



PADNELL GRANGE, COWPLAIN

TRAVEL PLAN

January 2019

Bellway Homes Ltd (Wessex)
& The Borrow Foundation Ltd.

**RESIDENTIAL DEVELOPMENT
PADNELL GRANGE
COWPLAIN**

TRAVEL PLAN

CONTROLLED DOCUMENT

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<i>Prepared by:</i>	Eleanor Powell		December 2018
<i>Checked by:</i>	Jessica Lloyd		January 2019
<i>Approved by:</i>	Jon Huggett		January 2019

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Bellway Homes Ltd
Bellway House
Embankment Way
Castleman Business Centre
Ringwood
Hampshire
BH24 1EU



The Borrow Foundation
Padnell Grange
Padnell Road
Cowplain
Waterlooville
Hampshire
PO8 8ED



Paul Basham Associates Ltd
Lancaster Court
8 Barnes Wallis Road
Fareham
Hampshire
PO15 5TU

**RESIDENTIAL DEVELOPMENT
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COWPLAIN**

TRAVEL PLAN

Contents

1.	INTRODUCTION	2
2.	TRAVEL PLAN POLICY	5
3.	EXISTING CONDITIONS.....	8
4.	ACCESSIBILITY	ERROR! BOOKMARK NOT DEFINED.
5.	DEVELOPMENT PROPOSALS.....	17
6.	INDICATIVE BASELINE AND TARGET TRAVEL PLANS.....	19
7.	TRAVEL PLAN STRATEGY	21
8.	IMPLEMENTATION AND MONITORING	24
9.	SUMMARY AND CONCLUSIONS.....	27

Figures

- Figure 1 – Site Location
- Figure 2 – Public Rights of Way Map
- Figure 3 – Local Cycle Network Routes
- Figure 4 – National Cycle Network Routes

Tables

- Table 1 – Distance to Local Amenities
- Table 2 – Bus Services
- Table 3 – Proposed Accommodation Schedule
- Table 4 – Havant Borough Council Car Parking Standards
- Table 5 – Havant Borough Council Cycle Parking Standards
- Table 6 – Indicative Baseline Modal Split for Proposed Development
- Table 7 – Interim Modal Share Targets Based on Census Data
- Table 8 – Monitoring Stages

Appendices

- Appendix A – Site Layout
- Appendix B – Journey to Work Census Data
- Appendix C – Action Plan
- Appendix D – Residential Travel Survey

1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Bellway Homes and The Borrow Foundation to support a full planning application for a residential development comprising of 86 dwellings at Padnell Grange, Cowplain.
- 1.2 The application site covers approximately 2.64 hectares and is located approximately 2.9km north-east of WaterlooVille Town Centre. The application site is identified within **Figure 1**, with a site layout attached as **Appendix A**.



Figure 1: Site Location

- 1.3 Paul Basham Associates have prepared a Transport Assessment (TA) in conjunction with this application to be read alongside this report which further details the development proposals including access, parking, swept path analysis, trip generation and highway impact of the development proposals.

Purpose of the Travel Plan

- 1.4 A TP is a strategy for managing travel demand to a development site by addressing the travel needs of its future users, reducing the impact of car travel by promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable travel practices where appropriate. This TP supports access to a full range of local facilities and activities for future site users, whilst encouraging good design principles and working with the local community.
- 1.5 A TP is an evolving process initiated by a front-loading exercise through site visits, the completion of a TP and frequent meetings and conversations between its authors (Paul Basham Associates), Hampshire County Council (HCC) and Havant Borough Council (HBC). The TP will develop over time from feedback received from monitoring exercises, local developments in sustainable transport and other external factors.

Travel Plan Principles

- 1.6 A TP must be Transparent, Realistic, Achievable, Committed, Enforceable and Sustainable (TRACES). This Travel Plan therefore aims to document sustainable travel measures and practices within the vicinity of the development site, encapsulating these within a wider strategy of measures, along with an implementation and monitoring strategy.

Travel Plan Aim

- 1.7 To support a sustainable development by reducing the impact of the development's travel demands, through raising awareness of and promoting more sustainable travel practices.

Travel Plan Objectives

- 1.8 This Travel Plan's objectives are to:
- Reduce the need to travel;
 - Promote local pedestrian and cycle routes both on and off-site;
 - Promote public transport through newsletters;
 - Promote the use of the Hampshire county lift share database; and
 - Ensure safe and easy access.

- 1.9 Meeting these objectives will help achieve a development that has good sustainable travel practices and a decreased reliance on the private car thus reducing the impact of car travel. Continual evolution of the TP is necessary to ensure the TP meets its targets and objectives. Promoting the TP process will better residents' understanding of the Travel Plan Co-ordinator (TPC) work, which in turn should increase resident engagement with the TP.

Travel Plan Structure and Approach

- 1.10 The remained of this TP is presented through the following structure:
- Chapter 2 – Travel Plan Policy
 - Chapter 3 – Existing Conditions
 - Chapter 4 – Accessibility
 - Chapter 5 – Development Proposals
 - Chapter 6 – Indicative Baseline and Target Travel Patterns
 - Chapter 7 – Travel Plan Strategy
 - Chapter 8 – Implementation and Monitoring
 - Chapter 9 – Summary

2. TRAVEL PLAN POLICY

2.1 The objectives of this TP have been designed to work alongside those set at national, regional and local levels. For reference these objectives particularly relate to:

- National Planning Policy Framework (NPPF);
- Hampshire Local Transport Plan (LTP3) (2011-2031); and
- Havant Borough Council's Core Strategy (2011)

National Planning Policy Framework (NPPF)

2.2 The NPPF (Adopted July 2018) acts as the central guidance for development planning and replaces national planning policy guidance including Planning Policy Guidance 13 (PPG13): Transport. As defined in the NPPF's Annex 2: Glossary, a Travel Plan is 'a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the Travel Plan:

Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) The potential impacts of development on transport networks can be addressed;*
- b) Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c) Opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) The environmental impacts of traffic and transport infrastructure can be identified, assessed and considered – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e) Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.*

(NPPF Para.102)

The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be considered in both plan-making and decision-making.

