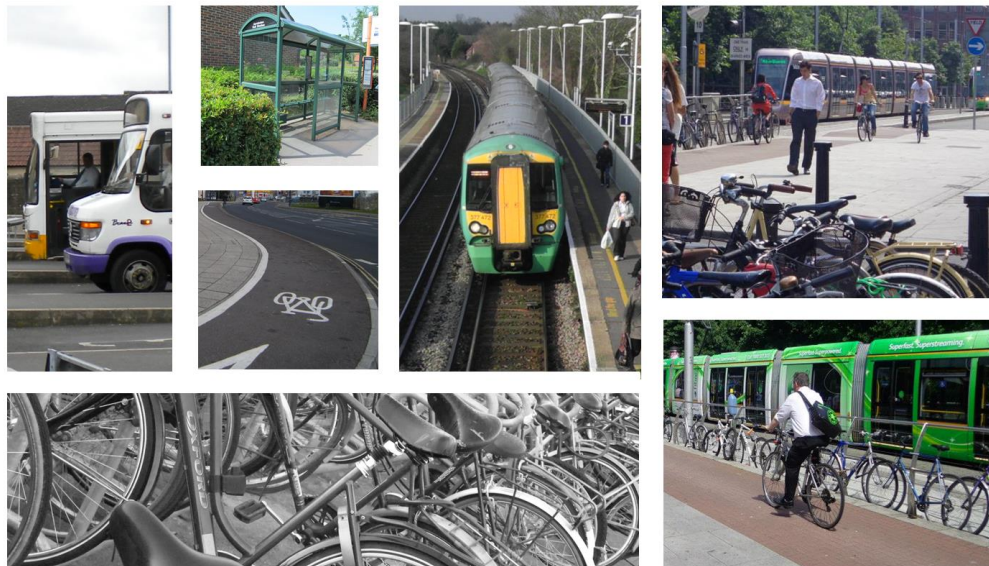




Land at Station Road, Hayling Island

Full Travel Plan

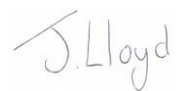
August 2015
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**MIXED USE DEVELOPMENT
LAND AT STATION ROAD, HAYLING ISLAND**

FULL TRAVEL PLAN

CONTROLLED DOCUMENT

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MIXED USE DEVELOPMENT LAND AT STATION ROAD, HAYLING ISLAND

FULL TRAVEL PLAN

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1.0 INTRODUCTION

- 1.1 This Full Travel Plan (FTP) has been prepared by Paul Basham Associates (PBA) on behalf of Barratt Homes (BH) to support a full planning application for a residential development of 76 dwellings and 1000sqm of light industrial accommodation (Use B1) at land at Station Road, West Town, Hayling Island. The application site is demonstrated within **Figure 1**, whilst the site layout is attached as **Appendix A**.



Figure 1: Proposed Site Location

- 1.2 An outline application for a mixed use development comprising up to 59 dwellings and 1,250sqm of light industrial accommodation and offsite highway works under reference number: APP/13/00639 was granted consent. This Travel Plan supports a new full application with a revised scheme increasing the number of dwellings from 59 to 76 and reducing the area of light industrial accommodation from 1250sqm to 1000sqm. This TP builds upon the Framework Travel Plan submitted with the outline application whilst addressing all outstanding requirements and being up to date with current best practice and the local area.
- 1.3 A Transport Statement (TS) has also been prepared as part of the full application and should be read alongside this document.

Travel Plan Principles

- 1.4 A Travel Plan is a strategy for managing access demands to a development site by ensuring

that the travel needs of its users are met by a range of modes of transport in order to;

- Reduce the impact of car travel;
- Support a reduced need to travel; and
- Increase sustainable travel practices where appropriate and possible.

1.5 The Travel Plan strategy supports access to a full range of local facilities and activities for future site-users, whilst encouraging good design principles and working with the local community.

1.6 A Travel Plan is an evolving process initiated through site visits and discussions between the main stakeholders and Havant Borough Council (HBC). This TP has been prepared alongside and should be read in conjunction with the application's Transport Statement (TS), also prepared by Paul Basham Associates (PBA).

The Application Site

1.7 The site currently stands as an empty field previously used as agricultural land. The site is located approximately 500m from West Town Centre, on Station Road itself. The application site is bounded to the south and east by residential land similar to that of the proposed application, by light industrial accommodation to the west (Furniss Way) and by greenfield land to the north.

Travel Plan Structure

1.8 **Chapter 2** refers to related national and local policy and states the TP's objectives. **Chapter 3** describes the existing local conditions and networks and **Chapter 4** introduces the proposed development. **Chapter 5** provides an indicative baseline travel modal split for the proposed development upon which targets are suggested. **Chapter 6** sets out the TP's strategy, including key stages, recommended measures and communication approaches. Implementation and monitoring of the TP is discussed within **Chapter 7**, before this document is concluded within **Chapter 8**.

2.0 TRAVEL PLAN POLICY AND OBJECTIVES

- 2.1 The objectives of the FTP are stated at the end of this section. These objectives work alongside those set at national, regional and local scales and in particular relate to; National Planning Policy Framework (NPPF), Hampshire County Council Local Transport Plan (2011-2031) (LTP3) and Havant Borough Councils Adopted Core Strategy (2011-2026) and Transport Assessment (2009) respectively. These documents are also supported by HCC's Development Travel Plan Guidance.

National Policy

- 2.2 The NPPF (Adopted March 2012) acts as the central guidance for development planning and replaces all national planning policy guidance including Planning Policy Guidance 13 (PPG13): Transport. As supported by the NPPF (Paragraph 36), a TP acts as a *"key tool for realising a number of The Framework's policies towards new developments, and is a requirement for developments which generate a significant amount of movement"*. The following NPPF paragraphs are relevant to the TP:

Pursuing sustainable development involves seeking positive improvements in the quality of the built environment...as well as in people's quality of life, including...

- Making it easier for jobs to be created in cities, towns and villages
- ...replacing poor design with better design
- Improving the conditions in which people live, work, travel and take leisure

(NPPF Para.9)

Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas.

(NPPF Para.29)

Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion... In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of travel.

(NPPF Para.30)

Plans and decisions should ensure developments that generate significant movement are located where the need of travel will be minimised and the use of sustainable transport modes can be maximised.

