

Elettra Avenue, Waterlooville

Framework Travel Plan

On behalf of **Bridgehouse (Bradford IOM) Limited**

Project Ref: 29169/001 | Rev: | Date: September 2013



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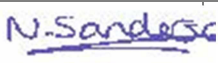
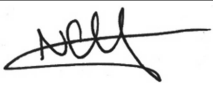
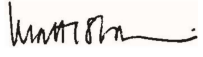
Project Name: Elettra Avenue, Waterloooville

Project Ref: 29169

Report Title: Framework Travel Plan

Doc Ref: Final

Date: September 2013

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Revision	Date	Description	Prepared	Reviewed	Approved
-	06/09/2013	For Outline Planning Submission	NS	NC	MW

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1 Introduction

1.1 Background

- 1.1.1 This Framework Travel Plan (FTP) has been prepared by Peter Brett Associates LLP (PBA) on behalf of Bridgehouse (Bradford IoM) Limited. It is to be read and assessed in conjunction with the Transport Assessment Report (TAR) which has been prepared under separate cover to accompany an outline planning application for the proposed re-development of the Elettra Avenue site.
- 1.1.2 This Framework Travel Plan has been prepared in accordance with the latest Travel Plan guidance from Hampshire County Council (HCC), 'A Guide to Development Related Travel Plans' (2009). It also adheres to national guidance provided by the Department for Transport (DfT), namely, 'The Essential Guide to Travel Planning' (2008) and 'Good Practice Guidelines: Delivering Travel Plans through the planning process' (2009).

1.2 Type of Travel Plan

- 1.2.1 It is intended that the development proposed for the site at Waterlooville will consist of a diverse mix of land uses including a discount foodstore, hotel, drive thru, restaurants, public house, bowling alley, cinema and gym. At the time of writing the end users of the site are unknown.
- 1.2.2 The DfT's 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (2009) states that:
- "In the case of large mixed-use developments with multiple occupants, it will be appropriate to prepare a framework travel plan. The framework travel plan should set overall outcomes, targets and indicators for the entire site. It is best administered centrally. It should set the parameters for the requirement for individual sites (or uses/ elements) within the overall development to prepare and implement their own subsidiary travel plans. These should comply with and be consistent with the wider targets and requirements of the framework travel plan. Potential occupiers need to be advised of the travel plan requirements. The framework travel plan should also clarify as far as possible the timeframe for completion of individual travel plans and the implementation of specific measures within them as the development proceeds, including management and review."*
- 1.2.3 In addition, HCC's 'A Guide to Development Related Travel Plans' (2009) states that:
- "Where the likely end user(s) of the development is unknown (including multi-occupant sites) a framework travel plan should be submitted with the planning application."*
- 1.2.4 Therefore in accordance with DfT and HCC guidance, the submission of a Framework Travel Plan is considered fully justified. Additionally, as described in the DfT guidance above, Subsidiary Travel Plans will be prepared and implemented post occupation by individual site occupiers of buildings above the size thresholds set by HCC (see **Section 4.3** for further details). All places of occupation not required to prepare a Subsidiary Travel Plan will be covered by this Framework Travel Plan.

1.3 Planning Background

- 1.3.1 Planning consent was granted at the former BAE site in 1982 for 28,300m² of light industrial, and research and development uses with ancillary buildings. The consent was implemented generally as approved and remains largely unchanged today.

1.3.2 Over recent years a significant proportion of the site has become surplus to operational requirements leaving much of the buildings unoccupied.

1.3.3 Accordingly the proposed redevelopment will replace the following uses on site:

- Main building (also referred to as E-block): 19,498sqm of B1b land use which is currently largely unoccupied;
- Restaurant: 973sqm of ancillary use that is not currently operational but historically catered for employees on site; and
- Parking areas associated with the above.

1.3.4 The following building will be retained and are excluded from the development proposals:

- Beam Plot: 927sqm of B1c land use which remains in operational use.

1.4 Development Proposals

1.4.1 Bridgehouse (Bradford IOM) Limited is seeking outline planning permission to redevelop the site with the following mix of uses:

- A discount foodstore (1,532sqm of which 1,125sqm is net sales area);
- 20 lane bowling alley (approx. 2,320sqm) within the converted existing E-Block;
- A gym (approx. 1,720sqm) within the converted existing E- Block;
- An 8 screen cinema (approx. 3,250sqm);
- A 60-bedroom budget hotel;
- A restaurant with drive-through facility (approx. 335sqm);
- A public house (approx. 555sqm);
- Four restaurants (approx. 370sqm for each restaurant); and
- Associated access and parking provisions.

1.4.2 Vehicle and cycle parking for the development will be provided in accordance with HCC '*Hampshire Parking Strategy and Standards, Spring 2002*'.

1.4.3 A copy of the site masterplan is enclosed at **Appendix A**; the masterplan illustrates the location and extent of vehicular parking, cycle parking and service areas for each unit.

