



Highway Code for Cyclists

Remember - the Highway Code applies to cyclists as well as other road users.

Cycle signs

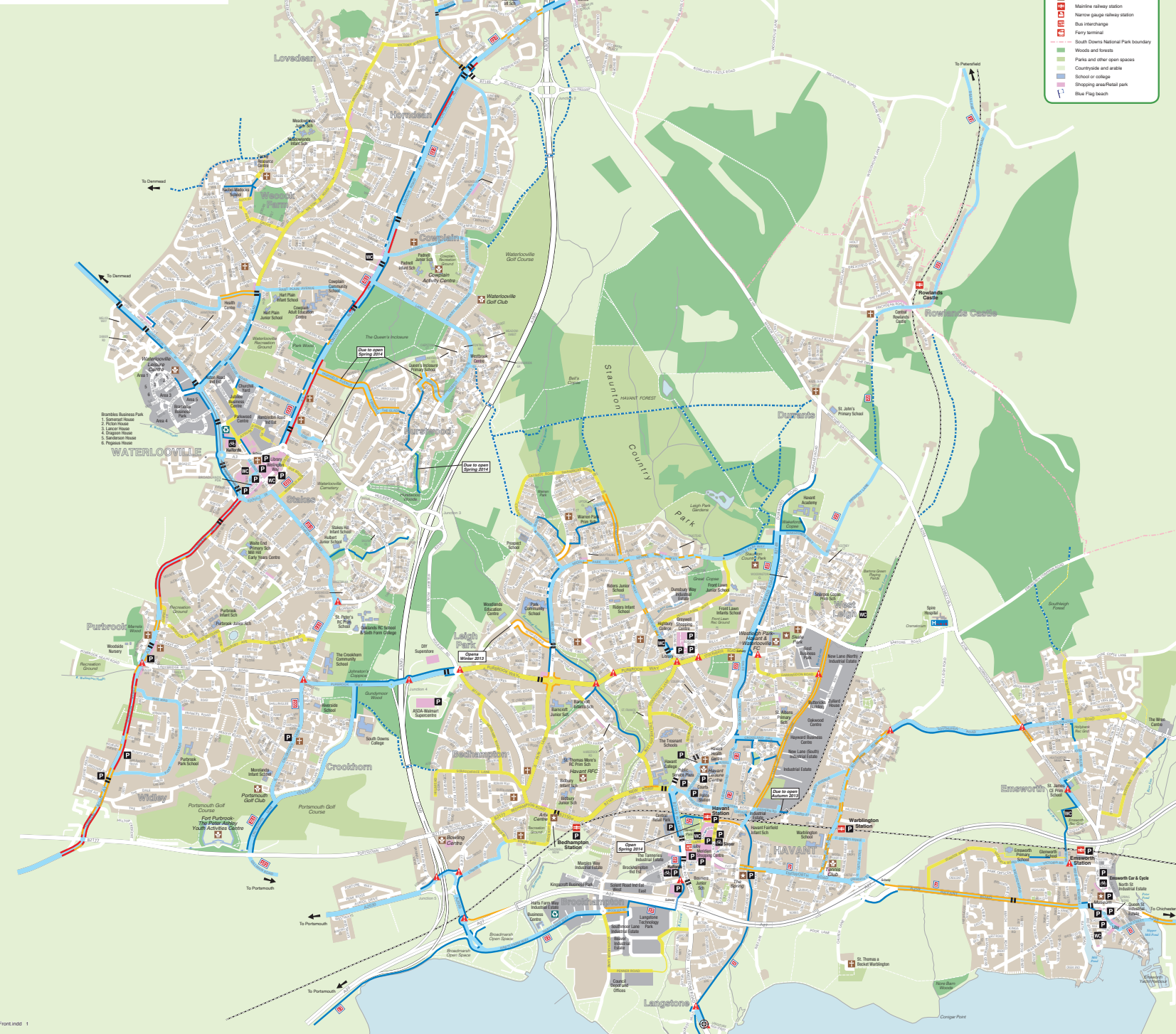
- It is illegal to cycle on the pavement, unless signs say otherwise
- You must obey all traffic signs and signals.
- Please refer to The Highway Code for further detailed information. www.direct.gov.uk/highwaycode

Here is a selection of the most commonly used road signs for cyclists.

