

Interim Travel Plan

**Land off
Scratchface Lane,
Bedhampton,
Havant**

**Stuart Michael Associates
Consulting Engineers**

Coombe House
Coombe Square
Thatcham
Berkshire
RG14 9JF

T; 01635 867711
F: 01635 861715

**On behalf of:
Crayfern Homes Ltd.**

Report Ref: 3356.TP

Prepared By: Nicola Threlfall

Checked By: David Wiseman

July, 2010

COPYRIGHT

*The contents of this document shall not be copied
Or reproduced in whole or in part without the written consent of
Stuart Michael Associates Limited*

© Stuart Michael Associates Limited 2010

Report Ref: 3356.TP
Rev. No.:

CONTENTS

	Page No.
1.0 Introduction	1
2.0 Planning Policy Framework	4
3.0 Accessibility Audit	7
4.0 Aims, Objectives and Targets	9
5.0 Management and Implementation	12
6.0 Proposed Measures	14
7.0 Marketing Strategy	18
8.0 Monitoring and Review	21
9.0 Action Plan	23

FIGURES, DRAWINGS AND APPENDICES

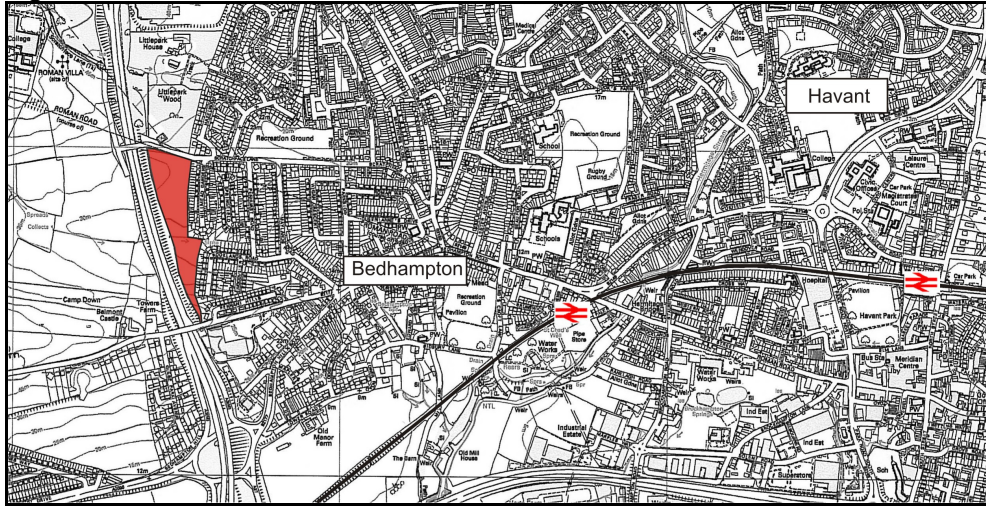
SMA1	Site Location Plan
SMA2	Accessibility Plan
SMA3	Existing Bus Routes
SMA4	Management Structure
9982SK14	Site Layout

1.0 INTRODUCTION

Instruction

- 1.1 Stuart Michael Associates (SMA) has been appointed by Crayfern Homes Ltd. (the “Applicant”) to prepare a framework Residential Travel Plan (the ‘Travel Plan’) in support of the planning application for the proposed residential development on land off Scratchface Lane (**Figure SMA1** refers), located in Bedhampton, Havant (the “Site”).

Figure SMA 1: Site Location Plan



- 1.2 The Department for Transport defines a residential travel plan as ‘*a package of measures designed to reduce the number and length of car trips generated by a residential development, while also supporting more sustainable forms of travel and reducing the overall need to travel*’. This travel plan will therefore seek to provide a series of measures that can be implemented over a period of 5 years, which will encourage the use of sustainable modes in place of the private car.

Development Proposals

- 1.3 The application proposes the development of 92 residential dwellings to include a mix of 1 and 2 bed flats and 2, 3, and 4 bed houses. A proportion of the development (37%) has been allocated for affordable housing to satisfy local planning requirements. The following table (
- 1.4 **Table 1** refers) provides a breakdown of the proposed housing split:

Table 1: Proposed Housing Split

	Open Market	Affordable Housing
1 bed flat	4	-
2 bed flat	5	-
2 bed house	19	11
3 bed house	23	21
4 bed house	5	4

- 1.5 Parking is proposed according to the Draft Havant Borough Council Residential Parking and cycle Provision (June 2002) based on the HCC residential parking standards, which will supplement saved policy T9 of the Local Plan. The following table sets out the HBC standards and the proposed level of car parking. It is not intended that residents would park off-site.

Table 2: HBC Parking Standards and Proposed Level of Car Parking

Size of dwelling	HBC standards	Proposed
1 bed	1 space	4 units = 4 spaces
2 bed	2 spaces	35 units = 70 spaces
3 bed	2 spaces	44 units = 88 spaces
4+ bed	3 spaces	9 units = 27 spaces
Total		189 spaces

- 1.6 Respective of the HCC standards, it is proposed that for the 2 bed flats one parking space would be provided, 2/3 bed houses would have two spaces each and for 4 bed houses three parking spaces would be provided.
- 1.7 Cycle parking is required for all new developments of an appropriate design and location. HBC has adopted the minimum standards for long and short stay parking from the Hampshire County Council Parking Strategy and Standards 2002. All dwellings will have access to long stay cycle parking within garages of internal dimensions 6m x 3m, where dwellings are without garages, garden sheds will be provided.
- 1.8 To enhance the permeability of the site for pedestrians and cyclists two shared pedestrian / cycle links are proposed, the first onto Scratchface Lane at the north-eastern corner of the site and the second onto Bedhampton Road, at the southern most point of the site (**Drawing 9982.Sk.14** refers).

Consultation

- 1.9 A Development Consultation Forum was held on 21 January 2010 at Havant Civic Offices. The forum enabled the developer to present the proposals and it also enabled invited speakers and Councillors to ask questions related to the proposals.
- 1.10 The forum identified a number of issues related to highways and transport and these can be summarised as follows:
- Impact on local road network,
 - Impact on off-site junctions,
 - Existing residential roads are unsuitable to accommodate development traffic,
 - Consideration should be given to a second access,
 - The site is not accessible and will result only in car borne trips,
 - There was concern that the development would lead to overspill parking on the existing residential roads.

- 1.11 The national government policy requires that all residential development of 100 houses or more implement a Travel Plan. Notwithstanding that the developer recognises the concerns raised by the forum and has committed to implementing a Travel Plan to mitigate these concerns.
- 1.12 This Travel Plan has been prepared to raise awareness amongst residents of the sustainable travel modes available for accessing local facilities and amenities. It is intended that the Travel Plan will reduce dependency on the private car and therefore reduce the number of car borne trips from the development.