(NPPF Para.34)

Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods and people. Therefore, developments should be designed and located where

practical to

- Accommodate the efficient delivery of goods and supplies;
- Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- Create safe and secure layouts which minimise conflicts between traffic and cyclists and pedestrians, avoiding street clutter and where appropriate establishing home zone;
- Incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- Consider the needs of people with disabilities by all modes of transport.

(NPPF Para.35)

Regional and Local Policy and Initiatives

- 2.3 LTP3 sets out Hampshire's transport strategy and identifies a range of policy objectives, with those most relevant to this TP 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.

- 2.4 Policy CS20 'Transport and Access Strategy' of The Havant Borough Council Adopted Core Strategy (CS) sets out Havant's transport strategy and identifies a range of objectives whereby development will be permitted if met. Those most relevant to this TP are stated below:

Development will be permitted that: Improves accessibility to goods, services and employment and promotes equality in the transport system

Development will be permitted that: Provides transport management measures to ensure the safe and efficient operation of the strategic and local road network.

Development will be permitted that: 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

2.5 In addition policies DM11 and DM12 of HBC's CS respectively note:

- The council will seek to ensure that every opportunity is taken to increase integration of sustainable travel modes and availability of non-motorised modes by appropriate measures
- New developments will be required to mitigate their travel impact, 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 on opportunities presented at all of the above scales, this FTP's primary objectives and aims are stated as the following:

Travel Plan's Primary Objective: Create a sustainable, community driven environment for those living and working within the development, which promotes a range of lifestyle and travel choices and reduces reliance on the private car.

Travel Plan's Aims

- Raise awareness of sustainable modes of travel available to residents, staff and visitors.
- Increase levels of active healthy travel and in particular walking and cycling.
- Encourage uptake of public transport in particular local bus/rail services.
- Encourage car-sharing in order to reduce single vehicle occupancy.
- Achieve target percentage shift of single occupancy car journeys to and from the development.
- Provide links with other local residential, business and school Travel Plans.
- Reduce the need to travel.
- Achieve a balance between car use and alternative travel modes for individual travel needs.
- Change perception of car being the only and automatic choice for travel.

3.0 LOCAL ACCESSIBILITY

- 3.1 To help meet the TP's objectives and aims it is crucial that consideration is given to the development in relation to the local context in which it will evolve. This section assesses the proximity to local services and facilities, and existing local travel infrastructure.
- 3.2 The application site presents a good opportunity to support sustainable development with its close proximity to local amenities, public transport and pedestrian and cycle networks. Local accessibility in relation to the proposed development site is demonstrated in **Appendix B**.
- 3.3 The site is located approximately 500m from the West Town local centre which provides a number of facilities including eateries, butchers, pharmacy, a convenience store and a place of worship all within a short walking distance. Within immediate vicinity to the west of the site is the Hayling Island Dramatic Society, providing leisure amenities and a connection with the local community, as well as employment opportunities on Furniss Way.
- 3.4 Within 1.3km of the proposed development site there are vast arrays of facilities in Mengham with a large number of facilities based on Elm Grove. Elm Grove provides convenient access to a range of shopping outlets as well as: two pharmacies, Hayling Island Library, Elm Grove Free Church, St Mary C of E Church, and Hayling Island Post Office.
- 3.5 Within close proximity of the site are Mengham Infant and Junior Schools, both located off Elm Grove catering for reception to year 6. There is also a preschool on Cherrywood Gardens approximately 1km from the proposed site. The Infant and Junior schools are less than 1.5km from the site, and are approximately a 20 minute walk from the site via St Marys Road, which is facilitated by pedestrian crossing points. The closest secondary school is Warblington School located 10km north of the site and is accessible by bus from the stop on Station Road.
- 3.6 With regards to health provision, there are two Doctors surgeries off Elm Grove, with the closest pharmacies also being on Elm Grove. The nearest Dentist is on Elm Grove, within 1.3km. The nearest hospital is Queens Alexandra in Cosham (16km north west) which also has an Accident and Emergency department.
- 3.7 The sea front is located approximately 800m to the south of the proposed site (10min walk or 3min bus journey) providing extensive access to a natural recreational amenity. The sea front is catered for by a number of cafés and provides leisure facilities through the Beachlands Golf Course.

- 3.8 The site's proximity to existing local amenities, pedestrian and cycle networks present a good opportunity to encourage the use of sustainable transport and create a sustainable development. A summary of the local facilities and their associated walking distances are shown in **Table 1**, whilst **Appendix B** illustrates the local facilities in relation to the proposed development.

Amenity	Approximate Walking Distance
Local Primary School	1.5km
Local Secondary School	10km
Closest Post Office	1.3km
Closest Bus Stop	30m
Closest Convenience Store	500m
Train Station	8km

Table 1: Distance to Local Amenities

Pedestrian Network

- 3.9 The local footway network around the site vicinity benefits from a gentle topography.
- 3.10 A continuous footway currently connects the southern side of Station Road to West Town Local Centre approximately 500m south east of the proposed site; however this footway reduces to substandard width for approximately 40m. Station Road also provides pedestrian links to Mengham Centre approximately 1.3km east of the proposed site.
- 3.11 Travelling west along Station Road a section of the northern footway is missing across the frontage of 76-81 Station Road; however this does eventually join up with the existing pedestrian infrastructure on the northern edge of Station Road, including dropped kerbs and tactile paving.
- 3.12 The current pedestrian network on Station Road and West Town local centre are demonstrated in **Photographs 1** and **2**.



Photograph 1: Station Road Pedestrian Environment



Photograph 2: West Town centre Pedestrian Environment

3.13 As part of this developments application the missing section of footway to the west will be constructed and the footway to the east which reduces to substandard width will be upgraded to at least 1.2m wide.

3.14 The development also proposes a pedestrian crossing point approximately 250m from the site access across Station Road to provide a safe crossing point to the footway along the primary pedestrian desire line.

