

Woodcroft Farm, Havant

Framework Travel Plan

On behalf of

The logo for Grainger features the word 'grainger' in a bold, dark blue font.

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Contents

1	Introduction	1
1.1	Context	1
1.2	Key Principles.....	1
1.3	Status of the FTP.....	2
1.4	Travel Plan Structure.....	2
2	Guidance	3
2.1	Travel Plan Guidance	3
2.2	Making Residential Travel Plans Work.....	3
3	Development Proposal	5
4	Walking and Cycling	6
4.1	Local Conditions	6
4.2	Development Proposal & Enhancement	6
5	Public Transport.....	8
5.1	Local Conditions	8
5.2	Development Proposal & Enhancement	9
6	Additional Travel Plan Measures.....	10
6.1	Travel Plan Co-ordinator	10
6.2	Travel Plan Pack	11
7	Aims, Objectives & Targets.....	12
7.1	Aims.....	12
7.2	Objectives.....	12
7.3	Targets	13
8	Monitoring & Review.....	14
8.1	Background	14
8.2	Monitoring Process.....	14
8.3	Ownership and Handover.....	14

Figures

Travel Plan Pyramid	4
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Tables

Table 5.1: Local Bus Services	8
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1 Introduction

1.1 Context

- 1.1.1 This Framework Travel Plan has been prepared by Peter Brett Associates LLP (PBA) on behalf of Grainger plc to support of the planning application for the development of 293 residential units at Woodcroft Farm, Havant, Hampshire. The existing Farmhouse will be retained.
- 1.1.2 A Transport Assessment (TA) has also been prepared which identifies a supporting transport mitigation package, which includes a Travel Plan. This report sets out the details for the preparation, management, and review of a Travel Plan.
- 1.1.3 A Framework Travel Plan is being provided at this stage as the end users (future residents) are not yet known. However, it still contains detail on future targets and has the same aims and structure as a full Residential Travel Plan (RTP), but with less detail on how these measures will be implemented.
- 1.1.4 The purpose of this FTP is to reduce the quantum of single occupancy private car trips associated with the residential development through the implementation and management of key measures and strategies. This document constitutes the first issue and framework for the full TP document that will be regularly reviewed and updated as part of a commitment to ensuring that traffic impact from the development is minimised.
- 1.1.5 This FTP sets out a holistic, yet financially appropriate package of measures designed to reduce single occupancy car use associated with the proposed Woodcroft Farm Development. The identified package seeks to reduce the need to travel and encourage, where possible and practical, alternative forms of transport. All these measures will be integrated into the design, marketing, and occupation phases of the site. The RTP will also assist in minimising localised levels of traffic congestion and improving the environmental quality of the area, in line with local and national policy objectives. Therefore, the broad aims and objectives of the FTP are to:
- Reduce reliance on the private car, with a long-term strategy of mode shift away from single occupancy private car trips associated with residents;
 - Build upon good urban design principles that maximise the permeability of the development for promoting alternative sustainable modes of travel such as walking, cycling, public transport use and car-sharing amongst residents;
 - Reduce costly road traffic congestion and further damage to the environment in the context of sustainable development which is consistent with Government policy; and
 - Promote healthy lifestyles and sustainable, vibrant local communities; and
 - Develop an on-going management co-ordination process which will monitor and review changes towards achieving modal shift.

1.2 Key Principles

- 1.2.1. The FTP aims to provide benefits both for the residents of the scheme and also for the wider community surrounding the development. The approach of the FTP is to identify appropriate demand management measures to influence travel behaviour associated with the development site from first occupation. Since the site is currently at the pre-development stage, it is essential that a staged approach of measures and strategies are implemented over time to suit the development build-out and as the level of travel demand increases. This will

lead to an effective use of resources and enable measures to be reviewed and adapted when necessary.

