

NEW LANE, HAVANT

TRAVEL PLAN

BLOORS (NEWBURY)

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1 Introduction

1.1 Background

- 1.1.1 This Residential Travel Plan (referred to as the 'Travel Plan') has been developed for proposed dwellings located in the southern part of Havant in Hampshire. Prepared by MJA Consulting on behalf of Bloor Homes, this document addresses Article 5 of Schedule 1 of the Section 106 Agreement associated with a new-build of 78 houses and apartments off New Lane.
- 1.1.2 National policy relating to travel planning has been consulted, with particular reference to the National Planning Policy Framework (NPPF), Paragraph 36 and pursuant sections, and the DfT's "Making residential travel plans work: guidelines for new development".
- 1.1.3 In particular, Hampshire County Council's (HCC) document 'A Guide to Development Related Travel Plans' published in 2009 has been referred to in the preparation of this document. As the Travel Plan is implemented, consultation with other key stakeholders will be undertaken which, along with extensive liaison with HCC and Havant Borough Council (HBC), may include any or all of the following:
- Stagecoach in Portsmouth
 - First in Hampshire
 - Emsworth & District
 - South West Trains
 - Southern Rail
 - Hampshire Constabulary
 - Schools and colleges within 2km of the development
 - Other key residential and workplace developments, especially those with established Travel Plans to co-ordinate travel planning in the area and enjoy the multi-site benefits of doing so.
- 1.1.4 A Travel Plan is a document which sets out a range of measures to promote and encourage travel by means other than the private car. Single occupancy private car travel is a significant contributor to pollution, congestion, and noise, which can be mitigated by increasing the number of journeys undertaken by other, more sustainable means. These alternative means offer benefits such as travel cost reduction in the case of car sharing, walking or cycling; often a faster journey by train; and increased levels of fitness which as associated with more frequent journeys on foot or by bicycle.
- 1.1.5 The objective of a Travel Plan is to achieve a reduction in single occupancy private car travel when compared to the existing area average, and a commensurate increase in other travel modes.

- 1.1.6 The proposals, to be built on green-field land, are a mixture of private and affordable houses and apartments.
- 1.1.7 Existing conditions in terms of modal share were identified with reference to the 2011 Census data and Sections 6.1.1 and 6.2.3 of the Transport Assessment. These are discussed in greater detail in **Section 4**.
- 1.1.8 All relevant covenants set out in Schedule 1 of the Section 106 Agreement have been addressed in this Travel Plan and referred to where appropriate.

1.2 Site Description

- 1.2.1 The proposed development site is located directly south of and adjacent to the Portsmouth to Waterloo line in the southern part of Havant. It is bounded to the north by railway lines, to the east by Warblington School, and by residential development to the south and west.
- 1.2.2 It is situated 10km to the north-east of Portsmouth, 40km to the east of Southampton, 20km to the south of Petersfield, and 18km to the west of Chichester. It is also 3km east of Junction 3 of the M3.
- 1.2.3 The site location plan is shown as **Figure 1.1**.

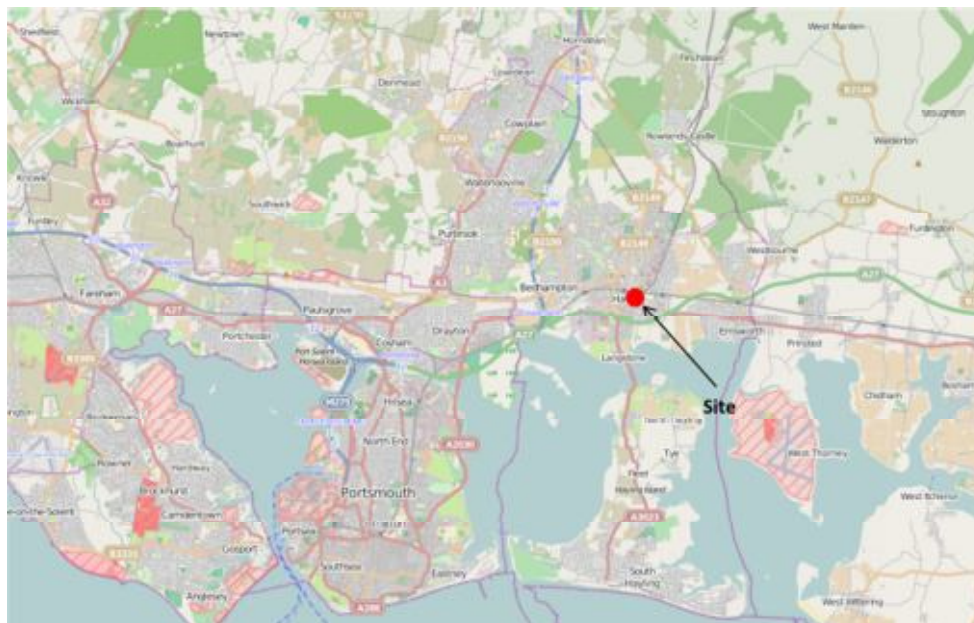


Figure 1.1 Site Location

1.3 Development Proposals

1.3.1 The development proposals consist of the construction of 78 residential units comprising

- 43 private houses
- 14 affordable houses
- 12 private apartments
- 9 affordable apartments
- 132 allocated car parking spaces at one or two spaces per dwelling
- 78 cycle parking spaces