- Route recommended for cyclists on main road
- Route to be used by cycles ONLY
- Shared pedestrian and cycle route
- Segregated cycle and pedestrian route
- Contra-flow cycle route
- Cycle and bus route
- With-flow cycle lane ahead (a solid line prohibits all other vehicles)
- Warning (for motorists) Cycle route ahead
- No cycling
- Motor Vehicles Prohibited (Cycles permitted)

Cycle safe:

- You must display front and rear lights at night, as well as a rear reflector
- Wear bright or reflective clothing for extra visibility
- For your own safety - always wear a safety helmet
- Always lock your bike



Produced by Lovell Johns Ltd.
© Havant Borough Council 2013.
Contains Ordnance Survey data © Crown copyright and database right 2013.

- #### Signs and Lines
- Off road cycle track (hard surfaced)
 - On road cycle lane
 - Blue and white line
 - Cycle network link (unpaved)
 - Suggested link route and alignment
 - Footway or other track available for use by cyclists (blue line)
 - One way traffic INCLUDING CYCLISTS
 - Controlled crossing
 - Cycle parking
 - Blue and white line
 - Cycle Shop
- #### Buildings and Places of Interest
- Public toilet
 - Church
 - Cemetary site
 - Other places of interest
 - Maritime railway station
 - Narrow gauge railway station
 - Bus interchange
 - Ferry terminal
 - South Downs National Park boundary
 - Woods and forests
 - Parks and other open spaces
 - Countryside and arable
 - School or college
 - Shopping area/field park
 - Blue flag beach

Havant BOROUGH COUNCIL Cycling in Havant

Including Waterloo, Emsworth, Haying Island, Horndean, Clanfield and Rowlands Castle

Cycle Paths | Cycle Shops | Cycle Safety

Cycle Shops

There are a good range of retailers in the area offering new bikes, accessories and servicing. Look for this symbol

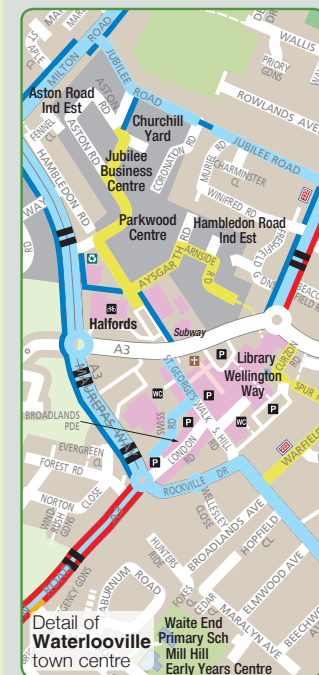
EMSWORTH CAR AND CYCLE
41-43 North Street, Emsworth,
PO10 7DA
CALL 01243 372742
www.emsworthcycles.co.uk
Trading hours: Mon-Sat 9.00 - 5.30

HALFORDS
7 Hambleton Road,
Waterlooville, PO7 7UL
CALL 023 9224 0946
www.halfords.com
Trading hours: Mon - Fri 9.00 - 8.00;
Sat 9.00 - 6.00;
Sun 10.00 - 5.00

HALFORDS
Solent Retail Park, Havant,
PO9 1ND
CALL 023 9245 9820
www.halfords.com
Trading hours: Mon - Fri 9.00 - 8.00;
Sat 9.00 - 6.00;
Sun 10.00 - 5.00

SILVER CYCLES
10 North Street Arcade
Havant, PO9 1PX
CALL 023 9245 5644
Trading hours: Mon, Tue, Thur, Fri 9.15 - 5.30;
Sat 9.15 - 5.00

HAYLING CYCLES
100 Elm Grove, Haying Island,
PO11 5EH
CALL 023 9246 5862
www.hayingcycles.co.uk
Trading hours: Tues-Sat 9.00 - 5.00



APPENDIX E
CAR CLUB COMPANY INFORMATION

Planning and building?