1.3 Status of the FTP

- 1.3.1. It is envisaged that this FTP will be a 'living' document that is consistently monitored, reviewed and revised where necessary.
- 1.3.2. It is widely recognised that FTPs prepared in advance of the occupation of a site can only offer an overall strategy for the adoption of sustainable transport measures. Once a site has sufficient occupancy, then the users must have the opportunity to develop the FTP to a full RTP to reflect their specific needs, whilst meeting the key objectives and planning commitments.
- 1.3.3. This is particularly an issue for residential developments, where it can be problematic to maintain momentum and achieve "ownership" over a long time period. The proposed approach embeds measures from the outset, through good physical infrastructure and plans for management and monitoring, as discussed and outlined in this FTP.

1.4 Travel Plan Structure

- 1.4.1 The structure of this Travel Plan is as follows:
 - **Section 2 – Guidance:** This section provides detail on the requirement and need for Residential Travel Plans and the benefits that they provide;
 - **Section 3 – Development Proposal:** Information is provided on the development proposal;
 - **Section 4 – Walking & Cycling:** Measures to encourage walking and cycling are identified;
 - **Section 5 – Public Transport:** Measures to encourage and make public transport use appealing and accessible are discussed;
 - **Section 6 – Additional Travel Plan Measures:** Other measures of the Travel Plan are discussed, along with detail on how it will be managed;
 - **Section 7 – Aims, Objectives & Targets:** This section outlines the aims and objectives of the plan and establishes targets for modal shift;
 - **Section 8 – Monitoring & Review:** The proposed monitoring and review process is discussed;

2 Guidance

2.1 Travel Plan Guidance

2.1.1 This Travel Plan has been written with reference to the following documents:

- HCC Guidance: 'Measures to be included in a Residential Travel Plan'; and
- The Department for Transport Guidance 'Making Residential Travel Plans Work'.

2.1.2 The Travel Plan pages of the HCC website acknowledges that:

"Residential travel plans will take a different form to those for standard employment sites and are likely to achieve the greatest impacts in larger scale development (i.e. over 100 dwellings) although a range of measures will still be required for smaller scale developments. The main objectives of a residential travel plan are to:

- Address residents' need for access to a full range of facilities and activities;
- Reduce the traffic generated by the development;
- Encourage good design principles and support the local community

The inclusion of travel planning principles at an early stage 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 car access to properties."

2.2 Making Residential Travel Plans Work

2.2.1 The Department for Transport Document 'Making Residential Travel Plans Work' describes the challenge for the transport system, based on demand from the building of new homes. As a result, minimising the impact on the transport system is a key challenge. The guidance states that development needs to:

2.2.2 Take a sustainable design approach which will enable:

- good access to local services
- high quality open areas to encourage walking, cycling, and recreational use of public space
- access to public transport

2.2.3 Provide real incentives so that individuals benefit from changing their travel behaviour and sustain these changes long term.

2.2.4 The document also identifies 'Smarter Choices' as an effective tool in reducing traffic and improving accessibility in residential areas. These can include car clubs, car sharing schemes, travel awareness campaigns and measures to reduce the need to travel, such as promoting home-working.

2.2.5 The document also discusses the 'Travel Plan Pyramid', which is shown below.



Travel Plan Pyramid

- 2.2.6 The Pyramid helps to demonstrate the importance of both hard measures – “such as new bus stops and cycle ways”, and soft measures – “such as discounts on season tickets and help with individual journey planning” in reducing the dependence on car use, particularly SOV trips and encouraging sustainable modes of transport.

3 Development Proposal

- 3.1.1 The proposed development comprises of 293 dwellings plus the existing Farmhouse and facilitates the relocation of the Woodcroft Primary School playing field.
- 3.1.2 There are 204 new private units and 89 affordable units (30%) proposed, plus the retention of the existing Farmhouse. A summary of the schedule of accommodation is provided below:
- One Bedroom units – 6;
 - Two Bedroom units – 115 (59 affordable);
 - Three Bedroom – 132 (26 affordable); and
 - Four Bedroom – 40 (4 affordable).
- 3.1.3 The site is identified as a Strategic Site within Havant Borough Council's Adopted Core Strategy for the development of up to 340 homes.
- 3.1.4 Detail on the existing travel characteristics of the surrounding area and the proposed measures is provided in the following chapters.