1.3.2 The site layout is shown as **Figure 1.2**

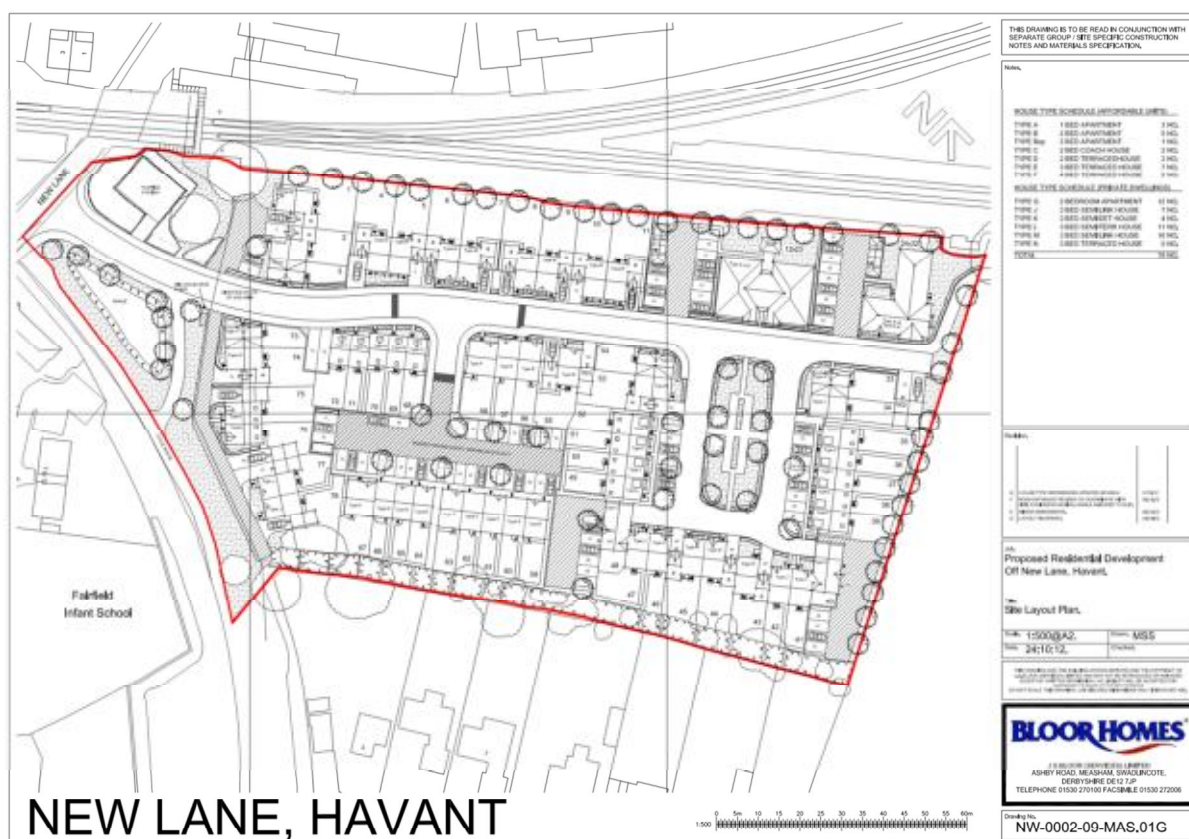


Figure 1.2 Proposed Site Layout

- 1.3.3 Because of the close proximity of the railway station, and to preserve pedestrian safety, all parking spaces have been allocated and parking will not be permitted on the access roads. A residents' Parking Permit Scheme will be implemented and submitted to the council prior to first occupation.
- 1.3.4 The design speed of the internal roads is 20mph, and the adjacent section of New Lane will be subject to a 20mph speed limit.
- 1.3.5 The junction between the site access and New Lane will be improved in accordance with a Section 278 Agreement produced for the new development. Improvements will include the

widening of New Lane in this location, and the widening of the existing footway on the southern arm of the junction to 2.8m. The existing crossing point will be amended to tie in with the new layout.

- 1.3.6 The development's access road will be 5.5m in width with 1.8m wide footways on both sides of the carriageway.
- 1.3.7 The site will link with existing cycle routes and provide a direct pedestrian footpath to the nearby school.

2.0 Site Accessibility

2.1 Accessibility to local amenities

- 2.1.1 Connections to key amenities have been assessed in terms of their proximity to the site and their accessibility by walking, cycling and public transport.
- 2.1.2 In accordance with current planning policy and a range of government objectives, single occupancy car-borne trips from the site will be minimised as far as practicable. To support this aim, all dwellings will be allocated at least one cycle parking space as prescribed by HCC's and Havant Borough Council's (HBC) planning guidelines.
- 2.1.3 The site itself is situated in close proximity to the town centre (approximately 400m) and associated public transport hubs, shopping opportunities, employment and amenities. It is also located just 350m from Havant railway station and 350m from the nearest bus stop on East Street adjacent to the Post Office.

2.1.4 The shops, services and other amenities close to the site are too numerous to list individually, but those nearest and/or of note are shown in **Table 2.1**.

