



LAND AT SINAH LANE, HAYLING ISLAND

TRAVEL PLAN

June 2018

Barratt Homes

RESIDENTIAL DEVELOPMENT
LAND AT SINAH LANE
HAYLING ISLAND

TRAVEL PLAN

CONTROLLED DOCUMENT

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RESIDENTIAL DEVELOPMENT
LAND AT SINAH LANE
HAYLING ISLAND

TRAVEL PLAN

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1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Barratt Homes to support a full planning application for '195 dwellings, associated open space, pumping station, substation with vehicular access via Sinah Lane and change of use of agricultural land to a wader and Brent Geese refuge' at land to the north of Sinah Lane, Hayling Island. The application site is demonstrated within **Figure 1** and the site layout is demonstrated in **Appendix A**.

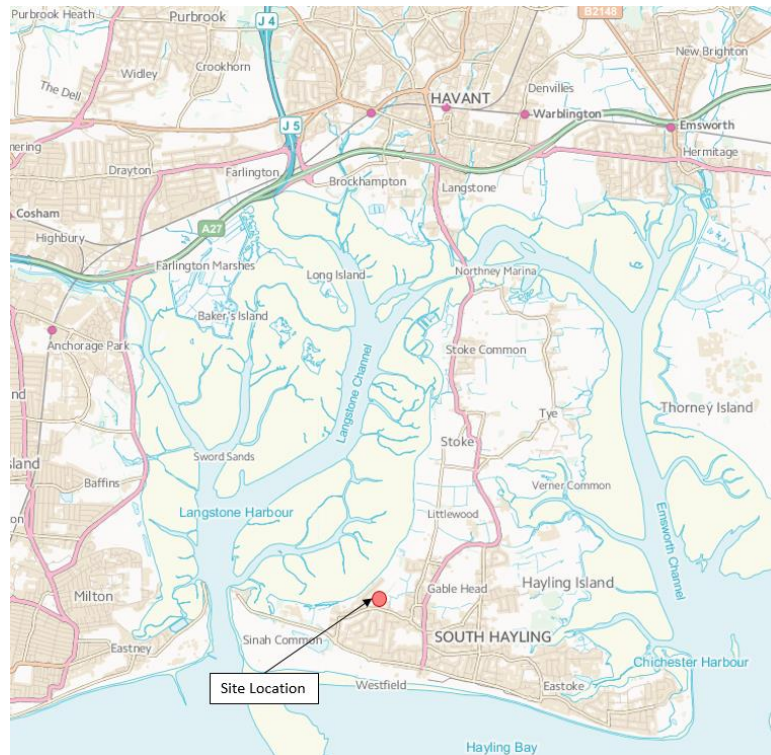


Figure 1: Site Location Plan

Travel Plan Principles

- 1.2 A Travel Plan is a strategy for managing access demands to a development site by ensuring that the travel needs of its users are met by a range of modes of transport in order to:
- Reduce the impact of car travel;
 - Support a reduced need to travel; and
 - Increase sustainable travel practices where appropriate and possible.
- 1.3 The Travel Plan strategy supports access to a full range of local facilities and activities for future site-users, whilst encouraging good design principles and working with the local community.

- 1.4 A Travel Plan is an evolving process initiated through site visits and discussions between the main stakeholders and Hampshire County Council (HCC). The Travel Plan has been prepared alongside and should be read in conjunction with the application's Transport Assessment.
- 1.5 A Transport Scoping Note was prepared by PBA in June 2017 to consider the potential site constraints and identify the scope of assessment required to sufficiently mitigate them. This Travel Plan is informed by the findings and dialogue between Paul Basham Associates and HCC arising from the pre-application stage.
- 1.6 The proposed development site was previously allocated in Havant Borough Council's (HBC) Draft Housing Statement. The latest Draft Havant Borough Local Plan 2036 also identifies this site as having potential for residential development. The Draft Local Plan is waiting to be updated following the findings of the yet to be published borough-wide Transport Assessment and the Hayling Island Highway and Transport Infrastructure Assessment.

Travel Plan Aim and Objectives

- 1.7 The TP strategy supports access to a wide range of local facilities and activities for future site-users whilst working alongside the local council and the local community to encourage a sustainable development. The TP follows an overarching aim to reduce the reliance on the private car whilst increasing the use of sustainable transport modes. The objectives that will support this aim are outlined in **Table 1**:

Objective Number	Objective
1	To support the development of the site at Land to the North of Sinah Lane as a sustainable community.
2	To facilitate and encourage the use of sustainable travel modes in preference to the use of the private car.
3	To continually develop, implement, monitor, evaluate and review the progress of the travel plan towards achieving its targets.
4	To promote and improve awareness of the Travel Plan process

Table 1: Travel Plan Objectives

- 1.8 Meeting these objectives will help achieve a development that has good sustainable travel practices and a decreased reliance on the private car, thus reducing the impact of car travel on Hayling Island. Continual evolution of the Travel Plan is necessary to ensure the Travel Plan meets its targets and objectives. Promoting the Travel Plan process will better residents' understanding of the Travel Plan Co-ordinator's (TPC) work, which in turn should increase resident engagement with the Travel Plan.