The Travel Plan

- 1.13 Travel planning to date has focussed on the development of destination travel plans such as workplaces. Research published by the DfT has evaluated the impact of workplace travel planning on commuter travel patterns and considered the likely success factors for reducing car use. One study of 20 UK organisations found that on average these organisations experienced an 18% reduction in the proportion of commuters driving to their sites, following the implementation of travel planning. This demonstrates that with the correct approach a modal shift can be achieved.
- 1.14 Whilst Residential Travel Plans are concerned with journeys made from the journey origin (home) to multiple and changing destinations, the elements of destination travel plans can similarly be applied through combining a mix of soft measures (promotion and awareness raising), with hard measures (improvements to access, design, infrastructure and services) both on and off site. The DfT recognise also that a different approach is required to that of destination (workplace) travel plans requiring the use of demand management and smart travel tools, as well as improvements in services and facilities.
- 1.15 This Travel Plan proposes a number of measures that will seek to raise awareness of the existing travel opportunities for accessing the local facilities and amenities, incentives for use of these opportunities, as well as improving the level of accessibility.

2.0 PLANNING POICY AND GUIDANCE

- 2.1 The promotion of more sustainable transport choices is embedded in national, regional and local planning and transportation policy. New developments are encouraged to give priority to pedestrians, cyclists and public transport users. The Travel Plan is therefore an important accompanying document, detailing the targets, objectives and the proposed measures which should be implemented to achieve these.

National Policy and Guidance

- 2.2 National Government guidance: Planning Policy Guidance 13 – Transport (PPG13), and the Guidance for Transport Assessments considers that a Travel Plan should be submitted alongside all planning applications that are anticipated to generate transport implications for development of 100 houses and greater.
- 2.3 PPG13 sets out the objectives towards integrating land use and transport planning at the national, strategic and local level. The government considers that travel plans can help to raise awareness of the impacts of travel decisions and promote the widespread use of sustainable travel modes.
- 2.4 The proposed development will contribute towards the sustainable aspirations to integrate land use with transport planning being located within close proximity of residential areas, local facilities and served by alternative travel modes. The national sustainable objectives set out in PPG13 seek to:
- Promote more sustainable transport choices for people;
 - Promote accessibility to jobs, shopping, leisure and services by public transport, walking and cycling; *and*
 - Reduce the need to travel, especially by car.
- 2.5 Further guidance which reinforces and supports the objectives of PPG13 is contained within the Transport White Paper: The Future of Transport - A Network for 2030. This outlines the strategies for dealing with the challenges of a growing economy and the associated increasing demand for travel. The strategies are built around three central themes; namely sustained investment, improvement in transport management and planning ahead.
- 2.6 In the context of local travel, the White Paper proposes a number of strategies of which one specifically identifies the need to: *“Promote travel plans and personalised journey planning to encourage people to consider alternatives to using their cars”*.

- 2.7 Planning Policy Statement 1 (PPS1) set out the contributing factors that should be considered on planning applications to ensure that development proposals contribute to the delivery of sustainable development. The objectives of PPS1 consider that accessibility to local facilities, community facilities, areas of employment and a range of travel modes play an important role in the delivery of the sustainable development.
- 2.8 The Department of Health White Paper: “Our Healthier Nation”, sets out the policy options and targets for improving health by 2010. The report states that transport has been identified as a major factor in health development for a number of reasons. These include air quality, lack of exercise and fitness (links to obesity, diabetes, high blood pressure, strokes and osteoporosis).
- 2.9 In the preparation of this framework document, reference has been made to the Department for Transport publication: “Making Residential Travel Plans Work”, which provides general advice regarding the preparation of travel plans for residential developments.
- 2.10 Planning Policy Statement 3 (PPS3) – Housing, encourages development which is “easily accessible and well-connected to public transport and community facilities and services, and is well laid out so that all the space is used efficiently, is safe, accessible and user-friendly.”

Local Policy and Guidance

- 2.11 **Transport for South Hampshire** (TfSH) plays a key role in the delivery of the transport solutions to support the economic and housing growth in the sub-region, as well as addressing the existing transport requirements.
- 2.12 The **TfSH Statement** published April 2008, outlines the recommendations of recent technical investigations and sets out the priorities which should form the basis for an implementation plan in the context of the growth planned for South Hampshire.
- 2.13 TfSH's key objectives include:
- The development and delivery of sub-regional transport policies, interventions and systems;
 - Support for the economic competitiveness of the South Hampshire sub-region;
 - Meeting the sub-region's future transport needs in the most sustainable way;
 - Supporting a good quality of life both now and in the future;
 - Pursuing and securing funding for scheme delivery; and
 - Providing strategic transport advice to Partnership for Urban South Hampshire

- 2.14 One of the three priorities of the transport strategy seeks to 'Reduce, wherever practicable and relevant, the need to travel and journey lengths'. Travel Planning is recognised under this priority as an emerging field through which travel behaviour can be influenced and a shift away from car use generated.
- 2.15 **Havant Borough Council (HBC)** supports the priorities of the South Hampshire Transport strategy under the **Local Plan** (HBC LP). **Policy T1 of the Havant Borough Council Local Plan** (HBC LP) states that: "Development will be permitted where it assists the implementation of an integrated transport network, a choice of transport modes, or the operation of efficient public transport.
- 2.16 **Policy T6** of the HBC LP states *"development will be permitted provided it is, or could be, served efficiently by public transport, cycling and walking. New development likely to attract a large number of trips should be located to minimise travel demand and provide a choice of transport modes."*
- 2.17 As discussed in previous and subsequent paragraphs, whilst the site is in a suburban location, opportunities do exist for increasing the use of public transport through improving existing facilities. Cycling and walking are currently popular modes of travel and various proposals and recommendations within this report would help to encourage their further use. Cycle parking, in line with HCC cycle parking standards, will provide secure, conveniently positioned cycle storage units. The Travel Plan would actively encourage sustainable travel options to residents of the proposed development.
- 2.18 **Policy T11** of HBC LP states *"Where access by non-car modes is inadequate the Council will seek from the developer an agreement under Section 106 of the Town and Country Planning Act 1990 to make a financial contribution towards the provision of improved green transport infrastructure."*

The Role of the Framework Residential Travel Plan

- 2.21 The purpose of this document is to provide a framework document from which the final Travel Plan which will be developed in time for occupation of the site as a condition of planning consent.

3.0 AIMS, OBJECTIVES AND TARGETS

- 3.1 This framework document sets out the proposed aims and objectives which will be developed in preparing the final Travel Plan. The provision of the Travel Plan is intended to encourage residents to make more sustainable travel choices, which should reduce reliance on the private car, thereby reducing the environmental impact of vehicles and promoting greener, cleaner travel measures.

