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PROPOSED RESIDENTIAL DEVELOPMENT
AT
COLDHARBOUR FARM ROAD
EMSWORTH

RESIDENTIAL TRAVEL PLAN

on behalf of
Telstar Ltd

TB/4391/ITR/RTP.3

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1.0 INTRODUCTION

1.1 Bellamy Roberts LLP, a firm of highway and transportation consultants, has been instructed by Telstar Ltd to provide a Residential Travel Plan in support of development proposals at Coldharbour Farm Road, Emsworth.

1.2 The development proposals are to comprise 53 residential units accessed off the western end of Coldharbour Farm Road. During pre-application discussions with Havant Borough Council, the requirement for a Residential Travel Plan was raised. Travel Plans have become an essential tool for the delivery of national, regional and local transport policy, and are increasingly important within the planning process as they can be critical to the acceptability of a development proposal. They can assist in increasing accessibility whilst reducing congestion and local air pollution. A well developed Travel Plan can reduce adverse traffic impacts of a development and achieve improvements in transport conditions at the local level.

1.3 A Residential Travel Plan is a long term arrangement strategy for a site that seeks to deliver sustainable transport objectives through actions and is articulated in a document that is regularly reviewed. A Travel Plan involves identifying an appropriate package of measures arrived at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys.

2.0 ACCESSIBILITY AND EXISTING TRAVEL SITUATION

Location

2.1 The application site is located at the western end of Coldharbour Farm Road, to the immediate north of the A27 trunk road. Coldharbour Farm Road forms a junction with the B2148, Horndean Road to the east, approximately 50 metres north of its junction with New Brighton Road. A site location plan is at **Appendix 1.**

- 2.2 Approximately 250 metres south of the site is Emsworth Railway Station, which is situated between the A27 and the neighbouring railway line. A further 450 metres to the south (700 metres in total) is the roundabout junction of North Street/A259/High Street.
- 2.3 To the immediate west of the application site is a service station serving the neighbouring A27 trunk road. There is open countryside beyond for approximately 1.25 km, at which point the eastern edge of the Denvilles can be found, with Havant in close proximity.
- 2.4 To the east of the application site is the urban area of New Brighton which continues towards the village of Westbourne. Emsworth Town Centre can be found to the south on the opposite side of the A27.
- 2.5 The closest Primary School is the St. James C of E Primary School, 550 metres to the north accessed via Horndean Lane. The Warblington Secondary School can be found approximately 1.2 km to the east and the Bourne Community College 1.2 km to the west. Railway stations can be found in close proximity to both these secondary schools.

Existing Conditions

- 2.6 The application site is situated at the western end of Coldharbour Farm Road, which is approximately 4.8 metres in width, with a continuous pedestrian footway 2 metres in width running along the southern edge and part of the northern edge. Speed reducing features have been installed at various points along the length of Coldharbour Farm Road in the form of speed tables, with uncontrolled pedestrian crossings over. Pedestrian links are provided from Coldharbour Farm Road through to the neighbouring public open space, immediately north of the site known as Emsworth Park.
- 2.7 At the western end of Coldharbour Farm Road there is a large turning head with resident parking. Street lighting is present along the length of Coldharbour Farm Road, with frontage residential properties facing onto the road with direct vehicular access.

2.8 The B2148 Horndean Road, which runs on a north/south alignment to the east of the site, is approximately 5.5 metres in width with 2 metre footways along both sides. It is subject to a 30 mph speed restriction with street lighting along its length, in the vicinity of Coldharbour Farm Road. There are currently no pedestrian crossing facilities in the vicinity of the site, however, an uncontrolled pedestrian crossing with tactile paving can be found on the B2148, opposite the St. James C of E Primary School, 550 metres to the north.

2.9 In addition to the B2148, which provides a pedestrian and vehicular link to the north and south, there is a pedestrian underpass at the western end of the site which connects through to Washington Road to the south and Emsworth Park to the north. This is approximately 3 metres in width and is designated as a shared pedestrian/cycle route.