(NPPF Para.103)

All development that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.

(NPPF Para. 111)

Planning policies and decisions should sustain and contribute towards compliance with relevant limit values or national objectives for pollutants, considering the presence of Air Quality Management Areas and Clean Air Zones, and the cumulative impacts from individual sites in local areas. Opportunities to improve air quality or mitigate impacts should be identified, such as through traffic and travel management, and green infrastructure provision and enhancement. So far as possible these opportunities should be considered at the plan-making stage, to ensure a strategic approach and limit the need for issues to be reconsidered when determining individual applications. Planning decisions should ensure that any new development in Air Quality Management Areas and Clean Air Zones is consistent with the local air quality action plan.

(NPPF Para.34)

Regional and Local Policy

Hampshire County Council's Local Transport Plan 3 (2011-2031)

- 2.3 LTP3 sets out HCCs transport strategy and identifies a range of policy objectives, based on the three guiding principles of "Reduce, Manage and Invest". The most relevant policy objectives to this TP are summarised below:

Policy Objective 4: Work with bus and coach operators to grow bus travel, seek to remove barriers that prevent some people using buses where affordable and practical, and reduce dependence on the private car for journeys on inter- and intra-urban corridors;

Policy Objective 11: Reduce the need to travel through encouragement of a high-speed broadband network, supporting the local delivery of services and in urban areas the application of 'Smarter Choices' initiatives;

Policy Objective 12: Invest in sustainable transport measures, including walking and cycling infrastructure, principally in urban areas, to provide a healthy alternative to the car for local short journeys to work, local services or schools; and work with health authorities to ensure that transport policy supports local ambitions for health and well-being.

Havant Borough Council's Core Strategy (2011)

- 2.4 The Core Strategy is implemented to help guide the development of the Borough by outlining the long-term vision and the aims and objectives. The Core Strategy aim most relevant to this TP is *'the borough's residents expect high quality public services and the vision includes an aspiration to provide better coordinated and joined up services.'*
- 2.5 The Core Strategy also identifies a policy specific to Transport and Access to which developments within the Borough follow and adhere to wherever possible. This policy (PCS20) is outlined below;

Policy CS20: Development will be permitted that:

- Is consistent with and contributes to the implementation of the HCC 'Reduce, Manage and invest' Strategy;
- Does not increase congestion and promotes better use of existing transport networks;
- Improves accessibility to goods, services and employment and promotes equality in the transport system;
- Provides transport management measures to ensure the safe and efficient operation of the strategic and local road network;
- Ensures that highway design respond positively to the characteristics of the area and delivers a high-quality public realm for all users;
- Maintains or improves the range of transport modes accessible to the users of the development site with specific emphasis on public transport, especially high quality/ frequency uses and includes walking and cycling where appropriate; and
- Improves highway, cycling and pedestrian's links.

Hampshire County Council Travel Plan Guidance (2009)

- 2.6 Hampshire County Council provide the following travel plan information and guidance to follow in order to assist sustainable development within the county:

Many new developments throughout the county result in increased demand for travel. Securing a travel plan as part of the development process has three main purposes;

- 1 Ensuring that development takes place in locations and in ways that minimise the impact of this additional demand;
- 2 Increasing accessibility and ensuring that opportunities are provided for people to travel to and from the site in a variety of ways;
- 3 Reducing dependence on the use of the car.

An effective plan will be:

- Site specific – every site is unique and the measures will be determined by the opportunities and constraints of the site itself, the nature of uses and occupation, the location of other facilities and the existing transport provision.
- A combination of hard measures – site design, improved infrastructure and new services and soft measures – marketing, promotion, use of technology and improved information provision.
- A holistic package where individual measures are integrated into the new development as part of the design, marketing and occupation of the site.
- One that includes measures to support and promote walking, cycling and the use of public transport.
- One that addresses the issue of parking provision, its quantity, management and cost to the user.

3. EXISTING CONDITIONS

- 3.1 The site is approximately 2.55ha and currently consists of a single residential unit, disused farm buildings and 140 sqm of office used by the Borrow Foundation. The site is bounded by Padnell Cuts Wood to the north and east, and residential homes to the south and west. The site has good access to local facilities and is within 800m of a number of amenities on London Road (A3).
- 3.2 The existing site and access are demonstrated within **Photographs 1** and **2**.



Photograph 1: Existing Site Access



Photograph 2: Existing Site

- 3.3 The existing site is accessed as a continuation of Padnell Road, with a gated entry that narrows beyond the existing highway boundary. Pedestrians can also access the site via this vehicular access, although due to the informal nature of the access road, no footways are currently provided within the red line boundary.
- 3.4 Padnell Road runs west to east from the junction with London Road (A3) to the proposed development site and has a largely straight road alignment. Padnell Road is predominantly residential in nature and also provides access to a primary school and is therefore subject to a 30mph speed limit. The road measures approximately 6m in width, with some sections narrowing to c. 5.5m.
- 3.5 Build outs are present along Padnell Road in association with the nearby primary school and act as traffic calming features and pedestrian crossings, with reflective bollards as illustrated in **Photograph 3**.



Photograph 3: Build-outs along Padnell Road

- 3.6 Parking restrictions are implemented at the western extent of Padnell Road in the form of double yellow lines and time-limited restrictions between 0800-0900 and 1500-1630 (in association with the school access) on weekdays only.