Table 2.1 Key amenities

	Amenity	Distance (m)	Walk time (m)	Cycle time (m)
Railway station	Havant	350	4	1
Bus station	Havant	550	7	2
Bus stop	Havant Post Office	350	4	1
Cycle shop	Sivyer's	300	4	1
ATM	Railway station	350	4	1
Takeaway	Dominos	350	4	1
Infant School	Fairfield Infants	100	1	0.25
Nursery	Glenhurst	260	3	0.5
Primary School	Bosmere Junior	700	9	3
Secondary Sch	Warblington School	350	4	1
College	Havant College	1000	12	4
Doctor	Havant Health Centre	350	4	1
Dentist	East End Lodge	350	4	1
Pub	The Six Bells	350	4	1
Restaurant	Several (9)	350	4	1
Leisure Centre	Havant Leisure Centre	650	8	2
Hospital	Queen Alexandra Hospital	10000	-	34
Supermarket	Waitrose	450	5	2
Library	Havant Library	500	2	6

2.1.5 It can be seen that the proposed development site is within easy walking and cycling distances of educational establishments, from nursery to college. Public transport is easily accessed, either via the bus station, the post office bus stop, or the railway station. There is also a large employment area running along the eastern side of New Lane to the north of the site which can be reached on foot or by bicycle.

2.1.6 It can be concluded that the proposed development site has excellent connectivity to all amenities and services, including rail and bus travel. As such, the local infrastructure provides a strong basis upon which to develop a robust Travel Plan.

2.2 Walking

2.2.1 There is a comprehensive network of pedestrian routes surrounding the site, interconnected by cycle routes which may also be used by pedestrians. The development proposals include the provision of a pedestrian route from the eastern side of the site to

Warblington School, and the site is bounded on its south-western edge by part of an established cycle route along a disused railway line.

- 2.2.2 Many amenities are within four minutes' walking distance of the site, with the furthest local amenity being Havant College to which it would take about 12 minutes to walk. The nearest bus stops, 350m from the site and adjacent to Havant Post Office, are within the recommended maximum walking distance.
- 2.2.3 There is a 1.5m footway adjacent to the road across the level crossing, permitting easy access to facilities north of the railway line. This footway will be widened as part of the Section 278 Agreement. However, this route is often closed as the railway line is a busy one so pedestrians often have to wait until the way is clear. An alternative pedestrian route to the north of the railway line is offered via a bridge at the railway station itself which is provided with ramps to assist those in wheelchairs or pushchairs, or those pushing bicycles.

2.3 Cycling

- 2.3.1 The site is situated adjacent to National Cycle Route 22 which, locally, connects Havant with Farnham, Petersfield and Portsmouth. Part of this route is also known as the 'Hayling Billy Route', and provides an attractive, completely off-road cycle trail.
- 2.3.2 The local route adjacent to and accessible from the site links Route 22 with National Cycle Route 2 which runs along the south coast connecting locally with Chichester, Bognor Regis, Southampton and Portsmouth.
- 2.3.3 It is evident that the proposed development site is exceedingly well connected for cyclists, with many amenities within only a minute's cycle time. Although, as discussed above, the operation of the level crossing adds time to journeys across the railway lines, it is possible for cyclists to use the bridge located adjacent to the station when the gates are closed.
- 2.3.4 There is an existing cycle shop located conveniently only 300m from the site, making it easy for residents to maintain and repair their cycles and thus encouraging their use.

2.4 Walking and Cycling: Conclusions

- 2.4.1 It is concluded that the existing pedestrian and cycle infrastructure is of a very high standard with a high level of connectivity to all local amenities. The amenities are, for the most part, located only a short distance from the site, increasing the attractiveness of non-motorised travel to everyday facilities.
- 2.4.2 **Figure 2.1** shows the site and the various amenities within easy walking and cycling distance.



Figure 2.1 – Amenities, Walking and Cycling Routes

2.5 Bus provision

- 2.5.1 The development site lies 350m from its nearest bus stop at Havant Post Office on East Street to the south of the site, and 550m from Havant Bus Station, representing walks of four and seven minutes respectively.
- 2.5.2 The Post Office eastbound bus stop is equipped with a shelter, seating and time tables, whilst its westbound counterpart sports a pole and time table only due to the limited width of the footway in this location.

2.5.3 **Table 2.2** set out the services available from both locations, their frequencies and routes.

Table 2.2 Bus services

No.	Route	Operator	Freq.	Stop	Note
20	Havant - ASDA - Portsmouth - Southsea	Stagecoach	2/hour	BS	
21	Havant – Portsmouth	Stagecoach	3/hour	BS	
23	Leigh Park – Southsea	Stagecoach	4/hour	BS	
27	Southbourne – Emsworth – Rowlands Castle	Emsworth	1/hour	PO	
30	West Town – Beachlands – Eastoke – Mengham	Stagecoach	5/hour	BS	
31	Mengham – Eastoke – Beachlands – West Town	Stagecoach	2/hour	BS	
36	Southbourne – Asda	Emsworth	3/day	PO	
36A	Hampshire Fm – Emsworth – Asda – Cosham – QE Hospital	Emsworth	4/day	PO	
37	Havant – Petersfield	Stagecoach	1/hour	BS	
39	Havant – Wecock Farm	Stagecoach	4/hour	BS	
145	Hambleton – Waterlooville – Emsworth	First Bus	5/day	PO	
605	Emsworth – Denvilles – Leigh Park – St Thomas Moore's School	Emsworth	1/day	FG	Sch
639	Clanfield – Horndean – Cowplain – Havant College	Emsworth	2/day	HC	Sch

BS = Bus Station PO = Post Office FG = Flexford Gardens HC = Havant College

2.5.4 **Table 2.2** illustrates the varied range of services available to future residents of the development.