4 Walking and Cycling

4.1 Local Conditions

- 4.1.1 Walking and cycling play an important role in healthy and active lifestyles, and if convenient and safe links are available, there is a significant opportunity to promote these modes, potentially reducing the impact of the proposed redevelopment to the local highway network.
- 4.1.2 There is a short length of cycle lane to the south of Kite Close/Eagle Avenue, but there are no other cycle lanes in the immediate site area. The local roads are of residential nature, therefore relatively quiet and low speed, therefore on-road cycling conditions are good.
- 4.1.3 Within the wider area, there are cycle lanes along the length of the A3, providing access into Waterlooville town centre and onwards to the Purbrook and Widley settlements and beyond. Access to these routes are available via quiet routes along residential routes such as Longwood Avenue and Durley Avenue. There is also a cycle lane provided to the south of Milton Road offering both westbound and southbound access, connecting the site to the Eletra Avenue industrial area and Waterlooville leisure centre to the west of Hambledon Road and to Waterlooville town centre to the south.
- 4.1.4 All the local roads have footways, which provide access across the Wecock and Cowplain residential areas and on to the A3 London Road and Waterlooville town centre.

4.2 Development Proposal & Enhancement

- 4.2.1 The design of the site layout has been developed to encourage pedestrian and cycle trips across the site, with the following provided:
 - A permeable layout provided throughout the proposed redevelopment for pedestrians and cyclists, including shared pedestrian and cycleways along the eastern side of the main access road from Eagle Avenue and along the southern boundary of the site;
 - Both of the shared pedestrian and cycleways provide connection to Woodcroft Primary School, with a raised crossing across the access road further improving connection to the school;
 - On-site streets and junctions designed to the standards outlined in the Department for Transport's Manual for Streets, to limit the dominance of the car;
 - The design of a high density compact development which enables enhanced public transport to be delivered effectively and reduce residents' reliance on the private car;
 - Street design to restrict vehicular speeds to 20mph or less (to reduce the attractiveness of the car), with walking and cycling on-site linked to existing routes
 - Provision of green space for social exchange and recreation;
- 4.2.2 Furthermore, each of the properties is provided with long and short stay parking in accordance with Havant Borough Council's design standards. The long stay parking will be secure, provided within either garages, sheds or cycle storage units, with the short stay loops being provided via accessible loops, providing easy access for visitors.
- 4.2.3 As well as the 'Hard' measures identified above, the Travel Plan will provide the following 'Soft' measures:

- Provide a map illustrating walking and cycling routes and journey times to key destinations as part of a 'Household Welcome Pack'.
- Raise awareness of the health benefits of walking and cycling through leaflets and annual events.
- Arrange events to promote walking and cycling, such as a 'Walk To Work Day' and 'Bike Week'.
- Encourage residents to register with the Walk-BUDi and Bike-BUDi schemes which provide a national travel database of registered users wishing to find someone to share daily journeys to work with. Links will be provided to the websites in the e-newsletter.
- Set up a Bicycle Users Group which will hold 4 meetings per year over the development build-out period.

5 Public Transport

5.1 Local Conditions

- 5.1.1 A summary of the local bus routes that currently serve the local area is provided within Table 5.1.

Table 5.1: Local Bus Services

Route Number	Nearest Stop	Route Description	Service Frequency (mins)		
			Weekday Peak	Weekday Daytime	Weekend
39	Eagle Avenue	Wecock Farm – Waterlooville - Havant	10	10	10 (Sat) 60 (Sun)
7		Wecock Farm – Waterlooville – Hilsea - Southsea	10	10	10 (Sat) 20 (Sun)
X40		Wecock – Southsea	School Service – 2 morning services		-
300		Denmead – Emsworth – Chichester	2 buses per day		-
X9	Sunnymead Drive	Portsmouth – Cosham – Waterlooville - Hambledon	60	60	60 (Sat)
37	Cowplain Shops	Liss – Petersfield – Clanfield – Waterlooville - Havant	60	60	60 (Sat)
8		Portsmouth – Hilsea – Cosham – Waterlooville – Clanfield	15	15	15 (Sat)