THINK ENTERPRISE CAR CLUB





P permit holders only

At any time

enterprise CarClub
self-drive vehicle rental
RESERVED PARKING
Enterprise CarClub Ltd. 01945 461 200

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.



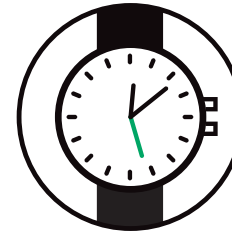
Zero
Maintenance



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.**

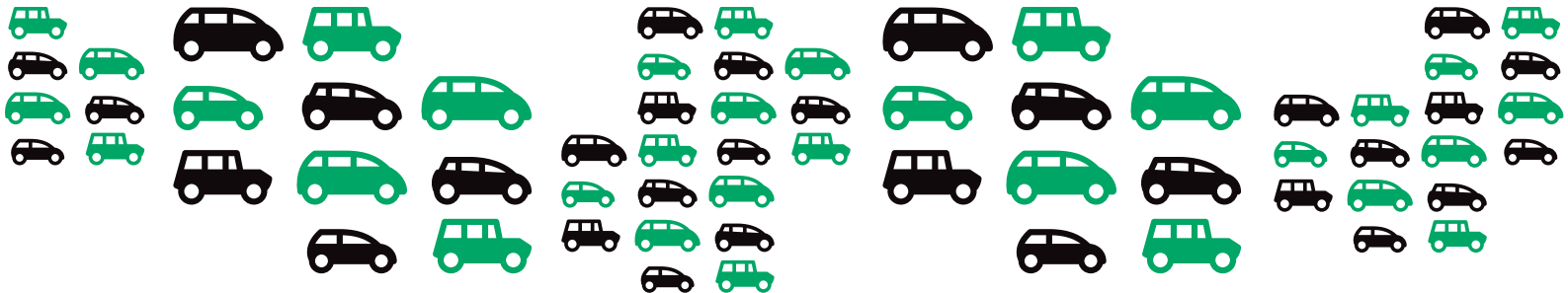
Resident Benefits



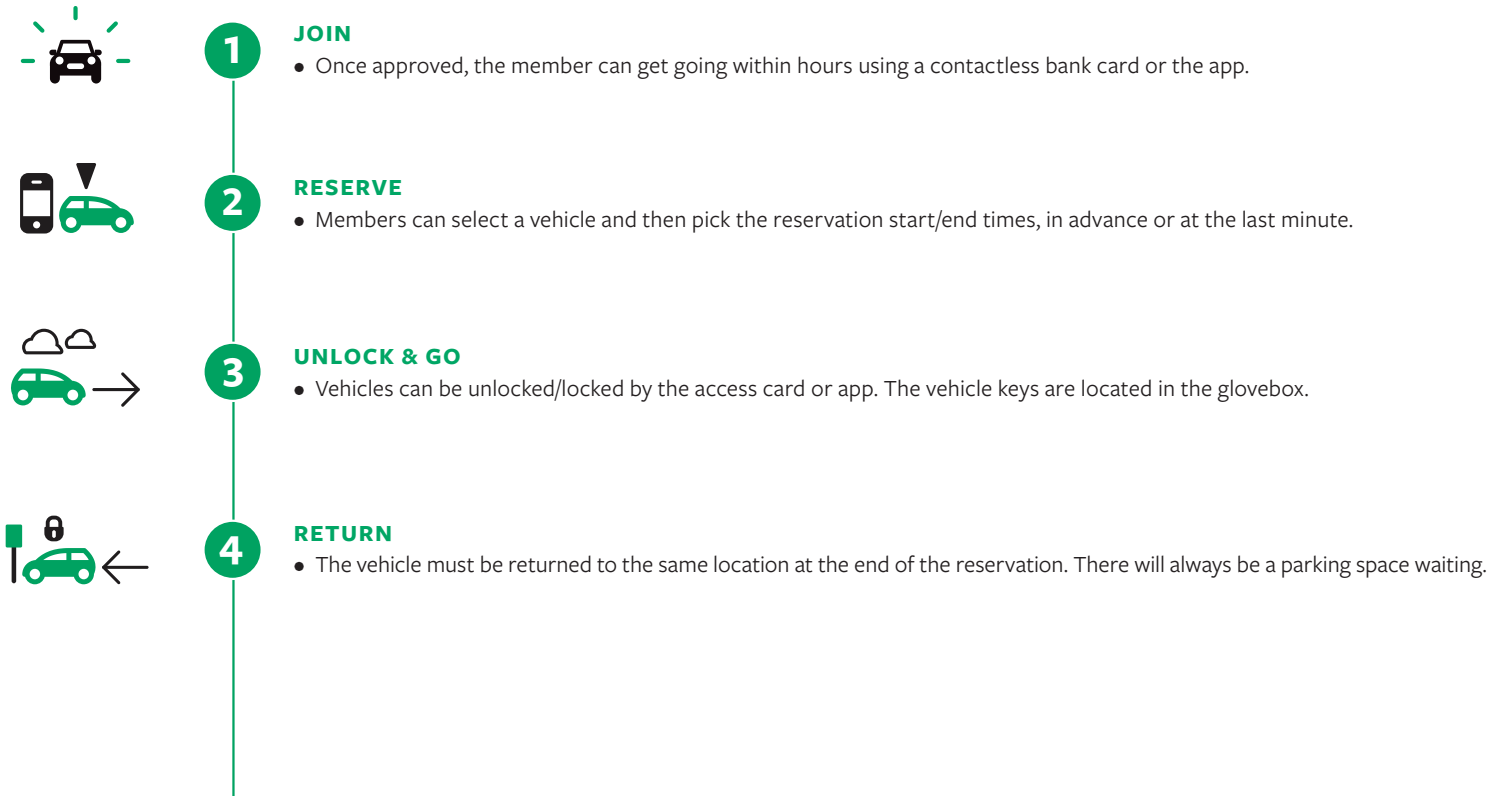