Local Road Network

- 3.7 London Road (A3) forms part of the local road network connecting Portsmouth to London. More locally London Road (A3) provides access to Petersfield to the north and Bedhampton to the south.
- 3.8 Cherry Tree Avenue is residential in nature and travels south from the eastern extent of Padnell Grange towards Park Lane. Informal on-street parking is present for large sections of Cherry Tree Avenue, with some sections of double yellow lines to prevent hazardous parking. Cherry Tree Avenue also forms part of a signposted cycle route.

Personal Injury Accident Data

- 3.9 In order to assess the safety of the local highway network in the vicinity of the site, Personal Injury Accident data has been assessed for the length of Padnell Road, inclusive of the A3/Padnell Road junction for the most recent 3-year period. The incidents that occurred are demonstrated in **Figure 2**.



Figure 2: PIA Data

- 3.10 A total of four incidents occurred within the investigation area, one of which occurred on Padnell Road, and three of which occurred at the A3/Padnell Road junction. The incidents are numbered based on their distance from the site and the circumstances of the incidents are summarised below.
- 3.11 Incident '1' occurred when a man over the age of 75 who was proceeding normally along the carriageway drove into the offside of a car parked on the carriageway.
- 3.12 Incident '2' was a serious incident between a car and pedal cycle in which the car turned left into Padnell Road and collided with a cycle proceeding normally along the carriageway.
- 3.13 Incident '3' involved 3 cars, with one waiting to turn right, another moving off, and the third vehicle proceeding normally and failing to stop, hitting the rear of the second vehicle, which in turn hit the rear of the first vehicle.
- 3.14 Incident '4' occurred between a car in the act of turning right which then collided into another vehicle.
- 3.15 It is clear from the summaries of these incidents that they occurred due to driver error and there are no patterns causing a concern from a highway safety perspective, that would be exacerbated by the proposed development.

4. ACCESSIBILITY

- 4.1 The site is approximately 800m from and the services and facilities located on London Road, which includes food and non-food shops, eateries, and healthcare practices. Padnell Road also provides a nursery, infant school, junior school and recreation ground. Distances to local amenities are summarised in **Table 1**.

Amenity	Approximate Distance	Walking Time	Cycling Time
Hazleton Way Bus Stop	350m	4 minutes	1 minute
Recreation Ground	350m	4 minutes	1 minute
Padnell Junior School	350m	4 minutes	1 minute
Cowplain Day Nursery	500m	6 minutes	1 minute
Cowplain Activity Centre	500m	6 minutes	1 minute
Co-operative Convenience Shop	700m	8 minutes	2 minutes
Park Lane Dental Clinic	750m	9 minutes	2 minutes
Cowplain Family Practice	750m	9 minutes	2 minutes
Tuckers Pharmacy	750m	9 minutes	2 minutes
Padnell Infant School	950m	11 minutes	2 minutes
Lidl	1km	12 minutes	4 minutes
Cowplain Community School	1.4km	18 minutes	5 minutes

Table 1: Distances to Local Amenities

- 4.2 Further facilities are available in nearby WaterlooVille which includes numerous retail facilities, banks, post office, supermarkets, dentists, eateries, public houses etc. WaterlooVille Town Centre is approximately a 35-minute walk, 9-minute cycle or 19-minute public transport journey using First's 'The Star 8' service.

Pedestrian Infrastructure

- 4.3 Padnell Road to its eastern extent is provided with a 2m footway abutting the northern carriageway, as shown in **Photograph 4**. On the southern side of the carriageway a 1.5m footway is provided, separated from the carriageway by a grass verge. The footways vary in width for the length of the road, but continuous footways are provided on both the northern and southern carriageway to its eastern extent where it meets London Road (A3).



Photograph 4: Padnell Road - Northern Footway

- 4.4 The pedestrian route east towards facilities on London Road along Padnell Road is provided with dropped kerbs at crossing points ensuring safe pedestrian movements for all users in the vicinity of the site.
- 4.5 The site also leads directly onto Bridleway 22 to the north and Footpath 127 to the south as demonstrated in **Figure 3**.



Figure 3: Public Rights of Way

- 4.6 Bridleway 22, demonstrated in green in **Figure 3**, travels north from the site and links to further bridleways and footpaths in and around Horndean. Footpath 127, shown in pink, travels south from the site, connecting to Park Lane, where a number of additional footpaths and another bridleway is accessible.

Cycle Network

- 4.7 Padnell Road east of the Padnell Road/Hazleton Way junction also forms part of the local cycle network as a designated local route. This route travels north on Hazleton Way and south on Cherry Tree Avenue. Cycle routes within the vicinity are shown within **Figure 4**.