Aim

- 3.2 The Travel Plan seeks to achieve a modal shift away from the private car, the Travel Plan will therefore aim to, *'reduce resident's dependency on the private car for accessing the site whilst subsequently increasing the use of sustainable travel options'*.

Objectives

- 3.3 The delivery of the Travel Plan aim would be supported by a number of objectives that have been developed to reflect the realistic travel opportunities available in the existing local environment, and those travel modes that offer the potential to achieve a modal shift.

Objective 1. Promote the local cycle routes, which offer access to local schools, Havant town centre and the local rail stations;

Objective 2. Raise awareness of the safe pedestrian routes linking the site to the surrounding residential areas, local store and bus stops;

Objective 3. Promote the use of the county car share database;

Objective 4. Encourage travel by the local bus services available;

Objective 5. Seek to provide a private maxi-taxi service; and

Objective 6. Promote the personal health and financial benefits of sustainable and active travel.

Targets

- 3.4 In accordance with local policy and national guidance, it will be necessary to monitor the progress of the Travel Plan, by setting targets. The initial implementation of the Travel Plan will be guided by the following action targets:

Action 1. Appoint a Travel Plan Coordinator;

Action 2. Form partnerships with the local parish council, bus operators and local cycle shop;

Action 3. Identify and implement the most appropriate measures to achieve travel behaviour change;

Action 4. Implement an ongoing Communication Strategy to raise awareness of the available sustainable travel modes; and

Action 5. Agree SMART targets and implement a monitoring and review strategy.

- 3.5 To measure the progress of the Travel Plan towards achieving a modal shift. Specific, Measureable, Achievable, Realistic and Time bound (SMART) targets are required in order to quantify the aims and objectives. An annual monitoring strategy would be implemented to survey the progress of the Travel Plan respective of these targets (**Section 7.0** refers).
- 3.6 At this stage in the application the travel patterns and behaviors of residents are unknown, therefore the potential modal split has been calculated from the TRICS database, set out in detail in the Transport Assessment. Analysis of this data has provided an interim baseline for the site from which interim SMART targets have been set, respective of the local, regional and national travel patterns derived from the National Census database. The following table (**Table 3** refers), provides an overview of the anticipated modal split, the national regional and local travel patterns and the interim SMART targets.

Table 3: Provisional SMART Targets

	Site	Bedhampton	Havant	South East	England	SMART Targets
Underground	N/A	0%	0%	0%	3%	N/A
Train	2%	2%	2%	3%	5%	6%
Bus, minibus or coach		6%	5%	5%	8%	
Taxi or minicab	-	2%	1%	0%	1%	8%
Driving a car / van	37%	63%	68%	68%	61%	20%
Passenger in a car / van	49%	10%	8%	7%	7%	49%
Motorcycle	-	1%	1%	1%	1%	-
Bicycle	1%	4%	5%	4%	3%	5%
On foot	12%	11%	10%	12%	11%	12%

Ref: Office for National Statistics & TRICS database

- Target 1.** Reduce single occupancy car travel to 20% by xx.xx
- Target 2.** Maintain the level of car sharing at 49% by xx.xx
- Target 3.** Increase the level of cycling to 5%
- Target 4.** Maintain the level of walking at 12% by xx.xx
- Target 5.** Achieve a level of 85% travelling by maxi - taxi
- Target 6.** Increase travel by the local bus and rail services to 6% by xx.xx

- 3.7 A travel survey will be conducted 3 months after occupation. The results of this survey would form the baseline travel data for the site. At this time the interim targets would be reviewed in consultation with HCC, and if necessary the targets would be revised to take into account any new information provided by the baseline travel data.
- 3.8 The aims, objectives and targets of the Travel Plan would be met through implementing a package of measures and a marketing strategy; Section 5.0 and Section 6.0 discuss these in further detail.

4.0 ACCESSIBILITY AUDIT

- 4.1 The site is located approximately 2km west of Havant town centre situated in the area of Bedhampton on land adjacent to Scratchface Lane. The proposed vehicle access is from Brooklands Road, an existing residential cul-de-sac, which links with Maylands Road and then Bedhampton Road a main distributor Road.

Pedestrian and Cyclist Access

- 4.2 The Department for Transport design guidance for residential developments, 'Manual for Streets', considers that a "walkable neighbourhood" is defined by having a range of facilities within 10minutes (800m) walking distance of residential areas. The site is within a walkable (10 minutes / 800m) distance of the local convenience store and bus stops (**Figure SMA2** refers). PPG13 – Transport (ref: Paragraphs 75 & 78) recognises that trips up to 2km and 5km are reasonable distances for journeys to be made on foot and bicycle respectively.
- 4.3 **Figure SMA2** demonstrates that the surrounding local facilities of Bedhampton are within 2km of the site and are therefore easily accessible on both foot and by bicycle. Havant town centre, the local rail stations and the local employment areas are considered to be a long walk from the site but are easily accessible by bike and public bus services.
- 4.4 There is currently an adequate network of lit footways that offer safe and direct access to the nearby bus stops on Bedhampton Road and Park Lane located at 600m and 1.5km from the site respectively. A proposed pedestrian / cycle link will provide safe access to the bus stops located on Scratchface Lane and Little Park Avenue, approximately 350m from the site (**Drawing 89982.Sk.01** refers).
- 4.5 The proposed pedestrian / cycle link will further enhance the accessibility to the ASDA superstore and the nearest college (South Downs College), approximately 800m north and west of the site respectively. The college can be accessed via Scratchface Lane and a bridleway. Residents would be able to access the ASDA superstore on foot / bicycle via Scratchface Lane then Little Park Avenue and Hulbert Road.
- 4.6 Cycle parking is available in Havant town centre and at both Bedhampton and Havant rail stations, enabling secure storage of cycles at potential journey destinations.

Bus Services

- 4.7 The nearest bus stops are located on Scratchface Lane approximately 350m from the site (**Figure SMA3** refers). The number 36 operates 3 services per day, each way, along Scratchface Lane between Southbourne and the ASDA superstore north of the site (**Table 4** refers).
- 4.8 Additional more frequency services are available from Bedhampton Road approximately 600m (5mins walk) from the site (**Figure SMA3** refers). These operate at a minimum half hour frequency Monday to Saturday between Havant town centre and the ASDA superstore (**Table 4** refers).