1.5 Purpose

1.5.1 The primary purpose of this Framework Travel Plan is to minimise the traffic impact of the development on the local highway network.

1.5.2 The main benefits of this Framework Travel Plan for employees, customers and visitors of the site are anticipated to be:

- Improved accessibility;
- Improved awareness of available travel choices; and

- Environmental benefits from a reduction in car use.

1.5.3 Due to the diverse nature of the proposed development and the corresponding mix of potential travellers to and from the site, the main focus of the Framework Travel Plan is on employee travel. However, it is anticipated that Subsidiary Travel Plans will make full allowance for the different users, visitors, customers travelling to/from their buildings as appropriate.

1.6 Aims and Objectives

1.6.1 The overall aim of this Framework Travel Plan is to maximise the sustainable travel opportunities for future employees, visitors and customers of the site.

1.6.2 To meet this aim, the key objectives of the Framework Travel Plan are;

- To increase awareness of site users of all available travel options;
- To minimise the number of single occupancy car trips associated with travel to/from the site; and
- To encourage the use of non-car modes for journeys to/from the site.

2 Existing Transport Conditions

2.1 Introduction

- 2.1.1 The Existing Transport Conditions in the vicinity of the site are set out in full in the Transport Assessment Report (**Section 3**) which accompanies this Framework Travel Plan. The key elements have been replicated in this section for ease of reference and to set the Framework Travel Plan in its proper context.
- 2.1.2 This section covers site location, access to local facilities and amenities, local transport conditions for sustainable modes and development proposals of the committed development sites relevant to the site. In addition to this information accessibility modelling and analysis of Personal Injury Collision data is included within Section 3 of the Transport Assessment Report.

2.2 Site Description and Location

- 2.2.1 The site is situated within the Brambles Business Park to the west of Waterlooville town centre. Waterlooville is approximately 1 mile west of the A3(M) and 5 miles north of Portsmouth.
- 2.2.2 The A3(M) provides the primary link to the A27 to the south, which in turn connects with the M27. The A27 and M27 provide access along the South Coast to the east and west.
- 2.2.3 Approximately 3 miles to the north of Waterlooville, the A3(M) joins the A3 providing access to the north.
- 2.2.4 The location of the site in its strategic context is illustrated within **Figure FTP1**.
- 2.2.5 Access to the wider Brambles Business Park is provided off the B2150 Hambledon Road via the B2150 Hambledon Road / Elettra Avenue / Milton Road (all moves) roundabout or the Hambledon Road / Silverthorne Way (left-in / left-out) priority junction.
- 2.2.6 The primary means of access to the site is provided off Elettra Avenue via the Elettra Avenue / Waterberry Drive / BAE site access roundabout as illustrated in **Figure FTP2**.
- 2.2.7 Pedestrian and cycle access is provided via a pedestrian and cycle route along the south west kerb line of the Elettra Avenue / Waterberry Drive / site access roundabout. A secondary pedestrian and cycle access is also provided off Silverthorne Way to the south of the site.

2.3 Local Facilities and Amenities

- 2.3.1 **Figure FTP3** illustrates the location of local facilities and amenities, demonstrating that there exists a wide range of retail, employment and health opportunities within close proximity of the site.

Town Centre

- 2.3.2 Waterlooville town centre is located within 1km of the site, providing a wide range of facilities and amenities including various retail outlets, ASDA and Waitrose supermarkets, banks, cafes, public houses, post office, dentist and pharmacies.

Local Centres

- 2.3.3 There are two local centres located within close proximity to the site:

- Hambledon Parade (Local Centre 1), located off the B2150 Hambledon Road within 1km of the site, accommodates:
 - A convenience store and post office;
 - An off-licence;
 - Restaurant;
 - Butchers;
 - Beauty salon;
 - Swimming shop;
 - Public house;
 - Take-away outlets; and
 - Sandwich shop.
- Milton Parade (Local Centre 2), located off Milton Road within 1.2km of the site, accommodates:
 - A food store;
 - Pharmacy;
 - Florist;
 - Beauty salon;
 - Public house; and
 - Take-away outlets.

Retail

- Wellington Retail Park is located to the south east of the Brambles Business Park off Maurepas Way and the B2150 Hambledon Road, accommodating:
 - A Halfords store;
 - TK Maxx;
 - Argos;
 - Matalan; and
 - Other major retail brands.

Leisure

- 2.3.4 Horizon Leisure Centre is located in Brambles Business Park off Waterberry Drive, approximately 200m from the site.

Health

- 2.3.5 The Waterloooville Health Centre is located on Dryden Close off Milton Road approximately 1km to the east of the site. Additionally, Forest End Surgery is located on Forest End, off Maurepas Way approximately 1.2km to the south of the site.
- 2.3.6 In addition to dentists within Waterloooville town centre, a further dentist is located off London Road, approximately 1.4km east of the site.

