



SALTMARSH LANE, HAYLING ISLAND

TRAVEL PLAN

October 2022

Hayling Island Builders

**RESIDENTIAL DEVELOPMENT
SALTMARSH LANE
HAYLING ISLAND**

TRAVEL PLAN

CONTROLLED DOCUMENT

Document No:	020.0660/TP/2	
Status:	Original	
	Name	Date
Prepared by:	Beth Thomas	July 2022
Checked by:	Tom Peters	July 2022
Approved by:	Harry Cross	July 2022

Revision Record

Rev.	Date	By	Summary of Changes	Aprvd
2	Oct. 2022	TP	Client Comments	MS

Disclaimer

This document has been prepared in accordance with the scope of Paul Basham Associates Ltd's appointment with its client and is subject to the terms of that appointment. It is addressed to and for the sole use and reliance of Paul Basham Associates clients. Paul Basham Associates accepts no liability for any use of this document other than by its client and only for the purposes, stated in the document, for which it was prepared and provided. No person other than the client may copy (in whole or in part), use or rely on the contents of this document, without the prior written permission of a Director of Paul Basham Associates. Any advice, opinions, or recommendations within this document should be read and relied upon only in the context of the document as a whole. The contents of this document are not to be construed as providing legal, business or tax advice or opinion.

© Paul Basham Associates Limited 2022



**Hayling Island Builders
2 Castle Business Village
Station Road
Hampton
Middlesex
TW12 2BX**

**Paul Basham Associates Ltd
The Bothy
Cams Hall Estate
Fareham
PO16 8UT**

**RESIDENTIAL DEVELOPMENT
SALTMARSH LANE
HAYLING ISLAND**

TRAVEL PLAN

Contents

1.	INTRODUCTION	2
2.	TRAVEL PLAN POLICY	5
3.	EXISTING CONDITIONS AND ACCESSIBILITY	8
4.	PROPOSED DEVELOPMENT	16
5.	INDICATIVE BASELINE AND TARGETS.....	17
6.	TRAVEL PLAN STRATEGY	19
7.	IMPLEMENTATION AND MONITORING	25
8.	SUMMARY AND CONCLUSIONS.....	28

Figures

Figure 1 – Approximate Site Location

Figure 2 – Location of the Hayling Island Billy Trail Demonstrated in Green

Figure 3 – PRoW within Hayling Island (PRoW Highlighted in Light Pink and the Hiking Trail in Green)

Figure 4 – NCR for Hayling Island along the Hayling Billy Trail

Figure 5 – A Map Demonstrating Bus Routes (30 and 31) and Stops for Hayling Island and Havant

Figure 6 – Map Showing Bus Routes (30 and 31) and stops for Hayling Island on Local Scale

Figure 7 – Mid Super Output Area Havant 015

Tables

Table 1 – Travel Plan Objectives

Table 2 – Summary of Local Bus Services

Table 3 – Walking and Cycling Times in Relation to the Site

Table 4 – 2011 Census Data “Journey to Work”

Table 5 – Interim Modal Share Targets Based on Census Data

Table 6 – Action Plan

Table 7 – Travel Plan Monitoring Strategy

Appendices

Appendix A – Masterplan

Appendix B – Journey to Work Census Data

Appendix C – Action Plan

1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Hayling Island Builders to support a live planning application (ref: APP/21/01351) for a residential development of up to 60 dwellings at Land to the south of Saltmarsh Lane, Hayling Island.
- 1.2 The proposed development site covers approximately 2.4 hectares and is located in the southwest of Hayling Island, approximately 750m north from West Town. The proposed residential development site is currently occupied under agricultural use. The approximate site location is demonstrated below in **Figure 1**, whilst the current masterplan is included at **Appendix A**.



Figure 1: Approximate Site Location

- 1.3 The outline planning application for the 'erection of up to 60 dwelling units with access; associated landscape and highway works on land south of Saltmarsh Lane, and all matters reserved' was validated on 24th February 2022 by Havant Borough Council (HBC). The application received a response from Hampshire County Council (HCC) Highways on 6th May 2022 in which the submission of a TP was requested.

- 1.4 In addition to this TP a Transport Statement (TS) has been prepared, outlining the anticipated impacts of the development in relation to transportation and highways. Therefore, this TP should be read in conjunction with that document.

Purpose of the Travel Plan

- 1.5 A TP is a strategy for managing travel demand to a development site by addressing the travel needs of its future users, reducing the impact of car travel by promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable travel practices where appropriate. This TP 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.
- 1.6 A TP is an evolving process initiated by a front-loading exercise through site visits, the completion of a TP, and frequent meetings and conversations between its authors (Paul Basham Associates), the client (Hayling Island Builders) and the Local Authorities (HBC and HCC). As such the TP will develop over time following feedback received from monitoring exercises, local developments in sustainable transport and other external factors.

Travel Plan Principles

- 1.7 A successful TP must follow a set of principles to be determined acceptable and create a sustainable development. A TP must be Transparent, Realistic, Achievable, Committed, Enforceable and Sustainable (TRACES), in accordance with the principles set out in HCC's 'A guide to development related Travel Plans' (2009). This TP therefore aims to demonstrate that there are sustainable local travel options available, and measures proposed, along with an implementation and monitoring strategy.

Travel Plan Aim and Objectives

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

Objective Number	Objective
1	To promote the use of Stagecoach 30/31 services for journeys towards Havant and Portsmouth
2	To encourage walking and cycling via the Hayling Billy Trail
3	To minimise private car dependence through the promotion of car sharing and understanding the typical journeys of residents at the proposed development

Table 1: Travel Plan Objectives

- 1.9 Meeting these objectives will help create a sustainable development with good travel practices and a will help to encourage a decreased reliance on the private car, thus reducing the impact of car travel on Hayling Island. Continual evolution of the TP is necessary to ensure the TP meets its targets and objectives. Promoting the TP process will better residents' understanding of the Travel Plan Co-ordinator's (TPC) work, which in turn should increase resident engagement with the TP. The TPC would be responsible for promoting the practices of the TP and reviewing its objectives.

Travel Plan Structure and Approach

- 1.10 This TP will follow the following structure:
- Chapter 2 – Travel Plan Policy
 - Chapter 3 – Existing Conditions and Accessibility
 - Chapter 4 – Proposed Development
 - Chapter 5 – Indicative Baseline and Targets
 - Chapter 6 – Travel Plan Strategy
 - Chapter 7 – Implementation and Monitoring

2. TRAVEL PLAN POLICY

2.1 This TP has been produced in accordance with relevant national, regional and local policy. For reference this includes:

- National Planning Policy Framework (NPPF);
- Hampshire County Council Local Transport Plan 3 (2011-2031) (LTP3);
- Havant Borough Council's Adopted Core Strategy (2011-2026).

National Planning Policy Framework (NPPF)

2.2 The NPPF (July 2021) acts as the central guidance for development planning. As defined in NPPF Annex 2: Glossary, a Travel Plan is 'a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to this TP;

Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) The potential impacts of development on transport networks can be addressed;
- b) Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;
- c) Opportunities to promote walking, cycling and public transport use are identified and pursued;
- d) The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and
- e) Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.

