

**Residential Travel Plan  
(Framework)**

**Land to the south of  
Romsey Avenue,  
Portchester**

**Prepared for  
Foreman Homes**

**by**

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**August 2018**

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## ACRONYMS AND ABBREVIATIONS

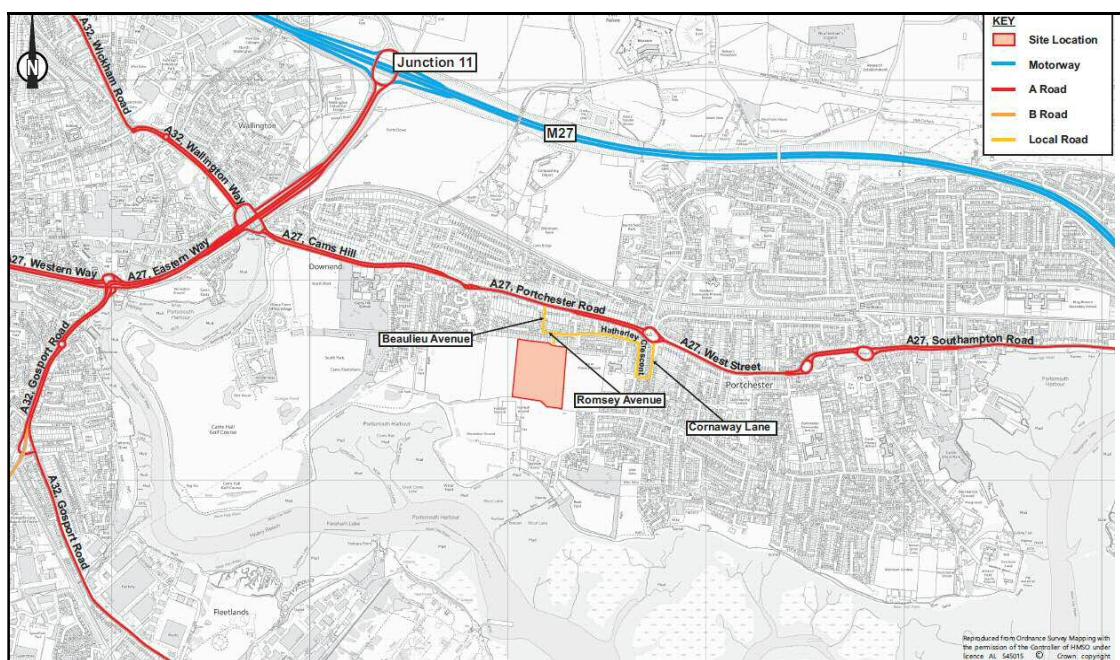
CIHT	Chartered Institution of Highways and Transportation
DfT	Department of Transport
FBC	Fareham Borough Council
FTP	Framework Travel Plan
HCC	Hampshire County Council
LHA	Local Highway Authority
MFS	Manual for Streets
MoJTW	Method of Journey to Work
NPPF	National Planning Policy Framework
POS	Public Open Space
PPG	Planning Practice Guidance
PROW	Public Right of Way
RTP	Residential Travel Plan
SMA	Stuart Michael Associates
TP	Travel Plan
TPC	Travel Plan Coordinator



## 1.0 INTRODUCTION

- 1.1 This Residential Travel Plan (the 'Travel Plan') has been prepared by Stuart Michael Associates Limited (SMA) on behalf of Foreman Homes (the 'Applicant'). This Travel Plan (TP) is in support of the Hybrid Planning Application for 12.6 hectares of land seeking outline permission for the erection of 167 dwellings with all matters reserved (except for access) and full planning permission for 58 dwellings, associated landscaping, amenity areas and access from Romsey Avenue, Portchester. (**Figure 1.1**).

