walking and cycling through a good travel plan, all of which can be promoted through joint marketing initiatives and discount promotions.



### Optimal size/ratio of cars to residents

The optimal parking ratio for a development supporting a car club is 0.8 spaces per unit or less. The car club works best if some residents are pushed into not having a private car parking space as well as others choosing the service out of preference as a first or second car. There is no minimum number of units to support a car station if the development is within a wider car club scheme. Standalone car clubs within a single development are not ideal, but could be possible with a development of 250 units or more or if there are existing car club provision nearby.

Clusters of 2 or three cars in the immediate area work best as residents like to have the confidence there will be a car available if they are giving up theirs. It is still worth considering a car club for smaller developments though as there may be plans in neighbouring sites or streets which could tie in at a later date.

## Marketing Car Club and Units Together

Many new developments are marketed as a lifestyle decision. The “city living” message fits well with car club marketing. Both focus on convenience, services rather than products, and a modern and smarter way to live. When people move home they also reassess their transport needs, therefore it is a perfect time to join a car club, so joint marketing promotions are ideal between Co-wheels and the developers. Sales staff need to be well briefed on how the car club works and use it as an extra benefit to sell the units.

## Section 75 agreements – how they are used

Under Section 75 agreements (s106 in England and Wales) developers can be required to use all reasonable endeavours to establish the car club. Circular 05/05 states that “Obligations must be so directly related to the proposed development that the development ought not to be permitted without it”. There are numerous examples of using this planning tool to secure a range of support from the developer in return for planning consent. The case studies in this pack provide more detail on how the agreements are used but typically they involve one or more of the following:

A set amount per vehicle for the set up of car club bays and markings, and possibly the cost of the vehicle as well. A set amount per unit to support car club marketing, staff training, personalised travel planning and general set up costs.

And/or

A further option is for the local authority to collect a certain amount for general sustainable transport initiatives and allocate a proportion to the car club.

The s75 agreement will include details such as the level of contribution, the length of time the support will be phased over, the number of cars to be provided, and most local authorities wish to have some monitoring on uptake and usage of the new car club service.

Once agreements have been made to put aside parking for the car club and support the car club, if the units are sold the agreement passes with the property. The policy of having capped/reduced parking is managed under the auspices of car free agreements, which work in conjunction with section 106 agreements. There are different ways in which section 106 agreements can be implemented; sometimes they apply to one specific development and sometimes they are brought together under a collective distribution system to support many initiatives in the area and only used when appropriate to conserve funds.

## Community Infrastructure Levy (CIL)

CIL differs fundamentally from S106 in that the funds collected are not tied to a specific development or the provision of specific infrastructure. Whereas infrastructure provision necessary to mitigate the impact of a particular development secured through S106 should be used only for that specific purpose and the developer (or any other party to the S106) can enforce the provision legally; CIL funds can be used flexibly by the local planning authority to fund any infrastructure as defined within the regulations. They should be seen as a contribution to assisting with the provision of overall infrastructure priorities, which may well change over time. There is no direct link between a development’s requirements for infrastructure provision and the spending of the CIL the development generates.