Travel Plan Structure and Approach

- 1.9 This Travel Plan follows HCC's Guide to Development Related Travel Plans (2009) and will be broken down into the following structure.

Chapter 2: Travel Plan Policy and Aims

Chapter 3: Existing Local Conditions

Chapter 4: Proposed Development

Chapter 5: Indicative Baseline Target Travel Patterns

Chapter 6: Travel Plan Strategy

Chapter 7: Implementation and Monitoring

Chapter 8: Conclusion and Summary

2. TRAVEL PLAN POLICY AND AIMS

- 2.1 The objectives of this TP as outlined in **Table 1** are designed to work alongside those set at national, regional and local levels. In particular, the aims relate to National Planning Policy Framework (NPPF), Hampshire County Council Local Transport Plan 3 (2011-2031) (LTP3); and Havant Borough Council's Adopted Core Strategy (2011-2026). These documents are also supported by HCC's Development Travel Plan Guidance.

National Policy

- 2.2 The NPPF acts as the central guidance for development planning and replaces all national planning policy guidance including Planning Guidance 13 (PPG13): Transport. As supported by the NPPF (paragraph 36), a TP acts as a 'key tool' for realising a number of the Framework's policies towards new developments, and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the TP:

Pursuing sustainable development involves seeking positive improvements in the quality of the built environment...as well as in people's quality of life, including...

- Making it easier for jobs to be created in cities, towns and villages
- ...replacing poor design with better design
- Improving the conditions in which people live, work, travel and take leisure.

(NPPF Para.9)

Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas.

(NPPF Para.29)

Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion... In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilitate the use of sustainable modes of travel.

(NPPF Para.30)

Plans and decisions should ensure developments that generate significant movement are located where the need of travel will be minimised and the use of sustainable transport modes can be maximised.

(NPPF Para.34)

Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods and people. Therefore, developments should be designed and located where practical to:

- Accommodate the efficient delivery of goods and supplies;
- Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- Create safe and secure layouts which minimise conflicts between traffic and cyclists and pedestrians, avoiding street clutter and where appropriate establishing home zones;
- Incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- Consider the needs of people with disabilities by all modes of transport.

(NPPF Para.35)

Regional Policy

- 2.3 LTP3 (2011-2031) sets out Hampshire's transport strategy and identifies a range of policy objectives, with those most relevant to this Travel Plan stated below:

Policy Objective 4: Work with bus and coach operators to grow bus travel, seek to remove barriers that prevent some people using buses where affordable and practical, and reduce dependence on the private car for journeys on inter- and intra-urban corridors;

Policy Objective 9: Introduce the 'shared space' philosophy, applying Manual for Streets design principles to support a better balance between traffic and community life in towns and residential areas;

Policy Objective 11: Reduce the need to travel through encouragement of a high-speed broadband network, supporting the local delivery of services and in urban areas the application of 'Smarter Choices' initiatives;

Policy Objective 12: Invest in sustainable transport measures, including walking and cycling infrastructure, principally in urban areas, to provide a healthy alternative to the car for local short journeys to work, local services or schools; and work with health authorities to ensure that transport policy supports local ambitions for health and well-being.

Local Policies and Initiatives

- 2.4 HBC's Core Strategy (2011) is a long-term strategy that seeks to shape and guide new developments in Havant Borough. The Core Strategy proposes a policy framework for new developments. The Core Strategy proposes the following:

"In 2026 Havant Borough will be a cleaner, safer and more prosperous place. It will be a place where people of all ages and circumstances will want to live, visit or work. It will be a sought-after location, well known as the home of windsurfing and for its superb Solent coastline. It will be widely recognised for its sustainable, innovative and high-quality design developments and the stewardship of its natural and built environment."

- 2.5 HBC's Core Strategy also identifies the importance of development Travel Plans and Transport Assessments as a way of supporting the above aim. This TP and the accompanying TA seek to ensure that the proposed development supports and complements the following policies:

Policy CS9 Housing states:

- *Planning permission will be granted for housing proposals that will achieve a suitable density of development for the location, taking into account accessibility to public transport and proximity to employment, shops and services in addition to respecting the surrounding landscape, character and built form.*

Policy CS20 Transport and Access Strategy states development will be permitted that:

- *Is consistent with and contributes to the implementation of the 'Reduce, Manage and Invest' strategy*
- *Does not increase congestion and promotes better use of existing transport networks;*
- *Improves accessibility to goods, services and employment and promotes equality in the transport system;*
- *Provides transport management measures to ensure the safe and efficient operation of the strategic and local road network;*
- *Ensures that highway design responds positively to the characteristics of the area and delivers a high quality public realm for all users;*
- *Maintains or improves the range of transport modes accessible to the users of the development site with specific emphasis on public transport, especially high quality/frequency buses and includes walking and cycling where appropriate; and*
- *Improves highway, cycling and pedestrian links between the western built up area of the Borough and the eastern area of the Borough to create a strong east/ west communication axis that passes through Dunsbury Hill Farm/ Leigh Park'.*

DM12 Mitigating the Impacts of Travel states:

- *New developments will be required to mitigate their travel impacts, including the environmental impacts of travel (such as noise, air and visual pollution and impacts on amenity health and climate change).*

- 2.6 This TP has been written in accordance with these policies to meet the sustainable requirements for new developments within the Borough of Havant and increase the share of alternative transport options for the proposed development and wider community.
- 2.7 Seeking to maximise and build upon opportunities presented at all of the above scales, this TP's primary aim is to reduce the reliance on the private car whilst increasing the use of sustainable transport modes helping to create a sustainable development on Hayling Island.