**Figure 1.1: Site Location Plan**



- 1.2 A Residential Travel Plan is a package of measures, which seeks to deliver travel behaviour change amongst residents. It is centred upon reducing reliance on the private car, in place for travel by more sustainable travel modes. This document considers a range of potential Travel Planning initiatives that could be implemented on the site to help promote sustainable forms of transport. The submission of a final Travel Plan for approval will be the subject of a Planning Condition.

### The Development

- 1.3 The application site is located to the south of Romsey Avenue, approximately 2.8km east of Fareham town centre and 2km west of Portchester rail station. The site is comprised of 12.6ha of agricultural land.



- 1.4 The north of the site is bound by the rear of existing properties along Romsey Avenue. To the east of the development site is a field, which is the location of the recently permitted residential development known as Cranleigh Road (reference: P/15/0260/OA). This development was granted planning consent on Appeal in October 2017. Beyond this are open fields and Wicor Primary School. AFC Portchester Football Club, playing fields and agricultural land form the southern boundary of the site and the western extent of the site is bounded by agricultural land. The site plan is provided within **Appendix 1**.
- 1.5 Fareham Borough Council (FBC) are currently reviewing the Borough's Local Plan and are in the process of drafting a new Local Plan, which will cover the area up to 2036. Within the Draft Local Plan the proposed development site has been allocated as a development site for 225 dwellings (site reference number: HA5)
- 1.6 Vehicular access into the site is proposed via the existing single point of access via Romsey Avenue. Pedestrian/cycle access points are also to be provided. The site access strategy ensures that the development has permeable links to integrate with key destinations in the local area, such as Wicor Primary School, Portchester rail station and the centre of Portchester.

### **Planning Background**

- 1.7 Consistent with national and local policy, Hampshire County Council (HCC), as the Local Highway Authority, has requested that a Travel Plan be provided for the site. The thresholds for Travel Plans provision are set out under Appendix B of the DfT publication, 'Guidance on Transport Assessment'. This indicates that residential development in excess of 80 units should make provision for a Travel Plan.

### **The Travel Plan**

- 1.8 On the basis that this report is to support the Hybrid Planning Application, with only the means of access to be determined, this Travel Plan document is prepared as a Framework document, from which the final Travel Plan provisions can be prepared. It is anticipated that the final Travel Plan would be secured by way of a Planning Condition, plus any necessary Travel Plan budget agreed as part of the Section 106 Agreement.



- 1.9 To implement the Travel Plan a Travel Plan Coordinator will be appointed, who would be responsible for the implementation and management of the Travel Plan in liaison with the Local Highway Authority.
- 1.10 It is proposed that the Travel Plan would be implemented in time for the first occupation on site and would be implemented and monitored over a subsequent period of 5 years, or 1 year after the final occupation, whichever is the sooner.
- 1.11 A monitoring and review strategy would be agreed with HCC, to assess the progress of the Travel Plan. Whilst this is to be agreed by HCC, it is anticipated that the site would be monitored annually, by way of multi-modal surveys and resident questionnaires. The first monitoring period would take place following occupation of the 100<sup>th</sup> dwelling on site, or 6 months after first occupation, whichever is the sooner.
- 1.12 The Travel Plan would be guided by aims, objectives and targets, all of which will seek to encourage travel behaviour change to sustainable travel modes.
- 1.13 In the preparation of this Travel Plan, the following methodology has been undertaken:
  - Site visit to understand local environs;
  - Review of all travel opportunities: walking, cycling, public transport and community transport;
  - Desktop study of national and local policy requirements;
  - Further desktop research of scheduled or proposed transport improvements in the area;
  - Analysis of local ward travel statistics;
  - Procurement of trip rates for the development and calculation of potential trip generation and modal split;
  - Review of possible travel plan initiatives to encourage sustainable travel choices; *and*
  - Assessment of potential modal shift to be achieved based on existing and proposed sustainable transport infrastructure, projected trip generation comparative of local ward data and the evidence base of modal shift elsewhere.