2.4 Existing Walk and Cycle Provision

- 2.4.1 Brambles Business Park and the adjacent local community is typified by an extensive network of formal footways with street lighting.
- 2.4.2 Additionally, **Figure FTP3** illustrates the primary pedestrian and cycle routes local to the site as identified by PBA during a site visit on 25th May 2012. As illustrated there is an extensive network of primary walk and cycle routes offering connections to local residential areas and Waterloooville town centre.
- 2.4.3 Existing off-road pedestrian and cycle routes are provided on both sides of Elettra Avenue providing good links into/out of Brambles Business Park and the site.
- 2.4.4 The off-road pedestrian and cycle route adjacent to the southern carriageway of Elettra Avenue continues in a southerly direction adjacent to the southern carriageway of Hambledon Road and provides for access into to the town centre.
- 2.4.5 The town centre can also 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.
- 2.4.6 There are also good pedestrian and cycle routes between the site and the local residential areas accessed off Milton Road.
- 2.4.7 On-site observations made by PBA indicate that pedestrian and cycle routes are typically well signed, although directional signing to the town centre could be improved to help pedestrians and cyclists identify the most direct route.

2.5 Public Transport

- 2.5.1 **Figure FTP4** illustrates the existing network of bus routes local to the site. Local bus services operate close to the site along Hambledon Road and also serve the Business Park directly via Waterberry Drive.
- 2.5.2 The following services currently operate close to the site as shown in **Table 2.1**:

Table 3.1: Existing Bus Services

Service/ Operator	Route	Frequency	
		Mon – Sat	Eve & Sun
39 Stagecoach	Wecock Farm – Waterlooville – Crookhorn – Asda – Havant	13 mins	20-40 mins eve; 60 mins Sun
7 First	Wecock Farm – Waterlooville – Crookhorn – Cosham – Hilsea – Southsea	8-10 mins	30 mins eve; 20-30 mins Sun
300 Emsworth & District	Denmead – Waterlooville – Wecock Farm – Horndean – Rowlands Castle – Emsworth – Southbourne – Chichester	1 journey Mon- Fri	No service
8/8X	Gunwharf- City Centre- Cosham- Waterlooville-Cowplain-Clanfield	15-20 mins	30 mins eve. 20 mins Sun
X9	Gunwharf-City Centre-Cosham QA Hops-Waterlooville-Hambledon/ Denmead	15-30 mins	No service eve. No Sun service

2.5.3 All of the above bus services currently serve stops close to the B2150 Hambledon Road / Milton Road roundabout. There are three stops in the immediate vicinity of the site:

- B2150 Hambledon Road (southbound) approximately 320m from the site to the south of the B2150 Hambledon Road / Milton Road / Elettra Avenue roundabout served by services 39,7, X9 and 300;
- B2150 Hambledon Road (northbound) approximately 340m from the site to the north of the B2150 Hambledon Road / Milton Road / Elettra Avenue roundabout served by service 300; and
- Milton Road (north-eastbound) approximately 400m from the site, north-eastbound to the east of the B2150 Hambledon Road / Milton Road / Elettra Avenue roundabout served by services X9, 39, 7 and 300.

2.5.4 Bus lay-bys and bus shelters are provided at both the B2150 Hambledon Road bus stops, the southbound bus stop provides service information and timetables, at the time of our site visit no service information was provided at the northbound bus stop.

2.5.5 A bus flag with service information and timetable was provided at the Milton Road stop.

2.5.6 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. Residential areas in the immediate vicinity also have a good level of service to the BAE site.

2.5.7 Additional bus services operate to Waterlooville Precinct, approximately 1km from the site. These include First's 'Zip' branded route 8/8X which provides a 15 minute frequency 'rapid transit' style service between Clanfield, Waterlooville and Portsmouth, and Stagecoach service 37 which provides an hourly link to Havant and Petersfield (and two hourly on to Alton).

- 2.5.8 Therefore at present, the site has excellent bus connections to Waterlooville town centre, Havant, Portsmouth, Southsea, Denmead, and wider residential areas in the south-east Hampshire area.
- 2.5.9 There are three railway stations locally accessible to Waterlooville although not located in Waterlooville itself. These are Bedhampton, Havant and Cosham which are located approximately 4.6km, 5.3km and 5.1km from the site respectively. Trains serving these stations provide direct links to destinations including Portsmouth, Chichester, Littlehampton, Worthing, Hove and Brighton.
- 2.5.10 Cosham train station is accessible via bus service 40 which operates close to the site.

2.6 Local Highway Network

- 2.6.1 The site is located to the west of Waterlooville and accessed via the Elettra Avenue / Waterberry Drive / site access roundabout to the north of the site. This roundabout provides connection to the B2150 Hambledon Road via the roundabout with Elettra Avenue / Milton Road located approximately 100m to the east.
- 2.6.2 The B2150 Hambledon Road runs adjacent to the eastern boundary of the site and provides a key strategic link via connections with the A3(M), to the east of Waterlooville, which provides further connections to the A27 and M27.