Table 4: Summary of Public Bus Services

No.	Route	Operating Hours	Typical Frequency	Notes
20	Havant - ASDA - Portsmouth	(M-S) 09:21 - 16:21	30mins	No Sunday service
21	Havant - Portchester	(M-F) 06:06 - 23:15	30mins until 15:15 15mins until 19:15 Hourly until 23:15	
		(Sat) 07:05 - 23:15	30mins until 20:15 Hourly until 23:15	
		(Sun) 08:03 - 21:10	Hourly	
23	Leigh Park - Havant - southsea	(M-F) 06:15 - 23:34	10mins	
		(Sat) 07:47 - 23:34	10mins	
		(Sun) 08:45 - 23:35	30mins	
36	Southbourne - ASDA via Havant Town Centre	(M-F) 09:47 - 13:17	2 hourly	No weekend services
39	Havant - Leigh Park - Wecock Farm	(M-S) 09:06 - 16:06	20mins	
		(Sun) 10:14 - 16:14	Hourly	
37	Havant - Petersfield - Liss via Waterloo ville	(M-S) 06:13 - 19:27	Hourly	No Sunday service
63	Fareham - Poprtchester - Havant	(M-F) 07:17 - 1840	Hourly	No Sunday service
		(Sat) 10:23 - 17:23	2 hourly	

- 4.9 To complement the existing bus services the applicant is willing to implement a Maxi-Taxi scheme which would operate during peak hours only (e.g. 07:00 – 09:00 and 16:00 – 19:00) between the site and specified locations such as the town centre, Bedhampton rail station and the Brockhampton Industrial Area. This is discussed in further detail in Section 6.0.

Rail services

- 4.10 The nearest rail station is Bedhampton station approximately 1.5km from the site. Southern (Train Operators) operate direct services from Bedhampton between Littlehampton and Chichester to the east and Portsmouth to the west. Connecting services to the towns of Brighton and Southampton are available at Havant as well as London Victoria, London Waterloo, Winchester and Guildford. **Table 5** provides a summary of these services.

Table 5: Summary of Rail Services

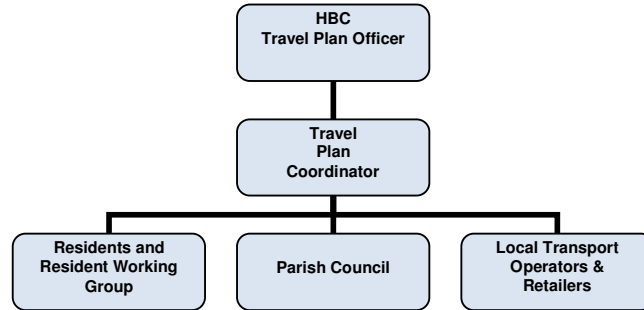
Destination	Service hours (departures)	Typical Frequency	AM peak period services (depart weekday 07:00 - 09:00)	Journey Length (shortest)
Services from Bedhampton				
Portsmouth	06:15 – 19:35	Hourly	2	19mins
Littlehampton	05:01 – 23:27	Hourly	1	41mins
Services from Havant				
Chichester	05:01 to 23:36	20mins	9	20mins
Portsmouth & Southsea	04:40 to 01:42	20mins	10	15mins
London Waterloo	04:51 to 22:40	20mins	6	1hr 30mins
Guildford	04:51 to 23:40	10mins - 20mins	7	51mins
Brighton	05:30 to 23:05	30mins	4	1hr 5mins
London Victoria	05:01 to 19:52	Hourly	3	2hrs

- 4.11 The number 36 and 23 bus services provide access to both rail stations. It is possible use the PLUS BUS scheme when travelling to / from Havant station. This scheme a discount price bus pass that you buy with your train ticket. It provides unlimited bus travel around the origin and/or destination town of your rail journey. PLUSBUS can be bought at the same time as purchasing a rail ticket at the station ticket office, by telephone or online.
- 4.12 For those residents accessing either Bedhampton or Havant stations by bicycle, cycle parking is available at both stations enabling the opportunity to conduct a linked trip.
- 4.13 For those wishing to continue their journey by bicycle on reaching their destination Southern Railway permits standard-sized folded cycles on all services. However, Southern Railway currently do not permit ordinary cycles on trains travelling towards London or Brighton that are due to arrive at either destination between 07:00 and 10:00 and between 16:00 and 19:00. Ordinary bicycles are permitted on other non London and Brighton services. Southern provide a leaflet with more detailed information on travelling with a bike (**Section 6.0** refers).

5.0 MANAGEMENT AND IMPLEMENTATION

- 5.1 In order for the Travel Plan to be implemented and developed effectively, a management structure is required. The Travel Plan requires a Travel Plan Coordinator (TPC) who would be responsible for overseeing the implementation of the Travel Plan. The Applicant will be responsible for appointing the TPC, which should be completed within 3 months of commencement of construction.
- 5.2 The TPC would submit the final Travel Plan to HBC for approval in writing 3 months prior to the occupation of the site.
- 1.1 A summary of the TPC responsibilities are listed as follows:
- Overseeing the implementation of the Travel Plan;
 - To coordinate the monitoring programme and agree the extent of monitoring necessary with HBC (full details within Section 7.0);
 - Liaison with a different service operators (bus operators, cycle stores, equipment providers);
 - To be responsible for the provision of information to residents prior to and throughout occupation by way of newsletters, other promotional material;
 - To design and implement effective marketing measures and campaigns to raise awareness of the Travel Plan using methods such as Bus / Cycle discount vouchers,
 - Manage the ongoing delivery of the Travel Plan;
 - Set up a Steering Group;
 - Act as a point of contact for residents and liaise with HBC to address any travel issues;
 - Provide travel survey results to HBC; and
 - Review the progress of the travel plan towards achieving the identified targets and identify measures which are proving more / or less successful.
- 5.3 The following diagram provides an overview of the type of management structure that would be implemented. This is discussed in further detail in **paragraphs 5.4 to 5.7**.

Figure SMA4: Management Structure



- 5.4 **Working Group:** It would be beneficial for the TPC to be assisted by a committee comprising of representatives from various stakeholders, such as the local parish council, local bus operators and local residents. It is then anticipated that they would assist with implementing the Travel Plan under the instruction of the TPC.
- 5.5 **Partnerships:** to support the proposed maxi-taxi scheme (**Section 6.0** refers) the TPC would need to form a partnership with a local taxi firm. The TPC could form a partnership with the local parish council and subsequently attend parish council meetings. This would provide an immediate point of contact with the wider community of Bedhampton.
- 5.6 Further partnerships could be made with local retailers such as Sivyer's Cycle Store in Havant.
- 5.7 It is suggested that in order to achieve the maximum potential for modal shift it would be appropriate to extend the Travel Plan to the adjacent residential roads of Brooklands Road and Maylands Avenue. This would provide an increased opportunity to encourage use of the existing local bus services, car sharing schemes and the proposed Maxi – taxi service (**Section 6.0** refers).

Funding

- 5.8 The Travel Plan will be the subject of a Planning Condition and therefore enforceable under the planning acts. This interim document will form the basis for reaching agreement upon the final content and operation of the Travel Plan at discharge of planning conditions stage.
- 5.9 The Applicant will commit to funding of the Travel Plan measures and operation by way of a Section 106 planning obligation entered into with HBC and the Applicant.
- 5.10 The contribution towards the Travel Plan would be agreed at the reserved matters stage.

