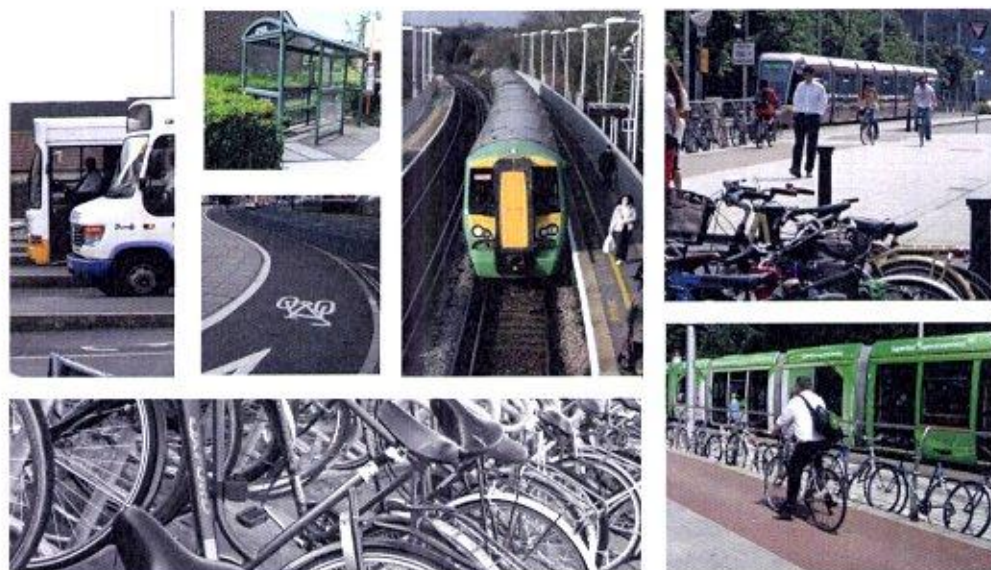




Ranelagh Road, Havant Full Residential Travel Plan



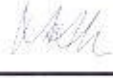
February 2016
Foreman Homes

Pb paulbasham
ASSOCIATES
www.paulbashamassociates.com

**RESIDENTIAL DEVELOPMENT
RANELAGH ROAD
HAVANT**

FULL RESIDENTIAL TRAVEL PLAN

CONTROLLED DOCUMENT

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TP2	Dec 15	JL	Layout Amendments	JH	JH
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Foreman Homes
Unit 1, Station Industrial Park
Duncan Road
Park Gate
Hampshire
SO31 1BX



Paul Basham Associates Ltd
Lancaster Court
8 Barnes Wallis Road
Fareham
Hampshire
PO15 5TU

RESIDENTIAL DEVELOPMENT RANELAGH ROAD, HAVANT FULL TRAVEL PLAN

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1.0 INTRODUCTION

- 1.1 This Full Residential Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Foreman Homes to support 2 applications for the site following on from the previous application (App/12/00772). The combination of the applications would result in an uplift of 4 units on the site overall, taking the total from 79 to 83.
- 1.2 The site is situated approximately 1km west of Havant Town Centre with a range of shopping facilities and services. The site location is demonstrated within **Figure 1**.



Figure 1: Application Site Location

- 1.3 This Travel Plan builds upon the Travel Plan approved under the 2012 application for 79 dwellings.

Travel Plan Principles

- 1.4 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.

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.

- 1.5 A Travel Plan is an evolving process initiated by a front-loading exercise through site visits, the completion of this document and associated dialogue between its authors, Foreman Homes and Havant Borough Council (HBC).

Travel Plan Structure and Approach

- 1.6 The size and nature of the proposed development means that this TP would be required to be assessed by HBC, with the TP's future progress monitored by an appointed Travel Plan Co-ordinator and reviewed by HBC on an annual basis. The strategy to measure, implement and monitor this TP acknowledges this requirement as set out within this report.
- 1.7 The remainder of this TP is presented through the following structure:

Chapter 2 – Local Accessibility

Chapter 3 – Proposed Development

Chapter 4 - Indicative Baseline Travel Patterns, Monitoring and Targets

Chapter 5 - Travel Plan Strategy

Chapter 6 - Implementation

Chapter 7 – Conclusion

2.0 LOCAL ACCESSIBILITY

- 2.1 To help achieve the TP's objective and aims, an assessment of the local services and facilities has been undertaken. The full Accessibility Map is included as **Appendix A**.
- 2.2 The application site is located within a 14 minute walk or a 4 minute cycle from Havant Town Centre (with bus and rail services located within this route). The development site is therefore presented with a good opportunity to support sustainable development with its close proximity to local amenities and pedestrian and cycle networks.

Walking and Cycling

- 2.3 The development site benefits from a good surrounding pedestrian network with continuous and suitably wide footways for the route towards Havant Town Centre, supported by pedestrian crossing points, refuge islands and zebra crossings located towards the town centre.
- 2.4 The development site itself is attractive for pedestrians with design based around current Manual for Streets design principles. The permeable pedestrian network is complemented by sensitive and adequate car parking provision (in accordance with Havant Borough Council (HBC))'s Residential Parking and Cycle Provision SPD March 2010). The development site's immediate street environment is demonstrated within **Photographs 1 and 2**.



Photograph 1: Development Site Immediate Street Environment



Photograph 2: Development Site Immediate Street Environment

- 2.5 The local area provides an attractive and accessible environment for cycling, with routes towards the town centre. Local cycle travel is supported through an increasing network of dedicated off-road and on-road cycle routes, including access to National Cycle Network Route 2 and 22 within 300m of the site. The local cycle network is demonstrated within **Figure 2**, whilst cycle-friendly routes and town centre parking is demonstrated in **Photographs 3 – 5**.



Figure 2: Local Cycle Network (obtained from www.sustrans.org.uk)



Photographs 3 – 5 Local Cycling Facilities

- 2.6 The nearest cycle shop to the development site is 'Halfords' located 800m from the site within a 10 minute walk / 5 minute cycle of the site, as demonstrated within the Accessibility Map in **Appendix A**. This shop could be used in conjunction with the Travel Plan, to help offer people to the opportunity to cycle more.

