
1.0 INTRODUCTION

1.1 This Travel Plan has been prepared by David Tucker Associates (DTA) on behalf of Hargreaves Properties Limited in respect of development proposals of land off Elettra Avenue, Waterloooville.

1.2 A travel plan is a term used for a package of measures aimed at promoting sustainable transport within an organisation, with the main aim of reducing travel by single occupancy vehicles.

1.2.1 The site is located within the Brambles Business Park to the north-west of Waterloooville town centre as shown on **Figure 1**. The site is approximately 2km to the west of the A3(M) and 10km north of Portsmouth.

1.2.2 The proposals comprise of the following:

- Block E – land use to be confirmed, but D2 (Leisure), or A1 (Non Food Retail) with floorspace of c.4,725.3sqm. It is likely that the building would be occupied by a number of occupiers or a range of uses.
- Block A – a discount food retail unit (c. 1,908sqm);
- Block B – a drive through facility (Use Class A3/A5) of c. 546sqm;
- Block C and D – a hotel and/or units within Use Class A3 of c.516.9sqm floorspace (C) and c.328.3sqm floorspace (D);

1.3 Whilst some end users have been identified, at this stage information regarding specific staff travel patterns is limited. This document is prepared on behalf of the developer to set the Framework for the travel planning for the proposed development, based upon which the end users will prepare their own bespoke Travel Plans to suit their operation and staff.

1.4 This framework will therefore act as a guide for occupiers to produce a more

detailed travel plan tailored to their organisation, which will outline specific measures and timescales for their implementation. Subsequent implementation of each detailed travel plan will commence on or prior to occupation of the relevant unit and shall be monitored and reviewed annually for 5 years.

1.5 The Travel Plan includes:

- A strategy for setting target modal share for staff access to the site;
- A strategy for achieving the target; and
- A process for monitoring progress towards achieving the target.

The strategy includes:

- Public transport use encouragement;
- Cycling incentives and facilities;
- Walking incentives;
- Car parking management; and
- Car sharing encouragement.

2.0 POLICY CONTEXT

- 2.1 The DETR (1998) White Paper 'A New Deal for Transport: Better for Everyone' outlined the Government's transport policies for the future, with an emphasis on the need for a sustainable and integrated transport system; travel by foot, bicycle and public transport all being encouraged. The paper states:

"We look to business to ensure that it makes the most effective use of transport in a way that supports sustainable development. This means reducing the impact on the environment and reducing congestion."

- 2.2 Key initiatives documented within the White Paper include quality partnerships –

"we want to create partnerships at all levels, to help business, local authorities and local communities to come together and respond to the challenge."

- 2.3 In April 2009 the Department for Transport published 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'. The Guidelines aim to bring together some of the best practice from around the country, drawing upon recent research.

- 2.4 TPs have become an integral element of the planning process:

"They are critical to ensure that the use of sustainable modes is maximised, the finite capacity of the transport network is used effectively and the need for some costly highway infrastructure is avoided as far as is practical."

Paragraph 1.7. Good Practice Guidelines: Delivering Travel Plans through
the Planning Process. April 2009

- 2.5 The Guidance defines a TP as:

“a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed”

Paragraph 2.1. Good Practice Guidelines: Delivering Travel Plans through
the Planning Process. April 2009

2.6 The Guidance sets out that a TP involves:

“the development of agreed explicit outcomes limited to the appropriate package of measures aimed at encouraging more sustainable travel, with an emphasis on reducing single occupancy car use. Each travel plan should be unique to a site”

Paragraph 2.1. Good Practice Guidelines: Delivering Travel Plans through
the Planning Process. April 2009

2.7 The Guidance sets out the ultimate objective of the travel planning process whilst identifying the additional aims and benefits:

“travel plans focus on achieving the lowest practical level of single occupancy vehicle trips to or from a site and widening the use of other modes. They assist in the wider aims of encouraging sustainable travel, improving health and reducing congestion, energy consumption and pollution. Travel plans need to address all journeys that may be made to and from a site, by anyone who may have a need to visit or stay there.”