6.0 PROPOSED MEASURES

6.1 In order to meet the aims, objectives and targets of the Travel Plan it will be necessary to implement a package of measures that can be realistically implemented. Section 4.0 has assessed the accessibility of the site by all travel modes and in summary the measures would promote the following:

- Local bus services;
- Local rail services;
- Safe pedestrian and cycle routes; and
- Cycle parking within the development and at journey destinations;
- Private maxi-taxi service

6.2 The remainder of this section identifies a range of proposed measures that would assist in encouraging a modal shift towards sustainable travel. It would be necessary for the TPC to finalise the measures in liaison with HBC 3 months prior to occupation of the site.

6.3 Information relating to each measure would be distributed through the Travel Plan Marketing Strategy, which is discussed in detail under **Section 7.0**. The TPC would benefit from building partnerships with the HBC Travel Plan Officer who could offer support and access to local travel resources.

Public Bus and National Rail Services

6.4 It has been proven that car use reduces as access to public transport increases (PTAL research, Transport for London). The Travel Plan will therefore support the local objectives, to enable easy access to public transport through raising awareness of existing services.

6.5 Route maps: To raise awareness of the proximity of services to the site, it will be beneficial to provide route maps of services operating from the local bus stops. It will also be beneficial to raise awareness of services providing access to Bedhampton and Havant rail stations.

6.6 Timetables and Fare Information: To complement the provision of route maps the TPC will distribute timetables and, where available, fare information to residents. Following the initial distribution by way of a Residential travel Information Pack (**Section 7.0** refers), timetables would then be distributed every 6 months and / or in time with timetable changes thereafter.

6.7 It would be beneficial to promote the use of the 'Plus bus' fare available for travel from Havant rail station. This scheme provides unlimited bus travel within the selected urban area for journey destinations. This would promote the possibility of connecting to the station by public bus services and thereby reducing the need for the private car. The following table provides a summary of the PLUSBUS fares:

Table 6: Plus Bus fares

Havant PLUSBUS (includes Hayling Island)	
Fares - day ticket	Adult £2.20 Child £1.10 Railcard holder £1.45
Fares - season ticket (adult only)	7-days £8 1 month £30 3-months £87 year £330

6.8 Subsidised Travel Voucher: It is best practice to provide a subsidised travel voucher for use on the local bus services for a limited period. The purpose of this measure would be to introduce residents to the services available to them.

6.9 Vouchers would be distributed to each household valid for a limited time period (excluding those who are eligible for a concessionary bus pass). **Table 7** provides an example of the potential travel card to be offered and the respective areas covered.

Table 7: Existing Stagecoach Travel Cards

Area	Period	Cost
Hants South Megarider: South Hampshire including Portsmouth, Havant and Hayling Island	4 weeks	£59.50

6.10 Maxi – Taxi service: To complement the existing local bus services the developer has proposed to implement a maxi-taxi service following 25% occupation of the site. The scheme is a demand lead, home to work, public transport service, which operates as a shared taxi service from home to work with shared costs. The scheme would only operate for the journeys during peak hours (e.g. 07:00 – 09:00 and 16:00 – 19:00).

6.11 A typical maxi – taxi ride would see four commuters picked up individually from home and travelling together to locations such as the local rail stations, Havant town centre and the Brockhampton industrial area.

6.12 To ensure that the scheme is effective and viable, passengers would book and pay for a minimum of one week in advance, this would enable matches to be identified amongst commuters. GIS plotting has been used elsewhere to match routes and pickup/drop off times.

Walking and Cycling Measures

6.13 The government recognises that active travel can assist in combating health problems related to inactive lifestyles. Walking and Cycling offer the option to integrate activity into daily routines, delivering both personal benefits in health and reduced travel costs, as well as contributing towards wider environmental benefits. Walking and cycling also offer the greatest potential for replacing car journeys for distances of up to 2km and 5km respectively (PPG13).

- 6.14 Route Maps: To promote the opportunities for walking and cycling, the TPC would provide residents with access to maps which identify safe routes to the site, covering Bedhampton and extending into Havant. The maps would also identify the locations of cycle parking at key locations such as Havant town centre, and both Bedhampton and Havant rail station.
- 6.15 Safety: To improve personal safety the TPC might provide reflective clothing such as reflective bands and / or lights for pedestrians and cyclists.
- 6.16 Cycle voucher: For some, the option of cycling could be hindered by the lack of access to a bicycle. It would be beneficial for the TPC to provide a voucher towards the purchase of a bicycle and / or accessories. These would be provided at one voucher per household, to a maximum value of £50.
- 6.17 In support of local businesses, the TPC would engage in a partnership with the local bike shop; Sivyer's Cycles or Emsworth Car and Cycle centre, where the voucher could be redeemed.
- 6.18 The TPC might also promote an alternative cycle purchase option through the governments **Cycle to Work** scheme. This measure would be a purely informative measure, which the resident would then be responsible for pursuing with their employer.
- 6.19 Cycle Training: Hampshire County Council offer cycle training to all pupils in school between the ages of 7 and 10 years. The program aims to develop children as responsible and safe cyclists and to help them understand how they can help to protect themselves on the road by wearing a helmet and bright clothing. The HCC Road Safety team can assist with setting up a training scheme.
- 6.20 Walking challenge: The TPC would promote the government's NHS walking scheme: "10,000 steps a day" and the health benefits associated with walking to assist in encouraging participation.
- 6.21 Walking / Cycling BUDi's: it would be beneficial to promote the national liftshare databases for walking and cycling: walking BUDi and cycling BUDi accessible on line <https://walkbudi.liftshare.com> and <https://cyclebudi.liftshare.com>. These databases enable users to find someone to share their bike or walking journey with.

Vehicle Measures

- 6.22 The Travel Plan acknowledges that it is not always possible to adopt an alternative mode to the car and in these circumstances; the objective is to raise awareness of the benefits that arise from reducing single occupancy car journeys, both personally and environmentally.

- 6.23 Car share: Car sharing encourages those that travel on the same routes to share their journeys through lift sharing, benefiting from reduced travel costs and contributing towards reducing congestion.
- 6.24 The TPC would promote the Hampshire car share network, www.hantscarshare.com and the national network, www.liftshare.com. The TPC would provide additional information on the benefits of cost saving and reduced effects on the environment.
- 6.25 Taxi Services: The TPC would inform residents of taxi services available in the area and a price guide of estimated fares to surrounding local facilities.
- 6.26 It may be possible to further enhance any working partnerships created through the Maxi-Taxi scheme by negotiating fixed fares with the operator for specified journeys such as; travel to / from Bedhampton rail station, Havant rail station and the local hospital (Havant War Memorial Hospital).