2.5.5 Of note are services

- 20 and 36A to Queen Alexandra Hospital in Cosham
- 23 to University of Portsmouth
- 20 to Portsmouth International Port
- 27, 36, and 145 to Emsworth Hospital
- 2, 21, 30, 36A, 37, 39 and 145 to Purbrook South Downs College
- 20, 30, 36A and 145 to Purbrook Golf Course
- 605 and 606 to many schools and colleges

2.5.6 Most of the buses are equipped with facilities for wheelchair users, whilst the number 36 is of the low floor variety.

2.5.7 It is evident that the proposed development site is well-served by bus, offering journeys to all local centres for employment, shopping, education and entertainment. Thus, a real choice is available for residents to travel to a wide variety of destinations in a sustainable manner.

2.6 Rail

- 2.6.1 Havant railway station lies just 350m and four minutes' walk from the proposed development access, and hosts a wide variety of frequent train services to a range of destinations.
- 2.6.2 The railway station is open 24 hours a day and boasts an accessible car park with four disabled spaces for mobility impaired travellers. There are 160 sheltered cycle parking spaces protected by CCTV.
- 2.6.3 Ticket machines and Smart Card validators assist in automating rail journeys from this station.
- 2.6.4 The station is fully wheelchair and pushchair accessible via a pair of lifts.
- 2.6.5 **Table 2.2** lists the major destinations accessible from Havant railway station, together with their daily and daytime hourly frequencies. The same number of journeys is available in the opposite direction to those listed.

Table 2.2 Train services from Havant (one direction)

Destination	/day	Freq.	Destination	/day	Freq.
Bath	2		Brighton	39	2
Bristol	2		Chichester	87	5
Clapham	28	2	Fareham	36	2
Gatwick	26	2	Guildford	52	3
Haslemere	54	3	London Waterloo	49	3
Petersfield	54	3	Portsmouth	215	12
Salisbury	2		Southampton	38	2
Trowbridge	2		Woking	48	3
Worthing	38				

- 2.6.6 **Table 2.2** illustrates the wide range of destinations available from Havant railway station, with frequent services to many centres of employment.
- 2.6.7 It is concluded that the new development situated on New Lane, Havant, is highly accessible by train, which offers an excellent choice for many journey purposes.

2.7 Existing travel patterns

- 2.7.1 4.1.5 Sections 6.1.1 and 6.2.3 of the Transport Assessment (TA) record calculated trips for 78 units based on the TRICS database which draws data from 65 developments all over the country between 2002 and 2010. Using the figures supplied in the TA results in car use

of 73% (including car sharers), pedestrians at 21%, cyclists at 8%, and public transport users at 8%.

- 2.7.2 This differs somewhat from the modal split derived from the highly localised, recent census data where comparable percentages are 69.12% (all motorised vehicles), 12.00% (pedestrians), 3.58% (cyclists) and 10.88% public transport.
- 2.7.3 Because of the more area-specific and recent data derived from 6391 St Faith's residents it is considered that the Census data will be a more accurate representation of modal share than that derived from TRICS. It is therefore these data that are referenced in deriving target reductions and increases.
- 2.7.4 The above is discussed in more detail in **Section 4**.

3.0 Travel Plan Initiatives

3.1 Scope of the Travel Plan

- 3.1.1 This travel plan addresses various measures that could be implemented to reduce single-occupancy car journeys by future residents of the proposed Mill Street residential site at New Lane, Havant.
- 3.1.2 The measures will be predominantly geared towards promoting sustainable travel to employment centres since the local infrastructure is highly amenable to walking and cycling where there would in many cases be no reasonable need to travel in any other way. The exceptions to this might be disabled residents or for large amounts of shopping which cannot be carried.
- 3.1.3 In developing the Travel Plan, various factors will be taken into account, including:
- Access to amenities and employment
 - Infrastructure surrounding the development site
 - Local and national government policy
 -
- 3.1.4 Residential travel plan initiatives can be generally classified as follows:
- Walking
 - Cycling
 - Bus
 - Train
 - Powered Two-wheelers
 - Car sharing
 - Car Clubs
 - Taxi
 - Minimising car use

3.1.5 The hierarchy reflects the importance of each mode of travel in terms of sustainability, with walking considered to be the most sustainable. The Travel Plan will address each of these in turn, presenting a range of measures that could be viably considered as part of the Residential Travel Plan for the New Lane development.