Bus

- 2.7 The development site benefits from good access to local bus stops and services, covered by 3 operators: Stagecoach South, First Hampshire and Emsworth & District, together providing 5 services to Portsmouth and the surrounding areas.
- 2.8 The Bedhampton, Brunswick Gardens Road bus stop is located within a 7 minute walking distance / 2 minute cycling distance of the site, and provides a primary service to Portsmouth, Southsea, Emsworth, Waterlooville and Hambledon.



Photograph 6: Bedhampton, Brunswick Garden Road Bus Stop

- 2.9 Stagecoach Service 23 provides the primary service for local users, operating an extensive timetable between Leigh Park and Southsea every 10 minutes from approximately 0530 to 2330 hours. Services 30, 36, 145 and 727 provide less frequently operated services but cater well for access to local schools and colleges. These local bus services are summarised within **Table 1**.

Route	Operator	Route	Frequency		
			Monday - Friday	Saturday	Sunday
23	Stagecoach South	Southsea – Cosham - Leigh Park	Every 10 mins	Every 10 mins	Every 20 mins
30	Stagecoach South	Bedhampton – Farlington - Purbook	Every 15 mins	Every 15 mins	Hourly
36	Emsworth & District	Asda (Havant) – Southbourne	Tuesdays ONLY	No Service	No Service
145*	First Hampshire	Hambledon – Waterlooville - Cosham	Services around 08:00 and 15:00	No Service	No Service
727*	Stagecoach	Havant - Bishops Luffa School	08:30	No Service	No Service

Table 1: Local Bus Services Summary

- 2.10 A second bus stop offering access to further services and destinations is located in Havant Town Centre. Havant Bus Station provides further services to Southampton, Emsworth, Chichester and Brighton. National Express coach services also operate from this station.
- 2.11 The above bus stops and services are located on the Accessibility Map in **Appendix A**, whilst full up to date timetables and network maps are available at www.travelinesoutheast.org.uk.

Rail

- 2.12 Bedhampton Railway Station is located less than 500m northeast of the application site (6 minute walk / 2 minute cycle). Equipped with sheltered cycle storage, automatic ticket machines, daytime (Monday-Saturday) staffing, customer help points and CCTV, Bedhampton is a well serviced, secure and attractive railway station maintained by South West Trains.



Photographs 7 and 8 Bedhampton Railway Station Facilities

- 2.13 Bedhampton Railway Station provides direct and frequent access to London and Portsmouth, whilst offering services to Havant Railway Station which connects to Brighton and Southampton. This station is identified within the Accessibility Map in **Appendix A**, whilst full details on service timings and station facilities are available at www.nationalrail.co.uk.

Car-Sharing

- 2.14 Being located in Hampshire, future users of the development site would benefit from free access to the national car-sharing database Hantscarshare.com (<https://hants.liftshare.com/>).

3.0 DEVELOPMENT

Accommodation Schedule

- 3.1 The revised development site comprises 83 residential units, including both houses and flats of private and affordable ownership.
- 3.2 As part of the revised application the accommodation schedule has been amended to reflect existing sales and on site demand and a further 4 units have been added. The revised accommodation schedule compared to the approved accommodation schedule is outlined in **Table 2**.

Unit Type	Number of Dwellings	
	Approved Scheme	Revised Scheme
1 Bedroom Flat	8	4
2 Bedroom Flat	12	12
2 Bedroom House	6	16
3 Bedroom House	53	48
4 Bedroom House	0	3
TOTAL	79	83

Table 2: Accommodation Schedule

Parking

- 3.3 Minimum car parking standards are set out within Havant Borough Councils Residential Parking and Cycle Provision SPD (March 2010). The revised development parking strategy would be in line with HBC standards. These standards are identified in **Table 3**.

Type of dwelling	Standards (allocated)
1 Bedroom	1
2 Bedroom	2
3 Bedroom	2
4 Bedroom +	3
TOTAL	N/A

Table 3: HBC Car Parking Standards

- 3.4 Minimum cycle parking standards are set out within the same HBC Parking SPD, with at least 1 bicycle spaces per 1 bedroom and 2 bicycle spaces for each 2+ bedroom property. A summary of the cycle standards is provided in **Table 4**.

Type of dwelling	Total number of dwellings	HBC Cycle Long Stay	HBC Short Stay	Development Provision
1 Bedroom	4	1	1 loop/hoop per unit	4
2 Bedroom+	79	2	1 loop/hoop per unit	158
TOTAL	83	N/A	N/A	162

Table 4: HBC Cycle Parking Standards

- 3.5 Each dwelling will be provided with at least the minimum provision of cycle parking in line with HBCs parking standards. Depending on the type of dwelling cycle storage will either be in sheds or secure lockable store or within the garage.

4.0 INDICATIVE BASELINE TRAVEL PATTERNS, MONITORING AND TARGETS

- 4.1 Indicative residential modal shares have been obtained from a TRICS (7.2.3) multimodal assessment for mixed private/affordable housing. TRICS locations used are situated within 'Edge of Town' and 'Suburban Area' and 'Neighbourhood Centre' locations in England only and do not include sites within Greater London. All surveys took place between on a weekday and all sites have no travel plan. The resulting multimodal splits are demonstrated within **Table 5** (with full outputs included as **Appendix B**).

	Vehicle Occupancy	Public Transport	Walking	Cycling	Total
Mixed Private/Affordable Housing	79.4%	4.5%	14.3%	1.7%	100%

Table 5: Indicative Baseline Modal Split for Proposed Development (TRCIS)

- 4.2 SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets are proposed to be met over a five year period, commencing at full site occupation. These targets inform the measures and monitoring strategy and the Action Plan included as **Appendix C**. These five year targets have been applied to the indicative TRICS modal splits to determine the TP mode share targets (refer to **Table 6**).