3.15 The local pedestrian environment will be enhanced to support local movement by future site users. As well as a permeable and attractive internal footway network, proposed external improvements include:

- Tactile paving for pedestrian crossing facilities west of site access and east of site access, both on Station Road
- Widened footway on the south side of Station Road to a minimum of 1.2m
- Provide missing section of footway to the west of site access on northern footway of Station Road
- Traffic Calming/Road Narrowing scheme to slow traffic on Station Road
- A footway on the east of Furniss Way to a pedestrian crossing onto the western side of Furniss Way

Cycle Network

- 3.16 The Local Road Network (LRN) also benefits from gentle gradients which help to make cycling a more attractive mode of transport. Furthermore, the National Cycle Network (NCN) 2 is within close proximity of the site which runs between Dover and Cornwall
- 3.17 More, locally, NCN 2 connects to Chichester, Portsmouth and Southampton. Towards Hayling Island the route is a mix of on-road and traffic –free routes, with a cycle ride into Portsmouth taking approximately 30 minutes (including a ferry).
- 3.18 In addition the LRN is conducive to cycling due to the wide carriageways and their residential nature. Station Road is a dedicated cycle route within the immediate vicinity of the site and is demarcated on the road. The most suitable cycle route into Mengham/Elm Grove is along Station Road, taking approximately 5 minutes. The local cycle environment is reflected within

Figure 2.

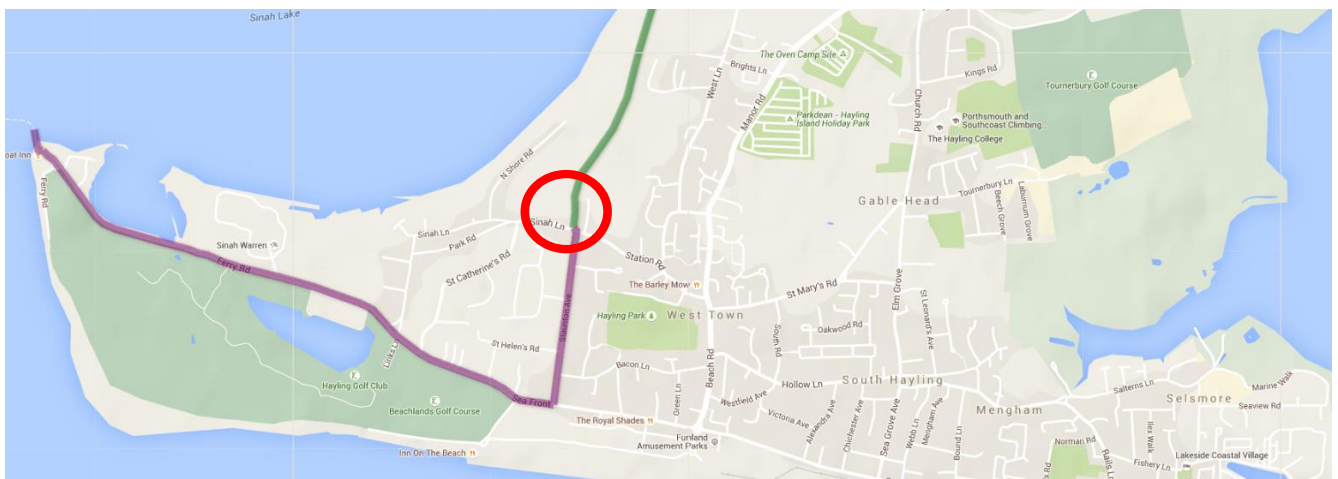


Figure 2: Local Cycle Routes (Map from www.sutrans.org.uk)

- 3.19 The local area benefits from an active cycling scene. Cycle store 'Hayling Cycles' is located on Elm Grove in the town centre approximately 5 minutes cycle from the application site. The area is supported by Cycle Hayling (www.cyclehayling.org.uk) who have many projects to improve cycle infrastructure and promote cycling including safe cycle routes to schools, North-South off road cycle link and 'Bikeability' and cycle training.
- 3.20 Within West Town local centre there is cycle parking facilities and designated/signposted cycle routes. See **Photographs 3, 4 and 5.**



Photograph 3: Cycle Parking in West Town Centre



Photograph 4: Station Road on road cycle route



Photograph 5: Cycle fingerposts

Bus Services

3.21 Stagecoach operates a bus service which passes the site frontage on Station Road. The core route, Service 30/31, operates at a 15 minute daytime frequency Monday to Saturday and half hourly on Sundays; with evening services at a lower frequency. The local bus services operating close to the application site are summarised within **Table 2**.

Service	Route	Stop	Operator	Frequency		
				Monday - Friday	Saturday	Sunday and Public Holiday
30/31	Purbrook-Havant-Hayling Island-Mengham	Staunton Avenue (SE Bound)	Stagecoach South	Every 15 minutes	Every 15 minutes	Every 30 minutes

Table 2: Summary of Local Bus Services

3.22 The closest bus stop 'Staunton Avenue (SE-Bound)' at the corner of Station Road and Furniss Way includes excellent local bus facilities including seating and sheltering to the inbound bus stop. The outbound bus stop is located adjacent to the inbound stop raised kerbs ensure that this bus stop is accessible for less mobile passengers (See **Photograph 6**).



Photograph 6: Staunton Avenue (SE Bound)

Bus Stop

- 3.23 The 30/31 service provides a regular service to Havant and Purbrook running every day of the week. This service connecting Purbrook, Havant, Hayling Island and Mengham provides a realistic opportunity to commuters who may work in the area. A typical journey from West Town to Havant on the 30/31 takes on average 35 minutes.

Rail

- 3.24 Havant Railway Station is located approximately 8km from the proposed development site, approximately a 30 minute cycle ride via the Hayling Billy Trail and National Cycle Route 2.
- 3.25 Havant Rail Station is also accessible via the aforementioned bus services and takes approximately 22 minutes from the Station Road bus stop.
- 3.26 The station is equipped with 160 sheltered and secure cycle storage spaces, 286 car parking spaces (including 4 disabled space) step free access, waiting rooms, customer help points, CCTV and daytime (Monday – Sunday) staffing.
- 3.27 Havant Railway Station provides direct access to destinations including Portsmouth Harbour, Southampton Central, Brighton, Littlehampton, London Victoria and London Waterloo. Trains typically stop at a frequency of one per hour to Littlehampton and London Victoria, two per hour for services to Southampton Central and London Waterloo, two per hour to Brighton and four per hour to Portsmouth Harbour. Journeys to Portsmouth Harbour take approximately 16 minutes with journeys to London Waterloo taking approximately 70 minutes.
- 3.28 In the AM and PM peaks there are trains roughly every 20 minutes in an easterly direction, 10 minutes in a westerly direction and every 12 minutes in a northerly direction providing opportunities for commuters to Brighton, Portsmouth/Southampton and London Waterloo/Victoria respectively.
- 3.29 Havant Station provides an attractive option for commuters to Brighton, Southampton, Portsmouth or London.