2.7 Committed Development

- 2.7.1 At set out in full in the Transport Assessment Report (**Section 3**), there are three committed developments in the close vicinity of the site which specifically warrant consideration, these developments are:
- Sainsbury's, Hambledon Road; and
 - West of Waterlooville Major Development Area (MDA) which comprises of:
 - Taylor Wimpey 'Wellington Park', and
 - Newlands Common.
- 2.7.2 A review of the Transport Assessment Reports and Travel Plans supporting these sites has been undertaken where documents have been available.
- 2.7.3 From review of the available documents, it is believed that the key transport proposals identified to support these sites which are of relevance to the site include:
- Improvements to the B2150 Hambledon Road / Aston Road signalised junction;
 - New surface crossing of Maurepas Way and pedestrian ramp to provide a Disability Discrimination Act compliant pedestrian link to the town centre at the location of the existing subway to the south of Wellington Retail Park;
 - Possible pedestrian and cycle link on Maurepas Way approximately 100m south of the B2150 Hambledon Road / A3 Maurepas Way roundabout;
 - Provision of a shared pedestrian / cycle link between the MDA site and Brambles Business Park;
 - New bus service X39 which would divert via Newlands between Waterlooville and Crookhorn; and

- Improvements to the existing bus services 39; the frequency of the 39/X39 combined will be every 10 minutes Monday to Saturday and every 30 minutes evenings and Sunday.

2.7.4 It is anticipated that the transport measures proposed to support the committed development sites will further enhance sustainable transport opportunities across the local area.

2.8 Summary

2.8.1 The site is located within close proximity to an extensive range of local facilities and amenities; linked to the site via an extensive network of existing pedestrian and cycle routes and local bus services.

2.8.2 The site is also located close to the key local and strategic road network, providing good connections within Waterloooville and the wider area.

2.8.3 Local committed development sites have been considered; it is anticipated that the transport measures identified to support these sites will further enhance sustainable transport opportunities across the local area.

3 Travel Demand

3.1 Introduction

- 3.1.1 The methodology used to determine vehicular and person trip generation associated with the development proposals are set out in **Section 5** of the **Transport Assessment Report** and summarised below.

3.2 Development Vehicle Trip Generation

- 3.2.1 The development proposal consists of the following:

- A discount foodstore (1,532sqm of which 1,125sqm is net sales area);
- 20 lane bowling alley (approx. 2,320sqm) within the converted existing E-Block;
- A gym (approx. 1,720sqm) within the converted existing E- Block;
- An 8 screen cinema (approx. 3,250sqm);
- A 60-bedroom budget hotel;
- A restaurant with drive-through facility (approx. 335sqm);
- A public house (approx. 555sqm);
- Four restaurants (approx. 370sqm for each restaurant); and
- Associated access and parking provisions.

- 3.2.2 In addition, the following existing uses on site will be retained:

- Beam Plot: 927sqm of B1c land use.

- 3.2.3 The TRICS database has been reviewed to determine vehicular trip rates for each land use as set out in the Transport Assessment Report. A copy of the TRICS outputs are provided within Appendix E of the Transport Assessment Report.

- 3.2.4 **Table 3.1** summarises the proposed development vehicular trip generation (as per Table 5.3 of the Transport Assessment Report).

Table 3.1: Proposed Development Vehicular Trip Generation

SK10 Land Use	AM Peak			PM Peak		
	Arrivals	Departures	Two Way	Arrivals	Departures	Two Way
Discount Foodstore*	16	10	26	51	62	113
20 Lane Bowling	0	0	0	18	19	37
Gym	6	15	21	48	37	85
8 Screen Cinema	0	0	0	36	24	60
Drive Thru	16	12	28	29	28	57
Restaurant (x4)	0	0	0	41	27	68
Public House	0	0	0	17	11	28
60 Bed Hotel	5	11	16	10	4	14
Total	43	48	91	250	212	462
Beam Plot	12	3	15	2	9	11
Total	55	51	106	252	221	473
*50% of these trips will be re-assigned from the existing network (ie will not be new trips to the external road network)						

3.3 Development Proposal Person Trip Generation

- 3.3.1 The peak hour person trips associated with the development proposals have been determined through analysis of the TRICS database. A copy of the TRICS outputs are provided within Appendix E of the Transport Assessment Report. The resulting person trip generation is set out in **Table 3.2** below.

Table 3.2: Person Trip Generation

	AM Peak			PM Peak		
	Arrivals	Departures	Two-way	Arrivals	Departures	Two-way
Vehicle	61	61	122	301	259	560
Vehicle Passenger	4	6	10	177	97	274
Public Transport	3	4	7	30	30	60
Cycle	0	2	2	4	4	8
Walk	12	13	25	118	91	209
Total	80	86	166	630	481	1111

4 Package of Travel Plan Measures

4.1 Introduction

- 4.1.1 HCC's 'A Guide to Development Related Travel Plans' states that "a travel plan should include a package of measures aimed at encouraging walking, cycling and public transport use as well as reducing and making the best use of car journeys".
- 4.1.2 As detailed in **Section 1**, the key objectives of this Framework Travel Plan are to minimise the number of car trips to and from the site and maximise the awareness and use of sustainable transport modes. This Section sets out the package of measures proposed to accompany the development at which have been designed to meet these objectives.