- 5.1.2 The table above shows that there is a good level of bus services operating along Eagle Avenue, with route numbers 7 and 39 providing frequent services to Southsea and Havant respectively, with both services running through Waterlooville.
- 5.1.3 There are additional bus services operating via Sunnymead Drive and Cowplain Shops/London Road, although the nearest stops for these services are further away, a walking distance of approximately 1.5 kilometres (15 minutes).
- 5.1.4 These local bus services also provide connection to Havant and Cosham Railway Stations that provide a good level of service to key destinations such as London Waterloo and Gatwick Airport.

5.2 Development Proposal & Enhancement

- 5.2.1 The frequency of bus services 7 and 39 that operate along Eagle Avenue has recently been improved from 15 minutes to 10 minutes. The proposed development and additional patronage levels will help support the long term viability of these services.
- 5.2.2 The main site access road has been designed to accommodate bus services, should one of the local bus operators wish to divert into the site.
- 5.2.3 As well as the 'Hard' measures identified above, the Travel Plan will provide the following 'Soft' measures:
- Provision of bus route maps and timetable information as part of the 'Household Welcome Pack';
 - Promotion of the benefits of public transport through literature
 - Arrange events to promote public transport such as 'In Town Without My Car' day.

6 Additional Travel Plan Measures

6.1 Travel Plan Co-ordinator

- 6.1.1 The appointment or nomination of a Residential Travel Plan Co-ordinator is central to the successful implementation and management of the RTP. The Residential Travel Plan Co-ordinator will act as the promoter of the components of the RTP to secure its implementation, as well as being the key contact point for the residents and other people who use the site.
- 6.1.2 During the pre-occupation stage of the development, a suitable Residential Travel Plan Co-ordinator will be appointed. This person will be appointed / nominated and funded by The Developer, with the service provided by either a member of their staff or by consultants on behalf of the Developer.
- 6.1.3 The key responsibilities undertaken by the Residential Travel Plan Co-ordinator are set out below, acknowledging that these will be reviewed / amended on a regular basis:
- Leading on the delivery of the RTP once approved by the authorities
 - Co-ordinating the necessary data collection to develop the 'Household Welcome Pack' for all residential dwellings, containing: maps of local walking and cycling facilities in the area; public transport timetables; contact details for local bus and taxi companies; contact details for local authority travel-based initiatives and promotions; and information about all local facilities in the area;
 - Representing the 'human face' of the RTP, such as liaison with future residents' steering groups (once set up) / community trust;
 - Facilitating the 'smarter choices' campaign by providing personalised travel planning tailored to residents' needs by visiting each individual resident / dwelling;
 - Promoting the individual measures and packages;
 - Liaising with Hampshire County Council's Public Transport Team;
 - Liaising with Hampshire County Council over monitoring and reviews of the RTP, and to help assess progress towards achieving mode-shift away from car use (discussed in more detail in the next chapter);
 - Providing an information leaflet containing links to key websites promoting sustainable transport options and home shopping, and providing information and advice on local travel issues when requested;
 - Providing a focal point for the residents for community-based travel issues.

6.2 Travel Plan Pack

6.2.1 New residents will be supplied with a Travel Plan Pack that will introduce them to the local neighbourhood and associated facilities. This will include:

- Public Transport Information: timetables, bus stops, routes, and facilities at local rail stations;
- Maps of local cycle routes;
- Detail on any local home delivery services;
- Useful travel related websites, such as local public transport operators (bus and rail), local cycle groups, National Rail Enquiries, Car Clubs, Car Sharing (liftshare.com).
- Key contact information, such as the TPC and local public transport operators and Council contacts;
- Detail on the sites Travel Plan Forum and other local groups;
- Promotion of School schemes, such as Walk to School groups, breakfast clubs, after-school clubs, etc.