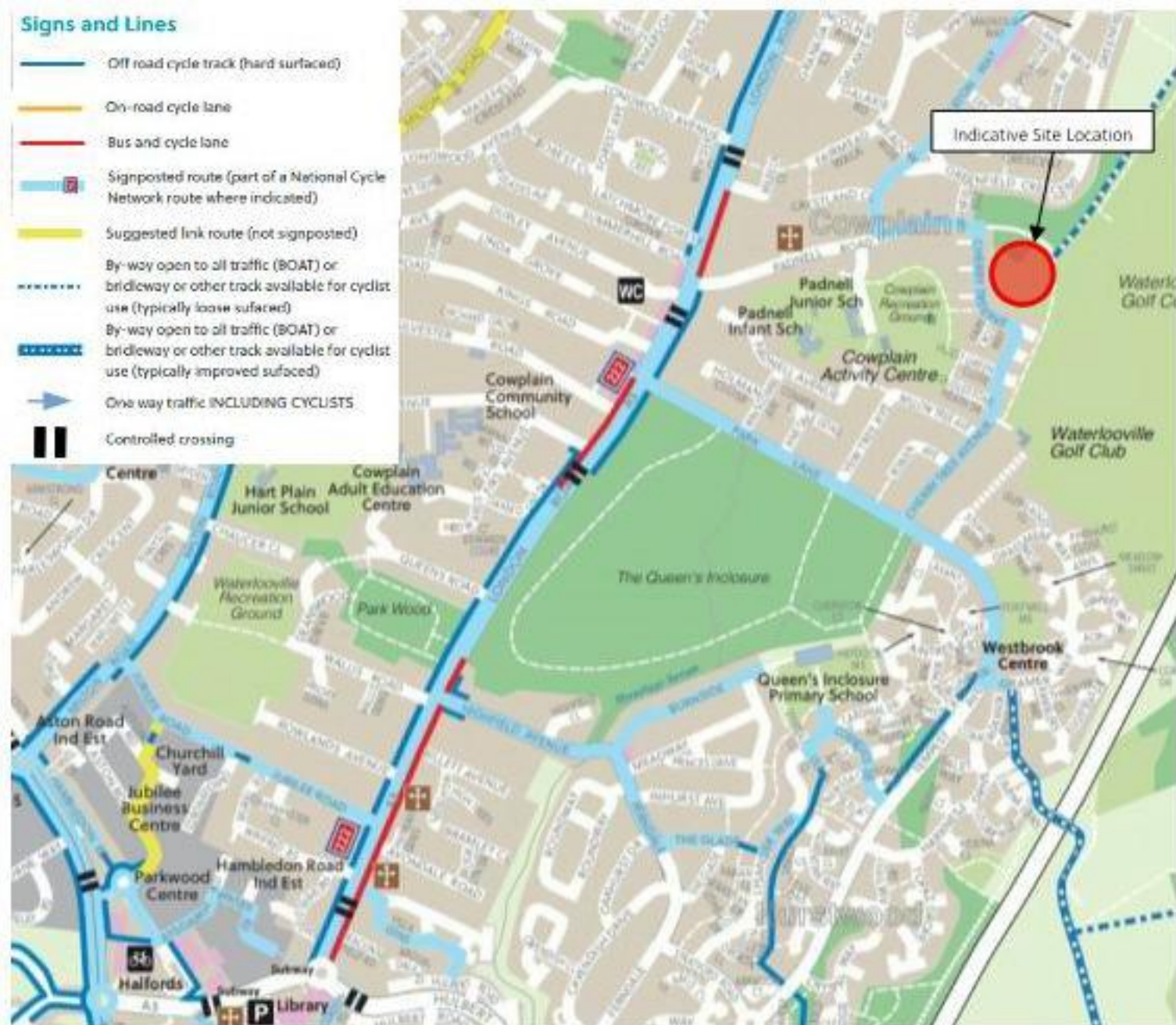


Figure 4: Local Cycle Network Routes

- 4.8 National Cycle Network (NCN) Route 222 (London Road) travels south to Portsmouth and north to Petersfield where it merges with Route 22. NCN routes in this area are demonstrated in **Figure 5**.



Figure 5: National Cycle Network Routes

Bus Network

- 4.9 The nearest bus stops to the site are located on Padnell Road ('Hazleton Way' and Padnell Avenue') and include a flagpole and timetable information, as demonstrated in **Photograph 5**. Further stops on London Road, approximately 800m from the site (Cowplain Shops) which include sheltered seating, flagpoles and timetable information, as demonstrated in **Photograph 6**.



Photograph 5: Hazleton Way bus stop



Photograph 6: Cowplain Shops bus stop

- 4.10 Bus services available from these stops are summarised in **Table 2**.

Service	Bus Stop	Route	Frequency		
			Monday – Friday	Saturday	Sunday
37	Hazelton Way	Havant – Petersfield	Hourly	Hourly	No Service
28A	Hazleton Way (westbound)	Southbourne – Oaklands School – Havant College	One return trip	No Service	No Service
The Star 8	Cowplain Shops	Portsmouth – Clanfield	Every 15 minutes	Every 15 minutes	Every 30 minutes
37X	Cowplain Shops	Cowplain Shops – Alton – Alton College – Eggars School	Two return trips	No Service	No Service

Table 2: Bus Services

- 4.11 Stagecoach service 37 provides a service between the hours of 06:14 and 18:41, with hourly buses between 10:00 and 18:00 and more frequent buses in the AM peak. The route has intermediary stops including Horndean Precinct, Clanfield, Waterlooville. Travelling to Petersfield on this service will take 25 minutes and to Havant will take 38 minutes.
- 4.12 Service 28A is operated by Emsworth & District and provides a service to a number of educational establishments, namely – Havant College, Causeway Horndean Community School and Stakes Oaklands School.
- 4.13 The First Star 8 service provides a regular service between Clarence Pier (Southsea) and Horndean, with a number of intermediary stops including Portsmouth City Centre, Cosham, Waterlooville and Horndean. A reduced service is provided on Sundays and Bank Holidays.
- 4.14 The 37X service is provided by Stagecoach and travels from Cowplain Shows to Holybourne, Alton College with a number of intermediary stops in Petersfield, Selborne and Alton. Two outbound trips are provided in the morning, and two return trips are provided in the afternoon, with the first and last service coinciding with the start and finish times of students at Holybourne Alton College.

Railway Network

- 4.15 The closest train station, Bedhampton, is c. 6.5km from the site accessible via a 20-minute cycle. Trains from this station are destined for Portsmouth and Southsea (15 minutes), Littlehampton (43 minutes) and London Waterloo (2hrs 36 minutes). The station provides 20 bicycle parking spaces but does not have a car park.

4.16 Havant Train Station is 7.8km from the site, accessible via a 25-minute cycle. This station provides services to Portsmouth Harbour (16 minutes), Southampton Central (39 minutes), Brighton (1hr 5 minutes), and London Victoria (1hr 46 minutes). This station provides 286 car parking spaces, and bicycle parking spaces. This station can also be accessed via an approximate 43-minute journey on bus service 37.