## 2.0 PLANNING POLICY AND GUIDANCE

- 2.1 As a consequence of the increasing pressures on the transport network and a national focus on climate change, the Government have identified the need for sustainable development. By definition, sustainable development seeks to achieve, ‘Development that meets the needs of the present without compromising the ability of future generations to meet their own needs’ (ref: The Brundtland Commission, 1987).
- 2.2 The following National and Local Policy and Guidance documents have been referred to, which are relevant to the proposed development:

### National Publications

- National Planning Policy Framework (2018);
- National Planning Policy Guidance (2014);
- The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Research Report' (2010);

### Local Publications

- Hampshire County Council, Local Transport Plan (LTP3) (2011-2031);
- Hampshire County Council, Residential Travel Plan Guidance (2009);
- Fareham Borough Council Local Plan 2011-2029 (2011); and

### Other

- National Travel Survey (2017).

### **National Planning Policy and Guidance**

- 2.3 The **National Planning Policy Framework (NPPF)** was revised on 24<sup>th</sup> July 2018. At the heart of the NPPF is a presumption in favour of sustainable development.
- 2.4 With regard to promoting sustainable transport, it is recognised that when assessing sites that may be allocated for development in plans; or specific applications for development, it should be ensured that:



- “appropriate opportunities to promote sustainable transport modes can be – or have been - taken up, given the type of development and its location;
  - safe and suitable access to the site can be achieved for all users; and
  - any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.” (NPPF, paragraph 108).
- 2.5 Development should only be prevented or refused on highway grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe. (NPPF, paragraph 109).
- 2.6 Within this context, applications for development should:
- “give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
  - address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
  - create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
  - allow for the efficient delivery of goods, and access by service and emergency vehicles; and
  - be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.” (NPPF, paragraph 110).
- 2.7 The NPPF states that all developments which generate significant amounts of movement should be required to provide a Travel Plan (NPPF, paragraph 111).



- 2.8 The **National Planning Practice Guidance** (PPG) provides general guidance on Travel Plans and Transport Assessments. The PPG identifies Travel Plans and Transport Assessments as ‘ways of assessing and mitigating the negative transport impacts if development in order to promote sustainable development. They are required for all developments which generate significant amounts of movement’.
- 2.9 The Travel Plan is further described as a long term management strategy for integrating proposals for sustainable travel into the planning process. They are considered to be based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (ref: PPG).
- 2.10 The PPG considers that Travel Plans positively contribute towards:
  - Encouraging sustainable travel;
  - Lessening traffic generation and its detrimental impacts;
  - Reducing carbon emissions and climate impacts;
  - Creating accessible, connected, inclusive communities;
  - Improving health outcomes and quality of life;
  - Improving road safety; *and*
  - Reducing the need for new development to increase existing road capacity or provide new roads.
- 2.11 It is clear that the Travel Plan is considered to be a key document in actively managing growth to minimise impact and maximise sustainability.
- 2.12 ‘**The Effects of Smarter Choice Programmes in Sustainable Travel Towns: Research Report**’ (2010), summarises the findings of the Government lead SMARTER Choices research programme. It was found that the effective implementation of smarter travel measures can achieve greatest modals shift over short journeys of up to 5km. The programme found that an average 22% reduction may be achieved between 1.1km-3km and a 10% reduction is feasible for journeys between 3.1km-5km, equating to an average 15.33% for all journeys up to 5km.



2.13 In April 2009, the DfT prepared a good practice guide, bringing together best practice examples from around the country. The document, entitled 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' provides guidance on when travel plans are required, how they should be prepared, appropriate contents and monitoring/management techniques that should be applied. Consideration has been given to this guidance when preparing this final Travel Plan.

### **Local Policy and Guidance**

2.14 Hampshire County Council is the Local Highway Authority (LHA) and has subsequently developed the transport strategy for the county, inclusive of Portchester. The transport strategy is contained within the **Third Hampshire Local Transport Plan** (LTP3) covering the period 2011 – 2031. This was formally approved in February 2011 and is organized in two parts; a broad 20 year strategy and a 3 year Implementation Plan covering expenditure over the period April 2011 to March 2014.