Paragraph 2.4. Good Practice Guidelines: Delivering Travel Plans through
the Planning Process. April 2009

2.8 The Guidance focuses on an 'outcomes' approach to TPs, requiring that specific outcomes or targets are established by agreement on what should be achieved through the TP over time.

3.0 SITE ASSESSMENT

3.1 Site Location

3.1.1 The site is located within the Brambles Business Park to the north-west of Waterloooville town centre as shown on **Figure 1**. The site is approximately 2km to the west of the A3(M) and 10km north of Portsmouth.

3.1.2 The Park currently comprises one structure, known as E Block. The other former buildings were demolished in 2013. The primary means of access to the Park is via a four arm roundabout to the north onto Elettra Avenue at its junction with Waterberry Drive. The Park also benefits from two additional access locations onto Silverthorne Way, in the south central and south east parts of the Park. These were gated for security purposes given the sensitivity of the BAE systems operation, but are not subject to restrictive operation by planning control.

3.2 Walking and Cycling

3.2.1 The Brambles Business Park and adjacent local community is served by an extensive network of footways. Existing off-road pedestrian and cycle routes are provided on both sides of Elettra Avenue providing good links into/ out of Brambles Business Park.

3.2.2 The off-road pedestrian and cycle route adjacent to the southern carriageway of Elettra Avenue continues in a southerly direction adjacent to the south carriageway of Hambledon Road all the way through to the toucan crossing north of the Maurepas Way/ A3 London Road/ Rockville Drive roundabout.

3.2.3 The town centre can be accessed more directly via the signalised crossing at the B2150 Hambledon Road/ Aston Road junction which provides a connection to the off-road pedestrian and cycle route that runs through the Wellington Retail Park connecting to Waterloooville town centre via a subway.

3.2.4 The pedestrian and cycle route adjacent to the northern carriageway of Elettra Avenue provides a link to the residential areas accessed off Milton Road via the signalised crossing to the north of the B2150 Hambledon Road/ Milton Road/ Elettra Avenue roundabout.

3.3 **Bus Services**

3.3.1 Bus stops are located on the B2150 Hambledon Road which serve Brambles Business Park via Waterberry Drive. Bus lay-bys and bus shelters are provided at both of the B2150 Hambledon Road bus stops. A bus stop flag with service and timetable information is provided at the Milton Road stop. A summary of the bus services is detailed in **Table 3** below.

Table 3 – Summary of Bus Services

Service No.	Operator	Route	Frequency	
			Mon - Sat	Sun
39	Stagecoach	Havant – Wecock Farm	10-20 minutes	60 minutes
7	First	Southsea - Wecock	10-60 minutes	20-60 minutes
8/8X	First	Gunwharf - Clanfield	20-60 minutes	20-60 minutes
X9	First	Gunwharf - Denmead	30-60 minutes	No service
300	Emsworth & District	Denmead - Chichester	One Service - Weds	No service

3.3.2 The site is well connected to major local destinations with 10 buses per hour to Waterlooville town centre, 4 per hour to Portsmouth and Southsea and 4 per hour to Havant.

4.0 TRAVEL PLAN OBJECTIVES AND TARGETS

4.1 Introduction

- 4.1.1 A Travel Plan is a living document that provides a strategy for managing travel demand involving a continuing process of monitoring and review. The underlying aim of any Travel Plan is to minimise the number of single occupancy vehicle trips generated by a development, business or organisation. This is achieved by encouraging a shift to more sustainable modes of transport and by reducing the need to travel.
- 4.1.2 This Travel Plan provides a framework for occupiers to produce a Travel Plan once occupiers are known to fit in with the measures implemented by the developer. As this is a new development and no current travel patterns exist, specific targets for modal shift cannot be set. However, the Travel Plan should strive to achieve an ongoing reduction in car borne staff trips to/from the site over a 5-year period.
- 4.1.3 The occupiers will be required to break down the underlying target reduction into specific modal shift targets. This will be done through a combination of a survey of staff travel habits shortly after occupation (within 6 months) and an evaluation of the existing travel infrastructure in the vicinity of the site.
- 4.1.4 The following sections detail the developer and occupier objectives and targets for the proposed site. In summary, the key role of the developer is to ensure that the key sustainable transport infrastructure is implemented prior to occupation and provide this framework to guide occupiers in producing a Travel Plan that fits in with the vision for the site. The occupiers will be responsible for encouraging, monitoring and reviewing sustainable travel initiatives as defined through the detailed Travel Plan.