Enterprise Car Club provides residents with access to more than 1000 vehicles 24/7/365 in 23+ UK cities.

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



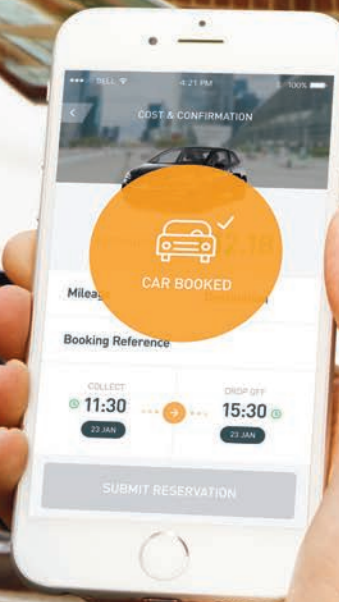
We've made the process simple so members can get where they need to go and worry less about how to get there.



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.



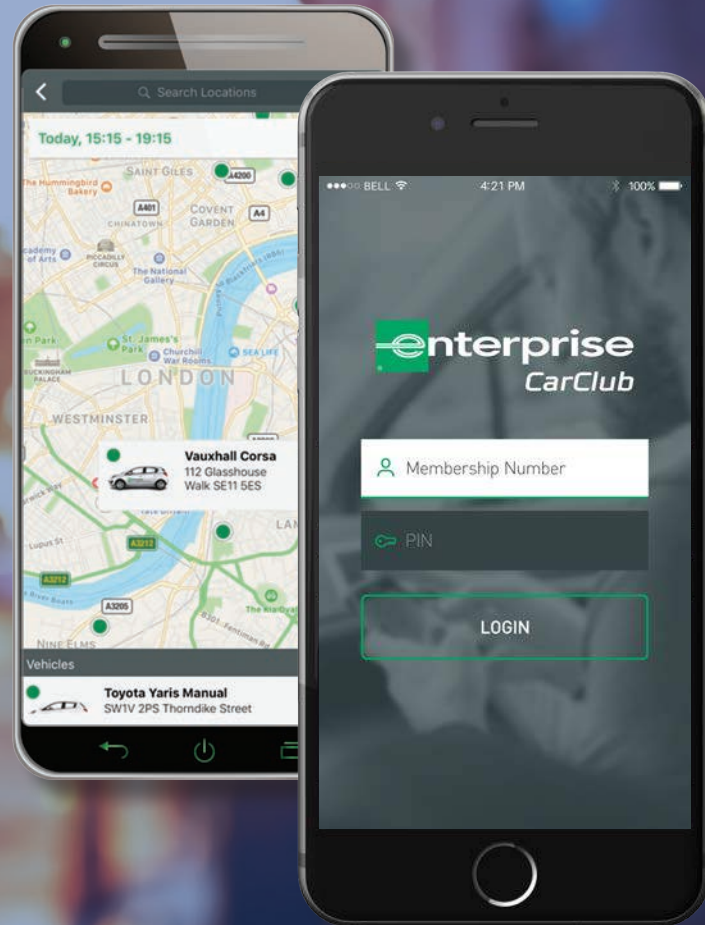
Download today!