7.0 MARKETING STRATEGY

7.1 Marketing would enable the Travel Plan and associated measures to be communicated effectively to residents. User friendly information will be made available, to residents through a variety of communication methods, categorised and time bound as summarised in **Table 5**. The remainder of this section discusses these methods in detail.

Table 5: Summary of Marketing Methods

Method of Marketing	Marketing Measures	Method of Communication
Printed materials	- Residential Travel Information Pack (RTIP) - Timetables / fare info - Route Maps	- At time of viewing (in the sales suite) - Within three weeks of occupation - Alongside RTIP - Periodically, according to changes - Alongside RTIP - Updated according to changes
Travel Advice	- Launch Event - PTP meetings	- In time for first occupation - Half annually - Coordinated to follow the annual survey and review of TP measures
Travel Events	- National events - On site events	- Bike week - Walk to work week/day - In town without my car - eHampshire Smart Commute Week - Launch the travel plan/periodically to maintain momentum

Resident Travel Information Pack (RTIP)

7.2 These would be provided to the first occupant of each new household within three weeks of occupation. The RTIP provides information regarding the local travel options available for travel throughout the immediate and surrounding area. The pack would include, but not be limited to, the following information:

- TPC contact details;
- Relevant local public transport services and stops serving the development (timetables, routes, fares, station information and onward travel opportunities);
- Maps identifying safe walking and cycling routes to key destinations and areas to visit for leisure purposes;
- Identified route distances and journey times on foot and cycle;
- Web address of available Car Sharing Schemes;
- Website links for local travel information and 'Planning your own Journey';
- How to access subsidised travel vouchers; and
- How to access cycle vouchers for discounted cycle / equipment purchases.

- 7.3 A number of RTIP's would be displayed in the sales suite to ensure that prospective residents are aware of the travel Plan and the sustainable travel modes available. It is also proposed that the RTIP would be distributed to those properties situated on Brooklands Road and Maylands Avenue. These would be distributed by the TPC prior to occupation of the site.

Leaflets and other printed Materials

- 7.4 To enable easy access to all local travel information the TPC would periodically distribute printed leaflets, to include; timetables, fare information and route maps for all modes. It would be beneficial for the TPC to distribute such information every 6 months and / or at as well as at times of timetable and route alternations.
- 7.5 As well as leaflets and printed materials within the development it would also prove beneficial to extend the distribution to the local residential roads of Brooklands Road and Maylands Avenue.

Newsletter

- 7.6 The TPC would publish a newsletter to include information regarding the progress of the travel plan, as well as identifying regular participants in sustainable travel. Information might include:
- Safe travel tips;
 - Health benefits of active travel;
 - Financial benefits of sustainable travel;
 - Notifications of future travel events;
 - Alterations to public transport services;
 - Future road works; and
 - Travel survey results.

Travel Advice

- 7.7 At the time of distributing the Travel Information Packs the TPC will endeavour to provide an induction into the Travel Plan, during which time the residents can raise any queries they have regarding travel to / from the site.
- 7.8 The TPC might further the inductions by hosting a Travel Advice session once annually, whereby the TPC will be present on site for residents to approach and discuss any travel requirements they have, and raise any issues they have with any of the options available.
- 7.9 The TPC would discuss ways of changing existing travel behaviour and establishing the personal constraints towards adopting new travel patterns through:
- Discussing details of residents journeys;
 - Explaining how residents can obtain bus passes, cycle and walking equipment vouchers;
 - Discussing how car share schemes operate; and
 - Explanation of any other proposed measures which might be appropriate for the resident

- 7.10 The TPC would also promote the online 'Journey Planning' facility available on the HBC website. Here, residents can submit details about a particular journey and HBC suggests travel options for selected journeys.

Travel Events

- 7.11 In order to maintain momentum of the Travel Plan, the TPC should link up with national travel events such as Bike Week in July which promotes the benefits associated with cycling. 'eHampshire' operates a Smart Commute Week in November which encourages sustainable working practices and commuter travel choices
- 7.12 Resources are available from the event organisers which would assist the TPC in raising awareness of the travel options.

Launch Event

- 7.13 This would raise awareness of the site's commitments towards the Travel Plan and provide an opportunity for residents to discuss the Travel Plan and the associated benefits.

8.0 MONITORING AND REVIEW

- 8.1 Periodic monitoring would need to be undertaken in order to measure the progress of the Travel Plan towards achieving its aims, objectives and targets. HBC require that a travel survey is conducted annually over the 5 year period of the Travel Plan.
- 8.2 It would be the responsibility of the TPC to arrange a travel survey of the site by way of a questionnaire on an annual basis, (a sample questionnaire is provided under **Appendix 1**). Information to be collated would include, but not be limited to:
- Length and time of journeys from site to destination;
 - Reason for travel;
 - Mode of travel used; and
 - Frequency of travel.
- 8.3 It would be beneficial to conduct a multi-modal survey to complement the questionnaire to establish the level of trips generation by the site according to mode.
- 8.4 The first travel survey would be conducted within 6 months of the site's occupation and subsequent surveys would be conducted on the anniversary of the first travel survey. The results of the first survey would inform the final SMART targets of the site. These results would also inform the maxi-taxi scheme destinations.

Review

- 8.5 An annual review of the Travel Plan would be undertaken in consultation with HBC. This process will ensure that the Travel Plan evolves effectively and is meeting the travel demands of residents.
- 8.6 The TPC would submit the survey results to HBC, at which time the TPC in liaison with HBC would review this information. The Travel Survey results would be used to assess the progress of the Travel Plan as well as to inform the TOC of those measures that are proving less effective and should therefore be reviewed.
- 8.7 In the event that the Travel Plan does not meet the SMART targets, the review will firstly consider the appropriateness of the measures and marketing materials in respect of the travel demands and constraints expressed by residents under the travel survey. HBC may consider that it is appropriate to revise the targets to reflect any travel constraints raised by residents under the travel survey.
- 8.8 If the SMART targets are still not being achieved it will be necessary to implement remedial measures, which would be agreed in consultation with HBC.

- 8.9 Subject to the review, potential remedial measures and actions might, where deemed to be appropriate in light of feedback from the residents, include:
- A requirement to extend the monitoring period;
 - Limitations on the way the site can be used or further developed until such a time the agreed outcome is achieved; and
 - A revised package of incentives and marketing.
- 8.10 In agreeing the actions necessary, the TPC and local authorities, shall have regard to: the DfT Good Practice Guidelines Delivering Travel Plans through the Planning Process (2009).