2.15 The principal challenges and relevant policy objectives for Hampshire are as follows:

- Ensuring that a high quality transport network is effectively maintained and managed and that the transport network supports and enables growth;
- Manage traffic to maximize the efficiency of existing network traffic;
- Improve and increase bus travel to reduce dependency on the private car for journeys on interurban corridors;
- Apply manual for streets principles to support a better balance between traffic and community life; *and*
- Invest in sustainable transport measures including walking, cycling and develop a high quality bus transport provision.

### Hampshire Travel Plan Guidance

2.16 Travel Plan guidance for the preparation of this Residential Travel Plan has been obtained from Hampshire County Council's website: [www3.hants.gov.uk](http://www3.hants.gov.uk).



Fareham Borough Council Local Plan 2011-2029

- 2.17 FBC local plan is set out in three parts, the **Core Strategy**, which was adopted in August 2011, the **Development Sites & Policies** and the **Welborne Plan** both of which were adopted in June 2015.
- 2.18 The Core Strategy (CS) is a key part of the **Fareham Local Development Framework** (LDF) and will help deliver the spatial elements of the Fareham Sustainable Community Strategy.
- 2.19 The CS identifies Portchester as a settlement which provides good facilities, including a district centre, medical facilities and educational facilities. The CS also identifies the existing local employment base. However, the CS acknowledges traffic congestion is generally a serious problem in the Borough and mitigation is needed to address issues associated with further growth, including impacts from air pollution on the natural environment, and encourage residents to use alternatives to the car.
- 2.20 Within the CS a number of Strategic Objectives are laid out, these objectives aim to provide clear objectives to guide development in the borough in future years. In relation to transport matters for proposed residential developments the following objectives are relevant:
- **SO5** – To ensure development provides and/or contributes to timely and appropriate transport infrastructure and mitigation measures to support the needs of development and provide and/or contribute to public transport and quality pedestrian and cycle links to reduce dependency on the car.
  - **SO9** – To improve accessibility to and facilitate the development and expansion of leisure, recreation, community, education, open space and health facilities and services. Achieve better access to green spaces close to where people live and work, to encourage healthy active lifestyles.
- 2.21 Within the CS a number of Key Policies are laid out, these overarching policies are wide reaching, the following policies are relevant to transport provision for new residential developments.



2.22 FBC are currently reviewing the Borough's Local Plan and are in the process of drafting a new local plan which will cover the area up to 2036. The Draft Local Plan was recently granted approval (Executive Decision 09/10/17). Within the Draft Local Plan the proposed development site has been allocated as site HA5 (SHLAA Ref: 207). The allocation is for 225 dwellings and sets out specific requirements for the site. In transport terms the following requirements are deemed relevant:

- Primary highway access shall be focused on Romsey Avenue;
- The creation of a loop road on the site and safe pedestrian and cycle crossing points on Romsey Avenue and to the adjoining Cranleigh Road housing allocation (HA6); *and*
- Proposal shall either provide directly, or provide a financial contribution towards the delivery (and maintenance where deemed necessary) of the following infrastructure, in line with the Council's Planning Obligations SPD: Off-site highway improvements and mitigations works.

### National Travel Statistics

2.23 The **National Travel Survey (NTS), 2017**, published by the DfT, is a household survey of personal travel by residents of England travelling within Great Britain, from data collected via interviews and a one week travel diary. The records from the 2017 NTS have provided data which includes average trip length, proportion of trips by mode and distance travelled, journey purpose and car ownership. These results are summarised below:

- The average trip length is 6.8 miles, with average trip time being 23 minutes 6 seconds (*NTS0101*);
- Travel by car accounts for 61% of trips and 78% of distance travelled;
- 75% of journeys made on foot are under 1 mile (*NTS0308*);
- 81% of all journeys under 1 mile are made on foot;
- The average length of journey by bicycle was 3.4 miles (5.47km) (*NTS0303*);
- Travel by bus accounted for a small share of trips (6%) and distance (5%);



- Leisure\* and shopping were the most common reasons for travelling and accounted for 26% and 19% of trips per person; *and*
- Car ownership is lower among lower income households (56%) compared with higher income households (86%) (*NTS0703*).