Local Road Network

- 3.30 The Local Road Network (LRN) is discussed in detail within the TS, including sections on local routes, accident levels, traffic junction flows and capacity and parking arrangements.

3.31 This TP primarily promotes the use of non-vehicle travel modes where appropriate and possible. However, the TP's ethos of supporting future site-user accessibility and inclusivity encourages consideration to extend to vehicle use. The use of the LRN by future site users is therefore considered within the subsequent sections of this report.

4.0 PROPOSED DEVELOPMENT

Accommodation Schedule

- 4.1 The proposed development would consist of 76 dwellings with a single vehicle access from Station Road and 1000sqm of light industrial accommodation with an 'in and out' arrangement to Furniss Way. The residential development will be a mix of private and affordable units, with 30% affordable and 70% private. A summary of the accommodation schedule is provided within **Table 3**, whilst the proposed development site layout is included as **Appendix A**.

Affordable Housing		Market Sale Housing		Total
Type of dwelling	Affordable	Type of dwelling	Market Sale	
1 Bedroom	4	1 Bedroom	0	4
2 Bedroom	8	2 Bedroom	14	22
3 Bedroom	10	3 Bedroom	21	31
4+ Bedroom	1	4+ Bedroom	18	19
Total	23		53	76

Table 3: Accommodation Schedule

- 4.2 The light industrial accommodation would comprise of 8 small units, intended for use by small start-up companies.

Access Arrangement

- 4.3 The residential part of the development would be service by a single vehicular access in the form of a bellmouth arrangement directly onto Station Road. The bellmouth would be flanked both sides by pedestrian footways and would be wide enough for two vehicles to concurrently turn in and out of the site.
- 4.4 The light industrial accommodation access would comprise an 'in and out' arrangement off Furniss Way which would facilitate vehicle movements around the site.
- 4.5 For security reasons there would be no permeability between the two parts of the site.

Parking

- 4.6 The parking strategy for the residential section of the site would be in line with Havant Borough Council's Parking Standards SPD (March 2010) for allocated parking and shared/communal parking. The parking standards compared to the developments provision is included in **Table 4**.

Type of dwelling	Number of dwellings	Standards (allocated)	Standards (unallocated)	Total Provision
1 Bedroom	4	1	0.9	
2 Bedroom	22	2	1.3	
3 Bedroom	31	2	1.9	
4 Bedroom +	19	3	2.4	
TOTAL	76	N/A	N/A	178

Table 4: Car Parking Provision

- 4.7 The development would provide a total of 178 spaces. Of the 178 spaces, 171 are intended for use by the residents with 7 spaces intended for visitor parking use. This equates to 4% of spaces retained for visitor use. As HBC so not outline specific guidance for the level of visitor parking this level is deemed appropriate for the scale and location of the development.
- 4.8 HBC's parking SPD also outlines cycle parking/storage standards which are identified in **Table 5**.

Type of dwelling	Total number of dwellings	HBC Cycle Long Stay	HBC Short Stay	Development Provision
1 Bedroom	4	1	1 loop/hoop per unit	
2 Bedroom+	72	2	1 loop/hoop per unit	
TOTAL		N/A	N/A	148

Table 5: Cycle Parking/Storage - Residential parking standards

- 4.9 The level of parking for the light industrial accommodation has been assessed against HCC's 2002 parking standards of 1 space per 45sqm. This results in a total provision off 22 spaces (including two disabled bays). 4 cycle spaces are also proposed for the light industrial units with further ability to accommodate cycles within the buildings if needed/required.

Internal Layout

- 4.10 The proposed site layout adopts Manual for Streets (MfS) principles encouraging safe, harmonious and efficient movement of all street users/travel modes. Proposed design features include raised tables, shared surfaces and active frontages as demonstrated within the proposed site layout included as **Appendix A**.
- 4.11 An additional pedestrian/cyclist access is to be provided to increase permeability with the surrounding infrastructure as well as to ensure routes to facilities are provided as close to resident's desire lines as possible. The pedestrian/cyclist access is proposed directly onto Station Road through the builder's yard site currently being redeveloped as a residential development.

Offsite Highway Works

- 4.12 As part of this application and in keeping with the sites extant outline planning permission, offsite highway works are proposed to facilitate pedestrian movements between the site and West Town local centre. The highway designs are included as **Appendix C**.
- 4.13 In summary, the works include;
- Narrowing the carriageway to approximately 6.8m and providing a 2m wide footway to the west of the site on the northern section of Station Road which will connect to the existing pedestrian infrastructure
 - Widening the southern Station Road to the east of the site en route to West Town local centre
 - Providing two pedestrian crossing points (tactile paving and dropped kerbs) to the east and west of the site.
 - Remove the central marking, provide new 516 sign 'Road narrows on both sides ahead' and provide a short section of buff coloured anti-skid surfacing
 - Short section of footway on Furniss Way to improve access to the proposed commercial units.
- 4.14 These offsite works intend to aid pedestrian movements to and from the site whilst also provide a minimalistic traffic calming feature which will assist in reducing the speeds on a narrow bend.

5.0 INDICATIVE BASELINE TRAVEL PATTERNS

Residential

- 5.1 Indicative residential modal shares have been obtained from a TRICS (7.2.1) multimodal assessment. TRICS sites used are situated within locations in England only and do not include sites within Greater London. All surveys took place on a weekday. The resulting multimodal splits are demonstrated within **Table 6** with full outputs included as **Appendix D**.

Baseline Modal Split				
Private Car (Including Car Share)	Public Transport	Walking	Cycling	Total
73%	4%	20%	3%	100%

Table 6: Indicative Baseline Modal Split for Proposed Residential Development

Light Industrial Accommodation

- 5.2 Indicative light industrial modal shares have also been obtained from a TRICS (7.2.2) multimodal assessment. As per the residential element, TRICS sites used are situated within locations in England only and do not include sites within Greater London. All surveys took place on a weekday. The resulting multimodal splits are demonstrated within **Table 7** with full outputs included as **Appendix D**.

Baseline Modal Split				
Single Vehicle Occupants	Multi Vehicle Occupants	Walking	Cycling	Total
75.4%	15.4%	6.2%	3%	100%

Table 7: Indicative Baseline Modal Split for Proposed Light Industrial Development

- 5.3 The TRICS data was unable to produce a modal split for public transport.
- 5.4 SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets are proposed with this FTP, to be met over a five year period commencing at 55th occupation (70%) of the residential element and upon occupation of the sixth industrial unit (out of eight). These targets focus on 3 areas as summarised within **Table 8**.