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

 business@EnterpriseCarClub.co.uk

 0345 266 9290



The contents of this book can not be redistributed/reproduced in any shape or form without consent from its owners.

Enterprise and the 'e' logo are registered trademarks of Enterprise Holdings, Inc. All other trademarks are the property of their respective owners. © 2017 Enterprise Car Club. G05681 05.17.



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 CO₂ 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.

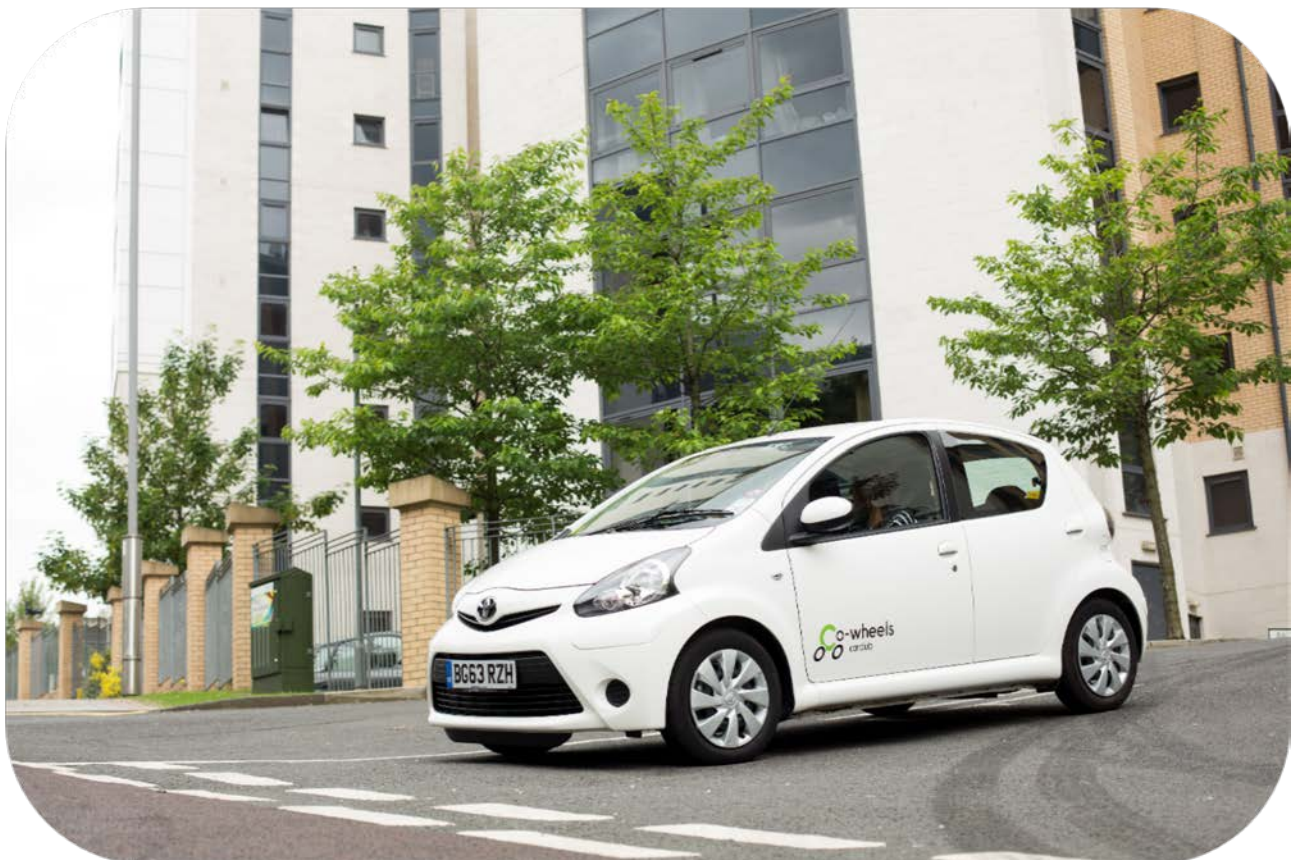
The Co-wheels service

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 (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
Total cost per year	£6,532	£5,332	£5,332

Medium Car - Hybrid vehicle

Based on <i>Toyota Yaris</i> - Manual 5 door (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
Total cost per year	£7,233	£6,033	£6,033

Electric Car – Renault Zoe

Based on <i>Renault Zoe</i> – Automatic 5 door (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
Total cost per year	£9,952	£8,752	£8,752

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	£1,000
Free Memberships	£2,000

Further information and contact

Richard Falconer

Director

Co-wheels Car Club Community Interest Company

0191 375 1050

richard@co-wheels.org.uk

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.

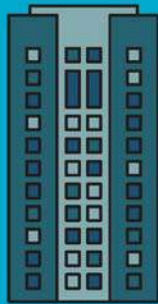
Once agreements have been made to put aside parking for the car club and support the car club, if the units are sold the agreement passes with the property. The policy of having capped/reduced parking is managed under the auspices of car free agreements, which work in conjunction with section 106 agreements. 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.

ROLES & RESPONSIBILITIES

THE DEVELOPER



The developer takes responsibility for delivering the support outlined in the s75 agreement.
For example:

- Financial payments to Co-wheels or local authority
- Creating marked up car bays
- Integrated marketing.

CO-WHEELS



Co-wheels takes on responsibility and risk of delivering the car club service. This includes:

- leasing & maintenance of vehicles
- ongoing marketing