4.2 Developer Objectives

4.2.1 To ensure the potential for access by sustainable travel modes, the developer, through close liaison with the Local Authority, should ensure that the appropriate infrastructure is implemented prior to occupation.

4.2.2 Key developer objectives are defined as follows:

- To provide the necessary transport and building infrastructure required for the detailed Travel Plan to be effective;
- To enable efficient access to the development by a number of alternative modes of transport; and
- To provide an attractive, secure environment for pedestrians, cyclists and public transport users.

4.2.3 **Table 2** summarises the preliminary design features aimed to give priority to those arriving by sustainable modes to the proposed developments. Further consideration will be given to the requirements of those arriving by sustainable means at the more detailed design stage.

Table 2 – Design Features

Preliminary Design Feature	Description
Pedestrian Access	Pedestrian footways are provided on the local road network. The internal site layout will facilitate direct routes for pedestrian access. Staff entrances will be conveniently reached from the footways.
Cycle Parking	Cycle Parking will be provided inline with Guidance on Parking Standards issued by Hampshire County Council. The cycle stands will be covered and secure.

4.3 **Occupier Objectives**

4.3.1 The occupier will encourage employees to travel by more sustainable modes than the private car through the implementation of Travel Plan initiatives (see **Table 3**).

4.3.2 The Travel Plan will seek to:

- Promote the health, wealth and environmental benefits of cycling, walking and using public transport;
- Provide clear information to all employees and visitors on the alternative modes of travel to and from site;
- Enhance the safety and security of people travelling to and from site;
- Effectively manage the demand for staff car parking; and where possible
- Reduce the need to travel during peak hours.

5.0 TRAVEL PLAN CONTENT

5.1 Introduction

5.1.1 This section sets out the framework for the occupier to produce the Travel Plan. It sets out what will be required and also provides a selection of potential initiatives, a Travel Plan “toolkit” that could be used to achieve the objectives set out earlier. The list of measures is not exhaustive and is only intended to act as a guide. Occupiers may find that through operating the Travel Plan they find their own unique ways of minimising the impact of transport by their organisation.

5.2 Travel Plan Co-ordinator

5.2.1 In order to implement the Travel Plan Framework, a Travel Plan Co-ordinator (TPC) will be appointed by each operator. Where appropriate within the occupier’s Travel Plan the Co-ordinator will be responsible for:

- Explaining and Marketing the Travel Plan;
- Produce all questionnaires, promotional and informative material;
- Setting up the Staff Travel Database;
- Setting up the Car Share database;
- Setting up Specific User Group meetings;
- Setting up meetings with the local authorities, Parish Councils and bus operators;
- Lobbying for any desired public transport service changes;
- Getting the annual survey analysed and presenting the results externally;
- Implementing promotional days;
- Delivering a means by which staff do not park within the customer car park.

5.2.2 The Co-ordinator will be appointed prior to occupation to provide the necessary resource for a minimum of 3 years. Once this is achieved, the position will be reviewed with the appropriate person recruited to administer the plan in the longer term.

5.2.3 The Travel Co-ordinator will be allocated an annual budget for the implementation of the Plan. The name and contact details of each Travel Plan Co-ordinator will be provided to the Hampshire County Council.

5.3 **Travel Plan Implementation**

5.3.1 Where appropriate within the occupier's Travel Plan, the individual company responsibilities will be:

- Marketing the Plan to their employees and distributing the promotional material (ongoing);
- Ensuring questionnaires are completed and returned for analysis;
- Providing flexible employee benefits to encourage non-private car travel; and
- Guaranteed ride home in an emergency where alternative transport modes are not available.