4.2 Site Travel Plan Co-ordinator

- 4.2.1 It is recognised that the proposed site is diverse in land uses and will ultimately have a number of small employers. Therefore, it is considered that the key to achieving a meaningful mode shift towards sustainable modes will rest on the degree of engagement and co-ordination between future occupiers.
- 4.2.2 Therefore a Site Travel Plan Co-ordinator will be appointed by the Developer prior to the occupation of the site. At the time of writing it is anticipated that the Travel Plan Co-ordinator will either be appointed from within an on-site management company if present or will be an appointed consultant. In either case the Travel Plan Co-ordinator's role will be part-time.
- 4.2.3 Full contact details of the Travel Plan Co-ordinator will be provided to HCC upon appointment.
- 4.2.4 The Travel Plan Co-ordinator will be responsible for liaising and co-ordinating with the Travel Plan Representative appointed by each individual occupier. This will include providing support on the development of the Subsidiary Travel Plans which will be prepared by the occupiers of the site, the requirement and parameters for which are set out within this Framework Travel Plan.
- 4.2.5 The Travel Plan Co-ordinator will also be a point of contact for all employees. The contact details of the Travel Plan Co-ordinator will be provided to employees via the Travel Information Packs (more information at **Section 4.4**).
- 4.2.6 The Travel Plan Co-ordinator will promote long-term Travel Plan measures across the site and, as part of which, will liaise with key stakeholders when necessary. This could include local authorities and local transport groups.
- 4.2.7 In addition, the Travel Plan Co-ordinator will seek to negotiate with public transport operators and cycle shops regarding possible incentives for employees to use sustainable modes of transport.
- 4.2.8 The Site Travel Plan Co-ordinator will be responsible for monitoring the peak hour vehicular trip generation and effectively managing parking across the site.
- 4.2.9 The Travel Plan Co-ordinator will be appointed for a minimum period of 5 years, unless the targets are not met in which case this period may be extended in agreement with HCC.

4.3 Travel Plan Representatives

- 4.3.1 The Developer will include a covenant in future tenancy agreements / leases on site which require that their tenants observe and adhere to this Framework Travel Plan and that they

produce a Subsidiary Travel Plan for their operation if their workforce is of a size which HCC consider necessitates an individual Travel Plan. It will be required that the Subsidiary Travel Plan be produced within 3 months of occupation and submitted to the Travel Plan team at HCC.

- 4.3.2 In accordance with this requirement, a Travel Plan Representative will be appointed by each respective occupier at the site within one month of occupation; at the time of writing it is anticipated that this will be part-time position combined with an employee's other day-to-day responsibilities.
- 4.3.3 The Travel Plan Representative will be responsible, with the aid of the Site Travel Plan Co-ordinator, for creating the Subsidiary Travel Plan where required and implementing the individual measures contained therein.

HCC Travel Plan Thresholds

- 4.3.4 The current HCC thresholds above which a Travel Plan is required are set out in **Table 4.1**. It is recognised that, where appropriate, the local planning authority may require a Travel Plan below the thresholds specified, for example where there are potential cumulative effects.

Table 4.1: Travel Plan Thresholds

Land use	Threshold above which a Travel Plan is required
Retail	1000sqm
Leisure: General	1000sqm

- 4.3.5 Based on these thresholds and the masterplan provided in Appendix A of the Transport Assessment it is envisaged that the restaurants with drive-through facility will not require Subsidiary Travel Plans. However, Subsidiary Travel Plans will be required for the hotel, gym, cinema, bowling alley and discount foodstore. This will require review at the time of reserved matters applications.
- 4.3.6 If a Subsidiary Travel Plan is not required for a certain workplace then they will be covered by this Framework Travel Plan as appropriate and will still be required to appoint a Travel Plan Representative. The Site Travel Plan Co-ordinator will communicate with the respective Travel Plan Representatives regarding the need for a Subsidiary Travel Plan as necessary.

4.4 Travel Information Packs

- 4.4.1 A Travel Information Pack will be prepared by the Site Travel Plan Co-ordinator and issued to each Travel Plan Representative within one month of occupation to be issued to each employee. The packs will include the following information:
- Details of the Framework Travel Plan measures and its aim, objectives and provisional targets;
 - Walking and cycling maps showing safe routes to key local facilities, including distance and time information;
 - Site specific public transport information with a map showing routes, bus stop locations and timetable information;
 - Contact details for the Site Travel Plan Co-ordinator;
 - Details of the site Travel Plan website; and

- Details of additional travel planning resources such as Transport Direct Journey Planner.
- 4.4.2 The information contained in the packs should also be provided on the site Travel Plan website (more information at **Section 4.10**).
- 4.4.3 The updating of information within the Travel Packs and the inclusion of any occupier-specific information, including the contact details of the relevant Travel Plan Representative will be the responsibility of each respective Representative.
- 4.4.4 In the occurrence of a change of occupier it would be the Travel Plan Co-ordinator's responsibility to provide up-to-date Travel Information Packs to the Travel Plan Representative to be distributed as set out above.