9.0 ACTION PLAN

9.1 The following table identifies a framework Action Plan which would assist in the delivery of the Travel Plan. The actions and associated measures and marketing methods are linked with the travel plan's action targets, SMART targets and objectives. These are explained as follows:

Actions 1 – 5 are numbered accordingly (Action column)

Objectives 1 – 7: red = information, green = public transport,
blue = cycling / walking, purple = car share, orange = all modes

Year	Action	Target Date	Responsibility	Travel Measures (proposed)	Marketing (Proposed)
Pre-occupation					
	1 Appoint TPC and provide contact details to HBC	- 3 months prior to occupation	Crayfern Homes Ltd.		
	2 Form relationship with Parish council	- 3 months prior to occupation	TPC		
	2 Form partnership with local taxi operator, bus operator and cycle store	- 3 months prior to occupation	TPC		
	3 Agree all measures	- 3 months prior to occupation	TPC		
	3 Prepare marketing materials – RTIP	- In time for occupation	TPC		
	4 Prepare final Travel Plan and SMART targets	- In time for occupation	TPC		
	5				
Occupation					
	3 Launch Travel Plan	- Occupation	TPC	- Reflective items - Route maps	- RTIPs - Leaflets
Year 1					
	4 Distribute RTIPs	- Within 2 weeks of occupation	TPC	- Route maps – all modes	- RTIPs
	4 Implement PTP	- 6 months following first occupation	TPC	- Fare information / timetables	- Leaflets
	3 Implement maxi-taxi scheme	- Following 25% occupation	TPC	- Subsidised travel ticket	- Newsletter
	5 Conduct full travel survey	- Within 3 months of site occupation	TPC/HBC	- Maxi-taxi scheme	
	5 Review SMART targets for all modes	Within 1 month of survey	TPC	- Car share address	
	4 Distribute Travel Info	- Ongoing			

Year	Action	Target Date	Responsibility	Travel Measures (proposed)	Marketing (Proposed)
Year 2					
	4 Continual delivery of RTIP & PTP 3 Continual delivery of measures 4 Participation in Travel events	- As required & half annually - Ongoing - As per event	TPC TPC TPC	- Route maps – all modes - Reflective items - Fare information / timetables - Subsidised travel ticket - Maxi –taxi scheme - Car share address	- RTIPs - Leaflets - Newsletter
Year 3					
	5 Conduct full travel survey 5 Review SMART targets 4 Continual delivery of RTIP & PTP 3 Continual delivery of measures 4 Participation in Travel events	- Month 36 - Month 37 - As required & half annually - Ongoing - As per event	TPC TPC / HBC TPC TPC TPC	- Route maps – all modes - Reflective items - Fare information / timetables - Subsidised travel ticket - Maxi taxi scheme - Car share address	- RTIPs - Leaflets - Newsletter
Year 4					
	4 Continual delivery of RTIP & PTP 3 Continual delivery of measures 4 Participation in Travel events	- Half annually - Ongoing - As per event	TPC TPC TPC	- Route maps – all modes - Reflective items - Fare information / timetables - Subsidised travel ticket - Maxi taxi scheme - Car share address	- RTIPs - Leaflets - Newsletter
Year 5					
	5 Conduct full travel survey 5 Refresh of the Travel Plan 4 Continual delivery of RTIPs & PTP 3 Continual delivery of measures 4 Participation in Travel events	- Month 60 - Month 61 - Half annually - Ongoing - As per event	TPC TPC / HBC TPC TPC TPC	- Route maps – all modes - Reflective clothing - Fare information / timetables - Subsidised travel ticket - Maxi taxi scheme - Car share address	- RTIPs - Leaflets - Newsletter

FIGURES



Note:
Reproduced from Ordnance Survey Mapping with
the permission of the Controller of HMSO under
licence AL 545015 © Crown copyright



Stuart Michael Associates Ltd
Coombe House, Coombe Square, Thatcham, Berkshire RG19 4JF
T: 01635 867 711 e: mail@stuartmichael.co.uk
F: 01635 861 715 w: www.stuartmichael.co.uk

JOB TITLE

Land off Scratchface Lane,
Bedhampton,
Havant

DRAWING TITLE

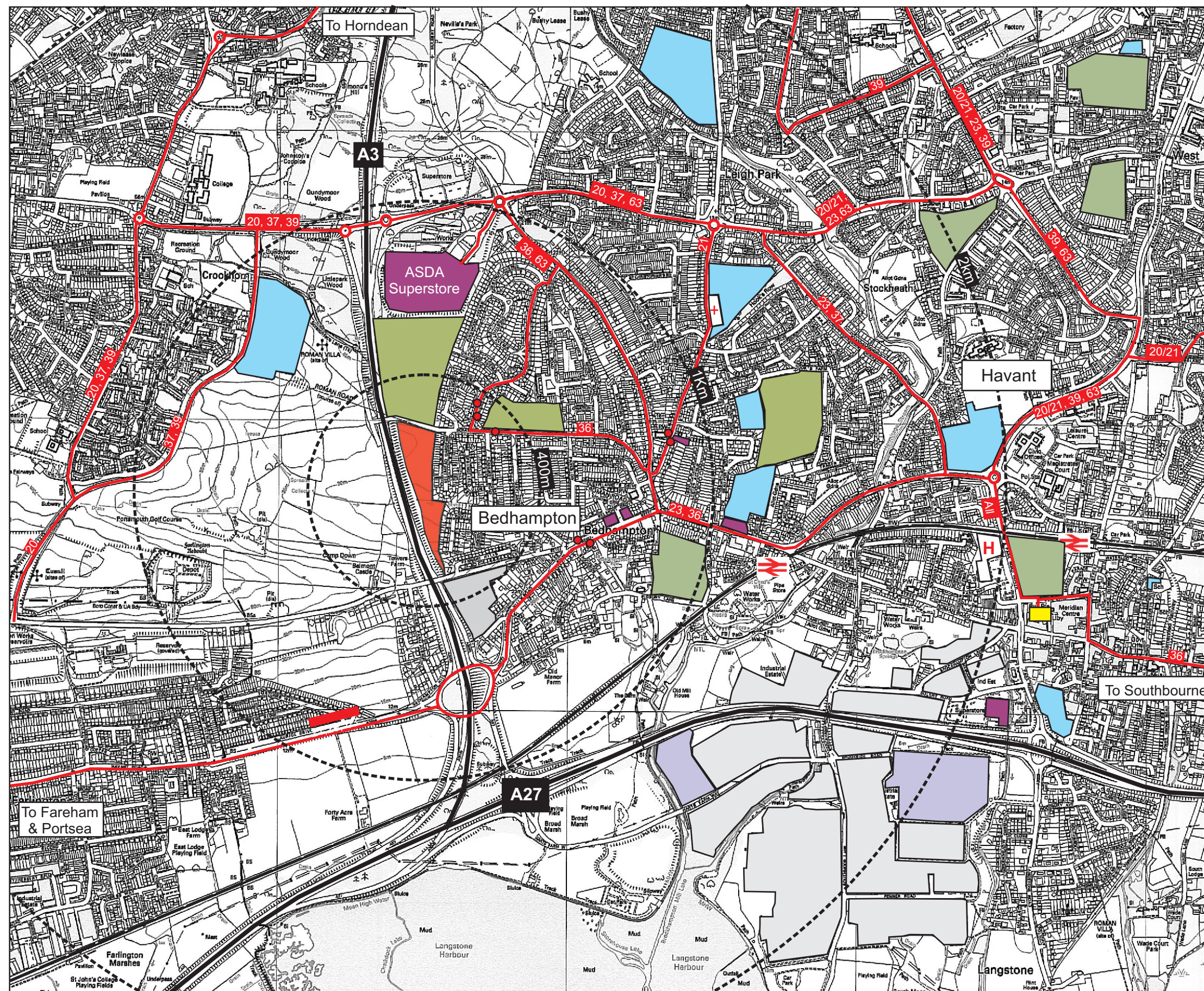
Location Plan

FIGURE NO.