(NPPF Para.104)

The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestions and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

(NPPF Para.105)

All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.

(NPPF Para. 113)

Hampshire County Council Local Transport Plan 3

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

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

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

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

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

Havant Borough Council's Adopted Core Strategy (2011-2026)

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

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

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

Policy CS9 Housing states:

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

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

- Is consistent with and contributes to the implementation of the 'Reduce, Manage and Invest' strategy
- Does not increase congestion and promotes better use of existing transport networks;

- Improves accessibility to goods, services and employment and promotes equality in the transport system;
- Provides transport management measures to ensure the safe and efficient operation of the strategic and local road network;
- Ensures that highway design responds positively to the characteristics of the area and delivers a high quality public realm for all users;
- Maintains or improves the range of transport modes accessible to the users of the development site with specific emphasis on public transport, especially high quality/ frequency buses and includes walking and cycling where appropriate; and
- Improves highway, cycling and pedestrian links between the western built up area of the Borough and the eastern area of the Borough to create a strong east/ west communication axis that passes through Dunsbury Hill Farm/ Leigh Park'.

DM12 Mitigating the Impacts of Travel states:

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

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

3. EXISTING CONDITIONS AND ACCESSIBILITY

- 3.1 The proposed development site is located approximately 750m north of West Town and 1.5km from South Hayling. The site is currently occupied by agricultural farmlands and the existing conditions are shown in **Photograph 1** and **2**.



Photograph 1: Existing Site Conditions



Photograph 2: Existing Site Conditions

- 3.2 The site is bordered by Saltmarsh Lane to the north, Hailing Billy Trail and agricultural fields to the west and south respectively, and residential homes on West Lane to the east. The site is currently accessed via a surfaced track from Saltmarsh Lane between two properties, 64 and 64A. The junction with Saltmarsh Lane is in the form of a vehicle cross over, measuring approximately 3.8m in width and has no footways currently associated with it. The access route is shown in **Photographs 3** and **4**.



Photograph 3: Current access from Saltmarsh Lane



Photograph 4: Current access route

Local Road Network

- 3.3 Saltmarsh Lane is a single carriageway road that serves a residential cul-de-sac providing access to c. 100 properties, connecting to West Lane to the east. Saltmarsh lane is subject to a 30mph speed limit and has a footpath measuring approximately 1.5m in width on both sides of the carriageway which is generally set back 2m from the carriageway edge behind a tree lined verge.
- 3.4 Saltmarsh Lane routes on an approximate east-west alignment, connecting to West Lane (a 40-mph road with north-south alignment, that runs parallel to the A3023, Manor Road) at its eastern extent. The A3023 provides the sole connection north out of Hayling Island providing access to strategic routes such as the A27 and M3.

Pedestrian and Cycle Network

- 3.5 Footways are provided on either side of Saltmarsh Lane carriageway, measuring at 1.5m width. These footways connect to the pedestrian infrastructure along West Lane and continue south, providing a pedestrian connection between the site and West Town 750m to the south. These footways feature dropped kerbs at the junctions along Saltmarsh Lane and West Lane. For footway infrastructure on Saltmarsh Lane, refer to **Photographs 5 and 6**.



Photograph 5: Dropped kerbs at the junction of Saltmarsh Lane and West Lane.



Photograph 6: Dropped kerbs at the junction of Saltmarsh Lane and West Lane.



Figure 3: PROW within Hayling Island (PROW Highlighted in Light Pink and the Hiking Trail in Green)

3.7 **Figure 4** shows the NCR stops on the west coast of Hayling Island, at this location there is a pedestrian and cycle ferry service that connects to the mainland approximately 2.5km from the proposed site.

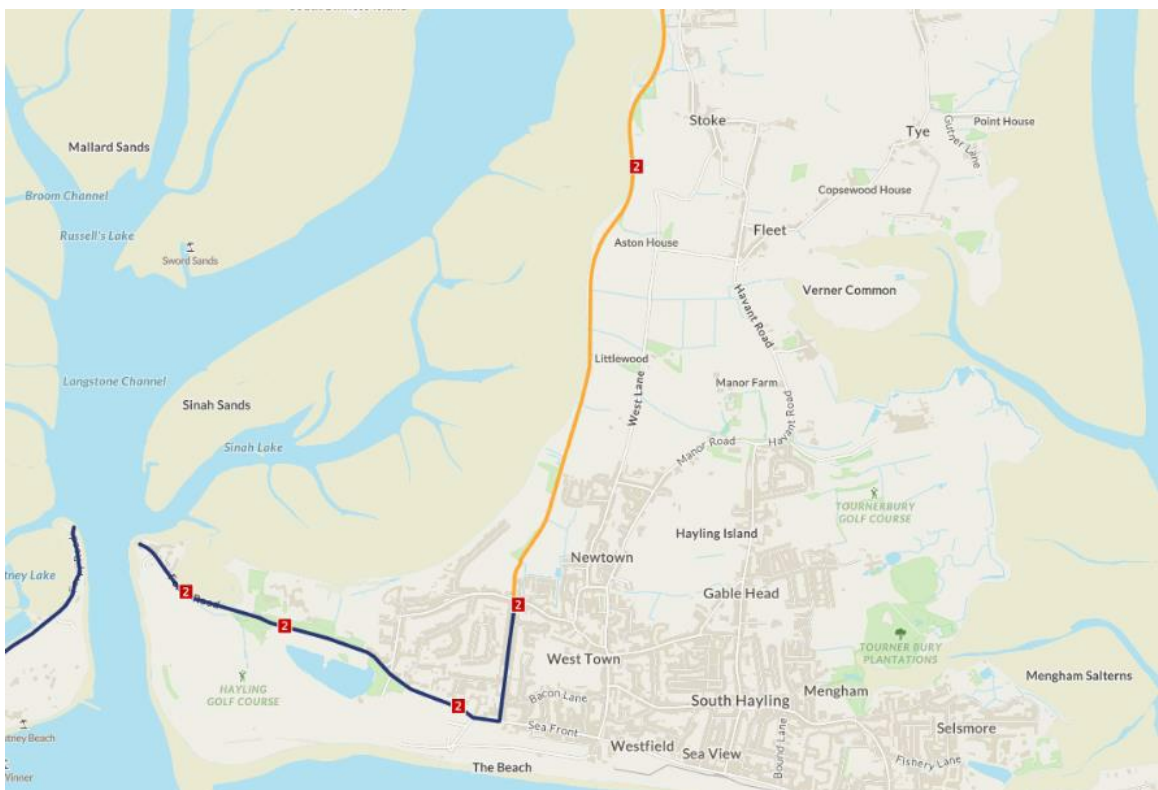


Figure 4: NCR for Hayling Island along the Hayling Billy Trail

Public Bus Services

- 3.8 The closest bus stop is located approximately 500m to the east (6-minute walk) at Brights Lane on Manor Road, which is named Brights Lane Bus Stop. On Hayling Island there are 2 buses that serve the area on the same route in different directions. The 31 service (running clockwise towards Havant) and the 30 service (running anticlockwise towards Eastoke) both operated by Stagecoach bus company. Brights Lane Bus Stops have satisfactory conditions, comprising of flags and timetable information.
- 3.9 Both buses service the south and west of Hayling Island, passing through West Town, East Stoke, Selsmore, South Hayling, Gable Head, Fleet, Stoke and then north into mainland Langstone Road, Havant and Havant Station (see **Figure 5** for the Hayling Island Bus Route). Refer to **Figure 6** for a local view of bus stops and routes in relation to the site.