5. DEVELOPMENT PROPOSALS

- 5.1 The proposed development would consist of 86 dwellings with associated car parking. It is proposed that 29% of the dwellings would be provided as affordable housing. The proposed accommodation schedule is summarised in **Table 3**, with the site layout included in **Appendix A**.

Type of Dwelling	Number of Units
Private	
2 Bedroom House	6
3 Bedroom House	38
4 Bedroom House	17
Affordable	
1 Bedroom Flat	7
2 Bedroom Flat	6
1 Bedroom House	2
2 Bedroom House	7
3 Bedroom House	3
Total	86

Table 3: Proposed Accommodation Schedule

Access Arrangements

- 5.2 The site is to be served from Padnell Road in the form of an extension of this road into the site. The existing vehicular access currently measures 3.5m in width which is to be widened as part of the development proposals. A footway measuring 2m will flank the carriageway to provide pedestrian connectivity into the site.

Car and Cycle Parking Provision

- 5.3 Car parking would be provided in accordance with Havant Borough Council's (HBC) Parking SPD (Adopted 2016). A summary of the parking standards is provided in **Table 4**.

Type of Dwelling	Minimum Car Parking Requirement (Allocated)	Minimum Car Parking Requirement (Unallocated)
1 Bedroom	1 space	0.9 spaces
2 Bedrooms	2 spaces	1.3 spaces
3 Bedrooms	2 spaces	1.9 spaces
4+ Bedrooms	3 spaces	2.4 spaces

Table 4: HBC Residential Car Parking Standards

- 5.4 An additional 20% of total parking provision is required as unallocated parking to accommodate visitors to the site.
- 5.5 In accordance with the standards 134 allocated parking spaces would be required with an additional 36 visitor spaces.
- 5.6 The development proposes 164 allocated resident spaces, with an additional 18 unallocated visitor spaces.

Cycle Parking

- 5.7 The site would also provide cycle parking in accordance with HBC standards as outlined in **Table 5**.

Unit Type	HBC Cycle Parking Standard	
	Long Stay	Short Stay
1 Bedroom	1	1
2 - 3 Bedroom	2	1

Table 5: HBC Residential Cycle Parking Standards

- 5.8 In accordance with these standards, the site will provide 163 long stay cycle parking spaces and 33 short stay parking spaces.

6. INDICATIVE BASELINE AND TARGET TRAVEL PLANS

- 6.1 The indicative baseline modal shares have been obtained from the 2011 Census: Method of Travel to Work data, published by the Office for National Statistics. Using data from the 'E02006831' Ward to yield the most representative sample, percentage figures have been calculated for the different modes of travel included within the TP (discounting those that work from home).
- 6.2 The resulting multimodal splits are demonstrated within **Table 6**, with the Journey to Work Census Data output file included as **Appendix B**.

	Private Car/Motorcycle	Car Share	Public Transport	Walking	Cycling	Other	Total
Method of Travel to Work (2011 Census)	79%	5%	4%	9%	2%	1%	100%

Table 6: Indicative Baseline Modal Split for Proposed Development

- 6.3 This assessment indicates that the majority of trips (79%) are as single vehicle occupants with 5% of trips being as car passengers. This indicates that car use will be a predominant mode of transport. Walking is likely to account for 9% of site trips suggesting that walking will be a likely form of sustainable travel from the site, with cycling anticipated to accommodate 2% of site trips and bus and train usage accounting for 4%.
- 6.1 The 'actual' baseline mode share would be determined by a resident travel survey. As outlined in the following sections, the baseline survey is to be completed at 50% occupation to ensure that the Travel Plan can be informed as early as possible whilst still allowing for a sufficient sample size.
- 6.2 Once the 'actual' baseline has been established, the TPC should discuss the acceptability of the interim mode share targets presented in **Table 7**. A 5% reduction in single occupancy vehicle trips would ensure that the targets are SMART (Specific, Measurable, Achievable, Realistic, and Time bound).

Mode	Indicative Baseline	Interim Target (End of Year 1)	Interim Target (End of Year 3)	Target after 5 years	Measured by
Car Driver	79%	78%	76%	64%	Questionnaires
Car Passenger	5%	5%	5%	5%	Questionnaires
Public Transport	4%	4%	5%	6%	Questionnaires
Walking	9%	9%	10%	10%	Questionnaires
Cycling	2%	3%	4%	4%	Questionnaires
Other	1%	1%	1%	1%	Questionnaires

Table 7: Interim Modal Share Targets Based on Census Data

- 6.3 These targets are based on the current baseline modal splits and the availability of other services to promote alternative modal uses. Given the proximity to local public transport services and the current low modal splits, public transport has been assigned the highest percentage increase. As the percentage of those walking is considered higher, only a small percentage increase has been allocated. As aforementioned, these targets should be reviewed following the completion of the baseline residents travel survey.

7. TRAVEL PLAN STRATEGY

- 7.1 In order to meet the key objectives of this TP and to reach the overarching aim of maximising the use of sustainable travel modes it is important to administer measures at an early stage that are relevant to the site's demographic and local conditions, as assessed above. The measures proposed are influenced by the site's location, the TP aims, objectives and targets and local and national policy. In addition, the majority of these measures could be continued by residents and users once the official monitoring period has ended.

Key Stages: Preliminary

- 7.2 In order to meet the aim of increasing the use of sustainable travel and the objectives of the TP, it is essential that a number of measures be implemented at an early stage. Completing the tasks set out within the preliminary section of the Action Plan would help to embed the TP and local awareness of it, as its success will ultimately be determined by the level of ownership generated amongst residents. This Action Plan is attached as **Appendix C**.

Key Stages: 5 Years from 50% Occupation

- 7.3 The TP would become fully active from 50% occupation (43 units) and will remain active for a period of 5 years following that date. After the 5 years of official monitoring has ended, ownership would pass to the residents.
- 7.4 During this time, the Action Plan set at the preliminary stage would be expanded upon through implementing a variety of measures. Such measures would be determined by the TPC in dialogue with residents, local authorities and other key players. These measures are discussed in further detail in the remainder of this section and are included in the Action Plan which is attached as **Appendix C**.