SMA1

SCALE:

© This drawing is the copyright of Stuart Michael Associates Limited. It may not be reproduced or amended without the written approval of Stuart Michael Associates.



Bus Station

Bus stop

Bus routes

Retail stores

 Industrial employment

 Office employment

 Schools

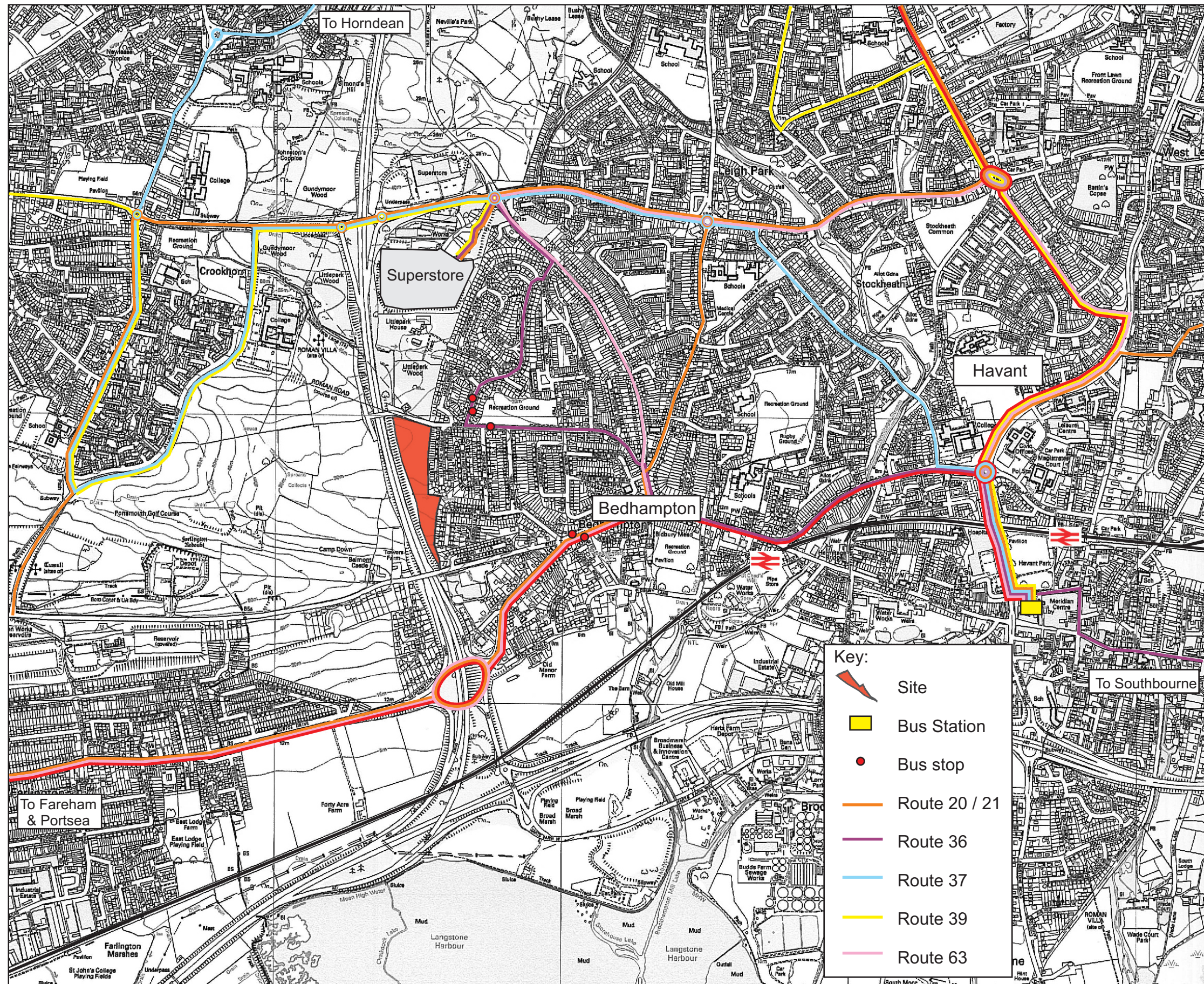
 Recreation grounds

H Hospital

 Medical Centre



Note:
Reproduced from Ordnance Survey Mapping with
the permission of the Controller of HMSO under
licence AL 545015 © Crown copyright



DRAWINGS



Key

House/Flat Symbol

Open Market

23 x 3 Bed

(80-94.4 sq m GIA)

9 x 4 Bed

(116 sq m GIA)

Sub Total: 56 Units

Affordable

11 x 2 Bed

(67 sq m GIA)

21 x 3 Bed

(82-94.4 sq m GIA)

4 x 3 Bed

(108 sq m GIA)

Sub Total: 36 Units

Total: 92 Units

Schedule

4 x 1 Bed Flat

(51 sq m GIA)

5 x 2 Bed Flat

(66 sq m GIA)

15 x 2 Bed

(69.2 sq m GIA)

garage or covered car port

Sub Total: 56 Units

Sub Total: 36 Units

Total: 92 Units

0

50

75

100

125

150 M

Scale

Preliminary

CLIENT:
Crayfern Homes

PROJECT:
**Land off Scratchface Lane,
Bedhampton**

DRAWING:
**Proposed Site Layout Plan
(LPA Feedback included).**

SCALE: **1:750 @ A1** DWG NO: **9982/SK 14**

DATE: **July 10** REV: **#**

PRO VISION
PLANNING & DESIGN

● Grosvenor Court, Winchester Road, Ampfield, Winchester, Hants, SO51 9BD
Tel: 01794 368 698 Fax: 01794 368 637
○ Ancient House, Cornmarket, Wincborne, Dorset, BH21 1JL
Tel: 01202 840405 Fax: 01202 840406
○ The High House, 37 Oxford Street, Newbury, Berkshire, RG14 1JG
Tel: 01635 40164 Fax: 01635 41469