\*Visit friends at home and elsewhere, entertainment, sport, holiday and day trip.

2.24 The travel data above can assist in determining the likely travel patterns and behaviours of the proposed development.



### 3.0 THE DEVELOPMENT AND ACCESSIBILITY

#### The Development

- 3.1 The Hybrid Planning Application, which this Travel Plan supports, seeks outline permission for the erection of 167 dwellings with all matters reserved (except for access) and full planning permission for 58 dwellings, associated landscaping, amenity areas and access from Romsey Avenue, Portchester.
- 3.2 The site is located to the south of Romsey Avenue approximately 2.8km cycle east of Fareham town centre and 2km walk west of Portchester rail station.

#### Local Facilities / Amenities

- 3.3 Manual for Streets (MfS) guidance considers that a walkable neighbourhood is one which has a range of facilities within 10 minutes walking distance (up to 800m) of residential area, which residents can comfortably access on foot. It is stated that this should not be considered an upper limit, with previous government policy (PPG13) indicating that walking can replace short car trips of up to 2km. This is reflected in the IHT guidance 'Providing for Journeys on Foot' (2000), which recommends suitable maximum walking distances of up to 2km for key trip ends (Table 3.1 refers).

**Table 3.1: IHT Suggested Acceptable Walking Distance in Metres**

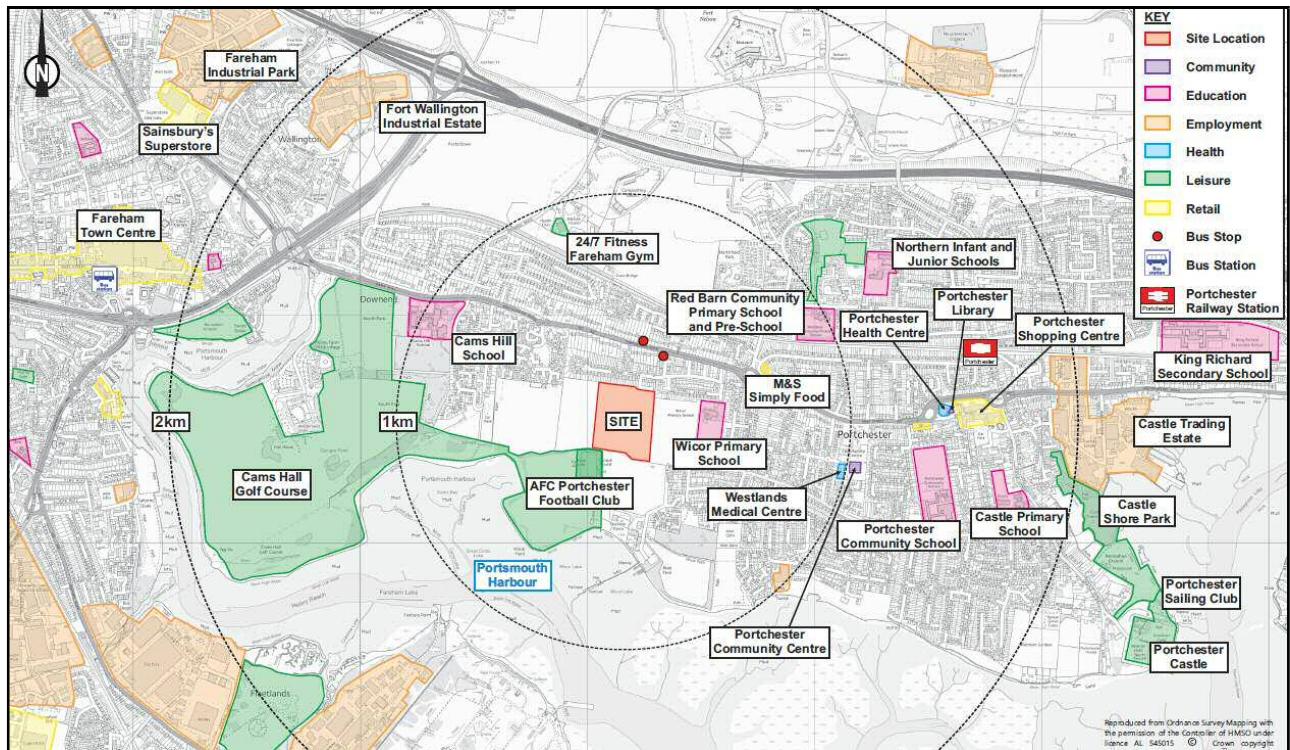
	Town Centres	Commuting / School, Sight-seeing	Elsewhere
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Source: Table 3.2 Guidelines for Providing For Journeys on Foot, IHT, 2000.