Walking and Cycling Measures

- 7.5 This TP has previously summarised the local walking and cycling networks and facilities available within close proximity to the site. Local cycle routes and facilities would be promoted to residents and details of the most direct routes and times would be provided through the preparation and maintenance of a dedicated site webpage and within resident Welcome Packs and with regular updates provided in the bi-annual newsletters. Information on local walking and cycling routes would include safe routes to the local schools.

Public Transport Measures

- 7.6 The local bus network presents an opportunity to promote bus journeys as a main commuter method to Havant, Waterlooville and Portsmouth.

- 7.7 Although the site is not within walking distance of the nearest railway station, Bedhampton Railway Station is accessible via a 20-minute cycle and would therefore be promoted as a multi-modal journey.

Promote Car Sharing

- 7.8 Car sharing is a simple yet effective way of reducing the number of single occupancy car trips, whilst bringing reductions in transport costs, congestion and air pollution.
- 7.9 Hampshire Lift Share provides an excellent platform to encourage the use of car sharing attributable to it being a well-established scheme which has a partnership with Lift share. This service would be promoted through the webpage, newsletters and Welcome Packs.

Local Area and Other Site Users

- 7.10 The TP should not evolve in isolation from the local area and community. Maximising the use and enjoyment of the local area is essential to providing an effective TP. The TP should promote the local area's facilities whilst actively engaging with other residential developments in the surrounding area, as well as local events and businesses. Early engagement with other active TPs would provide an opportunity for a 'joined up working' approach to maximise resources and share best practice.

Visitors and Deliveries

- 7.11 As well as co-ordinating the promotion and practice of sustainable travel with the wider local community, the TP should be encouraging and extending sustainable travel opportunities to any visitors travelling to and from the site and opportunities to coordinate deliveries. Resident's own positive sustainable travel experiences should have a knock-on effect to visitors. In addition, the use of social media can be used to target visitor travel.

Communication and Marketing

- 7.12 The inclusion of the TP information in the resident's Welcome Packs and subsequent local communication opportunities such as social media and newsletters would ensure that the message of the TP is communicated to all residents.
- 7.13 All TP publications should include a brand logo; an easily identifiable symbol synonymous with the TP. This would be used on all TP material and used within the co-ordinated marketing campaign and communication forms including:
- Newsletters;
 - Social media; and
 - TP website

7.14 The Welcome Pack would be distributed to all residents of the development and would include information and details on the following:

- The purpose of the TP;
- Local travel options, including public transport maps and timetables;
- Local walking and cycling routes;
- Details of local events such as Bike Week initiatives;
- Details of relevant third-party websites; and
- Opportunities to join any local car share schemes.

7.15 Targets have been identified within **Table 7** and should be considered as provisional and would be informed further by the results of the baseline survey. The primary target of the TP is to achieve a reduction in single occupancy car trips for this development. A 5% reduction has been identified for this site and therefore the target modal split for single occupancy vehicle use is at present 74%.

8. IMPLEMENTATION AND MONITORING

- 8.1 A Travel Plan Co-ordinator (TPC) would be appointed who would liaise with the HCC Travel Plan Officer (TPO) to ensure the smooth operation of the TP. The TPC would be an external consultant appointed on behalf of Bellway Homes and The Borrow Foundation with details being provided to HCC at the earliest date possible. The role of the TPC would be part-time over the course of the TP, most likely taking 2-3 hours a week. Time spent would increase during survey periods and end of year reviews.
- 8.2 The TPC would be responsible for the day to day implementation and monitoring of the TP to ensure that it satisfies and meets the targets as set out in **Section 5**. The early stages of the TP are relatively time intensive and the budget should be 'front-loaded' to consider the work that is required to establish the TP. In addition, specific implementation and monitoring methods can be more time intensive than others so it is not possible to provide details of the exact time requirements of the TPC role at this stage. The TPC should allocate up to 3 hours per household as part of this role.
- 8.3 In addition, the role of the TPC specifically includes:
- Overseeing the development and implementation of the TP and maintaining support;
 - Liaising with public transport operators, local interest groups and HBC
 - Designing and implementing an effective marketing strategy and raising awareness;
 - Staying informed on local, regional and national campaigns/promotions;
 - Organising travel-based events;
 - Liaising with local school and business TPCs;
 - Acting as the point of call for all TP enquiries; and
 - Co-ordinating the monitoring and evaluation programme for the TP.
- 8.4 On appointment (at least three months prior to first occupation), contact details would be provided to HCC to ensure that clear dialogue is possible from first introduction of the TP and that the measures stated within this TP are being conducted in a satisfactory manner.

Travel Plan Monitoring

- 8.5 The TPC would undertake a consistent monitoring approach informed by HCC for the implementation of the TP, with the following aims in mind:
- Ensuring that biennial travel surveys are undertaken at defined intervals;
 - Ensuring that all are informed of the TP's aims and objectives including HCC's TPO, residents, the local community and the developer;
 - That the TP is being adopted, at least in part by the local community/residents beyond the life of the monitoring period; and

- Poor cooperation is avoided by securing a time-efficient, user friendly and incentivised method of data collection which benefits and supports subsequent TP implementation.

8.6 It is intended that the TP would be monitored for a 5-year period. The TPC will identify the areas where travel methods could be adapted or changed and identify any additional measures that could be introduced. The monitoring measures to be implemented and their respective year of implementation are shown in **Table 8**.

Preliminary Period	End of Year 1	End of Year 3	End of Year 5
Baseline Residents Survey (50% Occupation)	Residential Surveys	Residential Surveys	Residential Surveys

Table 8: Monitoring Stages

8.7 An Action Plan has been developed that identifies all the measures to be implemented and the person/organisation responsible for their implementation, in a time-bound approach. This Action Plan is attached in full as **Appendix C** whilst example of a residential travel survey is attached as **Appendix D**.

