

**Draft
TRAVEL PLAN**

**for the
residential development
on land
at Portsdown Hill, Bedhampton
Havant**



David Wilson Homes

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February 2014

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Issue and Revision record;

revision	date	description	authorised
Draft 1	21 st February 2014	working draft/planning application	rp

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DRAFT
[Letter on DWH notepaper]

**The Chief Executive,
Havant Borough Council,
Civic Centre
HAVANT
PO9 2AX**

XX YYYY 2014

Dear ,

Residential Development , Land at Portsdown Hill, Bedhampton

As a responsible and progressive developer we recognise that this development will be a significant generator of traffic and that all the future residents should be made aware of the consequences of travel to and from the site. In this respect we are committed to introducing an effective Travel Plan to encourage a sustainable mode of transport in the way people travel to and from the site.

This document sets out the measures that we propose to implement

The site is located within the built up area and accessible to shops, services, schools and employment opportunities such that access to these facilities will be just as easy on foot or cycle as by car. The purpose of the Travel Plan is to ensure that residents get into the habit of thinking before they use the car, especially with single –occupancy journeys.

This Travel Plan represents a commitment on the part of the developer. We look forward to working with you and your staff on this Travel Plan.

Yours sincerely,

XXX XXXXX

on behalf of the David Wilson Homes

1. INTRODUCTION

- 1.1 The developer, David Wilson Homes, has been granted permission by Havant Borough council to construct some 47 dwellings on the site located on the north side of Havant road, Bedhampton. This approval was granted on XX XXXX 2014 reference 14/XXXXX. A Condition of this approval was that a Travel Plan should be prepared for this residential development and must be implemented prior to the first occupation.
- 1.2 This draft Travel Plan has been submitted with the Transport Assessment as part of the planning application. This will be revised and then finalised in the light of any comments received from Havant Borough Council.
- 1.3 The site is located on the western edge of Havant close to the A3(M) which gives easy vehicle access in all directions. All access into the site will be from Havant Road which has two high-frequency bus services running along it. These will provide a good opportunity for access to counter the accessibility by car. The site lies within walking distance of shops, bus stops, employment and a range of services.

2. SITE AUDIT

- 2.1 The purpose of a site audit is to identify how well the site caters for a range of sustainable travel movements and access requirements. It is the first step in creating a 'self-help' process for analysing travel opportunities and any potential deficiencies and problems related to the site.
- 2.2 The location of the site and many of the features designed into the scheme will ensure that the travel characteristics of residents will be as sustainable as possible.
- 2.3 The physical features of the site that are relevant to the likely choice of travel modes are;
- proximity of the site to bus stops and the existence of 8 buses per hour in either direction along Havant Road
 - some shops, pub, restaurant, church and convenience stores and other facilities it will be more convenient to walk rather than drive.
 - the existence of a joint footway /cycleway alongside Havant Road to the front of the site

- site has a number of employment opportunities within 1km of the site
- two regular bus services pass the site, providing access to the Portsmouth, Cosham and Havant
- relatively flat terrain in an east –west direction, which will encourage cycling
- The railway station (1300m, a 6 minute cycle or a 18minute walk) provides a twice per hour service in either direction, with trains serving both the London – Portsmouth line and the line to towards Southampton. Services towards Chichester and Brighton can be gained by changing at Havant. There are 40 secure cycle spaces . The services are more frequent at peak times

2.4 These can be summarised as;

Table 1: Proximity of local shops, schools and services to application site

walk /cycle distance*	type of facility
250m	Rusty Cutter public house, restaurant, Premier Inn hotel
750m	St Andrews church, Farlington
850m	dental practice, Havant Road, Farlington
900m	newsagent, hairdressers, fast food (Belmont Grove)
1100m	Tesco Express + Post office , Farlington
1250m	local shops (off-licence, newsagent, tyres) Bedh'mptn Rd)
1350m	Bidbury Infant and Junior Schools
1500m	Bedhampton railway station
2000m	Sainsbury , Farlington and a Retail Park
2100m	Asda superstore
2200m	Tesco superstore (Havant)
2300m	Havant town centre
3700m	Queen Alexandra Hospital

* all distances measured from front of the site

2.5 The various design features incorporated into the scheme include;

- adequate car parking provision
- good pedestrian links out of the site
- secure cycle parking for each dwelling

Public Transport

2.6 The Transport Assessment submitted with the application contains details of the various bus services that pass along Havant Road.. The nearest bus stop is 40m from the front of the site. The railway station (which is served by the bus routes) is a short cycle or a 18 minute walk away.