5.4 **General Promotion**

5.4.1 Below is a list of initiatives specific to each travel mode. As well as these the Travel Plan should raise awareness of the environmental and health problems connected with transport. To promote "greener" travel choices for all journeys, not just work related travel. **Table 3** summarises a tool kit of measures which may be adopted by the TPC.

Table 3 – Travel Plan Tool Kit

Potential Travel Plan Initiatives	Responsibility
Walking (best suited to journeys under 2 miles)	
Provide cloakroom facilities within the building with drying and storage locker facilities.	Under agreement between developer and occupier, such facilities should be included within building design. For speculative builds developer to provide.
Produce a map illustrating safe walking routes to common destinations. Include reference to crossing points and public transport facilities.	Occupier to provide through TPC
Keep a store of pool umbrellas on site for use by staff who walk to/from work or for walking journeys during the day.	
Provide staff with personal attack alarms.	
Raise awareness of health benefits of walking. Through posters, leaflets and/or events.	
Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.	
Arrange events to promote walking, such as a walk to work day.	
Time allowance to change.	
Cycling (best suited to journeys under 5 miles)	
Provide safe, secure and fully weatherproof cycle storage.	Under agreement between developer and occupier, such facilities should be included within building design. For speculative builds developer to provide.
Provide changing rooms/areas within the building.	Under agreement between developer and occupier, such facilities should be included within building design. For speculative builds developer to provide.
Provide lockers for cyclist safety gear	Occupier to provide through

Raise awareness of health benefits of cycling through continual publicity.	TPC
Provide cycle route maps	
Keep a supply of basic cycle maintenance equipment on site e.g. pump, puncture repair kit, tools etc.	
Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.	
Establish a bicycle user group (BUG) & bike buddy scheme.	
Arrange events to promote cycling to work such as “biker’s breakfasts”. Possibly correspond with national events such as “bike week” & “bike2work” in June.	
Arrange adult cycle training sessions.	

Public Transport	
Disseminate up-to-date public transport information on site. Including routes, timetables and fares for local services.	Occupier to provide through TPC
Promote benefits of public transport, savings etc	
Arrange with local transport operators to buy tickets in bulk at a discount and sell on to staff on site.	
Liaise with local operators for improved services to site.	

Car Sharing (provides a sustainable alternative when the car is the only option)	
Establish a car sharing scheme to match employees with others living in a similar area or travelling the same route.	Occupier to provide through TPC
Provide a guaranteed ride home scheme for car sharers in the event of unforeseen circumstances.	
Devise a protocol/guidelines for car sharers to follow.	

6.0 MONITORING AND AUDIT

6.1 Staff and Visitor Surveys

6.1.1 For each individual Travel Plan, initially a comprehensive staff and visitor survey will be undertaken to provide a base for the monitoring of the modal share targets. This will record the origins of travel by mode and any initial comments on the Plan initiatives at the opening of the site. It is proposed that the initial survey should not be undertaken any earlier than 6 months after first occupation of the site to ensure that travel patterns are established. A draft example of the survey is attached at **Appendix A**.

6.1.2 Further to this initial survey, snapshot surveys will be undertaken annually. These snapshot surveys will be more basic than the initial survey and will be primarily used to monitor the effectiveness of the travel plan in reducing the number of solo car journeys to the site. The snapshot surveys will record the following:

- Level of usage of cycle/motorcycle stands to determine demand
- Feedback from bus operators to establish demand for local bus services
- Other feedback e.g. comments received by the Travel Co-ordinator
- Survey of a sample number of staff to record the modal shift of people driving alone, people car sharing, using public transport, people cycling and walking.

6.1.3 The results of the surveys will be analysed and reported to Hampshire County Council within two months of the survey being undertaken. The Performance of the Plan in meeting individual targets will be assessed as indicated in **Table 4**. The survey results will be compared against the baseline and previous years' survey results and used to assess whether targets have been met.