- 3.4 The locations of the available facilities in the vicinity of the site, together with the 1km 'crow-fly' distances from the centre of the site, are shown on Figure 3.1. The local education, employment, retail, health, leisure and community facilities in the vicinity of the site are detailed below.



**Figure 3.1: Accessibility Plan**



### Education Facilities

- 3.5 Wicor Primary School (for children aged 4 – 11 years) is located approximately 960m walk distance east of the centre of the site in Hatherley Crescent.
- 3.6 Cams Hill School is for pupils aged 11 – 16 years and is located approximately 1.5km west of the site along Shearwater Avenue. The site can be accessed on foot via the residential streets of Romsey Avenue, Beaulieu Avenue and the A27, Portchester Road.
- 3.7 Portchester Community School is for pupils aged 11 – 16 years and is located approximately 2.2km walk distance east from the centre of the site in White Hart Lane. The site can be accessed on foot via the residential streets of Romsey Avenue, Hatherley Crescent, Cranleigh Road and White Hart Lane.

### Employment Facilities

- 3.8 There is a wide range of employment opportunities close to the site, at Castle Trading Estate and Fort Wallington Industrial Estate approximately 2.5km cycle distance east and 2.7km cycle distance west respectively of the site.



- 3.9 Further employment opportunities are available within Portchester and Fareham town centres, which are readily accessible within an approximate 1.9km walk distance east and 2.8km cycle distance west respectively of the site, and via bus services X4 to Portchester town centre and via bus services 3, F3 and X4 to Fareham town centre.

#### Retail Facilities

- 3.10 The nearest food retail facilities to the site are an M&S Simply Food store located at the petrol filling station (PFS) along the A27, Portchester Road at the Cornaway Lane Roundabout approximately 1.1km walk distance east of the site.
- 3.11 Further retail opportunities are available within Portchester town centre that lies approximately 1.9km walk distance east of the site, which includes a bank, convenience store, hair and beauty salon, flower shop, estate agents, opticians, pharmacy, cafes and restaurants.
- 3.12 Fareham Shopping Centre is located approximately 2.8km west of the site and offers over 65 shops including department stores of Debenhams and M&S, and six cafes and restaurants. Additional shops, banks, cafes, bars and restaurants are located along West Street in Fareham town centre.

#### Health Facilities

- 3.13 Westlands Medical Centre is the nearest doctor's surgery approximately 1.5km walk distance east of the site on Westlands Grove.
- 3.14 Dental surgeries and opticians are situated to the east of the site in the vicinity of Portchester town centre.

#### Leisure Facilities

- 3.15 247 Fitness Fareham Gym is located approximately 1.6km north west of the site on Downend Road and provides a gym and fitness classes.
- 3.16 Cams Hall Golf Course is located approximately 2.3km west of the site on the A27, Portchester Road.