3. EXISTING LOCAL CONDITIONS

- 3.1 The site is c.12.64 hectares and is currently a green field with agricultural purposes and access taken from Sinah Lane. The site is located on the western side of Hayling Island within Havant Borough and is bounded to the south and west by residential dwellings, greenfield to the north and the Hayling Billy Trail and Hayling Island Amateur Dramatic Society to the east. The site has good access to local facilities, being within 500m of West Town and approximately 1.7km of the facilities in Mengham (measured from the centre of the site). The site and its surroundings are demonstrated in **Figure 2**, with an accessibility map provided as **Appendix B**.



Figure 2: Site Context

- 3.2 The existing site is accessed via a single track taken from Sinah Lane, see **Photograph 1**. The fields further north will be accessed via an alternative means for the first 3 months following the sites purchase and for the next 21 months. After the 24-month period the owner of the fields to the north will be entitled to a right of access through the internal estate road.



Photograph 1: Existing Site Access

- 3.3 The site is approximately 500m from the centre of West Town (taken from the site access) and the associated services which includes eateries, a convenience store and a pharmacy.
- 3.4 The site is also approximately 1.7km from Mengham (measured from the site access) where further facilities such as a GP's surgery, pharmacy, schools and public houses are located. The distances to local amenities (taken from the centre of the site) are outlined in **Table 2**, with an accessibility map attached as **Appendix B**.

Amenity	Distance (taken from the centre of the site)	Walking (based on 80m/minute)	Bus (minutes)	Cycling (minutes)
Local Infant School	1.6km	20	15	5
Local Junior School	1.8km	23	18	6
Closest Post Office	1.9km	24	14	7
Closest Convenience Store	0.6km	8	6	2
Closest Bus Stop	310m	4	0	1
Closest Secondary School	2.1km	27	24	7
Closest Bank	1.9km	24	14	7
Closest Doctor's Surgery	1.8km	23	18	6
Closest Public House	0.5km	6	4	2
Hayling Island Community Centre	0.8km	10	6	2
Funland Amusement Parks	1.5km	19	7	5

Table 2: Distance to Local Amenities

- 3.5 The Chartered Institution of Highways and Transportation (CIHT) outlines guidance for 'Providing for Journeys on Foot' (2000), which identifies desirable, acceptable and preferred maximum walking distances for local amenities. **Table 2** demonstrates the local amenities surrounding the site and their distance, whilst **Table 3** outlines the guidance proposed by CIHT.

	Local Centre (m)	Commuting/School/Sight-seeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Table 3: CIHT Guidance for Providing for Journeys on Foot

- 3.6 This indicates that there are numerous facilities within close proximity which are within the preferred maximum distance that CIHT suggests. In particular local schools and a post office are all within the 'preferred maximum' walking distances for journeys on foot. This highlights that walking to local schools and facilities from the proposed development is realistic.

Pedestrian Network

- 3.7 There are approximately 1.8m wide footways flanking both side of Sinah Lane, with the southern side also having a wide grass verge which enhances the pedestrian environment. The route towards the seafront (using Staunton Avenue) is also an attractive environment with wide footways and verges. These environments are demonstrated in **Photographs 2 and 3**.



Photograph 2: Sinah Lane Pedestrian Environment



Photograph 3: Staunton Avenue Pedestrian Environment

- 3.8 The pedestrian route towards West Town (using Station Road) from the proposed site has recently been upgraded by Barratt Homes' 'The Oysters' development APP/15/00919 which ensures there is a continual footway and pedestrian crossing facilities towards West Town. Within West Town there is a pharmacy, eateries, butchers, salon and a convenience store. Photographs of the route to West Town and the pedestrian environment in West Town are demonstrated in **Photographs 4** and **5** respectively.



Photograph 4: Station Road Pedestrian Environment



Photograph 5: West Town Centre Pedestrian Environment

- 3.9 The pedestrian route towards Elm Grove would utilise Station Road and St Mary's Road. At the junction of Station Road/Manor Road and Manor Road/St Mary's Road there are dropped kerbs and pedestrian refuge islands, with a zebra crossing in place across Beach Road/Manor Road. St Mary's Road provides a continuous footway on the southern side of the carriageway. Along Elm Grove there are a number of pedestrian crossings in place consisting of dropped kerbs, tactile paving and further zebra crossings.
- 3.10 The south of Hayling Island is also supported by a number of Public Rights of Way (PROW) which are demonstrated in **Figure 3**, with a red circle highlighting the proposed site location.