Target	Objective	Indicator	Target	Measured by
TP1	Reduce single occupancy vehicles	% of single occupancy car trips	- 10%	Travel Survey Multi Modal Counts
TP2	Increase the number of resident travelling by public transport	Number of residents using the bus regularly	+5%	Travel Survey Multi-modal Counts
TP3	Increase the number of residents using active travel modes to and from the site	Number of residents walking and cycling regularly	+5%	Travel Survey Multi-modal Counts

Table 8: Travel Plan Targets

5.5 To confirm the baseline travel patterns and inform the targets to be agreed with HBC, a form of survey would be undertaken at 55th occupation (70%) for the residential development and at occupation of the sixth industrial unit. A TRICS SAM survey could also be completed at the end of year one for the residential development to ensure the baseline is representative. This would be confirmed with HBC. The recommended questionnaire template is included as **Appendix E**, although use of online survey tools such as ‘Survey Monkey’ could also be used. The following measures would support completion of an effective survey with a representative successful response rate:

- Promotion of the survey through door-knocking exercise, flyer-drop and newsletter; and
- Travel voucher upon receipt of finished survey

5.6 The first Annual Review will be completed one year after the baseline of both elements and would summarise the results of the baseline questionnaire survey. The First Annual Review Report should also include the following details:

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

Table 9: First Annual Review Report Contents

5.7 An Annual Review Report will be repeated each year until the end of the 5th year. The Resident and staff Questionnaires would be completed at the end of every year following the baseline exercise to confirm the TP performance and target success.

5.8 Review meetings between the TPC and HBC will occur at the end of each year to ensure progress and allow for discussion regarding local travel changes.

- 5.9 In summary, the section of this TP looks to achieve a reduction of 10% for single occupancy vehicle trips over 5 years, with associated targets for specific travel modes to be confirmed upon identifying current baseline trends. Travel patterns and vehicle trip levels will be monitored through completion of travel questionnaires, multi modal counts and car park surveys exercise.
- 5.10 The residential development and industrial accommodation could be coordinated together in which annual reports and surveys would be completed at the same time, however they could be treated as individual TPC projects due to different build phasing and completion times as well as different travel demands by occupiers and end users. This would be decided at a later date, and the confirmation of the approach passed on to HBC.

6.0 RESIDENTIAL TRAVEL PLAN STRATEGY

- 6.1 The following section sets out the measures which should be explored and implemented by the Travel Plan Co-ordinator (TPC) from pre-occupation of the residential element and throughout the TP lifecycle. Whilst some measures are considered 'compulsory', and integral to the success of the TP, other measures may prove to become ineffective/unworkable and new measures may be identified as more appropriate as the TP evolves and matures.
- 6.2 The measures presented in this chapter are relevant to the scale and nature of the development and have the greatest potential for encouraging a modal shift and the use of sustainable transport options amongst the residents.
- 6.3 The strategy is summarised in an Action Plan provided in **Appendix F**.

Key Stages: Pre-Occupation

- 6.4 In order to meet the key objectives of this TP it is essential that a number of measures be implemented at an early stage and are relevant to the varying local demographic. Completing tasks set out within the Pre-Occupation Action Plan would help establish the TP and support future site users' familiarity with the TP's principles and practices. The success of the TP will ultimately be determined by the level of resident involvement in its development and the extent to which a sense of TP ownership is created among residents.
- 6.5 The TPC would be required to provide contact details and a finalised Action Plan complete with dates and measures as determined in liaison with the HBC Highways. Through this dialogue, the TPC should also confirm their understanding of the TP's purpose, objectives and strategy, and confirm that the required pre-occupation work has been prepared to a sufficient level.
- 6.6 In the 3 months prior to first occupation, the TPC would be required to confirm arrangements for processing and payment of vouchers with the local cycle store, Stagecoach and with the developer, confirming such arrangements to the HBC Highways.
- 6.7 Prior to first occupation, the TPC should have completed the tasks set out within **Table 10**.

✓	Preliminary TP Tasks
	A Travel Plan Co-ordinator (TPC) to be appointed
	Relevant TP 'logo' and identity to be established by TPC for all TP initiatives and communication
	TPC to contact HBC Highways for information on local travel events etc and confirm Action Plan (see relevant paragraph in TP Section 6)

	TPC to contact other local TPCs including local schools
	TPC to establish contact with other local service providers including Stagecoach and HBC Highways and arrange discount/promotional packages for residents, and confirm voucher options arrangement
	TPC to prepare a Travel Welcome Pack as part of First Residents' Home Welcome Pack to include:
	A Travel Plan leaflet briefly summarising the TP principles, objectives and strategy
	Review of site layout and any hard measures supporting accessibility
	Information on the local area's facilities/services
	Cycle and pedestrian routes, distances and estimated travel times, and Local Cycle Network Map
	Public Transport information including Park & Ride, service timetables, prices and stop/station locations
	TPC to decide on communication strategy including attendance at resident meetings, newsletters, online tool and use of any external communication forms
	TPC to prepare TP action database for logging/recording the following details:
	Action Plans and Voucher Use
	Household details
	Household Personal Travel Planning Assistance/Communication
	Local Key Players Contact Details
	Survey Responses

Table 10: Preliminary TP Tasks

Key Stages: Five Years Following 55th Dwelling Occupation

- 6.8 The TP period would become fully active upon occupation of the 55th dwelling (70% occupation) and remain active for 5 years following that date. This period would develop towards the ultimate aim of resident adoption and integration of the development site with the local community.
- 6.9 During this time, the platform set at pre-occupation would be expanded upon through implementing a variety of measures. Such measures would be determined by the TPC in dialogue with residents, local authorities and other key players. Such measures are recommended within the remainder of this section.
- 6.10 To secure a representative baseline trend, monitoring of the site would occur at 55th (70%) occupation. After this, a baseline survey would be completed at the end of each year, with TRICS SAM surveys occurring at the end of year 1, 3 and 5.
- 6.11 An annual newsletter will be produced by the TPC to keep residents up to date with local travel information/initiatives such as cycle training schemes offered by the council, the travel plan's progress and reminders about the vouchers available to residents.

Physical Infrastructure

6.12 This TP strategy of measures primarily focuses on those ‘soft measures’ outlined below. Whilst TPs should promote the implementation of both hard and soft measures for influencing travel behaviour, a number of on-site and off-site hard infrastructure measures are essential to support the development and wider network, including the following as detailed further within the accompanying TS.