4.5 Notice Boards

- 4.5.1 Notice boards will be placed in prominent locations throughout the site providing information for visitors on walking and cycling links, and public transport information to the site and surrounding areas, such as the Town Centre. Further notice boards will be provided in each occupied building. The provision and updating of information will be the responsibility of the Travel Plan Representative.

4.6 Walking and Cycling

- 4.6.1 Since there are good existing walking links to key facilities in and around the site, the main measure to promote walking and cycling will be to provide information on the existing routes. Walking and cycling maps will include distances and timings to key local facilities and will be included in the Travel Information Packs given to each employee.
- 4.6.2 Cycle parking will be provided throughout the site in accordance with the minimum level required by HCC at the time of reserved matters planning applications. All cycle parking will be secured, convenient and visible to encourage use. Current minimum HCC standards (2002)¹ are set out in **Table 4.2**. Where significant disparities exist between the two criteria set out for long stay cycle parking based on the floor areas and number of staff (i.e. for eating and drinking establishments, hotels and car sales) negotiation will be made with HCC regarding the appropriate level of provision.

Table 4.2: HCC Cycle Standards

Land use	Cycle Standard	
	Long stay	Short Stay
Discount Foodstore	1 per 6 staff / 1 per 300 sqm	1 stand per 6 staff / 1 per 300 sqm
20 Lane Bowling	1 per 40 sqm	1 stand per 20 sqm
Gym	1 per 6 staff or 1 per 40 sqm	1 stand per 20sqm
8 Screen Cinema	1 per 6 staff or 1 per 40 sqm	1 stand per 20sqm
Drive Thru	1 per 6 staff or 1 per 40 sqm	1 stand per 20sqm
Restaurant	1 per 6 staff or 1 per 40 sqm	1 stand per 20sqm
Public House	1 per 6 staff or 1 per 40 sqm	1 stand per 20sqm
60 Bed Hotel	1 per 6 staff or 1 per 40 sqm	1 per 10 beds

NB all floor areas relate to Gross External Area (GEA)

¹ <http://www3.hants.gov.uk/highways-development-planning/hdp-parking-policies/2002-parking-standards/parking-standards-appendix-one.htm>

4.7 Public Transport Incentives

- 4.7.1 As set out in **Section 2** access to local bus services around the site is good; transport proposals associated with the committed developments will further improve accessibility by bus. Accordingly the main measure to promote bus use will be to provide better information on the existing services. A joint timetable for all the routes currently serving the site will be produced. The timetable and other service information, such as bus stop locations, will be included in the Travel Information Packs given to each employee. This measure would provide improved information for potential users of these services and thereby would encourage use.
- 4.7.2 Public transport incentives to be considered as part of occupier and Subsidiary Travel Plans might include subsidised bus passes or similar for employees and visitors subject to liaison and negotiation between the Developer and public transport operators.

4.8 Parking Management

- 4.8.1 The Site Travel Plan Co-ordinator will be responsible for effectively managing on-site parking to ensure that parking is contained within each development plot and that parking from the whole site does not overspill onto the off-site local road network.

4.9 Site Travel Plan Website

- 4.9.1 It is proposed that a site Travel Plan website could be developed to encourage communication and engagement from all site occupiers and visitors.
- 4.9.2 The website will include all of the sustainable travel information included within the Travel Information Packs as well as a car sharing page which will act as a matching service for those who are making similar journeys to/from the site.
- 4.9.3 Responsibility for updating the Travel Plan website will rest with the Travel Plan Co-ordinator.

4.10 Marketing and Events

- 4.10.1 Awareness events such as a 'Cycle2Work' or 'Walk2Work' days will be promoted in the Travel Information Packs, on travel information notice boards and on the travel plan website. Other marketing events could be organised for the site such as a free 'cyclists' breakfast' or a 'car share coffee morning' for employees. The Travel Plan Co-ordinator will take responsibility for overseeing these site-specific events, while it will be the responsibility of individual Travel Plan representatives to ensure their respective workplaces are aware of and encouraged to participate in all relevant events.

4.11 Travel Plan Forum

- 4.11.1 It is proposed that a Travel Plan Forum is established at the site to commence when the site is 50% occupied. This Travel Forum would be led by the Travel Plan Co-ordinator with attendance from the Travel Plan Representatives for each plot and open to any employee at the site to attend.
- 4.11.2 The purpose of the forum will be for the Site Travel Plan Co-ordinator and occupier Representatives to come together on a bi-annual basis to discuss the Travel Plan. This could include a discussion of the successes or failures of initiatives and measures which are being implemented and potential joint measures which could be more cost effective and beneficial than if implemented individually.