Sustainable Transport Connections

2.10 This section examines the sustainable transport connections to the site and assesses the potential of such links to reduce the level of car-borne traffic.

Pedestrians

2.11 The application site is well connected, with existing footways running the length of Coldharbour Farm Road linking through to the neighbouring footway network. Additional links are provided to the west of the site connecting through to the neighbouring A27 service station and Washington Road to the south. A plan identifying these links is included at **Appendix 2**.

2.13 In the absence of Planning Policy Guidance Note 13 'Transport' which sets out the widely recognised walking distances of 2 km, the 'Guidelines for Providing Journeys on Foot' by the institute of Highways and Transportation has been referred to. Within Table 3.2 the suggested walking distances have been set out, whilst a distance of 2 km still features as a preferred maximum walking distance for commuting, for other locations a distance of 1.2 km is stated.

2.14 A pedestrian isochrone plan has been attached at **Appendix 3** to identify these recognised walking distances in relation to the application site. This also

identifies the key destinations which can be accessed by foot, such as Emsworth town centre located just 900 metres to the south.

Cycling

- 2.15 Cycling has the potential to substitute short car trips, particularly those under 5 km and, as such, forms part of a larger journey by public transport. In the absence of specific guidance on this point, in the recently published 'National Planning Policy Framework' (NPPF), March 2012, this is considered relevant for staff and visitors to the site. A cycle isochrone plan is attached at **Appendix 4**, including key destinations located within a realistic cycling distance of the site. A plan of the cycle route network is at **Appendix 5**.

- 2.16 There is an existing cycle route which passes the site access at the western end of Coldharbour Farm Road. This cycle-way runs on a north/south alignment from Washington Road to the south, past the site, to continue through the neighbouring Emsworth Park, up to the St. James C of E Primary School. Further defined links are provided through to the adjoining cycle route network via quieter roads.

Buses

- 2.17 The nearest bus stops are located on New Brighton Road approximately 350m from the application site. These comprise bus poles only with no other waiting facilities provided. They are served by routes 27, 36, 36a, 605 and 611, a summary is included in Table 1, below:

Table 1
Bus Service

Route	From	To	Freq	Weekday		Saturday		Sunday	
				First	Last	First	Last	First	Last
27	Southbourne	Rowlands Castle	School	07:13	13:11	12:42	-	-	-
27	Rowlands Castle	Southbourne	Twice Hourly	08:23	17:52	09:38	17:56	-	-
36	Southbourne	ASDA	Twice Hourly	09:09	10:21	-	-	-	-
36	ASDA	Southbourne	Twice Hourly	10:02	11:50	-	-	-	-
36A	Hampshire Farm	QA Hospital	Four Daily	09:27	13:42	-	-	-	-
36A	QA Hospital	Hampshire Farm	Four Daily	10:35	13:35	-	-	-	-
300	Denmead	Chichester	Once Daily	10:09	-	-	-	-	-
300	Chichester	Denmead	Once Daily	13:25	-	-	-	-	-
605	Emsworth	St Thomas More's School	Once Daily	08:04	-	-	-	-	-
605	St Thomas More's School	Emsworth	Once Daily	15:46	-	-	-	-	-
611	Spencerfield	Emsworth Primary School	Once Daily	08:25	-	-	-	-	-
611	Emsworth Primary School	Spencerfield	Once Daily	15:31	-	-	-	-	-

Note: Service 300 stops outside Emsworth Park

Rail

2.18 Emsworth railway station is located 500 metres from the site via Coldharbour Farm Road and the B2148 Horndean Road. A pedestrian footway accessing the station is provided between the A27 road bridge and the railway line to the immediate south. The vehicular access is provided further to the south. The station includes such facilities as, covered cycle parking, taxi rank and level access to both platforms.

2.19 Services from the station are provided to such destinations as Portsmouth Harbour, Littlehampton, Brighton, Southampton Central and London Victoria with stations between. A copy of the arrivals and departures is at **Appendix 6**.