ON-SITE PHYSICAL WORKS • Provision of high quality walking and cycling routes through the site to encourage the use of these modes with appropriate lighting, natural surveillance and surfacing; • A low speed / traffic calmed environment; • Provision of good quality car parking; • Provide secure cycle parking; • Provide broadband connections in homes to facilitate home working; and • Provide a separate access into the site for pedestrians and cyclists. OFF-SITE PHYSICAL WORKS • Provide a continuous pedestrian link to the west of the site • Footway widening on Station Road to the east of the site • Traffic calming and road narrowing signs

Figure 3: On and Off-Site Physical Works

Modal Measures: Walking and Cycling

6.13 This TP has previously summarised the local walking and cycling networks and facilities which would be promoted to residents through the TPC works. Encouraging a familiarity with walking and cycling opportunities early on – including through working with local and national campaigns and events and with local key players – whilst aiming to secure development discounts at local stores such as Hayling Cycles, would maximise the potential for residents to habituate walking and cycling into their everyday travel practices. Measures to be carried out for supporting local walking and cycling are set out within **Table 11**.

✓	Promotional Measures: Walking and Cycling
	Maintenance of local area walking/cycling route/duration map with residents, adding further information and photograph contributions from new residents
	Promote use of site and local walking facilities (also see TP monitoring section)
	Co-ordinate a Bike Doctor event with local area
	Publicise local cycle facilities such as Hayling Cycles and any arranged discounts/promotional packages
	Liaise with and publicise local cycle groups including Hayling Cycles
	Promote cycle routes, including Hayling Billy Trail and NCN 2
	Co-operation and co-ordination with local, regional or national campaigns and events such as Walk to Work Week (www.livingstreets.org.uk) Bike Week (www.bikeweek.org.uk) Sustrans Big Cycle and Walk Challenge (www.getmeactive.org.uk)
	Co-operate with local Walking Groups for local events/groups etc
	Liaise with Cycle Hayling

Table 11: Potential Walking and Cycling Promotional Measures

Modal Measures: Public Transport

- 6.14 Close proximity to the local bus network is a primary asset for this travel mode. Maximising resident use of public transport would be further supported through ensuring awareness of these facilities whilst highlighting costs and benefits in comparison to single occupancy vehicle use.
- 6.15 The attractiveness of bus service use would be further supported through tailored promotions and schemes resulting from dialogue with Stagecoach. Promotion of public transport should therefore occur through the measures set out within **Table 12**.
- 6.16 As previously mentioned, a travel voucher would be offered to each household which could help increase the use of public transport in the area. A bus trial voucher for Stagecoach, such as the South Hants Megarider 4 Week pass could help encourage residents to use the bus more frequently. Residents may then continue to use public transport beyond the end of the incentive period.

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

Table 12: Potential Public Transport Measures

Modal Measures: Promote Car Sharing

- 6.17 Car sharing is a simple and effective way to quickly reduce the number of lone car trips, whilst bringing reductions in transport costs, congestion and pollution, and social benefits including increasing resident interaction and co-operation. The Hayling Island car share service offers trips to Havant and Mengham for a reduced price. The website and leaflets distributed by the organisation provide important information regarding the environmental economic and social benefits of car sharing. Measures to be carried out for supporting car-sharing are set out within **Table 13**.

✓	Promotional Measures: Car Sharing
	Promote benefits of car-sharing, including the Hayling Island car share service, support residents in setting up
	Consider setting up development/area car-sharing network

Table 13: Potential Car-Sharing Measures

Modal Measures: Sustainable Private Vehicle Use

- 6.18 On occasions when single occupancy vehicle use is unavoidable or where alternative travel options are significantly limited in comparison, the TPC should seek opportunities to promote sustainable driving practices. Measures to be carried out for supporting sustainable driving practices are therefore set out within **Table 14**.

✓	Promotional Measures: Sustainable Car Use
	Provision of information on local road network routes, fuel efficiency practices and fuel efficient vehicles and local electric vehicle charger provision

Table 14: Car-Efficiency Measures

Modal Measures: Home/Remote Working and Other Modes

- 6.19 Options for working from home, utilising technology to enable remote working in public locations such as cafes and on the train, and teleconferencing, are becoming an increasing feature in many businesses.
- 6.20 National government's new initiative which allows any employee (after 26 weeks service) to request for flexible working hours including working from home will benefit this TP, potentially allowing more residents to work from home.
- 6.21 The TPC should keep abreast of developments in new working practices whilst promoting the social, economic and environmental benefits of such 'smarter working' and the 'Cycle to Work scheme'. The TPC through newsletters etc should encourage residents to check whether their employers options for working from home, or working flexible hours. Potential measures for supporting home/remote working and potential other modes are set out within **Table 15**.

✓	Promotional Measures: Home/Remote Working and Other Modes
	Co-ordinate efforts with local business/residents' Workplace TPs to promote home/remote working
	Consider and explore measures and targets for other travel modes if and when become relevant

Table 15: Potential Home/Remote Working and Other Modes

- 6.22 This TP has not identified specific targets for other travel modes such as motorcycle or taxi, or potential future alternative options such as Electric/Alternatively Fuelled Vehicles. Should the monitoring exercises and communication with residents and key players identify a strong interest in other travel modes, measures (and associated targets) should be considered and explored by the TPC in conjunction with HBC highways.

Local Area and Other Site Users

6.23 The TP should not evolve with the development in isolation to the local area and community. Maximising use and enjoyment of the local area is essential to providing an effective TP. Successful co-operation with and promotion of the local area, its various facilities and key players would lead to a wide range of related benefits including;

Benefits of Locally Embedded Travel Plan

- Stronger sense of local community
- Greater presence of local pedestrian and cycle activity
- Greater understanding of the locale
- Business interest in supporting TP initiatives/measures
- Larger pool of people/players/groups to support local negotiations, campaigns etc
- Greater resource and voice to tackle local travel issues such as parking practices, bus service amendments and damaged facilities
- Greater understanding of local travel needs, trends and opportunities
- TP practices embedded locally and sustained beyond the 5-year life

Figure 4: Benefits of Locally Embedded Travel Plan

6.24 The TP should promote the local area's facilities whilst actively engaging with local resident and community groups and local schools (e.g. Mengham Infant and Junior Schools and the Cycle Hayling's Routes to School Team), events such as Hampshire County Councils Transport Forum meetings and local businesses such as Hayling Cycles and those involved in the Station Road Travel Plan. Such local engagement could develop through the measures set out within **Table 16**.