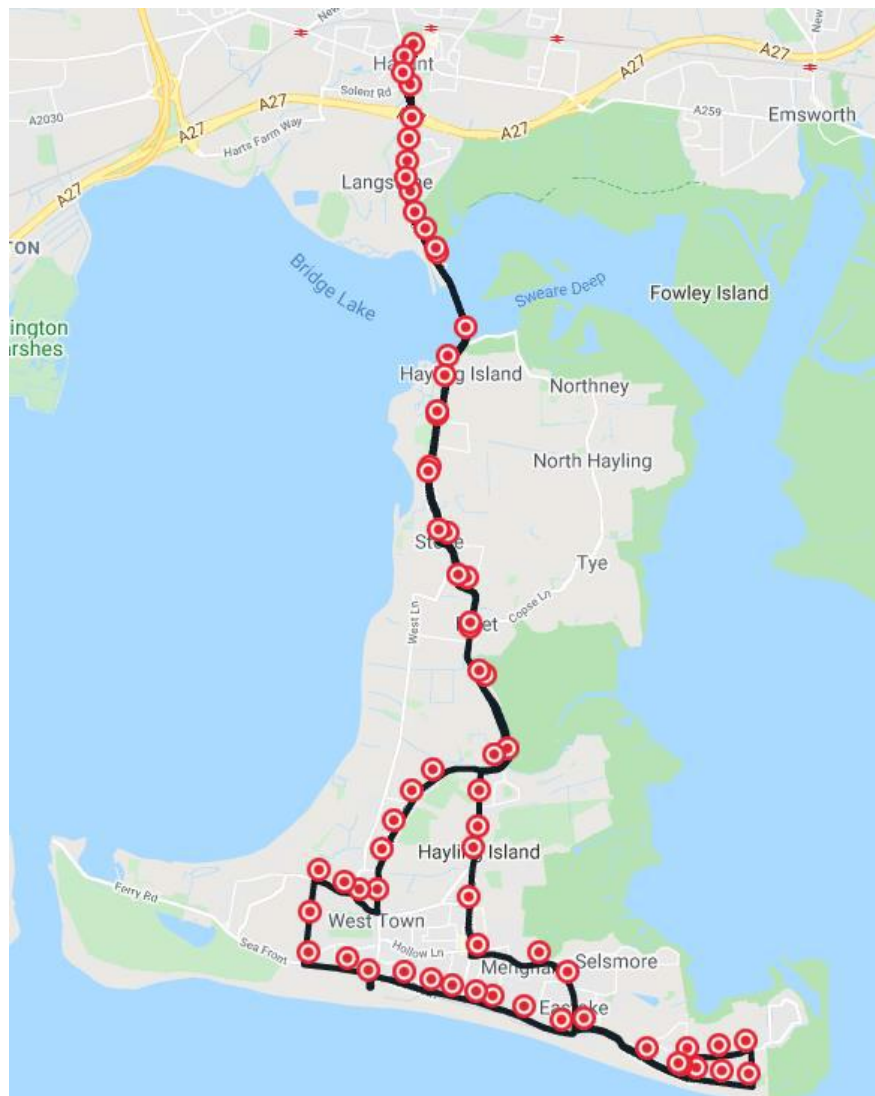


Figure 5: A Map Demonstrating Bus Routes (30 and 31) and Stops for Hayling Island and Havant

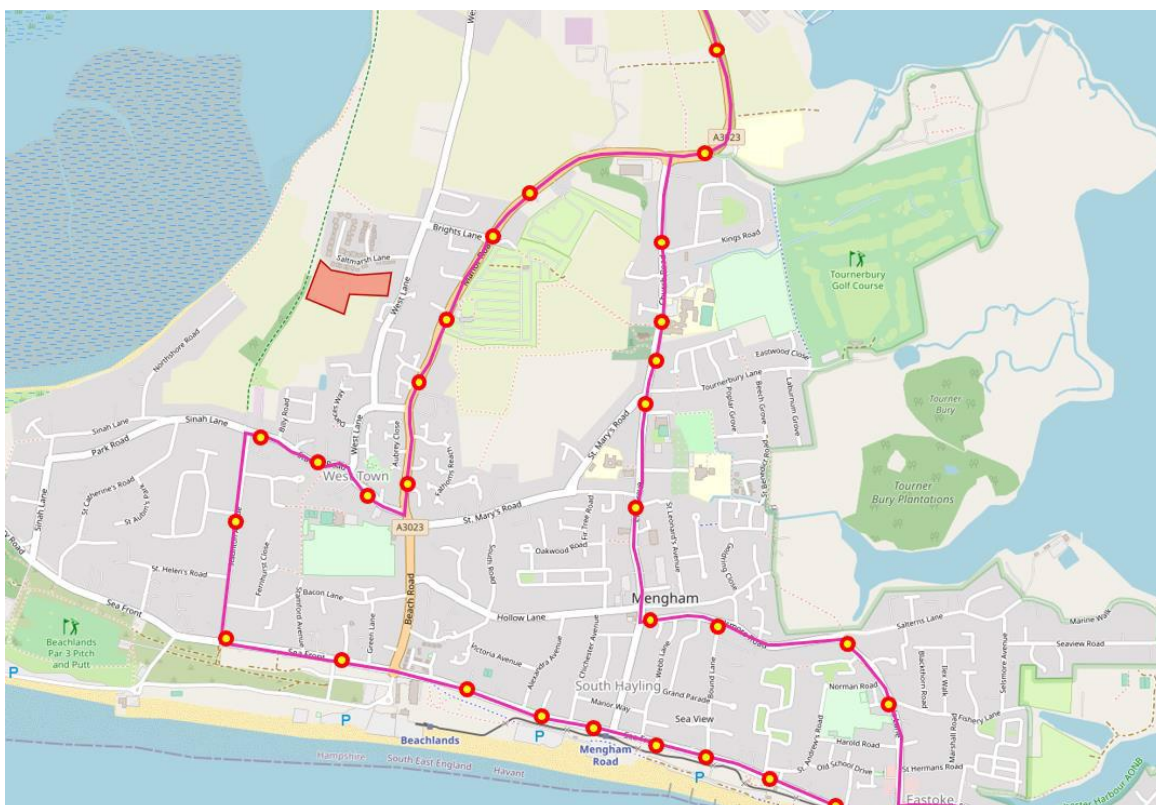


Figure 6: Map Showing Bus Routes (30 and 31) and stops for Hayling Island on Local Scale

3.10 The services, defined in **Table 2**, run every 15-20 minutes, and take approximately an hour to circle the island. Due to the frequency of the services, there would be an opportunity to promote these buses as a form of sustainable transport for residents.