Progress Reports

8.8 A progress report would be issued every year to HCC's TPO to outline how the TP has been implemented for the year. Additionally, in years where surveys have been conducted the progress report will also discuss the survey results and analysis of responses, this report should be submitted within 3 months of the survey date. Typically, progress reports will be longer in the preliminary phase and years 3 and 5 when travel surveys have been conducted as they will provide analysis of these results. The report would then conclude with an outline of the future monitoring strategy and a confirmation of targets and revisions where necessary/applicable.

Community Embedding and Handover

8.9 Following the successful completion of the TP's 5-year strategy, the site should be operating more sustainably than if a TP were not implemented. Through liaison with residents over the course of the TP it is hoped that residents be able to continue promoting the ideas of the TP alongside maintain the website and other activities. Local resident engagement and a gradual handover is embedded within the proposed TP strategy and should form a key subject in annual liaison with HCC's TPO as the TP draws to an end.

Overcoming Barriers to Success

8.10 Whilst specific remedial measures have not been identified within the TP, such measures would be identified through discussions with HCC Travel Plan Officers. The 5-year budget for implementing the Travel Plan Coordination works would be sufficient to ensure that remedial measures could be implemented. For example, if one measure is not working in Year 1, there would be budget in Year 2 to rectify this and change to new measures if needed.

9. SUMMARY AND CONCLUSIONS

- 9.1 This TP has been prepared by Paul Basham Associates on behalf of Bellway Homes and The Borrow Foundation to support a planning application for a residential proposal of 86 dwellings at Padnell Grange, Cowplain.
- 9.2 A TP is a strategy which supports national and local policies, through managing access to a development site and supporting an increase in sustainable travel. It is an evolving process developed over time through careful monitoring and evaluation of the population it covers.
- 9.3 The TP's primary aim is to support sustainable development by reducing the impact of the development's travel demands, through raising awareness of and promoting more sustainable travel practices.
- 9.4 An indicative baseline travel modal split and targets have been established for the proposed development site. These baseline targets would be reviewed, revised and agreed with HCC where necessary. A baseline travel survey would be undertaken from 50% occupation. The overall target of this TP is to achieve a 5% modal shift away from single occupancy vehicle car use and towards more sustainable methods. Targets and measures set in this TP will be revised upon the completion of baseline surveys and would be agreed with HCC's TPO.
- 9.5 In order to meet the key objectives of the TP a number of measures would be implemented by the TPC at an early stage. These measures primarily focus on the establishment of the TP within the community and their establishment at an early stage should help achieve TP targets in the long-term.
- 9.6 The TPC would raise awareness and encourage changes in travel behaviour through effective communication strategies. The TPC would organise surveys and subsequently liaise with HCC to ensure accurate baseline travel trends against which the TP targets are set. Survey results would be used to update and revise the content of the TP's Action Plan to ensure it remains an active process that becomes an increasingly integrated into and adopted by the local community and maximises available opportunities to increase levels of sustainable travel.

Appendix A

Appendix B

WP703EW - Method of travel to work (2001 specification) (Workplace population)

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population	All usual residents aged 16 to 74 in employment in the area the week before
units	Persons
area type	2011 super output areas - middle layer
area name	E02006831 : Havant 020

Method of travel to work	2011
All categories: Method of travel	1,223
Work mainly at or from home	295
Underground, metro, light rail or	0
Train	5
Bus, minibus or coach	36
Taxi	9
Motorcycle, scooter or moped	5
Driving a car or van	717
Passenger in a car or van	47
Bicycle	18
On foot	88
Other method of travel to work	3

Appendix C

PADNELL GRANGE, COWPLAIN RESIDENTIAL TRAVEL PLAN ACTION PLAN



Actions	Responsibility	Timescale
Travel Plan Co-ordinator (TPC) Instruction, Establish Database and Confirm TPC's role with HCC	Bellway Homes/ TPC	3 months prior to Occupation
Relevant TP logo and identity established	TPC	Prior to Occupation
Set up marketing campaign including online web page	TPC	Prior to Occupation
Development and distribution of Welcome Packs	TPC	Prior to Occupation
Site Visit and Training of Sales Staff to introduce TP and incentives available	TPC	Prior to Occupation
Provision of Cycle Parking	Bellway Homes	Prior to Occupation
Determine communication strategy including attendance at resident meetings, newsletters, webpage and use of any external communication forms	TPC	Prior to Occupation
Prepare TP action database for logging/recording	TPC	Prior to Occupation
Liaise with Cycle Shop and Bus Operator and organise discounts	TPC	Prior to Occupation
Provide Maps of cycle and pedestrian routes and the distances to local facilities and destinations on the website and in the welcome pack	TPC	Prior to Occupation
Monitoring Stages - Surveys and Feedback		
Baseline Resident Travel Surveys	TPC	Provided with Welcome Packs
End of Preliminary Phase Report and revise targets where necessary	TPC/HCC	End of Preliminary Phase