6.25 As well as co-ordinating the promotion and practice of sustainable travel with the wider local community, the TP should be encouraging and extending sustainable travel opportunities to any visitors and delivery vehicles travelling to and from the site. Residents' own positive sustainable travel experiences should have a knock-on effect to visitors. This would be supported further by an increasingly accessible and attractive network through the internal site design, site location and location transport infrastructure developments, helping encourage visitors to consider travelling by other means than private vehicle.

✓	Promotional Measures: Local Area and Other Site Users
	Promotion of local area's key facilities and players through information/maps/photographs/details
	Work with Local Community Groups; attend meetings, share communication platforms
	Develop dialogue with local schools (e.g. Mengham Infant and Junior Schools) to share TP initiatives, communication platforms and experiences
	Attend HBC Transport Forum events/meetings
	Encourage residents promotion of sustainable travel options to visitors
	Promote and explore opportunities to co-ordinate deliveries

Table 16: Potential Engagement with Local Area and Other Site Users

Marketing and Communication

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

Marketing and Communication Platforms

- Site sales information
- The Travel Welcome Pack
- The six-monthly newsletter
- An online TP information facility
- TP Logo
- Use of other local communication platforms
- Use of local travel forums
- Access to travel planning social media

Figure 5: Marketing and Communication Platforms

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

- 6.28 Where appropriate and available, the TPC should consider developing webpages providing access to information related to accessibility and sustainable travel opportunities (an example can be viewed at www.pbatravelplan.com). The webpages would complement the monitoring exercises, provides information on the following and in the longer term may be maintained and developed further voluntarily by residents.

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

7.0 LIGHT INDUSTRIAL ACCOMMODATION TRAVEL PLAN STRATEGY

- 7.1 The following section sets out the measures which should be explored and implemented by the Travel Plan Coordinator for the industrial units from pre-occupation and throughout the TP lifecycle.
- 7.2 The measures presented in this chapter are relevant to the scale and nature of the industrial development and have the greatest potential for encouraging a modal shift and the use of the sustainable transport options amongst the residents.
- 7.3 A strategy for the industrial development is summarised in an Action Plan provided in **Appendix H**.

Key Stages: Pre-Occupation

- 7.4 The TPC would be required to provide contact details and a finalised Action Plan complete with dates and measures as determined in liaison with HBC highways.
- 7.5 Prior to occupation the TPC should have completed the following tasks:
- Contact HBC Highways for information on local travel events and confirm Action Plan
 - Prepare an accessibility/How to get to work pack
 - Investigate sustainable travel incentives e.g. Salary Sacrifice for a bike or public transport season ticket
 - Contact other industrial/work place travel plans

Key Stages: Five Years Following 55th Dwelling Occupation

- 7.6 The TP would become fully active once the sixth unit is occupied, and would remain active for 5 years following this date.
- 7.7 To secure a baseline pattern, monitoring of the site would occur at occupation of the sixth unit. After this, monitoring and surveys would also occur at the end of year one, three and five.
- 7.8 An annual newsletter would be produced by the TPC to keep employees up to date with local travel information/initiatives such as cycle training schemes offered by HBC.
- 7.9 The implementation of the footway to the east of Furniss Way and the associated pedestrian crossing will facilitate travel by sustainable modes by offering a safe pedestrian/cyclist route in and out of the site.
- 7.10 The TP has previously summarised the modal measures for the residential element of this development. The measures for the industrial units TP Action Plan would be similar and are identified in the Action Plan, attached as **Appendix H**.

Marketing and Communication

- 7.11 As part of the industrial unit TP, where possible each company should consider a 'How to find us' page which would identify the various travel modes available to influence staff and visitor modal choices.
- 7.12 The TPC would also brief employees of all industrial units on what a Travel Plan is, its use, advantages to employees, details of this TP and where more information can be found.
- 7.13 An annual newsletter would be produced for all employees on site, along with access to travel planning social media, access to local travel forums and the introductory pack (how to get to work).

8.0 RESIDENTIAL DEVELOPMENT IMPLEMENTATION, MONITORING AND ENFORCEMENT

The Travel Plan Coordinator (TPC)

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

8.2 More specifically, the role of the TPC requires:

Travel Plan Co-ordinator Role

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

Figure 6: Travel Plan Co-ordinator Role

8.3 On appointment (three months prior to first occupation), contact details for the TPC will be provided to HBC to ensure that clear dialogue is possible from first introduction of the TP and that the measures stated within this TP are being conducted in a satisfactory manner.

8.4 The TPC is responsible for implementing and monitoring the TP through collaboration with the developer, whilst ensuring residents are involved, informed and represented at every stage.

Resident Steering Group

8.5 A Residents' Group should be established as occupation occurs to discuss and help evolve the TP. Such a forum may occur physically twice a year with an online presence also available. The Group would aim to open up to the wider community in West Town, whilst also forging links with and being represented at the Hayling Forum.

Hayling Forum and Cycle Hayling Group

- 8.6 The TPC would be required to liaise with the Hayling Forum and the Cycle Hayling Group. Such forums and groups should be viewed by the TPC as a key element of ensuring the TP is well co-ordinated, remains relevant to and understood by future residents and local networks.
- 8.7 Attendance at such forums would provide an opportunity for the TPC to introduce the TP and maintain its presence locally whilst learning of local issues and opportunities. Attendance at such meetings would provide a further benefit in embedding the TP within wider local agendas and practices, exposing local groups to its principles and practices.

Travel Plan Monitoring

- 8.8 The Travel Plan Coordinator will undertake monitoring of travel patterns associated with the development.
- 8.9 Monitoring of the TP will take place until 5 years after 55th occupation of the development, with monitoring reports submitted to HBC within 3 months after each survey for this period. This survey will ascertain information about the residents, specifically:
- Travel behaviour – Overall travel patterns to and from the site, generate the modal split
 - Attitudes towards travel – Site users attitudes towards sustainable modes of transport.
 - Identify any issues or barriers that may reduce the likelihood of residents switching to sustainable modes of transport.
- 8.10 Resident surveys will then be completed at 55th (70%) occupation, and thereafter at the end of each year to help indicate changes in modal splits. TRICS SAM surveys would also be completed at the end of years 1, 3 and 5 to offer a further monitoring exercise, as summarised in **Table 17**.