Service	Bus Stop Location	Route	Operator	Frequency		
				Mon-Fri	Sat	Sun
30	Brights Lane	Havant Bus Stop B – Hayling Island – West Town – Beachlands – Eastoke – Mengham – Hayling Island – Havant (B)	Stagecoach	Every 30 minutes between 11am-3pm (Varied occurrence all other times (AOT))	Every 30 minutes between 9am-6pm (Varied occurrence AOT)	Every Hour between 9:30am-5:30pm (Varied occurrence AOT)
31	Brights Lane	Havant (B) – Hayling Island – Mengham – Eastoke – Beachlands – West Town – Hayling Island – Havant (B)	Stagecoach	Every 30 minutes between 11am-3pm (Varied occurrence AOT)	Every 30 minutes between 8:30am-5:30pm (Varied occurrence AOT)	

Table 2: Summary of Local Bus Services

Rail and Maritime Services

- 3.11 There is no Railway station on Hayling Island. However, the bus services stop at Havant Railway station, the closest rail service to the site and it is also reachable by cycle via the Hayling Billy Trail and subsequent off-road cycle routes which combine to provide an entirely off-road route between the site and the station. Havant Railway Station is equipped with car and cycle parking and is staffed Monday-Friday during daytime operational hours. It provides direct access to destinations such as Portsmouth Harbour, Southampton Central, Brighton, London Victoria and London Waterloo. These services operate at a frequency of two services per hour to Southampton Central, Brighton and London Victoria, three per hour to London Waterloo and five per hour to Portsmouth Harbour. Havant Railway Station therefore provides opportunities for journeys to these key destinations to be made by public transport and reduce the necessity for car travel.
- 3.12 There is also a tourist railway service named “Hayling Seaside Railway” that stops at Eastoke Corner and Beachlands but only runs along the seafront, thus, is mainly used for leisure and tourist purposes.
- 3.13 A commercial ferry service is also available from Ferry Road, with the Hayling Ferry operating between the Hayling Terminal and Eastney Terminal in Portsmouth. The Hayling Terminal is located approximately 2.5km to the southwest of the site and operates an hourly frequency Monday-Sunday. This ferry link therefore provides a fast alternative to road-based transport between Hayling Island and Portsmouth.

Facilities

- 3.14 This site is a sustainable location and is in close proximity to an abundance of facilities and amenities, located only 750m north of West Town. These amenities include a Tesco Express, pharmacy, dentist, community centre and leisure facilities, as well as a range of pubs, restaurants, and retail stores. In addition, South Hayling is located 2km to the southeast of the site and offers further facilities, ensuring that residents are able to cater to their everyday needs without having to travel further afield. **Table 3** demonstrates the walking and cycling times towards local facilities.

Facility	Approximate Journey Distance (m)	Approximate Journey Time (Minutes)	
		Walking	Cycling
Place of Worship – St. Patrick's Church	630	8	3
Restaurant – The Oven Cafe	730	9	4
Restaurant – Fish and Chip Shop	890	11	3
Supermarket – Tesco	920	11	3
Bank – Tesco ATM	920	11	3
Pharmacy – Lloyds Pharmacy	920	11	3
Supermarket – Lidl	1km	13	4
Community Centre	1.1km	14	4
Leisure – Hayling Island Cricket and Tennis Club	1.1km	14	4
Leisure – Hayling Park	1.1km	14	4
Public House – The Barley Mow	1.1km	14	4
Retail – Lucy Toy Store	1.2km	14	4
Post Office - Royal Mail	1.2km	15	5

Table 3: Walking and Cycling Times in Relation to the Site

Summary of Site Accessibility

- 3.15 The site is located approximately 750m north from 'West Town' and is well connected to the local public transport network which gives access to wider areas such as Havant, Portsmouth, and essential amenities. The site is also connected to excellent pedestrian and cycle routes such as the Hayling Billy Trail and the national cycle route, which provides off-road access north and south of Hayling. These well-connected means of transport provide an opportunity to therefore promote and establish a sustainable development.

4. PROPOSED DEVELOPMENT

- 4.1 The proposed development comprises the construction of up to 60 residential dwellings to the south of Saltmarsh Lane, together with associated car parking and landscaping. A copy of the current masterplan is included at **Appendix A**.
- 4.2 The planning application is to be in outline, with all matters reserved except for access. Therefore, the proposed Accommodation Schedule is not yet confirmed, however it is anticipated that the housing mix will comprise a mixture of semi and detached houses ranging with between 2-5 bedrooms.

Access Arrangements

- 4.3 The site will be served via a newly constructed bellmouth junction access arrangement. The access is provided in the same location as the existing vehicle crossover access arrangements routing between properties 64 and 64a Saltmarsh Lane.
- 4.4 The proposed access arrangements therefore comprise a 6m wide carriageway, with a 2m footway to the west and a c. 1m service margin to the east. The access radii have been carefully positioned and designed to ensure existing residential access is not restricted. Tactile paving is provided at the bellmouth along the desire line for pedestrians walking along Saltmarsh Lane. In addition a direct pedestrian connection between the site and the Hayling Billy Trail will be provided.

Parking Provision

- 4.5 It is fully recognised that parking provision in a new development can influence people's travel choices. Whilst providing too much parking can encourage people to drive rather than use other forms of transport, providing too little could lead to indiscriminate parking and highway safety concerns. Whilst the application would be outline, there would be sufficient space to accommodate on-site car and cycle parking in line with HBC's Parking Supplementary Planning Document. There would therefore be no detrimental overspill parking on Saltmarsh Lane.

Servicing Arrangements

- 4.6 Turning areas will be designed into the concept site at appropriate points so that refuse vehicles are able to get within the required 25m of bin collection locations. These turning heads will allow a refuse vehicle to enter and manoeuvre before exiting the site back onto Saltmarsh Lane in forward gear.
- 4.7 The development will also be designed to meet the regulations suitable for sufficient space for a fire tender access. Fire tenders will be able to reach within 45m of all parts of the development, in accordance with Building Regulation Requirements.

5. INDICATIVE BASELINE AND TARGETS

- 5.1 The main objective of this TP is to engage with and encourage staff of the site to use sustainable modes of travel when travelling to and from the site. In order to establish the indicative modal split, 2011 Census 'Method of Travel to Work' data for North Somerset 021 as the work location has been used which covers the site and its immediate surrounding area. The anticipated modal split for staff of the site is outlined in **Table 7**, with Census data outputs attached in **Appendix B**.