Figure 3: Hayling Island (South) Public Right of Way Map

Cyclist Network

- 3.11 The local road network benefits from gentle gradients which help to make cycling a more attractive mode of transport. Furthermore, National Cycle Route (NCR) 2 is within close proximity of the site which runs between Dover and Cornwall.
- 3.12 More locally, NCR 2 connects Portsmouth, Chichester and Southampton. Towards Hayling Island, the route is a mix of on-road and traffic-free routes, with a cycle ride into Portsmouth taking approximately 30 minutes (including a ferry).
- 3.13 Within West Town there are cycle parking facilities and designated/signposted cycle routes. See **Photographs 6, 7 and 8.**



Photograph 6: Cycle Parking in West Town Centre



Photograph 7: Station Road on road cycle route



Photograph 8: Cycle fingerposts

3.14 The site is also adjacent to the 'Hayling Billy Trail' which is a 5-mile traffic free round trip from the south to the north of Hayling Island. The trail uses the Hayling Billy Coastal Path which runs along the west coast of Hayling Island. Parts of the Hayling Billy Trail run very close to the coast line. Conditions of the Hayling Billy Trail along its route are demonstrated in **Photographs 9, 10 and 11.**



Photograph 9: Hayling Billy Trail (Southern End)



Photograph 10: Hailing Billy Trail (Middle)



Photograph 11: Hayling Billy Trail (Northern End)

3.15 The Hayling Billy Trail varies in width, with parts having a demarcation for equestrian users, cyclists and pedestrians. The surfacing also changes along the route with the northern end from Victoria Road more formally surfaced as evident in **Photograph 11.**

3.16 A snapshot of the Havant Borough Cycle Network 2017 in vicinity of the site is provided in **Figure 4.**



Figure 4: Havant Borough Cycle Network 2017

Public Transport

- 3.17 The site exhibits good accessibility for public transport within Hayling Island, with the Stagecoach number 30/31 service operating on a half hourly basis from the bus stops on Station Road approximately 110m from the site access and thus 310m from the centre of the site. The route connects the site to South Hayling, Mengham, Gable Head, Langstone and Havant and operates from 06:20 to 22:38 Monday to Friday.
- 3.18 Havant Rail Station is located approximately a 30-minute cycle to the north of the site and is accessible via the Hayling Billy Trail and National Cycle Route 2. The station is also accessible via the aforementioned Stagecoach bus service number 31.
- 3.19 Havant Rail Station is equipped with 92 sheltered and secure cycle storage spaces, a total of 632 car parking spaces across two car parks (including 8 disabled spaces) step free access, waiting rooms, toilets, customer help points, CCTV and daytime (Monday-Sunday) staffing.

- 3.20 The station provides direct access to destinations including Portsmouth Harbour, Southampton Central, Brighton, London Victoria and London Waterloo. During the peak periods trains typically stop at a frequency of two per hour for services to Southampton Central, Brighton and London Victoria, three per hour to London Waterloo and six per hour to Portsmouth Harbour. Journeys to Portsmouth Harbour take approximately 16 minutes with journeys to London Waterloo taking approximately 70-80 minutes.
- 3.21 In the AM and PM peaks there are trains roughly every 20 minutes in an easterly direction, 10 minutes in a westerly direction and every 15 minutes in a northerly direction providing opportunities for commuters to Brighton, Portsmouth/Southampton and London Waterloo/Victoria respectively (as well as intermediate stations).

Maritime Services

- 3.22 A commercial ferry service is also available from Ferry Point (Ferry Road) (re-launched August 2016) and connects Hayling Island and Portsmouth for foot passengers and cyclists. Ferry Point is approximately 2.6km west of the proposed site, approximately a 30-minute walk or 10-minute cycle. The ferry operates seasonal timetables, with the current Spring 2018 timetable departing Hayling Island at 06:50, 07:20, 08:00 Monday to Friday only plus hourly services between 08:40 to 19:30 Monday-Sunday. Returning from Portsmouth, the ferry again operates hourly, with the last ferry service at 20:00.

Key Travel Resources

- 3.23 Sustainable travel opportunities are supported locally. **Table 4** provides a summary of key travel resources.

Resource	Description	Details
Living Streets	National organisation for supporting pedestrians	www.livingstreets.org.uk
Cycle Street	Online cycling journey planner	www.cyclestreets.co.uk
Fix My Transport	Online facility for resolving local transport infrastructure problems	www.fixmytransport.com
Sustrans	The national sustainable transport charity	www.sustrans.org.uk
Traveline	Online travel journey planner	www.traveline.info
My Journey	Journey Planner	myjourneyhampshire.com

Table 4: Key Travel Resources

4. PROPOSED DEVELOPMENT

Accommodation Schedule

- 4.1 The proposed development would consist of 195 units, 30% of which would be affordable housing. A summary of the accommodation schedule is provided within **Table 5**, whilst the proposed development site layout is included as **Appendix A**.