Target	Objective	5 year Target	Modal Share Target	Measured by
TP1	Reduce vehicle use	-10%	69.5%	Travel Survey
TP2	Increase the number of resident travelling by bus and train	+7.5%	12.0%	Travel Survey
TP3	Increase the number of residents walking and cycling to and from the site	+2.5%	18.5%	Travel Survey

Table 6: Overall TP targets created from TRCIS data

- 4.3 To confirm the baseline travel patterns and inform the targets to be agreed with HBC, a travel questionnaire survey will be undertaken within 3 months of full occupation. The recommended questionnaire template is included as **Appendix D**, although use of online survey tools such as 'Survey Monkey' could also be adopted. The following would support completion of an effective survey and a successful response rate:

- Promotion of the survey through door-knocking exercise, flyer-drop and newsletter
- Offer of a travel incentive for completion of survey (as detailed below)

- 4.4 An Annual Review will be completed which should summarise the results of the baseline questionnaire survey. The First Annual Review Report should also include the following details:

✓	To include in First Annual Review Report
	Travel Plan Coordinator details
	Actions undertaken over the past 12 months
	Observations (supported by photographs) of travel conditions on site and in surrounding area
	Examples of communication undertaken with residents and local travel operators over the past 12 months
	Confirmation of travel incentive take up
	Questionnaire template used
	Summary of questionnaire including dates undertaken, response rate, key findings and lessons learnt/recommendations for future surveys
	Confirmation of next annual Action Plan including any revised targets moving forward

Table 7: First Annual Review Report Contents

- 4.5 The Annual Review Report will be repeated each year until the end of the 5th year. The Resident Questionnaire would be at the end of years 2 and 4 following the baseline exercise to confirm the TP performance and target success.
- 4.6 The Annual Review Report will include the following:
- Briefly summarise the Travel Plan approach and methodology
 - Analyse and discuss survey findings
 - Confirm next annual Action Plan based upon above analysis and findings
 - Conclusion
- 4.7 In summary, the TP would maintain a target of a reduction by 10% for vehicle trips over 5 years, with associated targets for specific travel modes to be confirmed upon identifying current baseline trends. Travel patterns and vehicle trip levels will be monitored through completion of a resident travel questionnaire exercise.

5.0 TRAVEL PLAN STRATEGY

- 5.1 The following section sets out those measures which should be explored and implemented by the Travel Plan Co-ordinator (TPC) as the TP begins to evolve. Whilst some measures are considered 'compulsory', as integral to the success of the TP, other measures may prove to become ineffective whilst new measures may be identified as the TP matures.
- 5.2 The strategy is summarised in an Action Plan including associated costs and monitoring schedule, with this Action Plan included as **Appendix C**.

Key Stages: Preliminary

- 5.3 In order to meet the key objectives of the TP, it is essential that a number of measures be implemented immediately and to be completed within 3 months of first occupation. Within this 'preliminary period', the tasks to be completed are set out within **Table 8**. This stage has now been completed.

	Action Target	Responsibility	Target Date
Preliminary Tasks	Completion of 'hard' infrastructure inc. pedestrian facilities, car parking and cycle storage facilities	Developer	Completed
	Travel Plan Co-ordinator (TPC) to be appointed	Developer	Completed
	Relevant TP 'logo' and identity to be established	TPC	Completed
	Prepare TP action database for logging/recording: Action Plans, Household details, Household Personal Travel Planning, Assistance/Communication Local Key Players Contact Details.	TPC	Completed
	Complete Questionnaire Survey	TPC	Completed
	Site Visit and training to sales staff	TPC	Completed
	Complete Travel Plan Welcome Pack	TPC	Completed
	Complete first review report and liaise with HBC to confirm targets	TPC	Completed

Table 8: Preliminary TP Tasks

Key Stages: Five Years Following Full Occupation

- 5.4 The TP period would become fully active from full occupation and remain active for 5 years following that date. This period would develop towards the ultimate aim of resident adoption and integration of the development site with the local community.
- 5.5 During this time, the platform set at the preliminary stage would be expanded upon through implementing a variety of measures. Such measures would be determined by the TPC in dialogue with residents, local authorities and other key players. Recommended measures are provided subsequently.

Physical Infrastructure

- 5.6 This TP strategy of measures primarily focuses on those 'soft measures' outlined below. Whilst TPs should promote the implementation of both hard and soft measures for influencing travel behaviour, a number of hard infrastructure measures are proposed to support the development and wider network, as detailed further within the Transport Assessment.
- 5.7 Cycle parking to be provided in accordance with standards. The responsibility of this will lie with the developers, Foreman Homes.

Modal Measures: Walking and Cycling

- 5.8 This TP has previously summarised the local walking and cycling networks and facilities which would be promoted to residents. Encouraging a familiarity with walking and cycling opportunities early on – including through local and national campaigns and events and local key players (e.g. PompeyBUG, CTC Portsmouth) – whilst aiming to secure development discounts at stores such as Halfords, would maximise the potential for residents to habituate walking and cycling into their everyday travel practices. Potential measures for supporting local walking and cycling are set out within **Table 9**.

✓	Promotional Measures: Walking and Cycling
	Maintenance of local area walking/cycling route/duration map with residents, adding further information and photograph contributions from new residents
	Promote use of site and local walking facilities (also see TP monitoring section)
	Co-ordinate a Bike Doctor event with Halfords/ Sustrans/ MyJourney
	Publicise local cycle facilities and negotiate special on-going development discounts for residents
	Co-operation and co-ordination with local, regional or national campaigns and events such as Walk to Work Week (www.livingstreets.org.uk) Bike Week (www.bikeweek.org.uk) Sustrans Big Cycle and Walk Challenge (www.getmeactive.org.uk)

Table 9: Potential Walking and Cycling Promotional Measures

Modal Measures: Public Transport

- 5.9 Good access to the local bus network is a primary asset for this travel mode. Maximising resident use of Public Transport would be further supported through ensuring awareness of these facilities whilst highlighting costs and benefits in comparison to single occupancy vehicle use.
- 5.10 The attractiveness of bus service use would be further supported through tailored promotions and schemes resulting from dialogue with the Stagecoach South's Commercial Manager. Promotion of public transport could therefore occur through the measures set out within **Table 10**.