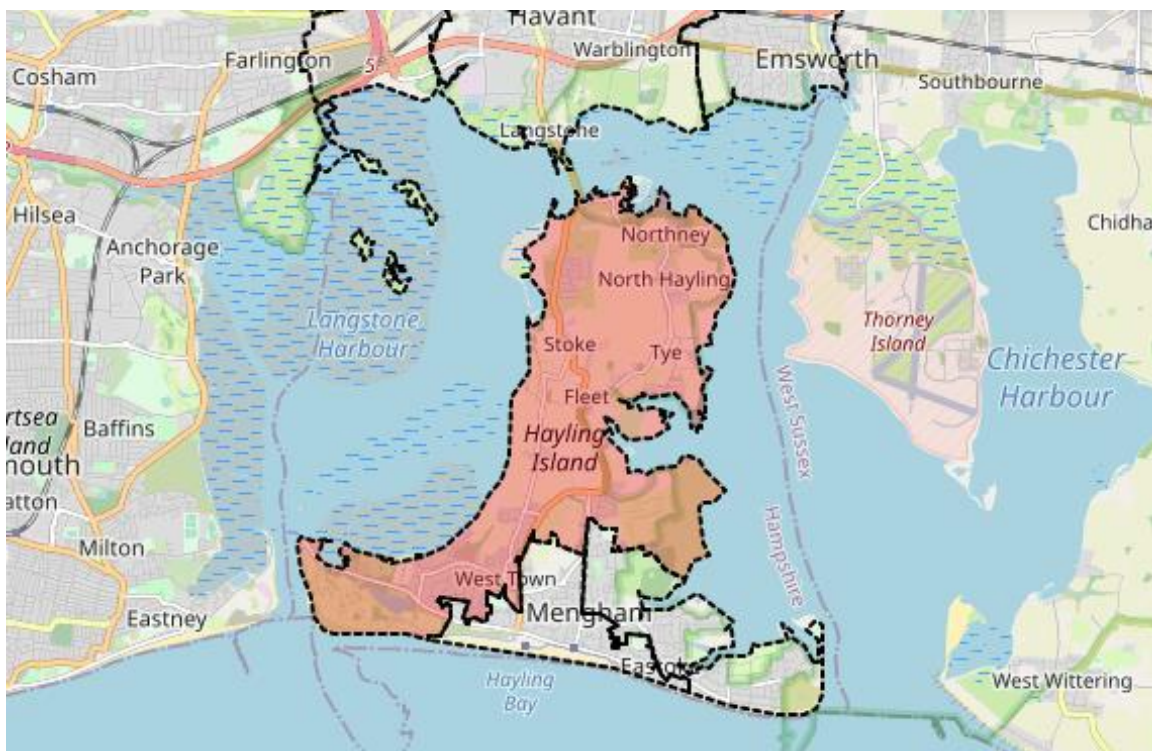


Figure 7: Mid Super Output Area Havant 015

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

Table 4: 2011 Census Data "Journey to Work"

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

Targets

- 5.4 SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets are proposed to be met over a five-year period, monitored from 100% site occupation. These targets inform the measures and monitoring strategy and the Action Plan. Overall, a 10% target modal shift away from Single Occupancy Vehicle trips is sought through the implementation of the TP. Modal split targets are shown in **Table 5**.

Target	Objective	Baseline Modal Share	Target	Modal Share Target
TP1	Single Occupancy Vehicle Trips	80%	-10%	70%
TP2	Increase the number of resident travelling by Public Transport	5%	+2%	7%
TP3	Increase the number of residents walking and cycling to and from the site	9%	+4%	13%
TP4	Increase the number of vehicle trips with passengers	4%	+4%	8%

Table 5: Interim Modal Share Targets Based on Census Data

- 5.5 These targets are based on current baseline modal splits and the availability of other services to promote alternative modal uses. Given the distance from the train station, public transport has been allocated the lowest percentage increase whilst walking and cycling have been given a higher allocation due to the close proximity of local facilities making walking and/or cycling an attractive mode of transport. As car sharing has the lowest percentage share this has been given a percentage increase of 4%.
- 5.6 The baseline modal split and targets of this TP would be confirmed through a residential travel survey conducted at 100% occupation. This survey would help to establish accurate site-specific baseline travel patterns for the development, which are anticipated to be similar to those outlined in **Table 5**. Details of the sites monitoring strategy are outlined in **Section 7**.

6. TRAVEL PLAN STRATEGY

- 6.1 A TP is a useful tool produced to encourage residents to use alternative modes of transport to single occupancy vehicle journeys. The following provides a summary of the measures available to target users of the development site.

Measures Package

- 6.2 The following section proposes a package of soft measures to be implemented and refined by the TPC over the lifetime of the TP. The measures proposed are strongly influenced by the site location, the TP aim, objectives and targets, and the local and national policy.
- 6.3 The measures set out in this section will be determined based on the final levels of occupancy and the potential for achieving a 10% modal shift, which will help reduce greenhouse gas emissions. These measures have been identified through the master planning process, the TS submitted as part of the outline application and by drawing upon community transport solutions.

Key Stages: Preliminary

- 6.4 In order to meet the aims and objectives of this TP a number of measures are essential to be completed at an early stage. Completing these tasks would help to embed the TP within the development and the local community. Prior to first occupation the TPC should complete all preliminary tasks identified in the Action Plan.
- 6.5 The developer would be required to appoint a TPC, whose details would be given to the HCC TPO alongside a finalised Action Plan. The TPC would then prepare a database for holding important contact details (residents, TPO, forums etc.) alongside liaison with other local TPC's. Through this stage there should be ongoing dialogue between the TPC, the developer and HCC's TPO.
- 6.6 If Residents Association Meetings (RAMs) are set up by the developer, the TPC will attend these to gather information from residents to help tailor the Travel Plan Co-ordination. If these are not set up it will be the responsibility of the TPC to attempt to create a steering group to discuss travel planning within the development with the residents. Experience has found that this type of group is not popular and does not gather many attendees, therefore RAMs are preferable.

Key Stages: Five Years Following 100% Occupation of the Development

- 6.7 It is proposed that the TP period would become fully active upon 100% occupation of the development and would remain active for 5 years following that date. After the 5 years of official monitoring has ended and HCC have signed off the TP, ownership would pass to the local community.

- 6.8 During these five years, the Action Plan set at the preliminary stage would evolve to reflect the needs of the residents. Such measures would be determined by the TPC in dialogue with occupants of the site, HBC and HCC and other key players as necessary. These measures are discussed in further detail in the remainder of this section and are included in the Action Plan which is included in **Appendix C**.