Affordable Housing		Market Sale Housing		Total
Type of dwelling	Affordable	Type of dwelling	Market Sale	
2 Bedroom	38	2 Bedroom	31	69
3 Bedroom	20	3 Bedroom	86	106
4+ Bedroom	0	4+ Bedroom	20	20
Total	58	Total	137	195

Table 5: Accommodation Schedule

Internal Layout

- 4.2 The proposed site layout is based around a cul-de-sac design with a spine road measuring 5.5m in width and short shared-surface driveways servicing small pockets of dwellings. Footways of 2m in width flank both sides of the main carriageway. Visitor parking is to be provided in the form of designated parallel parking bays and laybys.
- 4.3 Additional pedestrian and cycle accesses are to be provided to increase permeability with the surrounding infrastructure as well as ensure routes to facilities are provided as close to residents' desire lines as possible. A pedestrian access is proposed onto Sinah Lane along with two accesses onto the Hayling Billy Trail to provide a permeable, sustainable and pedestrian friendly development.

Parking

- 4.4 Parking for the development has been informed by Havant Borough Council's Parking Supplementary Planning Document (July 2016). The standards and development provision is outlined in **Table 6**.

Unit Type	Number of Units	Minimum Car Parking Requirement (allocated)	Minimum Car Parking Requirement (unallocated)	Provision
2 Bed Unit	69	2 spaces	1.3 spaces	138
3 Bed Unit	106	2 spaces	1.9 spaces	212
4 Bed Unit	20	3 spaces	2.4 spaces	60

Table 6: Parking Standards and Provision

- 4.5 The development would provide a total of 450 spaces, of which 411 would be allocated for residents and 39 visitor spaces. The proposed parking strategy was discussed and agreed in principle with HBC and HCC officers at the pre-application stage.
- 4.6 The site also provides cycle parking in accordance with HBC standards with garages accommodating cycle parking where proposed. Where no garages are proposed, direct access will be provided to rear garden sheds for the houses and communal cycle storage for the flats. The cycle parking standards are as outlined in **Table 7**.

Unit Type	HBC Cycle Parking Standard	
	Long Stay	Short Stay
2 - 3 Bedroom	2 spaces per unit	20% of the long-term cycle parking standards
4 Bedroom	2 spaces per unit	

Table 7: Cycle Parking Standards

- 4.7 For every house provided with a garage, the dimensions of the garage are at least 3m x 6m to accommodate the cycle parking requirements. All other houses would be provided with a secure shed within the rear garden of the property, with direct access to the rear garden either via a side gate or rear gate. The maisonettes on the development are all provided with secure cycle stores within the individual units.

5. INDICATIVE BASELINE AND TARGET TRAVEL PATTERNS

- 5.1 In order to establish the modal split of trips generated by the site Census 'Journey to Work' data has been used. The 'Havant 015' Mid Super Output Area (MSOA) is considered to be the most representative of the proposed development, which includes the proposed development site. The modal split proposed to be generated by the site is outlined in **Table 8**.

Mode of Travel	Percentage
Single Occupancy Vehicle	80%
Passenger in vehicle	4%
Walk	5%
Bike	4%
Public Transport	5%

Table 8: 2011 Census Data "Journey to Work"

- 5.2 The above table indicates that in the region 80% of all commuter trips are undertaken in a private vehicle without passengers, whilst 4% of trips are undertaken as a passenger. The total percentage does not add up to 100% due to the omission of 'other', 'motorcycle' and 'taxi' categories (equating to 2% collectively).
- 5.3 The Journey to Work Census Data output is contained in **Appendix C**.

Targets

- 5.4 SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets are proposed to be met over a five-year period, monitored from 50% site occupation. These targets inform the measures and monitoring strategy and the Action Plan. Overall, a 10% target modal shift away from Single Occupancy Vehicle trips is sought through the implementation of the Travel Plan, which is in accordance with the Travel Plan approved for the nearby Oysters development. Modal split targets are shown in **Table 9**.

Target	Objective	Baseline Modal Share	Target	Modal Share Target
TP1	Single Occupancy Vehicle Trips	80%	-10%	70%
TP2	Increase the number of resident travelling by Public Transport	5%	+2%	7%
TP3	Increase the number of residents walking and cycling to and from the site	9%	+4%	13%
TP4	Increase the number of vehicle trips with passengers	4%	+4%	10%

Table 9: Interim Modal Share Targets Based on Census Data

- 5.5 The baseline modal share would be determined through a TRICS Standard Assessment Methodology (SAM) survey. This would be completed at milestones relating to occupation of the development (50% occupation) which would be agreed with HCC's Travel Plan Officer (TPO). This survey would determine the actual baseline travel patterns for the development. Details of the survey schedule are set out in the Implementation and Monitoring section.

6. TRAVEL PLAN STRATEGY

- 6.1 The following section proposes a package of measures to be adopted and refined by the Travel Plan Coordinator (TPC) throughout the lifetime of the Travel Plan. The measures proposed are strongly influenced by the site location, the travel plan objectives and targets and local and national policy. The measures chosen could also be continued by local residents beyond the monitoring period.
- 6.2 The package of measures primarily focuses on 'soft measures' which are to be adopted and refined by the TPC throughout the lifetime of the TP. Other 'hard measures' which are proposed by the development include:
- Connections to the Hayling Billy Trail
 - Improvements to the Hayling Billy Trail
 - Footway connection to Sinah Lane
 - Cycle parking provision

Key Stages: Preliminary

- 6.3 In order to meet the aims and objectives of this TP a number of measures are essential to be completed at an early stage. Completing these tasks would help to embed the TP within the development and the local community. Prior to first occupation the TPC should complete all preliminary tasks identified in the Action Plan.
- 6.4 The developer would be required to appoint a TPC, whose details would be given to the HCC TPO alongside a finalised Action Plan. The TPC would then prepare a database for holding important contact details (residents, TPO, forums etc.) alongside liaison with other local TPC's. Through this stage there should be ongoing dialogue between the TPC, the developer and HCC's TPO.