✓	Promotional Measures: Public Transport
	Maintain local Public Transport network/facilities maps, timetables and information with residents, adding further information and photograph contributions from new residents
	Keep abreast of bus service provision developments through dialogue with HBC transport officer and Stagecoach South buses
	Prepare a comparison cost table for Public Transport and Single Car Travel
	Negotiate special development discounts and season ticket rates
	Maintain dialogue with local public transport service operators for service changes and promotions

Table 10: Potential Public Transport Measures

Modal Measures: Promote Car Sharing

- 5.11 Car sharing is a simple and effective way to quickly reduce the number of lone car trips, whilst bringing reductions in transport costs, congestion and pollution, and social benefits including increasing resident interaction and co-operation, it is likely to become a primary measure in supporting the TP's objectives for this site.
- 5.12 The free hants.liftshare.com website service, where users can find potential car-sharing partners, should be promoted by the TPC. Potential measures for supporting car-sharing are set out within **Table 11**.

✓	Promotional Measures: Car Sharing
	Promote benefits of car-sharing, including the hants.liftshare.com link, support residents in setting up forums eg. Via Facebook.
	Promote National Lift share week (www.liftshare.com/liftshareweek)

Table 11: Potential Car-Sharing Measures

Local Area and Other Site Users

- 5.13 The TP should not evolve with the development in isolation to the local area and community. Maximising use and enjoyment of the local area is essential to providing an effective TP. Successful co-operation with and promotion of the local area, its various facilities and key players would lead to a wide range of related benefits including:
- Stronger sense of local community
 - Greater presence of local pedestrian and cycle activity
 - Greater understanding of the locale
 - Business interest in supporting TP initiatives/measures
 - Larger pool of people/players/groups to support local negotiations, campaigns etc
 - Greater resource and voice to tackle local travel issues such as parking practices, bus service amendments and damaged facilities
 - Greater understanding of local travel needs, trends and opportunities
 - TP practices embedded locally and sustained beyond the 5-year life

- 5.14 The TP should promote the local area's facilities whilst actively engaging with local resident and community groups and local schools, events such as Portsmouth's Travel Plan Forum and associated conferences and local businesses such as Halfords. Such local engagement could develop through the measures set out within **Table 12**.
- 5.15 As well as co-ordinating the promotion and practice of sustainable travel with the wider local community, the TP should be encouraging and extending sustainable travel opportunities to any visitors and delivery vehicles travelling to and from the site. Residents' own positive sustainable travel experiences should have a knock-on effect to visitors. This would be supported further by an increasingly accessible and attractive network through the internal site design, site location and transport infrastructure developments, helping encourage visitors to consider travelling by other means than the private vehicle.
- 5.16 Sustainable travel practices could also extend to site deliveries, where appropriate and possible, with the TP identifying opportunities for dialogue and promotion with the local area and available services such as online food shopping or other new initiatives as they develop.

✓	Promotional Measures: Local Area and Other Site Users
	Promotion of local area's key facilities and players through information/maps/photographs/details
	Co-operate with local businesses to establish opportunities for long term interest/investment in TP
	Work with Local Community Groups; attend meetings, share communication platforms
	Dialogue with local schools & residential developments, share TP initiatives, communication platforms and experiences
	Attend PTPF events/meetings
	Encourage residents promotion of sustainable travel options to visitors
	Promote and explore opportunities to co-ordinate deliveries

Table 12: Potential Engagement with Local Area and Other Site Users

Marketing and Communication

- 5.17 It is essential that a clear, recognisable and site-specific TP identity is established which all site users can quickly associate with its purpose, objectives and benefits. This would be achieved through a co-ordinated marketing and communication strategy (with the same logo used each time where possible), with use of relevant existing and new communication platforms as exemplified in **Appendix E**, including;

- Site sales information
- The Travel Plan Welcome Pack
- The combination of hard newsletters and soft (email) newsletters
- Promotion of 'My Journey' Website
- Use of other local communication platforms
- Use of local travel forums
- Access to travel planning social media
- Use of PBA Travel Plan website (www.pbatravelplan.com)

Enforcement and Monitoring Costs

- 5.18 To further ensure the TP is effectively implemented to a satisfactory level, cash deposit and sums and been agreed with HBC for the 79 unit development in accordance with that application's Section 106 Agreement and informed by the Action Plan set out with the TP. It is suggested this remains the same with this application.

Monitoring and Enforcement Costs

- £1,250 to HBC for 5 years' monitoring prior to commencement of development
- A cash deposit of £10,020 to be returned on successful competition of the travel plan

- 5.19 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 and new measures and period in which such remedial actions should be complete. The evolution of the TP over the 5-year period would highlight aspects that were successful and those having little impact, and therefore guide these remedial measures.
- 5.20 A financial incentive would assist with ensuring a response rate to surveys, generating interest in the aims of the Travel Plan and in establishing dialogue with local residents. One of the following incentives would be selected by each household once a survey has been completed by hand or online at 'Survey Monkey', as funded by the developer and to be agreed with each operator:
- £50 towards Halfords
 - £50 subsidy towards season ticket for Stagecoach Buses
- 5.21 Administrative duties such as setting up, designing and coordinating vouchers and managing associated payments would be undertaken by the TPC on behalf of the developer. This arrangement provides a valuable opportunity to establish and continue dialogue with residents with regards to sustainable travel practices, with Foreman Homes confirming their commitment to provide associated funds.

6.0 IMPLEMENTATION AND MONITORING

The Travel Plan Coordinator (TPC)

6.1 The TPC position would be part-time over the course of the TP, although its 'front-loading' nature requires a relatively time-intensive initial stage. The TPC is responsible for implementing and monitoring the TP through collaboration with the developer, whilst ensuring residents are involved, informed and represented at every stage.