Modal Measures: Walking and Cycling

- 6.9 This TP has summarised the local walking and cycle networks and the facilities which this TP would promote to residents. These will be detailed to residents in their welcome pack and through the biannual newsletters.
- 6.10 The site is in close proximity to the facilities within West Town which suggests that walking and cycling are likely to be attractive modes of transport for residents for short, local journeys. The site is also connected to excellent pedestrian and cycle routes such as the Hayling Billy Trail and the national cycle route, which provides off-road access north and south of Hayling. These well-connected means of transport provide an opportunity to therefore promote and establish a sustainable development.
- 6.11 The TPC would work with walking and cycling campaigns and support local and national campaigns and events (i.e. Cycle to Work Day and local bike doctor events). To incentivise walking and cycling the TPC will investigate the option of discounts at local stores to maximise potential for residents to habituate walking and cycling as part of healthy lifestyle practices, whether for daily commuting or occasional leisure. Particular emphasis would be given to the connection with the Hayling Billy Trail and the National Cycle Routes to highlight opportunities available other than the private car.

Modal Measures: Public Transport

- 6.12 The closest bus stop is located approximately 500m to the east (6-minute walk) at Brights Lane on Manor Road, which is named Brights Lane Bus Stop. On Hayling Island there are 2 buses that serve the area on the same route in different directions with frequent services. This presents an opportunity to promote the local bus services available to site-users. The TPC would seek to raise awareness of the local bus network by providing information on bus times and services. The TPC would also maintain a dialogue with local bus operators, seeking development discounts and promotions where appropriate.
- 6.13 The local bus services provide an excellent opportunity to connect residents with Havant Town Centre and should again be promoted to ensure shorter trips are travelled sustainably, with wider travel opportunities available from Havant.

Modal Measures: Car Sharing

- 6.14 Car sharing is a simple yet effective way of quickly reducing the number of single occupancy car trips, whilst bringing reductions in transport costs, congestion and pollution as well as social benefits including increasing resident interaction and creating a sense of community.
- 6.15 Hantscar Share (<https://hants.liftshare.com>) is a well-established scheme and would be promoted to residents through newsletters and the welcome pack, to help them find potential lift sharing partners in the local area. The TPC will also look to promote the savings brought about through car sharing.

Modal Measures: Sustainable Private Vehicle Use

- 6.16 On occasions when single occupancy vehicle use is unavoidable or where alternative travel options are significantly limited in comparison, opportunities to promote sustainable driving practices would be promoted. A wider network of electric charging points is being explored across the county, encouraging the greater uptake of electric and hybrid vehicles. Altering the perceptions on hybrid vehicles, and in particular electric vehicles, is fundamental for creating a more sustainable development.
- 6.17 Electric vehicles now have significant ranges, with some vehicles achieving over 300 miles before needing to be recharged. In addition, manufacturers are so confident in the batteries that they are now offering 8-year warranties on some models.
- 6.18 Hybrid vehicles combine both electric motors with a standard combustion engine providing a normal driving scenario with the addition of an electric provision. Promotion of both electric and hybrid vehicles is becoming a key aspect of sustainable travel, and this would be promoted as part of the TPC.

Modal Measures: Home/Remote Working and Other Modes

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

Personalised Travel Planning

- 6.21 Upon moving into their new home, households will be offered free personalised Travel Planning advice as part of their Welcome Pack. This will be provided by the TPC and will inform residents on how they can travel to destinations more sustainably in support of achieving the longer-term targets for the site. The literature provided will contain up to date information regarding public transport facilities, walking and cycling routes within the local area.

Local Area and Other Site Users

- 6.22 The TP will promote the local area's facilities whilst actively engaging with local resident and community groups, the schools' TPC, as well as local events and businesses. Engagement with any other local active residential TPs would provide an opportunity for a 'joined up working' approach to maximise resources and share best practice.

Visitors and Deliveries

- 6.23 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 travelling to and from the site. Residents' positive sustainable travel experiences should have a knock-on effect to visitors.

Marketing and Communication

- 6.24 To ensure the ongoing promotion of the TP to residents, over its life a number of marketing and communication elements would be implemented.
- 6.25 Firstly, a dedicated TP website (e.g. <https://tpc-paulbashamassociates.com>) will be established prior to occupation, which provides residents with up to date information and latest changes to travel services, news and events. This would be reviewed biannually and updated as required, to ensure the latest travel information is suitably reflected. It could also provide information on and promote the following, which would be maintained by local residents in the long term:
- Introduction to the TP;
 - Accessibility Map;
 - Walking, cycling and public transport links and journey planners;
 - Key travel links such as the My Journey personalised journey planner tool;
 - TP newsletters;
 - TP Welcome Packs;
 - TP survey results;

- Local TP forum minutes; and
- Local news/advertisement/discounts.

6.26 The TPC would also produce biannual newsletters for the five years of the TP, providing residents with updated sustainable travel information, details of any national events and offer personalised travel planning information, to their door.

Financial Incentives: Travel Voucher

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

6.28 The voucher would be valid for a set period of time which would be clearly defined on the voucher. Terms and conditions would also be clearly displayed.

Action Plan

6.29 To accompany this TP a proposed Action Plan has been developed and sets out the measures to be implemented by the TPC. The measures have been split into modes of travel and include the preliminary measures that would need to be undertaken by the TPC. Before the start of the TP the TPC would seek to approve the Action Plan with HCC's TPO, reviewing and revising measures as appropriate. The proposed Action Plan is shown below in **Table 6**.

	Action	Responsibility	Timescale
Preliminary	Travel Plan Coordinator (TPC) to be instructed and confirmed with HCC.	HIB/TPC	Prior to Occupation
	Hard Infrastructure to be implemented	HIB	
	Relevant TP logo and identity established.	TPC	3 months after first occupation
	Contact HCC's TPO for information on local travel events and confirm Action Plan		
	TPC to seek contact with local bus operators and cycle stores to arrange discounts/promotional packages.		
	Confirm communication strategy including attendance at resident meetings, newsletters and webpage.		
	Prepare TP database for logging and recording household details, local key players and survey responses.		
	Prepare and distribute TP welcome packs		
	Liaise with sale representatives to introduce TP and the incentives available.		Prior to occupation

Walking/Cycling	Negotiate 'travel gift' incentive with local cycle store.	TPC	Ongoing
	Provide residents with information on local walking and cycling routes, adding further information and photographs.		
	Promote local cycle stores.		
	Publicise local and national events and campaigns such as Walk to Work Week, Bike Week, Sustrans Big Cycle and Walk Challenge.		
Public Transport	Liaise with local bus operators for site discounts/incentives.	TPC	Ongoing
	Provide information on the local bus networks by publicising maps and timetables. Adding further information and photograph contributions from residents.		
	Prepare a cost comparison table for public transport verses single car travel.		
Car Sharing	Promote the benefits of car sharing.	TPC	Ongoing
	Promote car sharing websites such as Hants Lift Share.		
	Provide information on fuel efficient and sustainable driving practices.		
Home/Remote Working	Promote smarter working technologies.	TPC	Ongoing
	Explore measures and targets for other modes if/when they become relevant.		
Visitors and Other Site Users	Promotion of local facilities through the development of community leaflets/posters providing information, maps and photographs.	TPC	Ongoing
	Liaise with other TPCs (including schools and businesses).		
	Encourage the promotion of sustainable travel options available to visitors.		
Communication and Marketing	Update TP webpage at frequent intervals.	TPC	Ongoing
	Prepare 6 monthly newsletter updating residents on local travel news and any discounts/promotions.		
	Provide social media updates at regular intervals.		