3.2 General Measures

- 3.2.1 When Bloors commence the marketing of new development at New Lane they will appoint a Travel Plan Co-ordinator (TPC) to promote the Travel Plan from this early stage. The contact details of the post-holder will be supplied to HCC's Travel Plan team within one month of occupation of the site.
- 3.2.2 The TPC will continue to administer the Travel Plan for a period of not less than five years, reporting to the management company for the development. The TPC will liaise with HBC and HCC to execute, monitor and market the Travel Plan, and provide an annual progress report for the monitoring period of five years from first occupation.
- 3.2.2 The TPC will act as the contact for any Travel Plan related queries by residents, and ensure that the sustainable measures set out within the document are carried out.
- 3.2.3 The TPC will also arrange for the production and distribution of promotional material and the procurement of any supplies related to the Travel Plan. Liaising with HCC, the TPC will monitor the outcomes of the measures contained within the Travel Plan and carry out regular reviews, with reference to other stakeholders as appropriate.
- 3.2.4 The following, which is not exhaustive, set out the duties the TPC will undertake:
- Address queries from residents and HCC
 - Ensure measures are carried out
 - Execute and market the Travel Plan
 - Produce and distribute promotional material
 - Procure supplies and distribute
 - Liaise with TPCs of other developments in the area with travel plans
 - Liaise with HCC and all other key stakeholders
 - Monitor and review the Travel Plan
 - Acquire or produce leaflets, timetables, maps and tariffs, and distribute
 - Maintain a travel website, if provided
 - Send out hard copy documents when requested
 - Help to set up a Bicycle User Group (BUG)
 - Update maps, timetables and tariffs when necessary
 - Acquire and distribute information relating to ticketing outlets, web addresses, contacts, etc.
 - Compile travel questionnaire, if qualified, or commission its production from a suitably experienced consultant
 - Take site photographs
 - Commission traffic counts for monitoring
 - Collate and analyse data

- Produce a regular newsletter
- Devise new measures as part of the review process
- Update the Travel Plan as required, summarise changes and disseminate
- Undertake personalised travel planning on request
- Update Travel Packs as required
- Maintain residents' database
- Commission the Travel Plan in an accessible format as required
- Promote local, national and international sustainable travel events
- Engage in continuous marketing
- Liaise with Residents' Association
- Induct new residents

It is envisaged that the TPC would engage in the above tasks over an average of 30 hours per month.

- 3.2.5 Each new home, and thereafter each new incoming resident, will be provided with a Travel Pack, consisting of the promotional version of the Travel Plan together with leaflets, maps and contact details, and any items as prescribed by the Travel Plan.
- 3.2.6 The TPC will offer personal travel planning to all new residents should they request it.
- 3.2.7 A community website could be established, to be run either by the management company or a residents' association, within which a sub-domain would be dedicated to sustainable travel, maintained by the TPC.
- 3.2.8 Residents would be encouraged to supply their email addresses for all communications regarding green travel, although hard copies of promotional and other material could be provided on request.

3.3 Walking

- 3.3.1 Walking should be promoted as a highly sustainable mode of travel with associated health benefits. This mode of transport should be encouraged for journeys within Havant, particularly for trips to school and employment.
- 3.3.2 The range of measures which will be introduced in a residential development to encourage walking include:
- Free personal alarms provided to new occupants
 - Free pedometers provided to new residents
 - The provision of maps to each household of walking routes in the area to various amenities, including but not limited to, popular retail outlets and bus stops, health facilities, schools and leisure destinations.

3.4 Cycling

3.4.1 As with walking, cycling will be promoted as having significant health benefits, and encouraged through the various measures set out below. Many potential cyclists are deterred from using this form of transport because of concerns about safety and a lack of confidence riding a bicycle.

3.4.2 Measures that would help to popularise cycling include:

- Free personal alarms provided to new occupants
- The provision to all households of maps of cycle routes, both local and further afield, showing key destinations and the location of cycle shops and repairers
- The TPC will help to set up a BUG which would ultimately be self-run. The group would, amongst other things, arrange cycling events, help less experienced users with advice and repairs, and provide cycling 'buddies' for less confident riders. The group may liaise or join up with other BUGs in the area.

3.5 Bus travel

3.5.1 Promotion of bus use relies predominantly on the level and quality of services in the area. The site is in close proximity to a wide range of bus services serving a range of settlements in and around Havant, and centres of employment further afield.

3.5.2 In order to encourage bus travel, the following measures will be introduced:

- Provision to all households of a bus routes map, showing the bus station and the locations of all bus stops in Havant, especially those close to the development site and at key destinations. The map would also show the locations of local outlets which sell bus passes or season tickets
- Similarly, bus fare tariffs would be published and updated when necessary
- A list of local outlets (often Pay Point) which sell bus passes will be issued to each household, together with their contact details, and web addresses of bus companies and online ticket ordering facilities would also be published.

3.6 Rail travel

3.6.1 The use of the railway as a sustainable form of travel is dependent on the proximity of station to the site and the ease with which they can be accessed. Havant Railway Station is just 350m (four minutes' walk) from the site access and provides journeys to a wide range of destinations. Therefore, the train should be promoted as a viable form of transport for future residents of the New Lane site, particularly for journeys to work.

3.6.2 The train will also be promoted as an alternative to driving to destinations further afield, with the benefit of relaxation and a quick journey when compared with the private car.