6.2 More specifically, the role of the TPC requires:

- Overseeing the TP's development and implementation
- Obtaining and maintaining commitment and support for the TP
- Designing and implementing an effective marketing strategy and raising awareness
- Staying informed on campaigns, promotions, services and facilities
- Setting up, co-ordinating and/or attending steering group/resident association meetings
- Acting as the point of call for all TP enquiries
- Co-ordinating the monitoring programme for the TP including organisation, analysis and reporting of surveys.

6.3 Upon appointment, Paul Basham Associates' contact details for the TPC have been provided to HBC to ensure that clear dialogue is possible from first introduction of the TP and that the measures stated within this TP are being conducted in a satisfactory manner.

Marketing and Communication

6.4 Through co-ordination of TP documentation with wider resident information packs and subsequent local communication opportunities (e.g. through resident groups), a significant weight would be added to the marketing campaign for the TP.

6.5 The development sales staff would be briefed on what a Travel Plan is, its use and advantages to future residents, details of this TP and where more information can be found (i.e. the TP Welcome Pack and contact with the TPC). This would then allow each new resident to receive a brief explanation of the TP and raise awareness of the TP as they settle into their new homes and become familiar with the local area and its travel opportunities.

6.6 The Developer's marketing team and the TPC would develop a TP logo; an easily identifiable symbol synonymous with the TP. This would be used on all TP material and used within the co-ordinated marketing campaign and communication forms identified previously. An example is demonstrated within **Figure 3**.



Figure 3: Example Travel Plan Logo (Paul Basham Associates)

6.7 Where appropriate and available, the TPC should also consider developing an interactive online tool providing access to information related to accessibility and sustainable travel opportunities (an example can be viewed at www.pbatravelplan.com). Such an online tool, which would further complement and form a part of the PTP and monitoring exercises, could provide information on the following and in the longer term may be maintained and developed further voluntarily by residents.

- An introduction to the Travel Plan objectives and strategy
- Accessibility Map
- Link to walking, cycling and public transport timetables and journey planners
- Travel Plan Newsletters
- Travel Plan Survey Results
- Local Travel Plan Forum meeting minutes and updates
- Relevant sustainable travel news and advertisements (e.g. cycling promotions, bus timetable changes, website articles)

Community Embedding and Handover

6.8 Following the successful completion of the TP's 5-year strategy, the site should be operating in a more sustainable fashion with opportunities presented for the TP's principles and practices to become embedded in the development and local area. Local resident engagement and gradual handover is embedded within the proposed TP strategy and should form a key subject in annual liaison with the TPO as the TP progresses.

Overcoming Barriers to Success

6.9 A potential barrier to implementing a successful Travel Plan could be that the management of a TP is not satisfactory for the tasks required. The developer is aware of the requirement to commission a competent TPC provider and secure an appropriate level of funds to support implementation.

Monitoring

6.10 A monitoring approach must be shaped which recognises the importance of and achieves the following:

- Co-ordinating the monitoring programme for the TP including organisation of surveys
- All parties informed of the TP's aims and objectives, including the TPC, HBC, residents & local community, Foreman Homes and associated housing association
- A representative and informative account, sensitive to and in accordance with development timescales
- An understanding of local travel modal shares, perceptions and other influencing factors
- An understanding of the progress and impact (successes and obstacles) of the TP
- Quantitatively and qualitatively informative data on the above
- Avoiding resident/respondee fatigue by securing a time-efficient, user-friendly and incentivised method of data collection which is of benefit to the subsequent TP implementation
- Being adopted, at least in part, by the local residents/community beyond the TP's active life

6.11 The approach to monitoring acknowledges the above requirements and is displayed within **Table 13**, and summarised in the subsequent paragraphs.

Full Occupation – Year 1	Year 2	Year 3	Year 4	Year 5
Baseline Residential Survey	Snapshot Survey	Full Residential Survey	Snapshot Survey	Full Residential Survey
Annual Progress Review	Annual Progress Review	Annual Progress Review	Annual Progress Review	Handover Progress Review

Table 13: Monitoring Stages

6.12 In the period between full occupation and 3 months of that event, a **baseline resident survey** would be conducted, and would involve the following:

- Activation of a short online travel questionnaire (as adapted from example included as **Appendix D** - without a required minimum response rate)
- A site visit to monitor and gain examples of the internal site design, cycle storage facilities (provision and use) and local transport and travel facilities
- Minor amendments to Action Plan/targets following the above if/where necessary
- Repeated at Years 2 and 4 following full occupation

6.13 The 'snapshot' survey and Full Resident surveys would be combined with an **Annual Progress Review** taking place each year from full occupation to support dialogue with HBC, and including the following;

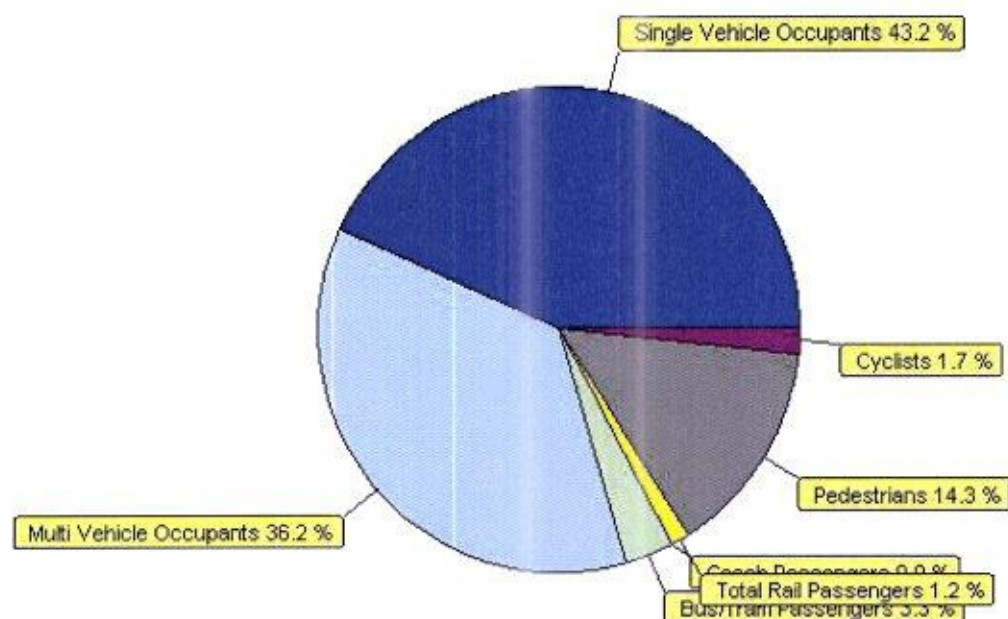
- Examples of TP work carried out over the year
- Action Plan for upcoming year
- Repeated annually from Year 1 after first occupation until Year 5 following full occupation