Key Stages: 5 Years Following 50% Occupation

- 6.5 The Travel Plan would become fully active upon 50% occupation and the completion of the baseline TRICS survey and remain active for 5 years following that date, which is likely to take approximately 18 months from first occupation. After the official monitoring period has come to an end ownership would pass onto residents and the local community.
- 6.6 During the lifetime of the TP the Action Plan agreed with HCC at the preliminary stage would be expanded upon through the implementation of a variety of measures. These measures would be determined through liaison with the residents, developer, TPO, local TPC's and other key players.

Modal Measures: Walking and Cycling

- 6.7 The site is in close proximity to the facilities within West Town and Mengham which suggests that walking and cycling are likely to be attractive modes of transport for residents for short journeys. The pedestrian network within the site vicinity connects pedestrian to local services with footways provided along the route towards the centre of West Town. The route towards West Town has recently been improved by the nearby Barratts 'The Oysters' development which ensures an attractive pedestrian route is available to connect with local facilities. This would help encourage shorter journeys to be undertaken on foot rather than the private vehicle.
- 6.8 The TPC would encourage the use of local walking and cycling amenities through promoting national/local cycling and walking campaigns and events e.g. Cycle to Work Day. To further encourage walking and cycling the TPC would seek to secure discounts at local stores, with information on local cycling and walking routes provided as part of the resident TP Welcome Pack. Particular emphasis would be given to the connection with the Hayling Billy Trail and the National Cycle Routes within the site to highlight opportunities available other than the private car.

Modal Measures: Public Transport

- 6.9 Within 310m from the centre of the site there is a pair of bus stops with the bus stop to the north of Station Road equipped with a bus shelter, seating and timetable and the bus stop to the south of Station Road marked by a flag, pole and timetable. This presents an opportunity to promote the local bus services available to site-users. The TPC would seek to raise awareness of the local bus network by providing information on bus times and services. The TPC would also maintain a dialogue with local bus operators, seeking development discounts and promotions where appropriate.
- 6.10 The local bus service provides an excellent opportunity to connect residents with Havant Town Centre and should again be promoted to ensure shorter trips are travelled sustainably, with wider travel opportunities available from Havant.

Modal Measures: Car Sharing

- 6.11 On occasions where car use is unavoidable the TPC would seek to promote car sharing through the use of websites such as <https://hants.liftshare.com>. Promoting sustainable driving practices such as car sharing helps to reduce pollution and congestion. The Hants Lift Share website provides information about car sharing and helps members to find potential car sharing partners.

- 6.12 The TPC would also provide residents with information of fuel efficient practices and the benefits of car sharing. Through the TP, the TPC would explore opportunities of setting up of development based car sharing network if the demand exists given that the starting destination would be the same for residents. The sales team would assist in promoting car sharing and the opportunity could be discussed at resident meetings if available.

Modal Measures: Home/Remote Working and Other Modes

- 6.13 Working from home and utilising mobile technology has become a part of the daily work routine for many companies. Although the TP has limited scope to influence workplace practices the TPC would seek to ensure that residents are aware of the developments in smart working technology.
- 6.14 This TP has not identified specific targets for other travel modes such as motorcycles or taxis. Should the monitoring exercises and communication with residents and key players identify a strong interest in other travel modes, the TPC would seek to explore these through dialogue with local key players such as HCC's TPO.

Local Area and Other Site Users

- 6.15 The TP should not develop in isolation from the local community and therefore the TPC would seek to maximise liaison and communication between local resident groups and community groups. The TPC would also promote local facilities and encourage the promotion of sustainable travel options to visitors and work alongside other local TPC's.

Visitors

- 6.16 Travel Plans should also encourage and extend sustainable travel opportunities to any visitors travelling to and from the site. Residents' own positive sustainable travel experiences should have a knock-on effect to visitors. Visitors would also have access to the Travel Plan website similarly to local residents and will be able to make an informed decision on how they travel to and from the site.

Incentives

- 6.17 The TPC would seek to negotiate a 'Travel Gift' incentive in the form of a bus or cycle voucher for the residents. This incentive would be negotiated with local bus operators and local cycle shops. The TPC would aim to secure a £100 voucher towards cycling equipment or bus tickets and once issued the voucher would be valid for 3 months. Such an incentive should help residents try an alternative mode of travel to the private car and help residents understand how utilising a bicycle or public transport could be used as a primary mode of transport.