3.6.3 The ways in which rail journeys will be encouraged are:

- Provision of a map to all households showing the location of Havant railway station, and reproductions of Network Rail's network maps nos. 123, 156, 157, 165, and 188, which are also available online.
- A list of all amenities available at the station, including bicycle and disabled facilities.
- Distribution of Network Rail's timetables 123, 156, 157, 165, and 188, (which are also available online) to all households, which the TPC would update as timetables are revised.
- Contact information will be provided to each household for the train companies operating out of Havant – First Great Western, Southern, and South West Trains.
- Contact information for train booking services such as The Train Line will be made available, together with web addresses for real time train information
- Locations, contact numbers and URL links for the acquisition of train season tickets will also be provided to every household
- Information about HCC's publication "Rail Travel Made Easy"

3.7 Powered Two-Wheelers

3.7.1 Motorbikes, scooters and mopeds are sustainable forms of transport, particularly suitable for commuting short to medium distances and, whilst some would regard their use as unsafe, it would nonetheless be pertinent to provide information to those residents who choose to travel in this way.

3.7.2 To this end, the following measures will be introduced:

- Provision of a map to all households showing motorcycle parking areas in nearby towns, and the locations of nearby motorcycle equipment outlets
- Provision of a list of local garages which specialise in the repair and maintenance of powered two-wheelers
- Provision of a list of motorcycle training facilities in the surrounding area

3.8 Car Sharing

3.8.1 Car sharing is an option for travel when public transport does not meet one's travel needs and the destination is too far distant to walk or cycle. The main benefit of car sharing is the significant reduction in travel costs, and many large employers now provide preferential parking for car sharers. Car sharing is a particularly viable option for travel to work, although most car sharing databases now cater for one-off journeys also.

3.8.2 To encourage residents to car share, the following will be implemented:

- Provision of a link to hatscarshare.com which is a free car sharing database to which anyone can sign up
- Promotion of hantscarshare.com
- Provision of information relating to how car sharing works, with particular reference to the fiscal side of the arrangement (e.g. that car sharers cannot make a profit)

- The provision of maps which show the locations of 2+ lanes in the area

3.9 Car Clubs

3.9.1 Car clubs are increasing in popularity and, hence, in availability. There are a number of car club companies which facilitate hiring one's vehicle out to other members of the club, thus helping to cut down on car ownership and thus unnecessary car travel. Their websites explain the processes involved, and how insurance and payment is managed. There are existing Havant members of Easycar.com making this a highly viable choice for those who do not drive on a regular basis, whether or not they are car-owners.

3.9.2 To promote this service, the following will be carried out:

- Contact details of car clubs with members currently in the Havant area will be provided to each household, at present 'EasyCar.com'
- A short description of how such car clubs work will be provided to every household.

3.10 Travel by Taxi

3.10.0 Taxis are often used by those who have relinquished car ownership but have the occasional need of one, or those who cannot drive, particularly to relatively local destinations. Taxis are regarded as a sustainable transport choice when used in this way. They are often an essential form of travel for late night travellers, particularly for shorter journeys.

3.10.1 To assist those who choose to travel by taxi, and to help to discourage drink-driving and promote safe travel at night, the following measures to facilitate the use of taxis will be included in the Travel Pack:

- Provision of a list of local taxi firms' contact details
- Provision of URLs for online taxi booking services

3.11 Minimising Car Use

3.11.1 Although it is recognised that sometimes there is no alternative to using the private car, there are options that can help to minimise the number of journeys undertaken by this mode. These are as follows:

- Provide information relating to online shopping services, particularly grocery shopping
- Encourage residents to combine trip purposes, such as the commute and shopping trips
- A plan will be provided to each household showing the locations of popular amenities so that residents can plan to undertake linked trips. Such amenities might

include the postal sorting office, the library, supermarkets, doctors and dentists, and employment areas, amongst others

3.12 Continuous management

- 3.12.1 The Travel Plan will be managed on a day-to-day basis by the Travel Plan Co-ordinator, reporting to the Management Company appointed by the Developer.
- 3.12.2 The Section 106 Agreement makes it incumbent upon the Developer to provide this service for the first five years of occupation. Following this, it would be expected that any Residents' Association which might have been formed, together with any sustainable transport groups such as a BUG, will continue to drive the Travel Plan, potentially in liaison with other local development.

4 Targets, Monitoring and Review

4.1 Targets

- 4.1.1 In order to measure the effectiveness of the Travel Plan, targets have been established against which the data from the monitoring process (see **Section 4.2**) are compared over time. For new development it is reasonable to assume initial modal split percentages that reflect those derived from the most recent census data, unless the demographics of the new development differ significantly from those to which the census data relate. Targets should be SMART – specific, measurable, achievable, realistic and time-bound.
- 4.1.2 In the case of the Havant site, the future populations of the development is assumed to reflect that of the area as a whole. The Ward of St Faith's was selected for this purpose, and 'Method of Travel to work' statistics extracted from the 2011 census to give a representation of the travel to work patterns of the current population in the immediate area.
- 4.1.3 Non-workers and non-travellers (including working from home) were excluded from the analysis, which yielded the results shown in **Table 4.1**.