6.14 Resident survey responses would be incentivised through offer of a relevant prize (e.g. a discount voucher or equipment negotiated with the local cycle store), as well as being able to complete questionnaires using an online survey format (with a secondary/alternative opportunity for doorstep completion during the TPC's site visit). As the surveys are repeated, residents should have experience of the benefits of providing their responses can bring to the effectiveness of the TP, with this providing a further incentive in itself. The TPC would also be required to explore further opportunities for incentives, drawing on experience and contacts gained as the TP develops.

7.0 CONCLUSIONS

- 7.1 This Full Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Foreman Homes to support 2 applications at Land South of Ranelagh Road, Havant following on from the previous application (App/12/00772). The combination of the applications would result in an uplift of 4 units on the site overall, taking the total from 79 to 83. This TP builds upon the previously approved travel plan associated with the 2012 application for 79 homes.
- 7.2 A Travel Plan is a strategy which supports National and Local policies, through managing access to a development site and supporting an increase in sustainable travel. It is an evolving process initiated by a front-loading exercise through the completion of this document and dialogue between its authors, HBC and the applicant.
- 7.3 The TP's primary objective is to support sustainable development by reducing the impact of the development's travel demands, through raising awareness of and promoting more sustainable travel practices.
- 7.4 An indicative baseline travel modal split and targets have been established for the proposed development site, although all targets and measures would be reviewed and revised where necessary, and agreed with HBC's TPO. The overall target of the TP is to create a 10% shift in modal choice away from private car towards more sustainable modes.
- 7.5 In order to meet the key objectives of this TP, a number of measures are proposed for implementation from an early stage and to be relevant to the varying local demographic. Such measures primarily focus on cycling (and walking) for shorter journeys and public transport for longer distance journeys, as well as local network building and communication.
- 7.6 A Travel Plan Co-ordinator (TPC) will be appointed to oversee the implementation of all aspects of the TP in co-ordination with local forums. The TPC will raise awareness and encourage changes in behaviour through effective communication strategies. The TPC will organise surveys and subsequently liaise with HBC to ensure accurate baseline travel trends against which the TP targets are set. Survey results will be used to update and revise the content of the TP's Action Plan, to ensure it remains an active process, becomes increasingly integrated into and adopted by the local community, and maximises available opportunities to increase levels of sustainable travel.

Modal Split Percentages



Time Range/Peak Period Selection

Direction: Totals / Use All Times

[illegible]

Thank you for taking the time to complete your travel survey. This will help us help you and your local travel. Please complete all sections!
 Don't forget to fill out your details at the end!
 You can send your completed survey to:

- ☐ **Post:** Paul Basham Associates, Lancaster Court, 8 Barnes Wallis Rd, Fareham, PO15 5TU using the **pre-paid envelope**
- ☐ Or you can fill this out via **Survey Monkey** on www.surveymonkey.com/r/COMPPOINT
- ☐ **Email:** travelplan@paulbashamassociates.com



Compass Point

Welcome to your new home at Compass Point! By completing this survey we are able to issue you your FREE travel gift mentioned in your Welcome Pack. Please answer ALL questions, and fill out your details on the back page. Without this information we will be unable to process your travel gift. This survey will help us (your travel plan coordinators) understand a little more about your travel choices and your local travel. Please return the survey to us via email, fill it out online using the survey monkey link above or return using the **pre-paid and addressed envelope**.

Section A: Your journeys

A1. For the past 5 WEEKDAYS please indicate (with a tick) your household's main mode of travel (where longest distance/journey time was covered) for your primary journey (e.g. commute to work).

	Day 1	Day 2	Day 3	Day 4	Day 5
lic Bus					
ate Bus					
le					
Alone					
Share (passenger/ driver)					
orcycle/scooter					
r					
erground					
k					

ther, Please specify: _____

2. Please indicate how frequently an alternative form of travel is used for the household's primary journey to that indicated in Question 1.

	Never	Very Rarely/ Sometimes	1-2 times every 1- 2 months	1 / Fortnight	1 / week	1-3 days/week	4-7 days per week
lic Bus							
ate Bus							
le							
Alone							
Share (passenger/ er)							
orcycle/scooter							
n							
erground							
k							

Other, Please specify: _____

If you wish to discuss any part of this survey further please do not hesitate to contact us at: Paul Basham Associates, Lancaster Court, 8 Barnes Wallis Rd, Fareham, PO15 5TU, Tel: 01489 668134, email: travelplan@paulbashamassociates.com

Thank you for your time, and we look forward to gaining your responses!

A3. Please paint a picture of your primary journey, from A to B

Start Postcode (A) _____
 Time I leave start postcode (A) _____
 Postcode (A) _____
 Time I leave end postcode(B) _____

Section B: Travel Choices

B1. How many cars does your household own?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4+

B2. If you travel by car, why do you travel by car?
 (Please tick all that are relevant)

- 1. ☐ Car essential to perform job
- 2. ☐ Reliability/Quicker than alternatives
- 3. ☐ Health reason
- 4. ☐ Lack of alternative/Costs
- 5. ☐ Comfort/Personal safety
- 6. ☐ Things to do on way home
- 7. ☐ Other please specify _____

B3. Which of the above is the most important reason?
(Please enter the number associated to the reason e.g. 7)

Section C: Travel incentives

C1. Which of the following would most encourage you to walk (or walk more if you already do so)? (Please specify up to 3)