Actions	Responsibility	Timescale
Personal Travel Planning (General TPC Activities)		
Liaison with residents re: PTP and distribution of travel vouchers	TPC	Ongoing
Attend Resident Association Event / Group meetings / Attempt to set up Steering Group	TPC	Ongoing
Promote sustainable routes to school	TPC	Ongoing
Promote car sharing	TPC	Ongoing
Maintain dialogue with local public transport service operators for service changes and promotions	TPC	Ongoing
Maintenance of local area walking / cycling route map and public transport information	TPC	Ongoing
Keep up to date on local walking, cycling, public transport and car-sharing initiatives	TPC	Ongoing
Promote local area key facilities, including walking and cycling	TPC	Ongoing
Promote Walk to Work Week	TPC	Ongoing
Cooperation and coordination with local, regional and national campaigns and events	TPC	Ongoing
Promote Bike Week and local cycling routes	TPC	Ongoing
Promote car sharing schemes such as Hampshire Lift share	TPC	Ongoing
Promote and explore opportunities to co-ordinate deliveries	TPC	Ongoing
Marketing and Communications		
Newsletters/ Leaflets	TPC	Biannually
Website	TPC	Minimum of 2 updates per year
Site Visit/Audit/Event	TPC	Annual Event
Monitoring Stages - Surveys and Feedback		
Progress Review	TPC	End of Years 1, 3 and 5
Liaison with HCC/HBC	TPC	End of Each Year
Resident Travel Surveys	TPC	End of Years 1, 3 & 5
Handover	TPC	End of Year 5

Project Details	
Scheme	Padnell Grange, Cowplain
No. of Units	86
Consent Date	TBC
1st Unit Occupation Target	TBC
Full Occupation Target	TBC
Applicant	Bellway Homes
Local Authority	Havant Borough Council
LA Travel Plan Officer	TBC
Travel Plan Author	EP
Travel Plan Co-ordinator	TBC

Version	Date	TPC Author
1	Jan-19	EP

Appendix D

Thank you for taking the time to complete our annual travel survey. This will help us understand your travel needs. Please complete all sections!

Don't forget to fill out your details at the end!

You can send your completed survey too:

- ☐ **Post:** Paul Basham Associates, Lancaster Court, 8 Barnes Wallis Rd, Fareham, PO15 5TU
- ☐ Or you can fill this out via **Survey Monkey** on.....
- ☐ **Email:** travelplan@paulbashamassociates.com



Site Name Residents

Welcome to your new home at Resident Name! By completing this survey we are able to issue you your FREE travel gift mentioned in your Welcome Pack and newsletters. Please answer ALL questions, and fill out your details on the back page. Without this information we will be unable to process your travel gift. This survey will help us (your travel plan coordinators) understand a little more about your journeys and your local travel.

Section A: Your journeys

A1. For the past 5 WEEKDAYS please indicate (with a tick) your household's main mode of travel (where longest distance/journey time was covered) for your most frequent journey (e.g. commute to work).

	Day 1	Day 2	Day 3	Day 4	Day 5
Public Bus					
Private Bus					
Cycle					
Car Alone					
Car Share (passenger/ driver)					
Motorcycle/scooter					
Taxi					
Train					
Underground					
Walk					

Other, Please specify: _____

A2. Please indicate how frequently an alternative form of travel is used for the household's most frequent journey to that indicated in Question 1.

	Never	Very Rarely/ Sometimes	1-2 times every 1- 2 months	1 / Fortnight	1 / week	1-3 days/week	4-7 days per week
Public Bus							
Private Bus							
Cycle							
Car Alone							
Car Share (passenger/ driver)							
Motorcycle/scooter							
Taxi							
Train							
Underground							
Walk							

Other, Please specify: _____

A3. Your most frequent journey is for (please only tick one):

- ☐ Work/education
- ☐ Leisure/Retail
- ☐ Health

A4. Please paint a picture of your most frequent journey, from A to B

Start Postcode (A) _____

Time I leave start postcode (A) _____

End Postcode (A) _____

Time I leave end postcode(B) _____

Section B: Travel choices

B1. How many cars do your household own?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3+

B2. If you travel by car for your most frequent journey, why do you travel by car?

(Please tick all that are relevant)

1. ☐ Car essential to perform job
2. ☐ Reliability/quicker than alternatives
3. ☐ Health reason
4. ☐ Lack of alternative/Cost
5. ☐ Comfort/Personal Safety
6. ☐ Things to do on my way home
7. ☐ Other please specify

B3. Which of the above is the most important reason?
(Please enter the number associated to the reason e.g. 7)

Section C:

C1: Which of the following would encourage you to walk, cycle or travel by public transport (or more if you do travel by these already) (Please specify up to 3)

	Walking	Cycling	Public Transport
Discounts			
More information			
Improved Frequency/Reliability			
Increased safety measures			
Cycle storage/training			
Better facilities			
Improved Routes			
Nothing			
Other (please specify below)			

Other, Please specify: _____

Section D: FREE Travel gift

D1. Have you claimed your FREE travel gift? (X bus pass, EX Cycle shop voucher or EX rail voucher?)

- ☐ Yes (Please go to question D2)
☐ No (Please go to question D4)

D2. Which travel gift did you choose?

- ☐ X bus pass
☐ EX cycle shop voucher
☐ EX rail voucher

Please go to question D3.

D3. Please tell us how this Travel Gift has helped/would help your local travel practices. (Only answer this question if you answered 'YES' to question D1)

Please go to question E1

D4. What are your reasons for not claiming the travel gift?

- ☐ Did not know about it
☐ Time
☐ Not interested/Won't make a difference to me
☐ Seems complicated
☐ Other (please specify) _____

Please go to question D5.

D5. I would like to claim:

- ☐ X bus pass
☐ EX cycle shop voucher
☐ EX rail voucher
☐ I don't want one

Please go to question E1.

Section E: About you

E1. Do you receive our newsletters?

- ☐ Yes by post (please go to question E2)
☐ Yes by email (please go to question E2)
☐ No (please fill out the details below)

E2. Do you find the newsletters useful?

- ☐ Yes
☐ No

Please go to question E3.

E3. What else would you like to see in your newsletters? (please specify)

E4. Please comment on your local transport/travel experiences (good and bad)

Please fill in your details below:

Name: _____

Gender: Male/Female/Prefer not to say (please circle correct one)

House/Flat number: _____

Street Name: _____

Postcode: _____

Email Address: _____

Date you moved in: _____

(DD/MM/YYYY)

Thank you