- train sales staff on the benefits of the car club and how it works.

LOCAL AUTHORITY



Planning teams lead in promoting and explaining the practicalities of car clubs to developers and securing planning agreements. In conjunction with the transport planning team they develop a wider scheme in the town or city. The local authority will manage the on-going relationship with Co-wheels through area wide frameworks. Support from Travel Planning and Travelwise sections will help growth.

CASE STUDIES

Citywide Section 75 Initiative – Aberdeen City

Scheme

Looking at Section 75 funding district-wide to find broader solutions rather than piecemeal solutions for each individual development.

Solution

Aberdeen City Council and Co-wheels have recognised that a specific location of new developments is not always a prime location for a car club to operate from, especially where only one car would ever be required by the residents of a new development.

One car, by itself in an area where the demographics do not lend themselves to supporting a car club, is an expensive and inefficient use of resource. Therefore, the Council have developed a framework to make it clear to developers the level of contribution required (based on the size and makeup of the development) to support the city wide expansion of Co-wheels.

Funding is collected by Aberdeen City Council via a Sector 75 agreement, and ringfenced for Co-wheels to expand the fleet and service across the city.



This has resulted in both more cars becoming available to members of the car club, and also in providing gap funding to upgrade new cars to full electric cars, which are significantly more expensive than the Co-wheels base model.

Annual research from Carplus demonstrates the effectiveness of car clubs in reducing car ownership, car usage and increasing the levels of sustainable transport modes.

Research from 2016/7 shows 4.3 privately owned vehicles are sold or scrapped for every car club car, miles driven were 513 below average per year, walking levels were at 84%, 29% of members are regular cyclists, 42% of member use the buses and 18% of members use the train – all levels significantly higher than the Scottish average.

