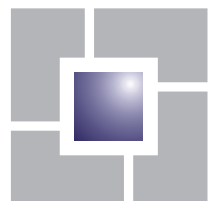


Solent Road Trade Park Havant

Draft Framework Travel Plan



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Draft Framework Travel Plan

Prepared by:

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1.0 INTRODUCTION

1.1 This Travel Plan has been prepared by David Tucker Associates on behalf of Hargreaves in respect of a proposed development of employment land at Solent Road, Havant.

1.2 A travel plan is a term used for a package of measures aimed at promoting sustainable transport within an organisation, with the main aim of reducing travel by single occupancy vehicles. Travel plans are site specific and are dependant upon not only the location of the site but the size and type of organisations located there. They also require continuous monitoring and refinement in order to be successful.

1.3 The site is located within an existing mixed use commercial employment area and will accommodate floorspace of 4,631 sq m within 4 separate units.

1.4 This Travel Plan has been prepared in accordance with 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' published by the Department for Transport in April 2009 and Guidance on Transport Assessment published in April 2007.

1.5 The Travel Plan includes:

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

The strategy includes:

- Public transport initiatives;
- Cycling incentives and facilities;
- Walking incentives;
- Car parking management;
- More efficient ways of using the car, including car sharing and parking restraints.

1.6 The main benefits of the Travel Plan include:



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- Less congestion on local roads;
 - Reduced car parking demand;
 - Improved travel choices;
 - Opportunities for active, healthy travel;
 - Fuel savings;
 - Local environmental improvements.

2.0 NATIONAL POLICY

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

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

2.2 Key initiatives documented within the White Paper include quality partnerships –
"we want to create partnerships at all levels, to help business, local authorities and local communities to come together and respond to the challenge."

2.3 In March 2001, DETR revised its planning policy guidance note relating to transport (PPG13). A key objective being the need to integrate planning and transport at the national, regional and local level to promote more sustainable transport choices and reduce the need to travel, especially by single occupancy vehicle.

2.4 Key themes within PPG13 of direct relevance here, include:

- The need to ensure accessibility and promote travel by public transport, walking and cycling.
- The need to control parking.
- The need for appropriate traffic management.
- The adoption of travel plans.

2.5 PPG 13 suggests that Travel Plans should support the delivery of sustainable transport objectives through:

- reducing car usage (particularly single occupancy trips).
- promoting walking, cycling and use of public transport.
- improving road safety and personal security, particularly for pedestrians and cyclists.

- promoting more environmentally friendly freight movements.

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

2.7 Travel Plans have become an integral element of the planning process:

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

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

2.8 The Guidance defines a travel plan as:

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

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

2.9 The Guidance sets out that a travel plan involves:

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

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

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

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

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

- 2.11 The Guidance focuses on an ‘outcomes’ approach to travel plans, requiring that specific outcomes or targets are established by agreement on what should be achieved through the travel plan over time.

3.0 SITE ASSESSMENT

3.1 Local Road Network

3.1.1 The site is located on Solent Road in Havant, to the west of the town centre. Solent Road has a carriageway width of 7.5m and a speed limit of 30mph. 1.7m to 2.2m footways are present on both sides of the carriageway. Double yellow lines are present along the entire length of Solent Road, on both sides of the carriageway. Street lights are also in place along the entire length of the link. The surrounding area is mixed commercial and retail with a small number of residential properties neighbouring the site.

3.1.2 To the south and east of the site is Brockhampton Lane which provides access to the rear of the units. Brockhampton Lane forms a priority controlled junction with Solent Road.

3.1.3 Further to the east, Solent Road runs through a predominantly retail area before forming a junction with Park Road North (B2149) which is dual carriageway in this location.

3.1.4 To the west of the site, Solent Road forms a roundabout junction with Brockhampton Road.

3.1.5 The location of the site is described in the previous section. The proposed site development will be served by 4 drop kerb crossings onto Solent Road and via Brockhampton Lane. In each case the detailed arrangements differ from existing, but do not introduce additional entrances/junctions with Solent Road. The proposed use will provide a gross floor area of 4,631 sq m.

3.2 Bus Services

3.2.1 A number of bus stops are located on Solent Road, a short distance from the site. Further stopping facilities are located on Park Road North.

- 3.2.2 One frequent bus service routes along Solent Road. This service routes between the town centre and Penner Road via Solent Road on a half hourly frequency. A summary of the service is provided within Table 2.4.

Table 2.4 *Bus services from Solent Road*

Service number	Route	Mon-Fri (first and last service) *	Saturday	Sunday
75	Havant – Penner Road	Every 30 minutes (00710/2040)	No service	No service

*First and last service at Havant Market Parade

- 3.2.3 Further services operate along Park Road North/South. These are summarised in Table 2.5.