Communication and Marketing

6.18 The TPC would provide residents with a site-specific website such as PBA's Travel Planning Website (pbatravelplan.com), which would provide information on site accessibility and sustainable travel options. It could also provide information on and promote the following, which would be maintained by local residents in the long term:

- Introduction to the TP;
- Accessibility Map;
- Walking, cycling and public transport links and journey planners;
- Key travel links such as the My Journey personalised journey planner tool;
- TP newsletters;
- TP Welcome Packs;
- TP survey results;
- Local TP forum minutes; and
- Local news/advertisement/discounts.

6.19 The creation of a recognisable and identifiable TP logo would be completed by the TPC. This would be used on all TP material and used within the coordinated marketing campaign meetings and communication forms listed below:

- Travel Plan Welcome Pack;
- Newsletter (6 monthly);
- Posters; and
- Social Media Pages.

Action Plan

6.20 To accompany this TP a proposed Action Plan has been developed and sets out the measures to be implemented by the TPC. The measures have been split into modes of travel and include the preliminary measures that would need to be undertaken by the TPC. Before the start of the TP the TPC would seek to approve the Action Plan with HCC's TPO, reviewing and revising measures as appropriate. The proposed Action Plan is shown below in **Table 10**.

	Action	Responsibility	Timescale
Preliminary	Travel Plan Coordinator (TPC) to be instructed and confirmed with HCC.	BH/TPC	Prior to Occupation
	Hard Infrastructure to be implemented	BH	
	Relevant TP logo and identity established.	TPC	3 months after first occupation
	Contact HCC's TPO for information on local travel events and confirm Action Plan		
	TPC to seek contact with local bus operators and cycle stores to arrange discounts/promotional packages.		
	Confirm communication strategy including attendance at resident meetings, newsletters and webpage.		
	Prepare TP database for logging and recording household details, local key players and survey responses.		
	Prepare and distribute TP welcome packs.		
	Liaise with sale representatives to introduce TP and the incentives available.		Prior to occupation
Walking/Cycling	Negotiate 'travel gift' incentive with local cycle store.	TPC	Ongoing
	Provide residents with information on local walking and cycling routes, adding further information and photographs.		
	Promote local cycle stores.		
	Publicise local and national events and campaigns such as Walk to Work Week, Bike Week, Sustrans Big Cycle and Walk Challenge.		
Public Transport	Liaise with local bus operators for site discounts/incentives.	TPC	Ongoing
	Provide information on the local bus networks by publicising maps and timetables. Adding further information and photograph contributions from residents.		
	Prepare a cost comparison table for public transport verses single car travel.		
Car Sharing	Promote the benefits of car sharing.	TPC	Ongoing
	Promote car sharing websites such as Hants Lift Share.		
	Provide information on fuel efficient and sustainable driving practices.		
Home/Remote Working	Promote smarter working technologies.	TPC	Ongoing
	Explore measures and targets for other modes if/when they become relevant.		
Visitors and Other Site Users	Promotion of local facilities through the development of community leaflets/posters providing information, maps and photographs.	TPC	Ongoing
	Liaise with other TPCs (including schools and businesses).		
	Encourage the promotion of sustainable travel options available to visitors.		
Communication and Marketing	Update TP webpage at frequent intervals.	TPC	Ongoing
	Prepare 6 monthly newsletter updating residents on local travel news and any discounts/promotions.		
	Provide social media updates at regular intervals.		

Table 10: Action Plan

7. IMPLEMENTATION AND MONITORING

The Travel Plan Coordinator (TPC)

- 7.1 The role of the TPC would be part-time over the course of the TP, with mutual support from Barratt Homes. The TPC would be operated by an external consultant on a part time basis (approximately 3 hours per week) and would be responsible for implementing and monitoring the TP through the collaboration with residents and the local community ensuring that they are included at every stage.
- 7.2 More specifically, the role of the TPC requires:
- Overseeing the development of the TP;
 - Implementing an effective marketing strategy and raising awareness;
 - Staying informed on local, regional and national campaigns and promotions;
 - Acting as the point of call for all TP related queries;
 - Liaising with HCC, residents and the developer; and
 - Coordinating the monitoring and evaluation of the TP including the organisation of surveys.
- 7.3 Upon the appointment of a TPC (at least three months before occupation) contact details would be provided to the HCC TPO to ensure that a clear dialogue is possible from the first introduction of the TP.

Travel Plan Forums

- 7.4 The TPC would be required to attend any local travel forums and resident/community meetings to ensure that the TP is well coordinated, remains relevant and is an established part of community.

Surveys and Feedback

- 7.5 The TPC would undertake a consistent monitoring approach for the implementation of the TP, with the following aims in mind:
- Ensuring that surveys are undertaken at defined intervals;
 - Ensuring that all are informed of the TP's aims and objectives including the HCC TPO, residents and the developer;
 - That the TP is being adopted, at least in part by the local community/residents beyond the life of the monitoring period; and
 - Resident/respondent fatigue is avoided by securing a time-efficient, user friendly and incentivised method of data collection which benefits and supports subsequent TP implementation.