Table 4 – Targets and Their Performance Indicators

Target	Performance Indicator
Public transport modal share.	Annual survey modal share. Feedback from operators/users.
Cycle / motorcycle modal share.	Annual survey modal share. Usage of cycle stands.
Walking modal share.	Annual survey modal share.
Car-Sharing modal share and solo occupancy cars	Annual survey modal share. Car-share database matching. Survey of car parking occupancy.

6.1.4 The survey will identify any barriers to change, including management barriers.

6.2 Plan Performance Audits

6.2.1 The results will be reported within three months of the survey date to the Council. The report should take the following format:

Chapter 1 – Introduction and Background. This will detail the site to which the report relates and provide details of occupier, name, date of occupation, number of staff employed, working hours, number of parking spaces etc.

Chapter 2 – Results of Surveys. This section will detail the results of the surveys that have been undertaken against the indicators set out above. It will include details of current travel situation and target levels. The original data from the surveys will be included as an appendix.

Chapter 3 – Initiatives Undertaken. This will provide details of the work and initiatives undertaken over the previous 12 months, with supporting evidence as necessary.

Chapter 4 – Problems and Issues. This section will detail any problems encountered in implementing the Travel Plan and any issues which remain unresolved or require progress in future.

Chapter 5 – Specific Measures from Travel Plan. This section will detail how all measures from the travel plan have been implemented in terms of infrastructure, policy and promotion of each specific travel mode and strategy (walking, cycling public transport, car sharing, general measures, working practises, etc). This will include evidence of how each measure has been implemented and a completed checklist of measures agreed at the planning application stage.

Chapter 6 – Summary. This will set out whether the Travel Plan is on track to meet targets and if not why not.

Chapter 7 – The Plan for the next 12 months. This will include any specific outcomes and desired results and any additions to the Travel Plan.

- 6.2.2 The Council will respond within one month of receipt, either approving the report or requiring a review of current practices.
- 6.2.3 The recommendations of the review shall be implemented as soon as possible (as appropriate dependant on type of measures). Should any meetings between the parties be necessary to discuss the contents of the submissions then these shall be raised in accordance with the above highlighted timescales.
- 6.2.4 Discussions will be held as to how any failed targets might be better achieved. Through consultation with the Council, the Plan and its targets will be readdressed annually. It may be, for example, that the targets are made less ambitious on one mode, while tightened up on another to compensate. Through agreement with the Council, the Co-ordinator will join and attend local community forums if required.



Figures



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Key:

- | | | | |
|--|------------------|--|--------------------------------|
| | Site Location | | Shared Pedestrian/ Cycle Route |
| | Local Bus Routes | | Off Road Cycle Route |
| | Bus Stops | | Footways around Business Park |

Figure 1
 Drawing Title
 Job Title
 Client

Drawing No : 17144-01
 Site Location and Accessibility
 Redevelopment of E Block, Waterlooville
 Hargreaves

Scale : NTS

Appendix A – Staff survey

General information

1. Home postcode

2. Do you have a disability which affects your travel arrangements?

- ☐ Yes
- ☐ No

3. What time do you usually arrive at work?

- ☐ 7.00 – 7.30 am
- ☐ 7.30 – 8.00 am
- ☐ 8.00 – 8.30 am
- ☐ 8.30 – 9.00 am
- ☐ 9.00 – 9.30 am
- ☐ 10.00 – 10.30am
- ☐ Other (please specify)

4. What time do you usually leave for home?

- ☐ 11.00 – 12.00 pm
- ☐ 12.00 – 1.00 pm
- ☐ 1.00 – 2.00 pm
- ☐ 2.00 – 3.00 pm
- ☐ 3.00 – 4.00 pm
- ☐ 4.00 – 5.00 pm
- ☐ 5.00 – 6.00 pm
- ☐ 6.00 – 7.00 pm
- ☐ 7.00 – 8.00 pm
- ☐ 8.00 – 9.00 pm

Other (please specify)

5. Do you work:

- ☐ Part time
- ☐ Full time

Other (please specify)