Table 4.1 Estimated existing modal split for commuting

Method of travel to work - resident population: Percentages	St Faith's	Havant	South East	England
Walk	12.00%	8.32%	11.65%	11.34%
Cycle	3.58%	3.13%	3.21%	3.12%
Bus	2.51%	4.81%	4.77%	7.92%
Train	8.15%	3.08%	7.83%	5.64%
Underground	0.22%	0.08%	0.39%	4.32%
Motorcycle	0.84%	1.17%	0.92%	0.87%
Taxi	0.37%	0.66%	0.42%	0.55%
Carshare as driver*	4.42%	6.54%	5.03%	5.31%
Carshare as passenger*	4.42%	6.54%	5.03%	5.31%
Single occupancy vehicle	62.89%	65.01%	60.04%	54.93%
Other	0.60%	0.65%	0.71%	0.68%
Total	100.00%	100.00%	100.00%	100.00%

*Assumes one passenger per car share

- 4.1.4 St Faith's, Havant, exhibits a slightly lower single occupancy car driving percentage when compared to Havant as a whole. However, it is some 8% higher than the national average (which includes London and other highly populated cities) but only 2.85% higher than the South East region. This figure reflects the high availability of public transport in the area.

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- 4.1.5 Sections 6.1.1 and 6.2.3 of the Transport Assessment (TA) record calculated trips for 78 units based on the TRICS database which draws data from 65 developments all over the country between 2002 and 2010. Using the figures supplied in the TA results in car use of 73% (including car sharers), pedestrians at 21%, cyclists at 8%, and public transport users at 8%.
- 4.1.6 This differs somewhat from the modal split derived from the highly localised, recent census data where comparable percentages are 69.12% (all motorised vehicles), 12.00% (pedestrians), 3.58% (cyclists) and 10.88% public transport.
- 4.1.7 Because of the more area-specific and recent data derived from 6391 St Faith's residents it is considered that the Census data will be a more accurate representation of modal share than that derived from TRICS. It is therefore these data that are referenced in deriving target reductions and increases.
- 4.1.8 The aim of Travel Plan is to reduce the number of car trips, particularly single occupancy car journeys. A number of targets can be derived, the overarching one of which is to set target reductions for single occupancy car trips for all trip purposes based on the expected effect of new development-related infrastructure and the Travel Plan measures.
- 4.1.9 The reduction in single occupancy car journeys will be reflected in a commensurate rise in percentages of other, more sustainable modes. Those modes for which a rise in percentage may be more easily achieved may be assigned a higher percentage target increase rather than those which are less accessible to future residents.
- 4.1.10 Considering the existing modal split and the location of the development site, it is considered reasonable to set an initial single occupancy car driving percentage of 60% over the first two years, representing a reduction of 2.89% and bringing it into line with the South East regional modal share.
- 4.1.11 Commensurate increases in modal split for bus, train and car sharing will total 2.89%, as shown in **Table 4.2**. At this stage, without the benefit of a residents' survey, such targets are somewhat arbitrary, but they offer an indication of how modal shifts might take place.

Table 4.2 **Modal share targets over two years**

Mode	From	To	% change
Walk	12.00%	12.00%	
Cycle	3.58%	3.58%	
Bus	2.51%	3.51%	1.00%
Train	8.15%	9.16%	1.01%
Underground	0.22%	0.22%	
Motorcycle	0.84%	0.84%	
Taxi	0.37%	0.37%	
Carshare as driver*	4.42%	4.86%	0.44%
Carshare as passenger*	4.42%	4.86%	0.44%
Single occupancy vehicle	62.89%	60.00%	-2.89%
Other	0.60%	0.60%	

4.1.12 Once 60% of the units are occupied, a mini-survey will be carried out to determine the modal split for each trip purpose at specific times, and from these more precise targets can be derived, if necessary. At the time of this review, five-year targets may be more reliably derived from the survey information. All targets will be agreed with representatives of HCC.

4.2 Monitoring and Review

4.2.1 The TPC will undertake monitoring (for which an annual fee of £250.00 will be payable by Bloors on 1st April for five years after occupation) in the form of an initial survey when 50% of the units are occupied to determine residents' baseline travel preferences for different trip purposes, then full travel surveys and reviews after one, three and five years following first occupation.

4.2.2 The process will be carried out using travel questionnaires delivered to each resident, including children, and made available for completion online. The questionnaires will contain the following items, with the majority offering multi-choice responses:

- Demographics, including disability
- With reference to daily travel commitments:
 - Destination
 - Time depart/arrive
 - Mode, both usual and main (the latter referring to the dominant mode in a multi-modal journey)
 - Journey length
 - Reason for choosing usual mode
 - If driving along, what would encourage the use of alternative forms of transport
 - Secondary mode of travel when the primary mode is unavailable
 - Information relating to linked trips
 - Comments (open ended question)
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Analysis could be carried out automatically once the appropriate systems are in place. The surveys will be undertaken in accordance with TRICS Standard Assessment Method, which includes detailed site assessment and photographs, multi-modal traffic counts where appropriate, surveys and interviews. The range of monitoring required would be agreed with representative of HCC.