55 th (70%) Occupation	End of Year 1	End of Year 2	End of Year 3	End of Year 4	End of Year 5
Baseline Residents Survey	TRICS SAM Survey	Residents Survey	TRICS SAM Survey	Residents Survey	TRICS SAM Survey
Initial Progress Review	Annual Progress Review	Annual Progress Review	Annual Progress Review	Annual Progress Review	Annual Progress Review and Handover

Table 17: Residential Monitoring Stages

- 8.11 A **Resident Travel Survey** would be conducted to confirm the development's modal share including 'baseline' at 55th unit occupation, and subsequently at the end of Years 2 and 4.

Resident Travel Survey

- Activation/commission of an online/paper travel questionnaire (as adapted from example included as **Appendix E**)
- A site visit to monitor and gain examples of the internal site design, cycle storage facilities (provision and use) and local transport and travel facilities
- Updates on bus service patronage obtained where available from Stagecoach/P&R Operator

Figure 7: Resident Travel Survey

- 8.12 Resident survey responses would be incentivised through offering a facility to complete questionnaires using an online survey format (with a secondary/alternative opportunity for doorstep completion during the TPC's site visit). As the surveys are repeated, residents should have experience of the benefits of providing their responses can bring to the effectiveness of the TP, with this providing a further incentive in itself. The TPC would also be required to explore further opportunities for incentives, drawing on experience and contacts gained as the TP develops.
- 8.13 All costs associated with distributing, collecting, analysing and reporting the residential travel surveys will be met by the developer, and all aspects of undertaking the survey will be administered by the TPC.
- 8.14 A TRICS SAM Multi-modal survey would be completed by an external operator at the end of years 1, 3 and 5 which will provide a robust assessment of the modal split of trips to and from the site.
- 8.15 A short **Annual Progress Report** should be prepared subsequent to the survey exercise (be it questionnaire or TRICS) to provide a monitoring record, to be made available to HBC Highways, the developer and residents. The record should include survey results, an account of conversations with residents about local travel and a photographic account of internal and external highway infrastructure.

Action Plan

- 8.16 An Action Plan has been developed to identify all measures to be implemented and responsibility for implementation, and sets this out in accordance with the time-scaled approach identified within **Section 6 Travel Plan Strategy**. This Action Plan and associated indicative costs are attached in full as **Appendix F**.

Community Embedding and Handover

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

Overcoming Barriers to Success

- 8.18 A potential barrier to implementing a successful TP could be that the management of a TP is not satisfactory for the tasks required. The developer is aware of the requirement to appoint a competent TPC provider and secure an appropriate level of funds to support implementation.
- 8.19 Should the annual progress review identify areas where the TP has fallen short of its objectives and targets (with consideration to any unforeseen circumstances beyond the control of the TPC), the TPC would work with HBC to identify possible areas for improvement and new measures.
- 8.20 The evolution of the TP over the 5-year period would highlight aspects that were successful and those having little impact, and therefore guide these remedial measures.

9.0 LIGHT INDUSTRIAL ACCOMODATION IMPLEMENTATION, MONITORING AND ENFORCEMENT

- 9.1 Similar to the residential TPC, the TPC would be part time over the course of the TP, potentially operated by an external consultant or employee at the site. Again, the TPC is responsible for implementing and monitoring the TP through collaboration between HBC, employers and employees.
- 9.2 On appointment, the TPC details will need to be given to HBC to ensure clear dialogue is possible and that the TP is being conducted in a satisfactory manner.
- 9.3 Monitoring of the TP will take places until 5 years after occupation of the sixth unit, with monitoring reports submitted to HBC within 3 months of the survey period.
- 9.4 Monitoring of the industrial units could take place through a combination of:
- Car park counts
 - Manual multi-modal counts (pedestrians, cyclists, vehicles) with possible enumerators to ask about public transport use
 - Travel Survey
- The best approach would be discussed and confirmed with HBC to ensure the monitoring strategy is suitable.
- 9.5 The monitoring strategy for the full length of the travel plan is included in **Table 18**.

Occupation of 6 th unit	End of Year 3	End of Year 5
Multi Modal Survey Car Park Survey	Multi Modal Survey	Multi Modal Survey Car Park Survey
Initial Progress Review	Annual Progress Review	Annual Progress Review and Handover

Table 18: Industrial Monitoring Stages

- 9.6 A short annual progress report should be prepared subsequent to the survey exercise to provide a monitoring record for HBC Highways, employers and employees.
- 9.7 Similar to the residential development strategy, an incentive could be provided to an employee such as cycle vouchers. Such schemes, would be researched by the TPC and would aid the transition to more sustainable travel.

10.0 CONCLUSIONS

- 10.1 This Full Travel Plan (FTP) has been prepared by Paul Basham Associates to support a full planning application for a residential development comprising 76 residential dwellings and 1000sqm of light industrial accommodation on Land at Station Road, Hayling Island. This FTP builds upon the agreed Outline TP produced through a previous application on the site.
- 10.2 A Travel Plan is a strategy that supports National and Local policies through managing access to a development site and supporting an increase in sustainable travel. It is an evolving process initiated by a front-loading exercise through the completion of this document and dialogue between its authors, HBC and the applicant.
- 10.3 The TP's primary objective is to support sustainable development by reducing the impact of the development's travel demands through raising awareness of and promoting more sustainable travel practices
- 10.4 Indicative baseline travel modal splits have been established for the residential and industrial use and associated targets, although all targets and measures would be reviewed and revised where necessary, and agreed with the LHA. The overall target of the TP is to create a 10% shift in modal choice away from private car towards more sustainable modes for both elements of the development.
- 10.5 In order to meet the key objectives of this TP, a number of measures are proposed for implementation from an early stage and to be relevant to the varying local demographic. Such measures primarily focus on cycling (and walking) for shorter journeys and bus travel (and public transport in general) for longer distance journeys, as well as local network building and communication.
- 10.6 An individual Travel Plan Co-ordinator (TPC) would be appointed for each element of the development to oversee the implementation of all aspects of the TP in co-ordination with local forums. The TPC would raise awareness and encourage changes in behaviour through effective communication strategies. The TPC will organise surveys and subsequently liaise with HBC to ensure accurate baseline travel trends against which the TP targets are set. Survey results will be used to update and revise the content of the TP's Action Plan, to ensure it remains an active process, becomes an increasingly integrated into and adopted by the local community, and maximises available opportunities to increase levels of sustainable travel.