3.0 TRAFFIC GENERATION

- 3.1 The development is to comprise 53 residential units, consisting of 8 x 1-bed and 9 x 2-bed flats plus 16 x 2-bed, 18 x 3-bed and 2 x 4-bed houses. In total, 113 car parking spaces will be provided in line with the Local Authority parking standards as set out in the 'Havant Borough Residential Parking and Cycle Provision', Supplementary Planning Document) Adopted March 2010. A copy of the Architects' site layout is at **Appendix 7**.
- 3.2 To calculate the traffic generated from the proposed site, the TRICS database Version 2013(b) v6.12.2 has been utilised. The TRICS database contains surveys from hundreds of sites of varying land use, location and accessibility level.
- 3.3 To ensure an accurate representation, the Residential, Mixed Private/Non-Private Housing categories have been interrogated. A multi-modal TRICS selection has also been used to provide a clear indication of the potential modal split from the application site. Those sites in Greater London, Scotland and Eire have been removed from the selection and, as such, those sites located in Town Centre locations were not available.
- 3.4 In total 18 sites were identified. A cross-test has been completed, which indicates a percentage variation of 5.1% which is considered acceptable.
- 3.5 The results of the TRICS analysis have been included in Table 2, whilst the TRICS report is at **Appendix 8**.

Table 2
Proposed Traffic Generation

	ARRIVALS			DEPARTURES		
	AM	PM	DAILY	AM	PM	DAILY
Vehicles	6	15	21	16	8	24
Pedestrians	2	3	5	6	2	8
Public Trains	0	2	2	2	0	2
Cyclists	0	1	1	1	0	1
OGV's	0	0	0	0	0	0

3.6 Table 2 shows that the development proposals will likely generate 22 vehicular movements (two-way) during the AM network peak and 23 during the PM network peak.

4.0 VISIONS, OBJECTIVES AND TARGETS

4.1 The overall vision for the Travel Plan is to ensure that the amount of unnecessary vehicular trips by car are reduced, through initiatives which reduced the need to travel, promote alternative means of transport and linked trips.

4.2 A summary of the overriding visions and objectives has been provided in tabular form below.

Table 3

Vision	Objective
Reduce unnecessary trips by car	Reduce need to travel
	Promote alternative modes
	Promote linked trips

4.3 Whilst promoting sustainable modes of transport is recognised as an important means by which to reduce unnecessary trips by car, the location and size of the

development is such that limited headway might be made if the sole objective was to promote alternative modes.

- 4.4 As such, it is recognised that for the Coldharbour Farm Road site, to reduce the amount of unnecessary car trips by removing the need to travel, in addition to encouraging linked trips when travel by car is unavoidable, the overall vision of reducing vehicular trips, should be met by the current sustainable transport choices available.

Targets

- 4.5 Whilst accurate survey data cannot be obtained until the development has been fully occupied, it is recognised that sustainable SMART targets can be identified, which can be revised once the necessary information has been gathered.
- 4.6 "SMART" targets need to be specific, measurable, achievable, realistic and timebound. The areas to be targeted within this Travel Plan have been identified in Table 4.

Table 4

Objective	Targets	Dates		
		Year 1	Year 2	Year 3
Reduce the need to travel	% Residents using home deliveries on regular basis (monthly)	2.5% ↑	5% ↑	7.5% ↑
Promote Alternative Modes	% Residents travelling by car as a single occupant	2.5% ↓	5% ↓	7.5% ↓
Promote Linked Trips	% Residents undertaking linked trips in favour of single destination trips	2.5% ↑	5% ↑	7.5% ↑

- 4.7 The target figures provided above are indicative at this stage, as these will entirely depend upon the results of the initial Travel Survey to be undertaken within three months of occupation.
- 4.8 The above targets have been chosen as, whilst they are largely dictated by the characteristics of the site, they also comply with the wider objectives of both the

Local Transport Plan and the Local Plan Saved Policies, in that they seek to reduce reliance on the private car and promote sustainable means of transport.

5.0 ACTION PLAN AND MEASURES

5.1 In order to achieve the objectives outlined in Table 3, a comprehensive list of measures has been devised, through consultation with local shareholders, and negotiations with the Local Highway Authority, who are responsible for passenger transport in the area. These measures are as follows.