- ☐ More information and advice on walking and routes
- ☐ Safer routes/better footpaths
- ☐ Nothing would encourage me to walk more
- ☐ Other (please specify)

C2. Which of the following would most encourage you to cycle (or cycle more if you already do so)? (Please specify up to 3)

- ☐ Better cycle storage
- ☐ Cycle training/safety courses
- ☐ More information on cycle routes
- ☐ Better cycle equipment/maintenance
- ☐ Discounts
- ☐ Nothing would encourage me to cycle more
- ☐ Other (please specify)

C3. Which of the following would encourage you to travel by bus or train (or do this more if you already do so)? (Please specify up to 3)

- ☐ More direct routes
- ☐ More frequent/reliable service
- ☐ Better facilities at stops/station
- ☐ Increased safety measures
- ☐ Discount tickets/passes
- ☐ Better connection from home to the station/bus stop
- ☐ Nothing would encourage me to use the bus/train more
- ☐ Other (please specify)

C4. Which of the following would most encourage you to car share (or more if you already do so)? (Please specify up to 3)

- ☐ Car share scheme at work
- ☐ If I knew people to car share with
- ☐ More similar journeys
- ☐ If it did not affect my daily routine (e.g. when to leave)
- ☐ Nothing
- ☐ Other (please specify)

Section D: Your FREE Travel Gift

D1. Which FREE travel gift would you like claim?

- ☐ First Month Southampton bus pass
- or
- ☐ £50 Cycle shop voucher for 'The Hub Cycleworks'



D2. Please tell us how you intend to use this travel voucher:

D3. We may send you a newsletter from time to time, what travel information in particular would you like to keep updated on:

ALL please complete

In order for us to process your voucher and get it sent to you we need the following information

Name:

Gender: Male/Female/Prefer not to say (please circle one)

House/Flat number:

Street Name:

Postcode:

Email Address:

Age: ☐ Under 20

☐ 21 – 40

☐ 41 – 60

☐ 60 +

☐ Prefer not to say

Without these details we cannot process your request and you cannot receive your FREE travel gift courtesy of Taylor Wimpey.

If you wish to discuss any elements of the questionnaire, your travel plan or the travel gift please feel free to contact us via:

Post: Paul Basham Associates, 8 Barnes Wallis Rd, Fareham, PO15 5TU

Thank you

Appendix E

Winter 2014

Winter Approaches...

The leaves have started to fall, the nights are drawing in and the temperature has dropped. Yes we are afraid that summer is officially over... Not to worry though, as your Travel Plan Coordinators are here to help journey safely in the coming winter months. Have you claimed your £200 travel voucher yet? If not, why don't you kit yourself out with some lights, reflective strips, clothing or treat your bike to a winter service to be safe on the roads. All of the above are available from East St Cycles. Contact us to find out more.

A number of residents have already claimed their travel voucher and have been extremely happy with the results. Details of how to claim your voucher can be found overleaf or on our website at www.pbatravelplan.com/hamilton-place/.



Image from www.sustrans.org.uk

Car share for cash savings!

If you want to cut down the amount of money that you spend on fuel whilst also reducing your carbon footprint, then why not give car sharing a try?

Lift sharing on a journey to work (or any other journey for that matter) can save you hundreds and sometimes thousands of pounds every year by splitting the cost with your fellow commuters. Sharing the cost of a journey can keep money in your wallet instead of going down the fuel cap of your car.

Visit <https://surrey.liftshare.com/> to find somebody in your area that you can lift share with and see how much you could save by using the savings calculator.

You may be surprised by how much you could save, so why not sign up, find a lift share partner and start saving today!

Kit your bike out for Autumn/Winter

www.roadcyclinguk.com/ is a great informative website that offers insider tips and guides on things like gear and accessories. Have a browse and see what you learn! The online forums are full of cycling tips.

One article in particular (www.roadcyclinguk.com/gear/five-essential-autumn-cycling-accessories.html) shows how to prep yourself and your bike for Autumn with 5 essential accessories to make your life easier. It suggests purchasing:-

- Arm and knee warmers
- A gilet
- Lightweight gloves
- Lights
- Oversocks

The article tries solve the problems that you can often encounter in the Autumn, where you are too cold in the morning and too warm in the afternoon!

So get yourself down to East St Cycles and get you and your bike winter ready by using your free £200 voucher!

Complete our survey for a free gift!

If you have not done so already, just follow the link below to claim your £200 cycle voucher or 3 month free bus travel. Flip over for more details.



<https://www.surveymonkey.com/r/hamiltonplacewinter2014>

Free 3 day gym taster

3 of your local gyms offer a 3 day free trial so why not follow the link below and have a little taster. The closest gym to you is the Elmbridge Excel Leisure Centre, which is around 1.5 miles away from Hamilton Place (30 min walk, 7 min cycle).



www.dcleisurecentres-forms.co.uk/freepass.html

The Law

Are you aware that the law requires you to have a white front light and a red rear light when cycling in the dark?

Don't get caught out this autumn, especially now the clocks have gone back an hour – keep up to date with the legislation over at CTC, the national cycling charity.

www.ctc.org.uk/cyclists-library/regulations/lighting-regulations

How's your street doing in the Prem?

With the start of the new football season underway our very own inter-street voucher claiming competition has kicked off as well! We have ranked each street in Hamilton Place in order of percentage of travel gifts claimed.

It's close at the top with Langdale and Windermere going head to head at this early stage. At the other end of the table though it's a sad sight too see that Thirlmere have yet to claim a single voucher... This could all change in the coming months!

Encourage your neighbours who haven't yet claimed and push your street up the leader board for bragging rights!

The Hamilton Place Free Voucher Premiership		
Position	Street	% of Gifts Claimed
1	Langdale Terrace	33%
2	Windermere Terrace	33%
3	Swansmere Close	14%
4	Coniston Terrace	11%
5	Scholars Place	9%
6	Thirlmere Terrace	0%

*** Visit our exciting new website for more details on travel in YOUR area ***

New!

www.pbatravelplan.com/hamilton-place

New!