7 Aims, Objectives & Targets

7.1 Aims

7.1.1 The key aims of this Residential Travel Plan are to:

- Minimise the transport related impact of the development;
- Reduce the need to travel;
- Encourage the use of sustainable modes of travel such as walking, cycling and public transport over trips by private car, particularly SOV trips.

7.1.2 The travel plan recognises the importance of focussing on commuter and school related trips as these account for a high proportion of the total number of trips made during the peak periods and therefore offer the best opportunity for reducing the number and length of car borne journeys by residents of the development, especially considering the close location of Woodcroft Primary School.

7.2 Objectives

7.2.1 The main objectives of the Travel Plan are to:

- Reduce the length and numbers of trips made by residents, especially focussing on the reduction of SOV trips;
- Maximise the use of sustainable travel modes: walking, cycling, public transport and car sharing;
- Reduce the need for or total length of trips through, for example, the promotion of home-working and local facilities;
- Contribute towards local and national policy aims and aspirations with respect to sustainability and sustainable travel.

7.3 Targets

- 7.3.1 The overall target of the Travel Plan will be to ensure that the level of car trips that are generated by the proposed development do not exceed the levels forecast within the Transport Assessment:

Peak	Arrival	Departure	Total
AM (0800-0900)	30	103	133
PM (1700-1800)	79	46	125

- 7.3.2 The trip generation rates were derived from the TRICS database and based on rates from residential developments with similar characteristics to the development proposal. However, none of the sites that were used to derive the rates had travel plans in place and therefore a 10% reduction was applied.
- 7.3.3 Therefore, in real terms, the travel plan aims to result in a 10% modal shift away from car trips.
- 7.3.4 The rates in the table above are based on the full 294 development and therefore during survey periods prior to full occupation, the trip generation rates will need to be factored accordingly.

8 Monitoring & Review

8.1 Background

- 8.1.1 The life of the travel plan and the monitoring process and methodology will need to be agreed with the County Council. This section provides detail on the suggested approach.

8.2 Monitoring Process

- 8.2.1 As stated in the Department for Transport's Residential Travel Plan guidance, monitoring of the targets should begin after sufficient occupation of the development.
- 8.2.2 The TPC will arrange the initial full multi-modal travel survey to be undertaken for the proposed redevelopment once the trigger point of 75-100 units have been built and occupied (estimated to be the end of 2016).
- 8.2.3 A full multi-modal travel survey will then be undertaken in year three, with a final monitoring survey undertaken in year five (2019/2020).
- 8.2.4 The specification of the multi-modal surveys will be agreed within Hampshire County Council prior to them being undertaken.
- 8.2.5 It is suggested that the surveys will comprise of the following components:
- Management questionnaire to identify site-specific details (to be completed by The Developer);
 - Classified vehicle counts for every 15 minute time period undertaken at the vehicular access;
 - Pedestrian counts at the pedestrian access points into the site; and
 - Resident travel surveys and travel diaries.
- 8.2.6 The findings of the monitoring and progress towards the target mode shift will be reported by the Travel Plan Co-ordinator to Hampshire County Council. In addition, the findings will be reported back to the residents via appropriate forms and dissemination methods, such as community e-newsletters. In addition, the Travel Plan Co-ordinator will regularly review and adapt the RTP over time, with the introduction of new measures and packages to deliver on-going changes in travel behaviour.

8.3 Ownership and Handover

- 8.3.1 The exact duration of the Residential Travel Plan Co-ordinator's role will be agreed as part of the Section 106 Agreement between The Developer and Hampshire County Council.
- 8.3.2 In the short term, the ownership of the RTP lies with the Travel Plan Co-ordinator and The Developer until the end of 2020.
- 8.3.3 If the target mode shift is achieved within the time period, then The Developer funded Residential Travel Plan Co-ordinator's role will be complete at the end of the period. An agreed mechanism will be put forward for the successful handover of responsibility from the Residential Travel Plan Co-ordinator to a future Community Steering Group comprising local residents or Community Trust to continue the Residential Travel Plan and Co-ordinator role.