4.12 Summary

- 4.12.1 A summary of the measures identified in this section is provided in the Framework Travel Plan Schedule at **Appendix B**. The schedule acts as a Strategy and Action Plan for Travel Plan implementation. It sets out who is responsible for the delivery and funding of each measure as well as the respective timescale for implementation. These measures form the 'Action type targets' of the Framework Travel Plan as defined in HCC travel planning guidance.

5 Mode Share Targets

5.1 Introduction

5.1.1 The Subsidiary Travel Plans will develop SMART targets as requested within the HCC guidance. These include the following:

- **Specific:** identifying precisely what is to be achieved;
- **Measurable** over the duration of the target period; allowing for regular evaluation of effectiveness;
- **Achievable** so that the targets are possible and fair given the context;
- **Realistic:** in terms of the potential to actually be achieved over the duration of the target; and
- **Time-bound:** the target must define a date and series of dates by which it is expected to be achieved.

5.1.2 Due to the nature of a Framework Travel Plan, such comprehensive targets are not possible at this stage. However, provisional 'Aim Targets' have been set out in this section for review post-occupation of the site.

5.2 Provisional Baseline Mode Share and Targets

5.2.1 Prior to site occupation and the availability of baseline survey data, provisional baseline mode share values for the proposed development have been estimated. These have been based on the person trips generated for the proposed development as set out in the [Section 3](#). For ease of reference, [Table 3.2](#) has been repeated below:

Table 3.2 (replicated): Person Trip Generation

	AM Peak			PM Peak		
	Arrivals	Departures	Two-way	Arrivals	Departures	Two-way
Vehicle	61	61	122	301	259	560
Vehicle Passenger	4	6	10	177	97	274
Public Transport	3	4	7	30	30	60
Cycle	0	2	2	4	4	8
Walk	12	13	25	118	91	209
Total	80	86	166	630	481	1111

5.2.2 The provisional baseline modal split, for the purpose of target setting at this early stage, has been based on the AM and PM arrival person trip generation (see [Table 3.2](#)). This generates the following modal split:

Table 5.1: Arrival Modal Split in the AM and PM Peaks

Mode	Modal Split AM Peak	Modal Split PM Peak
Vehicles	76%	48%
Vehicle Passenger	5%	28%
Public Transport	4%	5%
Walk	15%	19%
Cycle	0%	1%

- 5.2.3 To determine the provisional modal split targets, it is first necessary to convert Vehicles and Vehicle Passengers into Car Single Occupancy and Car Share.
- 5.2.4 It has been assumed that each car passenger has a corresponding driver therefore 5% of the Vehicles in the AM peak and 28% of the Vehicles in the PM peak have been added to the 5% Vehicle Passenger in the AM peak and 28% Vehicle Passenger in the PM peak to determine the total number of car sharers. Whilst it is recognised this is a simplistic assumption, it is considered to be the most appropriate means by which to determine the provisional modal split from the available data.
- 5.2.5 It has also been assumed, given the distance of the site from a train station that all public transport users are bus users.
- 5.2.6 Based on these assumptions the following provisional modal split has been generated for the site:

Table 5.2: Provisional Baseline Modal Split

Mode	Modal Split AM Peak	Modal Split PM Peak
Car Single Occupancy	71.3%	20.0%
Car share	10.0%	55.9%
Bus	3.8%	4.8%
Walk	15.0%	18.7%
Cycle	0.0%	0.6%

- 5.2.7 A breakdown of the estimated single occupancy car trip reductions relating to each of the measures proposed in **Section 4** is presented in the Framework Travel Plan Schedule at **Appendix B**. Each single occupancy car trip which had been removed has been allocated to an associated sustainable mode trip.
- 5.2.8 When accumulated, the measure- and mode-specific person trip alterations create a provisional modal split target for the development proposal as shown in **Table 5.3**.

Table 5.3: Provisional Target Modal Split

Mode	Target Modal Split AM Peak	Target Modal Split PM Peak
Car Single Occupancy	62.5%	18.6%
Car share	11.3%	56.0%
Bus	5.0%	4.9%
Walk	18.8%	19.2%
Cycle	2.5%	1.3%

- 5.2.9 Therefore, relative to the provisional baseline modal share (**Table 5.2**) it is proposed that the target reduction in single occupancy car modal share would be 8.8% in the AM peak and 1.4% in the PM peak. This equates to a reduction of 7 single occupancy car trips during the AM peak hour and 9 single occupancy car trips during the PM peak.
- 5.2.10 This modal split target is the 'Aim type target' of this Framework Travel Plan as defined in the HCC travel planning guidance.
- 5.2.11 The baseline modal split and accompanying targets are subject to review following occupation of the plots and baseline data collection as detailed in **Section 7**.