General travel information

6. How do you usually travel to work?

- ☐ Car (on your own)
- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi

7. Why do you choose to travel in this way?
(tick all that apply)

- ☐ Convenience
- ☐ Cost
- ☐ Health reasons
- ☐ Alternative not available
- ☐ Need to for work purposes
- ☐ Other (please specify)

8. Do you ever use a different mode of transport?

- ☐ Yes
- ☐ No

If yes, how

- ☐ Car (on your own)
- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi

9. How would you *prefer* to travel to work?
(please tick only one)

- ☐ Car (on your own)
- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi

13. How would you get to work if your car broke down or it was being serviced?

- ☐ Car (with others)
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Walk
- ☐ Cycle
- ☐ Taxi
- ☐ Other (please specify).....

10. Do you ever work from home?

- ☐ Yes
- ☐ No

11. If so, how often?

- ☐ more than once a week
- ☐ Once a week
- ☐ Once a fortnight
- ☐ Once a month
- ☐ Occasionally

14. What are your main reasons for driving to work (tick no more than 3)?

- ☐ Drop/collect a child off at school on the way
- ☐ Need car for other activities after work eg shopping, gym
- ☐ Distance from home too great to walk or cycle
- ☐ Need the car for work during the day
- ☐ No one to car share with
- ☐ No public transport or it would take too long
- ☐ Personal safety
- ☐ Car needed because of health (eg physical disability)
- ☐ Cheaper than public transport
- ☐ More reliable than public transport
- ☐ Other (please specify):

12. How far do you travel to work?

- ☐ Less than one mile
- ☐ 1 – 2 miles
- ☐ 2 – 5 miles
- ☐ 6 – 10 miles
- ☐ 11 – 25 miles
- ☐ 26 miles or more

Please specify.....
.....

15. Would you be prepared to car share?

- ☐ Yes
- ☐ No
- ☐ Already do

16. Are you prepared to pay for parking?

- ☐ Yes
- ☐ No

If yes, how much?per day

17. How long does your journey generally take you?

- ☐ Less than 15 minutes
- ☐ 16 – 30 minutes
- ☐ 30 – 45 minutes
- ☐ 45 – 60 minutes
- ☐ Over an hour

18. Are you aware that this Organisation has a Travel Plan?

- ☐ Yes
- ☐ No

19. On average how often do you use your car alone for work purposes?

- ☐ Less than once a month
- ☐ One day per week or less
- ☐ At least 2 days per week
- ☐ At least 4 days per week

How many miles for work purposes do you travel on average per month? miles

Car Driving specific information

If you do not regularly drive to work, please go directly to Question 20

If you think personalised journey planners would be very or fairly useful and would like to receive information, please enter your contact details below.

- ☐ Passenger in car/van or car sharing
- ☐ Taxi
- ☐ Train
- ☐ Bus
- ☐ Pool vehicle
- ☐ Bicycle
- ☐ Motor cycle
- ☐ Other, (please specify).....

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	Very Useful	Fairly Useful	Not very Useful	Not at all Useful	
Car Share Scheme	☐	☐	☐	☐	Other incentives (please specify)
Flexitime (one day off per month for over time hours worked).	☐	☐	☐	☐	
Lease or loan system for bicycles	☐	☐	☐	☐	
Cheaper bicycles (company discount)	☐	☐	☐	☐	
Use of taxi to train station (for business journeys)	☐	☐	☐	☐	
Lease or loan to convert car to alternative fuel	☐	☐	☐	☐	
Car parking charges	☐	☐	☐	☐	
Discounted bus/train travel	☐	☐	☐	☐	
Extra holidays for those not driving to work	☐	☐	☐	☐	Other comments, suggestions and ideas:
Showers	☐	☐	☐	☐	
Lockers	☐	☐	☐	☐	
Cycle stands	☐	☐	☐	☐	
Cycle and pedestrian paths	☐	☐	☐	☐	
Personalised journey planners	☐	☐	☐	☐	

Other comments, suggestions and ideas:

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