5.2 Reduce the need to travel

- Broadband link to encourage homeworking and internet shopping, thereby reducing unnecessary trips.
- Set up website or provide link to existing site which can provide access to local information and services through the web.
- Delivery safe provided for each house, encouraging home deliveries.

5.3 Promote alternative modes of transport

- Provide residents Travel Pack which will provide details of improved demands responsive services to the site and sustainable transport links from local centres. This will provide details of the travel website where links to local services may be found.

5.4 Promote linked trips

- Marketing provided in the form of a Travel Pack which will clearly promote the use of linked trips as a means of reducing unnecessary vehicular trips generated from the site.

5.5 To summarise the measures proposed and identify suitable timescales for implementation, Table 5 has been provided.

Table 6

Measure	By When	By Whom
Broadband Connection	Occupation	Developer
Website	Occupation	Developer
Delivery Safe	Occupation	Developer
Cycle Parking	Occupation	Developer
Travel Pack	Occupation	Developer

6.0 EVALUATION AND MONITORING

- 6.1 To ensure the continued success of the Travel Plan, it will be necessary to conduct a survey of residents' travel habits annually to assess the effect of initiatives covered within this document.
- 6.2 To ascertain a base level from which targets would be set, an initial survey would need to be undertaken within 3 months of full occupation. Using this data, SMART targets will need to be agreed with the Local Authority prior to approval of the plan. Subsequent surveys will then be conducted on a biannual basis thereafter.
- 6.3 If targets have not been met by the deadlines proposed, the results of the survey will be submitted to the Local Authority with a short report, outlining any actions. The managing company will liaise with the Council during this process.

7.0 ROLES AND RESPONSIBILITIES

- 7.1 To ensure the Travel Plan is promoted over a sustained period of time, the Travel Plan will be secured through a Section 106 Agreement which will ensure the Travel Plan is closely monitored by the Local Authority for a five-year period.

7.2 During this time a management agent will be instructed to undertake the role of a Travel Plan Co-ordinator on a part-time basis, which will include the following responsibilities:

- To ensure all relevant information with the website is kept up-to-date.
- To organise annual travel surveys.
- To produce an annual monitoring report for the County Council.
- To liaise with the local Residents Association.
- To issue Travel Packs to new residents.

8.0 PROMOTION AND MARKETING

8.1 The on-going promotion and marketing of the Travel Plan will be the responsibility of the managing agent. The responsibilities are set out in the previous section.

9.0 FUNDING

9.1 It is recognised that adequate funding of the Travel Plan will ensure its continued success for the future. In this regard the funding sources have been identified below in Table 7.

Table 7

Measure	Cost	Source
Broadband Connection	TBC	Developer to provide
Website	TBC	Developer to fund
Delivery Safe	TBC	Developer to provide
Cycle Parking	TBC	Developer to provide
Travel Pack	TBC	Developer to fund
On-going Management	TBC	Developer to fund

- 9.2 Telstar Ltd is committed to ensuring that a realistic and achievable Travel Plan can be implemented for the development site. As such, on behalf of the applicant, Bellamy Roberts LLP would welcome any comments from the Local Authority to ensure its future success.

10.0 CONSULTATION AND PARTNERSHIPS

- 10.1 A number of further key partnerships would benefit the Travel Plan, namely:
- Hantscarshare.com - A car-share scheme with 324,006 members registered with the national liftshare network. Each on average saving £786.66 per year.
 - Residents Association – These meetings can be used to discuss transport related issues and dedicated information.
 - Commuter Forums.
- 10.2 In order to ascertain the benefits a Travel Plan is giving rise to, it is important to identify an appropriate baseline from which any changes can be accurately measured. These baseline figures are also required before accurate and achievable targets may be set.
- 10.3 To ensure an accurate survey response is obtained, Hampshire County Council's document "A Guide to Development Related Travel Plans" requires a 35% response rate, which for a development of this size would require responses from 19 homes.
- 10.4 A sample Travel Questionnaire has been attached at **Appendix 9** for information. These will need to be distributed to households within three months of occupation.