6 Delivery and Management

- 6.1.1 It is anticipated that the Framework Travel Plan will be secured by S106 Agreement.
- 6.1.2 As set out in **Section 4.2** the Development will appoint a Site Travel Plan Co-ordinator to effectively manage and oversee the implementation and of the Framework Travel Plan. The contact details of the Travel Plan Co-ordinator will be supplied to the County Council's Travel Plan team within one month of occupation of the site.
- 6.1.3 The Site Travel Plan Co-ordinator will be appointed for a minimum period of 5 years, unless the targets are not met in which case this period may be extended for an agreed time.
- 6.1.4 The Travel Plan Forum (detailed in **Section 4.12**) will aid the Travel Plan Co-ordinator in effectively communicating and co-ordinating the Travel Plan vision and actions with the site occupiers.
- 6.1.5 As set out in **Section 4.3** the Developer will include a covenant in future tenancy agreements/leases on site which require that their tenants observe and adhere to this Framework Travel Plan and that they produce a Subsidiary Travel Plan for their operation if their workforce is of a size which HCC consider necessitates an individual Travel Plan. It will be required that the full Travel Plan will be produced within 3 months of occupation and submitted to the Travel Plan team at HCC.
- 6.1.6 In accordance with HCC standards, if an occupier is not required to submit a Subsidiary Travel Plan then they will be covered by this Framework Travel Plan as appropriate. The Site Travel Plan Co-ordinator will communicate with the individual employer Travel Plan Representatives regarding this as required.
- 6.1.7 All workplaces will be required to identify a Travel Plan Representative and must pass their contact details on to the Travel Plan Co-ordinator within the first 3 months of occupation.
- 6.1.8 The persons appointed as Travel Pan Co-ordinator and Representative by the respective occupiers may change as the plan develops.

7 Monitoring and Review

- 7.1.1 As part of the travel planning process continual monitoring and review must take place to reflect changing circumstances and to ensure that agreed outcomes are met.
- 7.1.2 The Framework Travel Plan and any Subsidiary Travel Plans will be monitored using travel surveys. The survey results will be submitted to the Travel Plan Team at HCC within one month of the survey completion.
- 7.1.3 The baseline travel surveys will enable a review of this Framework Travel Plan and a validation of the provisional modal share targets. It will be used to establish appropriate mode share indicators on which the proposed targets and Travel Plan measures can be developed and reviewed.
- 7.1.4 The baseline surveys should include:
 - a. Background questions such as home location, work location, age;
 - b. Journey related questions such as time of day and mode; and
 - c. Stated and revealed preference questions to identify potential measures that would be effective in changing travel behaviour.
- 7.1.5 The baseline surveys should be undertaken within the first three months of occupation (year 0) and the setting of appropriate modal shares should ideally be completed within six months of the completion of the baseline surveys. However, the exact timescales are subject to review depending on the time of occupancy of each plot such that one set of targets will be created for the site as a whole.
- 7.1.6 Future-year monitoring will be undertaken at a frequency to be agreed with HCC for a minimum period of 5 years. As set out in HCC guidance the information collected in the surveys will be sufficient to assess the progress towards targets set out in this Framework Travel Plan.
- 7.1.7 The future-year surveys will provide information to support the on-going implementation of the Framework Travel Plan and Subsidiary Travel Plans. The surveys will be undertaken at the same time of year to allow for more reliable comparison.
- 7.1.8 Further monitoring for a period of more than 5 years will be undertaken if the targets are not met at the end of the initial period of monitoring.
- 7.1.9 The future-year surveys will form the basis of discussion at the review meetings which will take place on a bi-annual basis for a minimum of five year as set out in HCC guidance. The date of the first review meeting is subject to the timescales of site occupation.
- 7.1.10 Therefore the aim is that the results of the surveys will aid the Travel Plan Co-ordinator in ensuring that progress is being made. If deemed appropriate, and in line with the objectives of this Framework Travel Plan, measures may be modified or intensified. For example, demand for cycle parking will be monitored to ensure that the minimum standards are met and where demand exceeds the supply that further provision is made. Any changes to the measures or targets set out in this Framework Travel Plan and Subsidiary Travel Plans will be made in agreement with the Travel Plan Team at HCC.

8 Future Intervention

- 8.1.1 In the event that the modal split targets, as agreed with HCC, and subject to the results of the baseline survey data, are not met within 5 years of implementation a review will be undertaken and measures intensified as deemed appropriate.
- 8.1.2 In addition to the intensification of some of the proposed measures, additional intervention measures may be considered.
- 8.1.3 Soft intervention measures could include personalised travel planning for employees as a means of direct encouragement to travel by sustainable modes.
- 8.1.4 The requirements of any additional intervention measures would be agreed with HCC as part of the monitoring and FTP review process.

Appendix A Masterplan

Appendix B Framework Travel Plan Schedule

Figures

Figures

Figure FTP 1: Strategic Site Location

Figure FTP 2: Site Location and Local Highway Network

Figure FTP 3: Existing Local Facilities and Amenities and Pedestrian and Cycle Facilities

Figure FTP 4: Existing Public Transport Facilities