Table 6: Action Plan

6.30 A costed Action Plan has also been created to understand the costs in delivering the Travel Plan. The costed Action Plan would also be used to calculate a bond figure. This Action Plan is contained within **Appendix C**.

7. IMPLEMENTATION AND MONITORING

Travel Plan Coordinator

- 7.1 This section covers the implementation and monitoring of the development. The TPC position would be part-time over the life of the TP which at this stage is anticipated to be the Preliminary period followed by five years of full implementation.
- 7.2 The TPC role and contact details will be finalised with HCC prior to occupation and following their appointment by the developer. The TPC would be responsible for the day-to-day implementation and monitoring of the TP to ensure targets are met. The early stages of the TP are relatively time intensive, and the budget should be 'front-loaded' to consider the work that is required to establish the TP.
- 7.3 More specifically, the role of the TPC requires:
- Overseeing the development and implementation of the TP and maintaining support:
 - Liaising with public transport operators, local interest groups, HCC:
 - Designing and implementing an effective marketing strategy and raising awareness:
 - Attending relevant networking events:
 - Organising travel-based events:
 - Acting as the point of call for all TP enquiries: and
 - Co-ordinating the monitoring and evaluation programme for the TP including organisation of surveys.

Travel Plan Forums

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

Surveys and Feedback

- 7.5 It is important that a consistent approach to data collection and feedback is implemented in order to ensure that the following outcomes are delivered:
- Ensuring that surveys are undertaken at defined intervals;
 - Ensuring that all are informed of the TP's aims and objectives including the HCC TPO, residents and the developer;
 - That the TP is being adopted, at least in part by the local community/residents beyond the life of the monitoring period; and

- Resident fatigue is avoided by securing a time-efficient, user friendly and incentivised method of data collection which benefits and supports subsequent TP implementation.

7.6 With the above in mind the proposed monitoring approach of this TP is outlined in **Table 7**.

Preliminary Period	End of Year 1	End of Year 3	End of Year 5
Baseline Resident Survey at 100% Occupation	Resident Survey (12 months after 100% occupation) and Monitoring Report	Resident Survey and Monitoring Report	Resident Survey and Monitoring Report

Table 7: Travel Plan Monitoring Strategy

- 7.7 At 100% occupation a baseline resident survey would be conducted to identify accurate site-specific travel patterns. This provides an opportunity to review the TP targets and to update these if applicable and in agreement with the HCC TPO. Following one year after 100% occupation resident surveys would be undertaken at the end of years 1, 3 and 5. By undertaking these surveys, it would allow the TPC to ensure that the measures proposed by the TP remain relevant and achievable.
- 7.8 Survey results would be made available to residents on the site's dedicated TP website (set up by the TPC) and would also be included within TP newsletters. The results of the surveys would also be presented at resident meetings and displayed on a community notice board (if available).
- 7.9 After each survey has been completed a monitoring/progress report would be produced and submitted to HCC within 3 months of the survey taking place. The report would include information on the following:
- Percentage of occupation;
 - Survey Results;
 - Review of targets and position to achieve targets;
 - Summary of measures implemented during the year; and
 - Evidence of communication and marketing.
- 7.10 The TPCs, once appointed, should liaise with HCC's Travel Plan Adviser for information on iTrace and review whether this online survey facility should be used to support the monitoring of the TPs.

- 7.11 Whilst the minimum response rate for such survey is 35% (as requested by HCC Travel guidance), experience of other sites within the county suggests that response rates can vary significantly and that a rate of 10% is more realistic. Therefore, the target response rate for the questionnaire surveys in the baseline would be 35%, with an 'aspirational' response rate of 35% for years 1, 3 and 5, with a minimum response rate of 10% for years 1, 3 and 5.

Overcoming Barriers to Success

- 7.12 Should the annual progress review identify shortfalls in the TP's progress (with consideration to any unforeseen circumstances beyond the control of the TPC) the TPC would work with the TPO to identify possible areas for improvement, new measures to try and the period in which such remedial actions should be completed. The evolution of the TP would highlight aspects that were successful and those having little impact and this would guide the choice in any remedial measures.
- 7.13 Whilst specific remedial measures have not been identified within the TP, such remedial measures would be identified through discussions with HCC Travel Plan Officers. The 5-year budget for implementing the TPC works would be sufficient to ensure that remedial measures could be implemented. Such as if one measure is not working in Year 1, there would be budget in Year 2 to rectify this and change to new measures if needed.
- 7.14 The developer would also be committed to paying the following HCC travel plan monitoring and evaluation fees based on the size of the development:
- £750 Initial Evaluation Fee
 - £1,000 Annual Monitoring Fee (£5,000 total cost over 5 active years)
- 7.15 This TP should be secured by a Section 106 Agreement with HCC to help ensure a successful TP. A bond value would be agreed through the Section 106 process based on the Costed Action Plan provide within this TP. A portion of the bond value would be returned to Hayling Island Builders following the successful implementation of the TPC works.

Community Embedding and Handover

- 7.16 Following the completion of the TP, the site should be operating in a sustainable manner with the promotion of sustainable travel methods embedded in the community's practices. The handover strategy should form a key subject in annual liaison with HCC's TPO and the developments residential association as the TP draws to an end. As normal, and through the liaison with HCC's TP monitoring team it is expected that the TP would last and be funded for 5 years, as outlined within this TP. Through attendance at Resident Association Meetings or Steering Groups local residents should have the necessary tools and experience to continue the TP on a voluntary basis.

8. SUMMARY AND CONCLUSIONS

- 8.1 This TP has been prepared by Paul Basham Associates on behalf of Hayling Island Builders to support a live planning application (ref: APP/21/01351) for a residential development of up to 60 dwellings at Land to the south of Saltmarsh Lane, Hayling Island.
- 8.2 A TP is a strategy that supports national and local policies by supporting an increase in sustainable travel modes and the accessibility of developments. A TP is an evolving process which requires monitoring and input from the TPC, residents, the developer HBC, and HCC to ensure that targets remain relevant and achievable.
- 8.3 The TP's primary aim is to encourage sustainable development by promoting more sustainable travel practices and decreasing the number of single occupancy vehicle trips.
- 8.4 This TP has proposed indicative TP targets and measures that have been based on modal splits calculated from 2011 Census data. These targets and measures would be reviewed, revised and agreed with HCC's TPO before the start of the TP. A baseline resident survey would be undertaken at 100% occupation to establish baseline modal splits. Following this, resident surveys would be completed at the end of years 1, 3 and 5 in order to monitor the progress of the TP. The overall aim of the TP would be to decrease single occupancy vehicle trips by 10% over the course of 5 years.
- 8.5 In order to meet the key objectives of the TP a number of measures would be implemented by the TPC at an early stage. These measures primarily focus on the establishment of the TP within the community and their establishment at an early stage should also help achieve TP targets in the long term.
- 8.6 The TPC would oversee the implementation of all aspects of the TP and would work alongside HCC, residents and the developer to ensure that accurate and achievable targets are proposed. Survey results would be used to guide the TP, to ensure that targets and measures remain relevant and that the TP becomes increasingly integrated into the local community.