Table 2.5 *Bus services from Park Road South*

Service number	Route	Mon-Fri (first and last service) *	Saturday	Sunday
30	Havant – Hayling Island	Every 30 minutes (0635/2240)	Every 30 minutes (0655/2240)	Every two hours (0855/1655)
31	Hayling Island to Havant	Every 30 minutes (0650/2140)	Every 30 minutes (0715/2240)	Every two hours (0955/1755)
700	Brighton - Chichester - Havant - Portsmouth	Every 30 minutes (0641/2208)	Every 30 minutes (0705/2208)	Hourly (0816/2000)

*First and last service at Havant Bus Station

- 3.2.4 In summary, frequent bus services are available within 400m of the site to Havant town centre, Hayling Island and Portsmouth.

3.3 **Walking and Cycling**

- 3.3.1 Havant bus and train station are within 800m walking distance from the site. Footways along both sides of Solent Road provide convenient connections

between the site and the Tesco store adjacent and Solent Retail Park on the north side of Solent Road. A recently constructed link over the stream at the eastern side of Solent Retail Park provides a convenient connection to the core of the Town Centre.

- 3.3.2 There are no specific facilities for cyclists on Solent Road however National Cycle Network (NCN) Route 22 runs to the south of the site, providing a largely traffic free route between Havant and Portsmouth. This route can be accessed from Solent Road to the west of the junction with Park Road North. To the east of Park Road North NCN 22 links with NCN 2, which provides an off road route to Hayling Island to the south of the site. NCN2 and NCN22 are shown on Figure 1.

4.0 TRAVEL PLAN OBJECTIVES AND TARGETS

4.1 Introduction

4.1.1 A Travel Plan is a living document that provides a strategy for managing travel demand involving a continuing process of monitoring and review. The underlying aim of any Travel Plan is to minimise the number of single occupancy vehicle trips generated by a development, business or organisation. This is achieved by encouraging a shift to more sustainable modes of transport and by reducing the need to travel.

4.1.2 The DfT guidance outlines that all Travel Plans must establish targets with clear commitments to increase the propensity of the use of non car modes to the site. In addition to this all targets must be SMART (specific, measureable, achievable, realistic and time-bound).

4.1.3 The proposed development is an extension rather than a new development, however there is no current travel plan in operation for the proposed unit. The occupier will employ new staff and the process of recruitment has not yet started. Therefore the base line conditions in terms of travel patterns have been based on the Strategic Travel Plan.

4.2 Objectives

4.2.1 The Travel Plan will seek to:

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

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- Alter working practices to ensure that those wishing to travel by alternate modes can do so freely and easily.
 - Reduce the need to travel during peak hours.
 - Reduce negative environmental impact of fleet vehicles; business travel; and deliveries.

4.3 **Targets**

- 4.3.1 The Strategic Travel Plan contains no specific targets for non car use. It is therefore proposed that targets are set once initial recruitment has been completed and prior to occupation. The target will look for a 10% reduction in sole car drive to work trips over a 5 year horizon.

5.0 IMPLEMENTATION AND MANAGEMENT OF THE PLAN

5.1 Introduction

5.1.1 Whilst decision-making will emanate from the board of management operating the site, the day to day implementation, monitoring and review of the Plan's initiatives however will be the responsibility of the Travel Plan Co-ordinator. The TPC will be the designated liaison between senior management, employees and third parties on all matters of sustainable travel, including funding, publicity, implementation of measures and monitoring.

5.1.2 The name and contact details of the TPC will be provided to the local authority on occupation of the site. There will be a limited budget for the TPC role and this is likely to be undertaken as part of another job role.

5.2 Travel Plan Co-ordinator

5.2.1 In order to implement the Plan, a Travel Plan Co-ordinator will be appointed to cover the whole site. The Co-ordinator will be responsible for:

- Liaising with individually appointed representatives within each unit.
- Liaison with the Strategic Travel Plan working group and organisation of affiliation with the site wide travel planning initiatives including car share web-site.

The individual company Travel Plan representatives will be responsible for:

- Ensuring all measures within the Travel Plan are promoted and that all employees are aware of the Travel Plan, including new recruits.
- Ensuring the health, wealth and environmental benefits of sustainable travel are publicised.
- Explaining and marketing the Travel Plan to the board of management and to the County Council. Ensure an appropriate and up-to-date store of public transport information is kept on site and is freely available to all staff and visitors.

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- Negotiating discounts where applicable.
 - Publicising any successes of the Travel Plan.
 - Providing possible solutions to individual employees travel needs.
 - Addressing any comments/suggestions from the staff and visitors of the site.
 - Monitoring the performance of the Plan, including getting the annual survey analysed and presenting the results externally.
 - Implementing promotional days.