3. OBJECTIVES OF THE TRAVEL PLAN

3.1 The overall objectives of a Travel Plan are to promote more sustainable travel by offering and being aware of more realistic travel choices. The more detailed objectives can be defined summarised as;

- a) *increasing travel awareness.*
- b) *to reduce the need to travel during peak periods.*
- c) *to minimise the dependence on use of the private car and vans.*
- d) *to reduce the number of single occupancy journeys by car*
- e) *to encourage the use of non-car modes of travel.*
- f) *to maximise the safety of people travelling from the site.*

3.2 The benefits of a residential travel plan, are often identified as;

- reduced need to travel by the provision of on-site facilities and access to information and services through the internet
- improved choice of travel options available to all residents
- improved quality of the public space
- enhanced social inclusion and sense of community
- less congestion

4. NATIONAL AND LOCAL AUTHORITY POLICY

4.1 There is extensive information available on the internet about Travel Plans. This includes advice from central and local government .

4.2 Current national guidance is summarised on the DfT web-site (www.local-transport.dft.gov.uk/travelplans/index.htm and at the web site www.transportenergy.org.uk/travelplannetwork . Also of particular relevance is the report 'Using the Planning Process to secure travel plans – Best Practice Guide July 2002. Advice is given on the need to tie these proposals into any planning application and make their implementation enforceable either by incorporation into a condition or by legal agreement.

4.3 Local advice is contained in various documents produced by Hampshire County Council and set out on their website;

<http://www3.hants.gov.uk/workplacetravel/.htm>

and then follow the link to Residential Travel Plans This site has links to further advice for developers and on how to set up a Travel Plan. Further contact is available by phone to the Travel Plan Department at 01962 846815 or by email at workplace.travelplans@hants.gov.uk

5. THE TRAVEL PLAN MEASURES

Objectives

- 5.1 The main thrust of the Travel Plan is to influence the travel habits of residents. The main objectives of the residential travel plan are;
- address residents needs for access to a full range of facilities and activities without the need to use a motor car
 - reduce the traffic generated by the development
 - encourage good design principles and support the local community
- 5.2 Ensuring that these travel plan principles are in place from the outset can also provide an opportunity to make a fundamental shift towards the provision of streets for people and social activity rather than purely a means of access to properties.
- 5.3 A typical structure for a Residential Travel Plan is the 'travel plan pyramid' comprising;
- promotional strategy –welcome packs, bus discounts, cycle incentives
 - services and facilities - provision of good public transport, access to car clubs; use of home delivery services
 - Travel Plan Co-ordinator on site
 - built environment – features designed into the scheme
 - location – proximity to local facilities

Proposed measures

- 5.4 The following sets out the proposed measures for the site. They have been tailored to suit the particular location and availability of services and comprise a combination of 'hard' measures (ie those designed into the scheme) and 'soft' measures , ie those where people's behaviour will be influenced by the Travel Plan. These will be form the basis for discussions with officers of Havant BC / HCC to derive a final, agreed range of measures prior to first occupation.
- a) **design**
- 5.5 The spine road through the site will not be offered for adoption. There is therefore the opportunity to create an internal site layout that is friendly to pedestrians and encourages slow speed. The access into the site is on a sharp bend and over a table-top traffic calming features so entry speeds will be low and will remain low. There are bus stops directly outside the site.
- 5.6 Each residential unit will have access to a secure cycle parking space.

b) initiatives

5.7 Prior to first occupation the developers will appoint a Travel Plan Coordinator (TPC), probably from one of their on-site sales staff. This person will be crucial in raising Travel Plan awareness and encouraging residents to adopt some of the various initiatives. The duties of the TPC will include;

- overseeing the development and implementation of the Plan;
- produce the Welcome Pack for new residents
- provide and maintain public transport information for residents;
- liaise with site residents to provide them with personalised journey planning;
- include sustainable travel information on any community notice board in the Bedhampton / Havant area and on an on-site notice board;
- ensure all prospective purchasers and occupiers have the relevant public transport infrastructure information;
- offer each household a voucher to the value of £XXX to enable the purchase of either a bus season ticket or the purchase of a bicycle
- training of sales staff to inform potential buyers about sustainable transport options for the site and giving access to the Travel Plan via the TPC;
- designing and implementing effective marketing and awareness-raising campaigns to promote the Plan and utilise existing travel awareness campaigns such as Walk to School Week; Bike Week etc;
- setting up, co-ordinating and attending transport user groups;
- promote the benefits of sustainable travel;
- surveying travel patterns and working on objectives and targets to reduce reliance on private vehicle use;
- co-ordinating the necessary data collection exercise required to monitor and develop the Plan, and forwarding the results to the LPA;
- liaising with residents as well as external organisations, including local authorities, suppliers and public transport operators.