Appendix A

Saltmarsh Lane, Hayling Island
Travel Plan

Paul Basham Associates Ltd
Report No 020.0660/TP/2





0 50
metres
(1:1,250)

Site boundary 2.51ha (6.20acres)

Project
Land South of Saltmarsh Lane

Drawing Title
Illustrative Masterplan

Date 07/10/2021	Scale 1:1,250 at A3	Drawn by CT	Check by SR/ML
Project No 1240	Drawing No 005	Revision E	

Mosaic

Appendix B

Saltmarsh Lane, Hayling Island
Travel Plan

Paul Basham Associates Ltd
Report No 020.0660/TP/2



WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

ONS Crown Copyright Reserved [from Nomis on 22 July 2022]

Population : All usual residents aged 16 and over in employment the week before the census
 Units : Persons
 Date : 2011
 usual residence : E02004776 : Havant 015 (2011 super output area - middle layer)

Method of travel to work	place of work United Kingdom	place of work Great Britain	place of work England	place of work Wales	place of work Scotland	place of work Northern Ireland	place of work England and Wales	
All categories: Method of travel to work (2001 specification)	1944	1944	1939	5	0	0	1944	100.0%
Work mainly at or from home	0	0	0	0	0	0	0	0.0%
Underground, metro, light rail or tram	2	2	2	0	0	0	2	0.1%
Train	50	50	50	0	0	0	50	2.6%
Bus, minibuss or coach	39	39	38	1	0	0	39	2.0%
Taxi	6	6	6	0	0	0	6	0.3%
Motorcycle, scooter or moped	21	21	21	0	0	0	21	1.1%
Driving a car or van	1562	1562	1558	4	0	0	1562	80.3%
Passenger in a car or van	82	82	82	0	0	0	82	4.2%
Bicycle	76	76	76	0	0	0	76	3.9%
On foot	105	105	105	0	0	0	105	5.4%
Other method of travel to work	1	1	1	0	0	0	1	0.1%

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Appendix C

Saltmarsh Lane, Hayling Island
Travel Plan

Paul Basham Associates Ltd
Report No 020.0660/TP/2



SALTMARSH LANE, HAYLING ISLAND RESIDENTIAL TRAVEL PLAN ACTION PLAN



Actions	Responsibility	Timescale
Travel Plan Co-ordinator (TPC) Instruction, Establish Database and Confirm TPC's role with HCC	Hayling Island Builders/ TPC	3 months prior to Occupation
Relevant TP logo and identity established	TPC	Prior to Occupation
Set up marketing campaign including online web page	TPC	Prior to Occupation
Development and distribution of Welcome Packs	TPC	Prior to Occupation
Site Visit and Training of Sales Staff to introduce TP and incentives available	TPC	Prior to Occupation
Provision of Cycle Parking	Hayling Island Builders	Prior to Occupation
Determine communication strategy including attendance at resident meetings, newsletters, webpage and use of any external communication forms	TPC	Prior to Occupation
Prepare TP action database for logging/recording	TPC	Prior to Occupation
Liaise with Cycle Shop and Bus Operator and organise voucher and/or discounts	TPC	Prior to Occupation
Provide Maps of cycle and pedestrian routes and the distances to local facilities and destinations on the website and in the welcome pack	TPC	Prior to Occupation
Monitoring Stages - Surveys and Feedback		
Baseline Resident Travel Surveys	TPC	100% Occupation
End of Preliminary Phase Report and revise targets where necessary	TPC/HCC	End of Preliminary Phase

Preliminary Costs £4,000

Actions	Responsibility	Timescale	Year 1 (start at 100% Occupation)	Year 2	Year 3	Year 4	Year 5	Total
Personal Travel Planning (General TPC Activities)								
Liaison with residents re: PTP and distribution of travel vouchers	TPC	Ongoing	£900.00	£450.00	£450.00	£450.00	£450.00	£2,700.00
Attend Resident Association Event / Group meetings / Attempt to set up Steering Group	TPC	Ongoing						
Promote sustainable routes to school	TPC	Ongoing						
Promote car sharing	TPC	Ongoing						
Maintain dialogue with local public transport service operators for service changes and promotions	TPC	Ongoing						
Maintenance of local area walking / cycling route map and public transport information	TPC	Ongoing						
Keep up to date on local walking, cycling, public transport and car-sharing initiatives	TPC	Ongoing						
Promote local area key facilities, including walking and cycling	TPC	Ongoing						
Promote Walk to Work Week	TPC	Ongoing						
Cooperation and coordination with local, regional and national campaigns and events	TPC	Ongoing						
Promote Bike Week and local cycling routes	TPC	Ongoing						
Promote car sharing schemes such as Hampshire Lift share	TPC	Ongoing						
Provision of information on local road network routes, cost comparison tables, fuel efficiency practices and fuel efficient vehicles and local electric vehicle charger provision	TPC	Ongoing						
Promote and explore opportunities to co-ordinate deliveries	TPC	Ongoing						
Marketing and Communications								
Newsletters/ Leaflets	TPC	Biannually	£ 750	£ 750	£ 750	£ 750	£ 750	£ 3,750
Website	TPC	Minimum of 2 updates per year	£ 500	£ 500	£ 500	£ 500	£ 500	£ 2,500
Site Visit/Audit/Event	TPC	Annual Event	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 100	£ 4,100
Monitoring Stages - Surveys and Feedback								
Progress Review	TPC	End of Years 1, 3 and 5	£ 750		£ 750		£ 750	£ 2,250
Liaison with HCC	TPC	End of Each Year	£ 500	£ 500	£ 500	£ 500	£ 500	£ 2,500
Resident Travel Surveys	TPC	End of Years 1, 3 and 5	£ 500		£ 500		£ 500	£ 1,500
Handover	TPC	End of Year 5					£ 500	£ 500
Year Estimates			£ 4,900	£ 3,200	£ 4,450	£ 3,200	£ 4,050	£ 19,800
								Preliminary Stage + Year Estimates
								£ 23,800

Project Details	
Scheme	Saltmarsh Lane, Hayling Island
No. of Units	60
Personal Travel Planning Budget per unit	£ 50
Total Personal Travel Planning Budget	£ 3,000
Consent Date	TBC
1st Unit Occupation Target	TBC
Full Occupation Target	TBC
Applicant	Hayling Island Builders
Local Authority	Havant Borough Council
LA Travel Plan Officer	TBC
Travel Plan Author	BT
Travel Plan Co-ordinator	TBC

Disbursements:	Amount (per voucher/survey)	Units	TOTAL
Voucher	£100	60	£6,000
TRICS SAM Survey			£0
			£6,000

Total including Disbursement	
£	29,800

Version	Date	TPC Author	Comment
1	Jul-22	BT	