Have you taken advantage of our travel voucher offer yet? It's not too late!

A number of residents have recently taken us up on this great offer and are already enjoying their 3 month free bus pass or their £200 East St Cycles voucher. We are extending this offer until the end of the year so residents who haven't claimed don't miss out! It's the perfect chance to upgrade your bike with some equipment ready for the autumn, or to try the well connected bus routes in your area for free.

Up for grabs: £200 Travel Voucher With Abellio Buses
Unlimited Travel using Abellio Buses, Surrey

OR

A £200 voucher for East St Cycles
No minimum spend
Includes a **further 10%** off any bike purchase
Includes accessories (e.g. Bike Helmets)
Conveniently located on New Zealand Avenue,
Walton-on-Thames

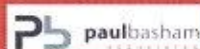
abellio

Special
Offer



In order to claim your gift in time before the end of the year then please get in touch by the 21st of December!

(Please note, this offer is only available to households that have not already claimed a gift voucher from us. For more details please email travelplan@paulbashamassociates.com or call us at 01489 668134, leaving your name, number and address)



Tel: 01489 668134 Email:
travelplan@paulbashamassociates.com



pbatravelplan.com



@pbatravel



PBA Travel Planning

Compass Point Travel Plan Welcome Pack



Welcome

This Welcome Pack aims to give you a taster of what a Travel Plan is and how it can benefit you!

A Travel Plan is a legal obligation required by developers to ensure their development (in this case Taylor Wimpey's Compass Point) is sustainable and as 'green' as possible.

Your **Travel Plan** is here to help you take steps towards a more sustainable future. A Travel Plan is a **FREE** initiative which does not always tell you to abandon the car but instead, helps you make the most of what's available for local travel.

Paul Basham Associates are working on behalf of Taylor Wimpey to help get the Compass Point Travel Plan moving, and we are here to assist you with all your travel related enquiries.

Our website (www.pbatravelplan.com) provides you with more detailed information on what a travel plan is, and information on your local area. This website will hold the most up to date information, and can be used as your travel information hot spot!

Claim your Travel Gift:

A First Southampton Month Bus Pass

OR

A £50 voucher to spend at The Hub Cycleworks

See the back page for more info!



Twitter: @PBATravel



Facebook: PBA Travel Planning



Website: www.pbatravelplan.com

Ways to Travel around Compass Point, Southampton

Car Share

Going the same way?
Need a ride?

Car sharing is where two or more people, who currently make a similar journey independently in separate cars start travelling together.

You still benefit from the convenience of the car, whilst saving a bit of money and reducing pollution and congestion.

Visit hants.liftshare.com to see who car shares in your local area, or contact your Travel Plan Coordinators to find out more.

Cycle Routes

On road or off road – around Southampton you can find a cycle route to meet your needs.

Compass point is well connected to the cycle network around Southampton with on and off road routes to the city centre, Southampton Central Railway and further afield.

National Cycle Route 2 (which links Dover to Cornwall) is also within a short distance of Compass Point. Now we don't expect you to cycle to Cornwall but you could try cycling to the train station or to the city centre instead of hopping in your car.

Check out: www.sustrans.org.uk/ncn/map/route/route-2 to see the local routes in your area

Travelling by bus

Bus stops can be located on the map opposite. These bus stops take you into Southampton City Centre and Southampton Central railway station.

Visit pbatravelplan.com for details on all bus routes in the area or visit bluestarbus.co.uk for Route Number 4 and, firstgroup.com/ukbus/hampshire for Route Numbers 1 and 12

By rail

Southampton Central Railway is a 15 minute cycle, or bus routes 1, 4 and 12 in your area can take you there.

From the station you can get to the West (Bristol, Salisbury, Romsey and Bournemouth), the East (Portsmouth, Brighton and London) and the North (Birmingham and Manchester)

Turn over to find out how you can claim a free bus pass, or £50 towards a new bike or accessories

Useful sites

In need of some information regarding your journeys?

Visit pbatravelplan.com to find out information about your site, including bus timetables, what's in your local area, and useful sites or alternatively, visit the following sites:

- sustrans.org.uk (for cycling information)
- myjourneysouthampton.com (to plan your journey using all mode of transport)



What does this all mean?

Newsletters

We will keep you up to date on local travel developments through biannual Newsletters. They will also let you know when **surveys** are taking place and remind you of the **opportunities** that you may be **missing out on!** Please help us stay as environmentally friendly as possible by providing us with your email address (via the survey). This way we can email you your newsletter, and give you direct links to useful sites.

Want to arrange your own **FREE** personal travel plan

Not sure of your cycle route to work or which bus to take? A personal travel plan is tailored to your needs. It's a **FREE** initiative that can help you look at sustainable travel choices.

Contact us to help you arrange your own **FREE** personal travel plan.

Look out for a travel event happening soon!

Travel Survey

Enclosed with this Welcome Pack is your Travel Survey. This survey helps us understand what travel information you want and can help us create your own **FREE** personal travel plans, so please complete and return to us as soon as possible.

Alternatively you can complete your survey online by following the link below. As soon as we have received your completed Travel Survey we can process your Travel Gift for you (<https://www.surveymonkey.com/r/COMPPPOINT>)

Claim your travel gift

To set you on your way in your new home, Taylor Wimpey are supporting a travel voucher for each household. If you haven't claimed a voucher yet, one of the following options is now available:



A Free First Southampton Monthly Ticket

OR



A £50 Cycle Voucher at The Hub Cycleworks Southampton (plus a 10% discount in store)

Please contact us (using the details on the reverse or on pbtravelplan.com) to claim your voucher.

(Please note, this offer is only available to households that have not already claimed a gift voucher from us. For more details please email travelplan@paulbahamassociates.com or call us at 01489 668134, leaving your name, number and address)

Contact Us

Got a transport related issue?

Contact your Travel Plan Coordinators at:

Email: travelplan@paulbahamassociates.com

Address: 8 Barnes Wallis Rd, Segensworth, Fareham, PO15 5TU

Telephone: 01489668134

Ask for Jon Huggett or Jessica Lloyd