Bellway Homes – North Tyneside

Scheme

To supplement sustainable transport for two major business parks, plus residential development of 350 dwellings on 3 sites across North Tyneside: Quorum Business Park, Cobalt Business Park and Whitehouse Farm Residential Development.

Solution

This project is an excellent example of using Co-wheels' service to the best effect, enabled through Section 106 funding from the developer of a large residential site. The residential development comprises large, exclusive family homes, many with garages and driveways. The propensity for new residents to join a car club was relatively low, despite the scale of the development. To help mitigate this, Co-wheels has provided of larger than average, and executive cars for the car club on site to make it more attractive to the demographic.

The residential development is close to two of the North's largest and most successful business parks, Quorum and Cobalt. Both sites have extremely pro-active approaches to travel planning, with information centres, bespoke bus routes and regular active travel events, supported by comprehensive marketing and discounts for employees on site.

We worked with the developer to provide two cars on the residential development as well as two at each business park, to enhance existing sustainable transport alternatives including new cycle routes and buses, ensuring the most effective use of S106 funding. Levels of sustainable travel are regularly monitored through travel surveys, demonstrating modal shift.

Green Square Group – Oxford City

Scheme

Providing a 2 car club to serve 108 homes in a new residential development

Solution

The Green Square Group is working with Oxford City Council to provide affordable, community focussed housing across Oxford. The developers were keen to provide sustainable, affordable and low carbon vehicles for the residents of their new homes, and Co-wheels has provided two vehicles, with reduced membership costs and initial free drive time to residents.

Co-wheels fits extremely well into this residential development, as the aims for social inclusion and access for all are shared by this developer, a registered Social Landlord. Oxford City Council, conduit for the Section 106 funding, recognises the status of Co-wheels as a Social Enterprise, and has aided the partnership.

The developer has ensured the best possible opportunity for sustainable transport, by restricting the number of privately owned cars on the development, and instead providing the car club, cycle parking and priority routes for pedestrians.

Further information and contact

Veda Turner
Co-wheels Car Club

Email - veda.turner@co-wheels.org.uk
Tel - 0191 375 105

APPENDIX F FRAMEWORK TRAVEL PLAN

**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

February 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



CONTENTS

1.0 EXECUTIVE POLICY STATEMENT	1
1.1 Overview	1
2.0 INTRODUCTION	2
2.2 Scope	2
3.0 POLICY AND BEST PRACTICE	4
3.1 Policy/Guidance Basis	4
3.2 Local Policy – Havant Borough Council	4
4.0 SUMMARY OF PROPOSED DEVELOPMENT	6
4.1 General	6
4.2 Access	6
4.3 Car Parking	6
4.4 Car Club	6
4.5 Cycle Parking	7
5.0 SUSTAINABLE TRANSPORT INFRASTRUCTURE	9
5.1 Overview	9
5.2 Public Transport – Bus Provision	9
5.3 Public Transport – Rail Provision	10
5.4 Cycle Accessibility	11
6.0 BASE POSITION	12
6.1 Overview	12
6.2 Development of a Definitive Occupational Base Position	13
7.0 TRAVEL PLAN OBJECTIVES, BENEFITS AND MEASURES	15
7.2 Travel Plan Objectives and Benefits	15
7.3 General Travel Plan Measures	15
7.4 Travel Plan Coordinator	16
7.5 Hard Measures	17
8.0 MONITORING AND TARGETS	18
8.2 Monitoring	18
8.3 Targets	19
9.0 ONGOING IMPLEMENTATION AND REVIEW	21



9.2 First Occupation	21
9.3 During the First Year of The Plan	21
9.4 One Year Anniversary of The Plan	22
9.5 Ongoing Travel Plan Management	23

FIGURES

Figure 1	Site Location Plan
Figure 2	Public Transport Accessibility Plan
Figure 3	Cycle Accessibility Plan

APPENDICES

Appendix A	Architect's Layout Plans
Appendix B	Car Club Information
Appendix C	Bus Route Network Maps
Appendix D	Havant Cycle Map
Appendix E	Census Data Output



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



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.