7.6 With the above in mind the proposed monitoring approach of this TP is outlined in **Table 11**.

Preliminary	End of Year 1	End of Year 2	End of Year 3	End of Year 4	End of Year 5
TRICS SAM Survey (upon 50% occupation)	Resident Survey (12 months after 50% occupation)	Resident Survey	TRICS SAM Survey	Resident Survey	TRICS SAM Survey

Table 11: Travel Plan Monitoring Strategy

7.7 A TRICS SAM survey would be undertaken at 50% occupation to establish the baseline travel modal splits of residents. This would provide an opportunity to review the TP targets and to update these if applicable and in agreement with the HCC TPO. After the start of the TP resident surveys would be undertaken at the end of years 1, 2 and 4 with a TRICS SAM survey at the end of years 3 and 5. Undertaking these surveys would allow the TPC to ensure that the measures proposed by the TP remain relevant and achievable. An example of a residents' survey is attached as **Appendix D**.

7.8 Survey results would be made available to residents on the site's dedicated TP website (set up by the TPC) and would also be included within TP newsletters. The results of the surveys would also be presented at resident meetings and displayed on a community notice board (if available).

7.9 The TPC would seek to achieve an acceptable response from resident surveys, with a monitoring/progress report produced and submitted to HCC within 3 months of each survey. The annual monitoring report would outline how the TP has been implemented along with a presentation of results and an outline of the future monitoring strategy including any revisions. Over the course of the TP responses are likely to decrease and therefore the TPC would work alongside the HCC TPO to ensure that the response rates are adequate.

7.10 Whilst the minimum response rate for such surveys is 35% (as requested by HCC Travel guidance), experience of other sites within the county suggests that response rates can vary significantly and that a rate of 10% is more realistic. Therefore, the target response rate for the questionnaire surveys in year 1 would be 35%, with an 'aspirational' response rate of 35% for years 2 and 4, with a minimum response rate of 10% for years 2 and 4.

Community Handover

7.11 Upon the completion of the official monitoring period in Year 5, the TP would be handed over to the local community/residents to continue. A handover strategy would be devised by the TPC through liaison with the HCC TPO and the developments resident group.

- 7.12 Mismanagement can become a potential barrier to the successful Implementation of a TP. Whilst the TPC is responsible for the overarching management of the TP, ongoing co-ordination with the HCC TPO officer should ensure that mismanagement does not occur.

Overcoming Barriers to Success

- 7.13 Should the annual progress review identify shortfalls in the TP's progress (with consideration to any unforeseen circumstances beyond the control of the TPC) the TPC would work with the TPO to identify possible areas for improvement, new measures to try and the period in which such remedial actions should be completed. The evolution of the TP would highlight aspects that were successful and those having little impact and this would guide the choice in any remedial measures.
- 7.14 Whilst specific remedial measures have not been identified within the Travel Plan, such remedial measures would be identified through discussions with HCC Travel Plan Officers. The 5-year budget for implementing the Travel Plan Coordination works would be sufficient to ensure that remedial measures could be implemented. Such as if one measure is not working in Year 1, there would be budget in Year 2 to rectify this and change to new measures if needed.
- 7.15 The developer would also be committed to paying the following HCC travel plan monitoring and evaluation fees based on the size of the development:
- £1,500 Initial Evaluation Fee
 - £3,000 Annual Monitoring Fee (£15,000 total cost over 5 active years)
- 7.16 This Travel Plan should be secured by a Section 106 Agreement with HCC to help ensure a successful Travel Plan. A bond value would be agreed through the Section 106 process and is anticipated to be a proportion of total value of TPC works. Previous Travel Plan Bond figures have been agreed with HCC at 20%, equating to 1 year of TPC works with this figure rolling for subsequent years. This surety can be used by HCC should the aims and objective of the TP not be achieved.

8. SUMMARY AND CONCLUSION

- 8.1 The Travel Plan has been prepared by Paul Basham Associates on behalf of Barratt Homes to support the planning application for the development of 195 dwellings, associated open space, pumping station, substation with vehicular access via Sinah Lane and change of use of agricultural land to a wader and Brent Geese refuge at land to the north of Sinah Lane, Hayling Island.
- 8.2 A TP is a strategy that supports national and local policies by supporting an increase in sustainable travel modes and the accessibility of developments. A TP is an evolving process which requires monitoring and input from the TPC, residents, the developer and HCC to ensure that targets remain relevant and achievable.
- 8.3 The TP's primary aim is to encourage sustainable development by promoting more sustainable travel practices and decreasing the number of single occupancy vehicle trips.
- 8.4 This TP has proposed indicative TP targets and measures that have been based on modal splits calculated from 2011 Census data. These targets and measures would be review, revised and agree with HCC's TPO before the start of the TP. A baseline TRICS Sam survey would be undertaken at 50% occupation to establish baseline modal splits. The overall aim of the TP would be to decrease single occupancy vehicle trips by 10% over the course of 5 years.
- 8.5 In order to meet the key objectives of the TP a number of measures would be implemented by the TPC at an early stage. These measures primarily focus on the establishment of the TP within the community and their establishment at an early stage should also help achieve TP targets in the long term.
- 8.6 The TPC would oversee the implementation of all aspects of the TP and would work alongside HCC, residents and the developer to ensure that accurate and achievable targets are proposed. Survey results would be used to guide the TP, to ensure that targets and measures remain relevant and that the TP becomes increasingly integrated into the local community.