Welcome Pack

5.8 One of his /her first duties will be to prepare a Welcome Pack to be issued to each household on first occupation which will set out;

- a summary of this Travel Plan
- the aims and benefits of the Travel Plan;
- a map showing the location of main services (shops, schools , bus stops, Post Office, surgery, churches, local services etc);
- a summary of the bus timetable and other public transport information and where more detailed timetable information can be obtained (web-sites, council offices , bus termini etc)

- details of local cycle routes and any cycle shops and cycle repair facilities in the area and any others
- details of car clubs and car-share schemes in the area
- other relevant local information (play groups, nurseries, play areas etc)
- name and contact details of the TPC and details of the Travel Plan notice board containing further TP information

5.9 Included in the Travel Pack will be a questionnaire which the householder will be asked to complete within one month of moving in. This simple survey will ask for details of any regular journeys (ie one made at least 3 times per week) each adult householder makes; whether there is an alternative travel mode they have considered and could use, and what is stopping them from using this alternative mode of travel (ie having to collect or drop-off another person on route to destination). When 50% of the households have been occupied the TPC will then ensure all the households have completed the survey as this will then form a usable data-base from which targets can be set.

5.10 Another duty of the TPC will be to try and identify a local person who would be interested in continuing with the TPC's duties after the sales team has left. This could either a resident or other persons involved with the community

Resources

5.11 There is a significant cost implication of setting up and running a Travel Plan. These costs will be greatest in the first year when the Travel Plan is set up with data gathering, preparation of the information pack, installation of the notice board and general education and familiarity with the whole process. In the first month it is likely the appointed TPC may have to spend up to 3 hours per week on the plan. In successive years the input by the TPC should reduce to the equivalent of around 2 hours per month. Excluding staff costs, the direct costs allocated to implementing the TP will be;

- year 1 budget of £xxx) to be negotiated
- years 2 –5 budget of £xxx per annum)

6. TRAVEL PLAN IMPLEMENTATION, TARGETS & MONITORING

6.1 A Travel Plan is an active, on-going tool which requires maintenance and regular updates to ensure that it remains valid for the site and the people it applies to. By setting out the key objectives and measures this document is the starting point from which to implement the full working Travel Plan. This Travel Plan and the various measures and targets will be agreed in writing with HBC prior to occupation of the first new dwelling.

Funding the Travel Plan

- 6.2 There is a significant financial commitment in setting up and running the Travel Plan. These costs will be greatest in the first year when the Travel Plan is set up with data gathering, preparation of the Welcome pack and general education and familiarity with the whole process. In the first month it is likely the appointed TPC may have to spend up to 3 hours per week on the plan. In successive years the input by the TPC should reduce to the equivalent of around 2 hours per month. The allocated resources are set out in para 5.11.

Appointment of the Travel Plan Co-ordinator

- 6.3 Prior to first occupation of the development, the developer will have appointed the Travel Plan Co-ordinator, most likely from one of their on-site sales staff to set up and run the Travel Plan. The initial work will involve preparing the Welcome Pack for new residents, which will also enable her/him to become familiar with the local transport and facilities in the Bedhampton and Havant area.
- 6.4 Each Welcome Pack will include a Travel Questionnaire which residents will be asked to complete this within one month of occupation.

Targets

- 6.5 The long-term targets will be finalised after a realistic number of Travel Survey forms are completed, but many sustainable travel features will be available for new residents from first occupation, including; ;
- a site designed to encourage non-car use
 - a Travel Plan Coordinator in post
 - a Travel Plan welcome pack
 - secure cycle parking for every dwelling
- 6.6 Once the travel characteristics of a number of the new households (say two-thirds or 60%) is known then it will be possible to refine the various initiatives and finalise the targets. An initial set of targets is set out in the accompanying Table. These initial targets will be based on the characteristics of existing residents of the area¹.

Monitoring

- 6.7 All residents will be asked to complete a Travel Questionnaire within one month of their arrival on site. Once around 30 dwellings (ie around 60%) are occupied the site can be regarded as established and that will be the trigger for annual repeats of the Travel Questionnaire, subject to some latitude if someone has only just moved in (so they don't end up filling in another survey within weeks of an earlier response).

¹ based on the returns in the 2011 Census for the local ward

- 6.8 Over a period of time the TPC will build up a profile of issues that may need addressing or where improvements (to bus stops , footpaths , cycle facilities etc) can be made.
- 6.9 A further task for the TPC is to identify the person who would take over the TPC duties once the developer's sales staff leave site.
- 6.10 An integral part of the monitoring will be to liaise with the Travel Plan officer in the LPA. As soon as is reasonably practical the name of the TPC and his/her contact details will be sent to the LPA. Any subsequent changes will be advised as soon as possible.

7. CONCLUSIONS

- 7.1 The key elements of the Travel Plan are;
- increasing travel awareness
 - to encourage the use of non-car modes of travel
 - to maximise the safety of people travelling within and from the site.
 - to reduce the number of single occupancy journeys by private car at all times of the day.
- 7.2 The other elements will take longer to achieve and the scope for a small development is less than a large one. Nevertheless it will remain as a target for all to achieve.