5.2.2 The Co-ordinator will most probably be an employee of one of the companies on site. Ideally, this person will occupy this post for a number of years to ensure continuity of the Plan. In the first year, it is expected that his/her role will primarily be to set up the Plan. Advice and support from the Council's Travel Plan representative will be sought during that time.

5.3 **General Promotion**

5.3.1 Below is a list of initiatives specific to each travel mode. As well as these the Travel Plan should raise awareness of the environmental and health problems connected with transport. To promote “greener” travel choices for all journeys, not just work related travel. **Table 1** summarises a tool kit of measures which may be adopted by the Travel Plan Co-ordinator.

Table 1 - Travel Plan Tool Kit

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

Cycling (best suited to journeys under 5 miles)	
Provide safe, secure and fully weatherproof cycle storage near to main entrances of building.	Under agreement between developer and occupier, such facilities should be included within building design.
Provide shower facilities and changing rooms/areas within the building.	
Provide lockers for cyclist safety gear.	Occupier to provide through TPC
Raise awareness of health benefits of cycling through continual publicity.	
Provide cycle route maps.	
Offer financial incentives such as interest free loans or seek discounted purchase prices for bicycles & equipment from local retailers.	
Consider the provision of pool bikes and offer cycle mileage allowance for those using bicycles for work related trips.	
Keep a supply of basic cycle maintenance equipment on site e.g. pump, puncture repair kit, tools etc.	

Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.	
Establish a bicycle user group (BUG) & bike buddy scheme.	
Arrange events to promote cycling to work such as “bikers breakfasts”. Possibly correspond with national events such as “bike week” & “bike2work” in June.	
Arrange adult cycle training sessions.	

Public Transport (provides a sustainable alternative for many commuter & business trips)	
Disseminate up-to-date public transport information on site. Including routes, timetables and fares for local services.	Occupier to provide through TPC
Promote benefits of public transport. Savings etc	
Arrange with local transport operators to buy tickets in bulk at a discount and sell on to staff on site.	
Liaise with local operators for improved services to site.	
Schedule start & finish times to correspond with services	

Car Sharing (provides a sustainable alternative when the car is the only option)	
Affiliate with existing car share web-site for Business Park and publicise to staff and new recruits.	Occupier to provide through TPC
Provide preferential parking spaces for car sharers close to main entrances.	
Provide a guaranteed ride home scheme for car sharers in the event of unforeseen circumstances.	
Devise a protocol/guidelines for car sharers to follow.	
Arrange coffee mornings or other events to allow potential car sharers to meet before committing to sharing with someone they previously did not know.	
Run prize draws open to those registered on the car share scheme.	

Car Park management (parking should be controlled to ease pressures and provide another reason for employees to look at alternative modes)
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Introduce eligibility criteria for permits, restricting who is able to park e.g. based on distance from home, essential car user, proximity to bus routes etc.	
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Reducing the need to travel & working practices	
Provision of on site facilities – canteen or food order & delivery system. Delivery of daily newspapers.	Occupier to assume responsibility for these measures.
Arrange shifts by postcode areas where possible to ensure the highest proportion of potential car sharers are working at any one time.	
Encourage use of public transport, cycling and walking for business travel.	
Recruitment policies – make clear commitment to green travel in advertisements and aim to recruit local people.	
Include travel information in induction packs.	
Provide travel information for visitors & new recruits.	
Rationalise the number & timing of deliveries through negotiating with suppliers.	

6.0 MONITORING AND AUDIT

6.1 Staff and Visitor Surveys

6.1.1 In terms of the monitoring and auditing of the Travel Plan the TPC will be responsible.

6.1.2 The results of the surveys will be analysed and reported within two months of the survey being undertaken. The performance of the plan in meeting individual targets will be assessed as indicated in **Table 2**. The survey results will be compared against the baseline and previous years' survey results and used to assess whether targets have been met.

Table 2 - Targets and Their Performance Indicators

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

6.1.3 The survey will identify any barriers to change.

6.2 Plan Performance Audits

6.2.1 The results will be reported to the Council. The recommendations of the review shall be implemented as soon as possible (as appropriate dependant on type of measures). Should any meetings between the parties be necessary to discuss the contents of the submissions then these shall be raised in accordance with the above highlighted timescales.

6.2.2 Discussions will be held as to how any failed targets might be better achieved. Through consultation with the Council, the Plan and its targets will be readdressed annually. It may be, for example, that the targets are made less ambitious on one mode, while tightened up on another to compensate. Through



agreement with the Council, the Site Co-ordinator will join and attend local community forums if required.

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