- 4.2.3 The questionnaire design should be professionally undertaken, with repeat questions each period of review to enable direct comparisons. The questionnaire should be accompanied by household travel diaries. An online survey facility, iTrace, is provided by HCC.
- 4.2.4 All residents, when receiving a request to complete the travel questionnaires, will be informed that the information that they give will be retained by HCC on a county-wide database for use by the county council and HBC.
- 4.2.5 Bloors commit to identifying and implementing measures to improve the response rate of the surveys, by offering a prize draw, for example.
- 4.2.6 The survey questionnaires will be supplemented by traffic volume loop counts at the site access if required by HCC.
- 4.2.7 Monitoring will also include the time input of the TPC, how the various measures are delivered and the proportions of trips to and from the site by various modes.
- 4.2.8 It is important at this stage to keep residents fully informed about how their travel plan is progressing so that they feel a sense of ownership rather than subject to the dictates of the council.
- 4.2.9 HCC will monitor the review process to ensure that the process is carried out in accordance with HCC's guidelines and that targets are being met. They will maintain a county-wide database of all information collated during surveys to inform Travel Plan development and transport measures associated with the Local Plan.
- 4.2.10 HCC will evaluate the Travel Plan in terms of TRACES criteria, i.e. Transparent, Realistic, Achievable, Committed, Enforceable and Sustainable.
- 4.2.11 If targets have not been met on time the TPC, in liaison with HCC and HBC, will identify ways in which this can be rectified by modifying existing measures or introducing new ones. The results of the questionnaire will help to identify the areas where improvements could be sought. At no time should the single occupancy car driving target reduction be upwardly altered, although dates may be revised. However, targets for sustainable modes might be adjusted to pave the way for a more realistic outcome, in accordance with SMART principles.

- 4.2.12 Following this process of monitoring and review, the TPC will produce a revised Travel Plan which will be disseminated to all households on the New Lane development, along with a summary of the changes that have been made.
- 4.2.13 If targets have not been met within the five-year life of the Travel Plan, HCC reserve the right to extend the monitoring period beyond five years.

5 Promotion and Marketing

5.1 Prior to occupation

- 5.1.1 Promotion of the Travel Plan will commence before occupation of the site when the development is marketed to prospective buyers and tenants. The Travel Plan will be introduced as a benefit, with reference to other local sustainable travel initiatives as well as the infrastructure and the New Lane Travel Plan itself. In particular, attention will be drawn to:
- Clear signage and links from the site to external walking and cycling provisions and bus stops
 - Links to schools, existing school travel plans, walking buses, etc.
 - The availability of sustainable travel options
 - The benefits offered by means of travel other than the private car.

5.2 Upon occupation

- 5.2.1 Upon occupation of each dwelling new households will be presented with a copy of the Travel Pack as part of their Welcome Pack, together with an invitation to discuss their personal travel planning with the TPC if they so wish.

5.3 Travel Pack

- 5.3.1 The Travel Pack will contain a newsletter, contact details for the website (if available) so that new residents can sign up, contact details of the TPC and for travel information, amongst others. Also included will be the promotional elements of the Travel Plan, maps, relevant leaflets, (e.g. walks and cycle rides in the area, promotional leaflets from local bicycle shops, etc.), together with any promotional freebies such as pedometers. The pack will contain information about how to make full use of all the facilities and incentives provided.

5.4 The Website

- 5.4.1 The website, if provided, will be the primary means of communication with the community about the Travel Plan. The TPC will be responsible for updating the Travel Plan section of

the site as required, and for responding to emails from members of the New Lane community and other key stakeholders. The website will have fully accessible features such as large font and different contrasts.

5.4.2 The Travel Plan section of the community website could be used for the following:

- Advertising the benefits of sustainable travel choices
- To promote the Travel Plan as part of the local culture and as something of which new residents will feel a part
- To promote the various aspects of the Travel Plan such as hantscarshare.com
- Reproduction of the promotional Travel Plan with easily navigable pages
- A comprehensive email, telephone and postal contact list of all relevant parties and organisations
- Links to maps, travel websites such as thetrainline.com, the council's Passenger Transport Unit, Ramblers' Association, school travel plans, hantscarshare.com, bus and train timetables, personalised travel planning etc.
- Advertising green travel events, both those organised locally, perhaps by the TPC or by HCC, or national events
- Advertising various travel-related groups such as the BUG
- Invitations to 'get involved' – to join the local groups or help organise events
- Invitations for comments about the Travel Plan and transport infrastructure (which can then be fed back into the Travel Plan review)
- Local travel forum
- Newsletter, which will be published at least twice a year
- Real time travel information feeds

5.5 Contact preference

5.5.1 The TPC will keep a database of those residents who prefer to be contacted by email rather than receiving hard copies of documents and promotional material by hand or in the post.

5.6 Travel Pack accessibility

5.6.1 The Travel Pack will also make it easy for people to request the Travel Plan in a different language, braille or large print, if required.

5.7 Continuous marketing

5.7.1 The TPC will continue to market and monitor the Travel Plan on an on-going basis in conjunction with residents, HCC and other key stakeholders.

5.8 Endorsement

5.8.1 In order to give weight to the Travel Plan, endorsement from key players will be sought, including the developer, the site manager, the TPC and HCC. Once implemented, an endorsement from the Residents' Association, if any, could be sought.

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