### Community Facilities

- 3.17 Portchester Community Centre is approximately 1.9km walk distance east of the site in Westlands Grove. Regular events held at the centre include: badminton, table tennis, yoga, Pilates and dance classes, Portchester Youth Theatre for all children aged 5 – 18 years, and baby and toddler groups. Rooms are also available for hire for businesses, children's birthday parties with bouncy castle and soft play equipment and wedding receptions. Quiz nights, Family Fun Days and Family Discos are also held at the centre throughout the year.
- 3.18 Portchester Library is located approximately 1.9km east of the site on West Street in Portchester town centre.
- 3.19 As part of the development works, new and improved infrastructure and linkages are to be provided to ensure the site connects to the existing road, pedestrian and cycle networks. This will ensure that the development is permeable and inter-connected with the existing community.
- 3.20 Linkages between the development and public transport / pedestrian infrastructure, as well as the promotion of active travel as part of the Travel Plan will assist in encouraging more sustainable patterns of movement and reducing reliance on the car.
- 3.21 An assessment has been undertaken of local facilities and their proximity to the development to establish the potential walkability of the site. This assessment considers the new pedestrian facilities to be delivered as part of the development. **Table 3.2** provides a summary of key destinations and their compliance with IHT guidance in terms of journey distance and time on foot and by cycle.



**Table 3.2: Approximate Walk & Cycle Journey Times & Distance to Key Destinations**

Facility	Location	Distance from site	Approx. Walking Time	Approx. Cycling Time
<b>Education Facilities</b>				
Wicor Primary School	Hatherley Crescent	960m	11 ½ minutes	3 minutes
Cams Hill School	Shearwater Avenue	1.5km	18 minutes	5 minutes
Portchester Community School	White Hart Lane	2.2km	26 minutes	7 ½ minutes
<b>Employment Facilities</b>				
Castle Trading Estate	Castle Trading Estate	2.5km	30 minutes	8 ½ minutes
Fort Wallington Industrial Estate	Military Road	2.7km	32 minutes	9 minutes
Portchester Town Centre	West Street	1.9km	22 ½ minutes	6 ½ minutes
Fareham Town Centre	West Street	2.8km	33 ½ minutes	9 ½ minutes
<b>Retail Facilities</b>				
M&S Simply Food	A27, West Street	1.1km	13 minutes	3 ½ minutes
Portchester Town Centre	West Street	1.9km	22 ½ minutes	6 ½ minutes
Fareham Shopping Centre	West Street	2.8km	33 ½ minutes	9 ½ minutes
<b>Health Facilities</b>				
Westlands Medical Centre	Westlands Grove	1.5km	18 minutes	5 minutes
<b>Leisure Facilities</b>				
247 Fitness Fareham Gym	Downend Road	1.6km	19 minutes	5 ½ minutes
Cams Hall Golf Course	A27, Portchester Roadd	2.3km	27 ½ minutes	7 ½ minutes
<b>Community Facilities</b>				
Portchester Community Centre	Westlands Grove	1.9km	22 ½ minutes	6 ½ minutes
Portchester Library	West Street	1.9km	22 ½ minutes	6 ½ minutes
<b>Transport Facilities</b>				
Bus Stops	A27, Portchester Avenue	520m	6 minutes	1 ½ minutes
Fareham Bus Station	West Street	3km	35 ½ minutes	10 minutes
Portchester Rail Station	Station Road	2km (by foot)	25 minutes	6 minutes

Notes:

1. Distance is the distance from the centre of the site measured along existing roads and footpaths.
2. Walking time is the walking time from the centre of the site based on an average walking speed of 1.4m/s set out in IHT's 'Guidelines for Providing for Journeys on Foot'.
3. Cycling time is the cycling time from the centre of the site based on a cycling speed of 5m/s set out in DMRB Volume 11, Section 3.



- 3.22 As **Table 3.2** confirms, a range of local facilities and services are within acceptable walk or cycle distance of the site, including primary and secondary education, retail, leisure, employment and community facilities and Portchester rail station. For destinations further afield (e.g. Fareham Shopping Centre and Fareham Bus and Railway Stations), bus services are available from the A27, Portchester Road.

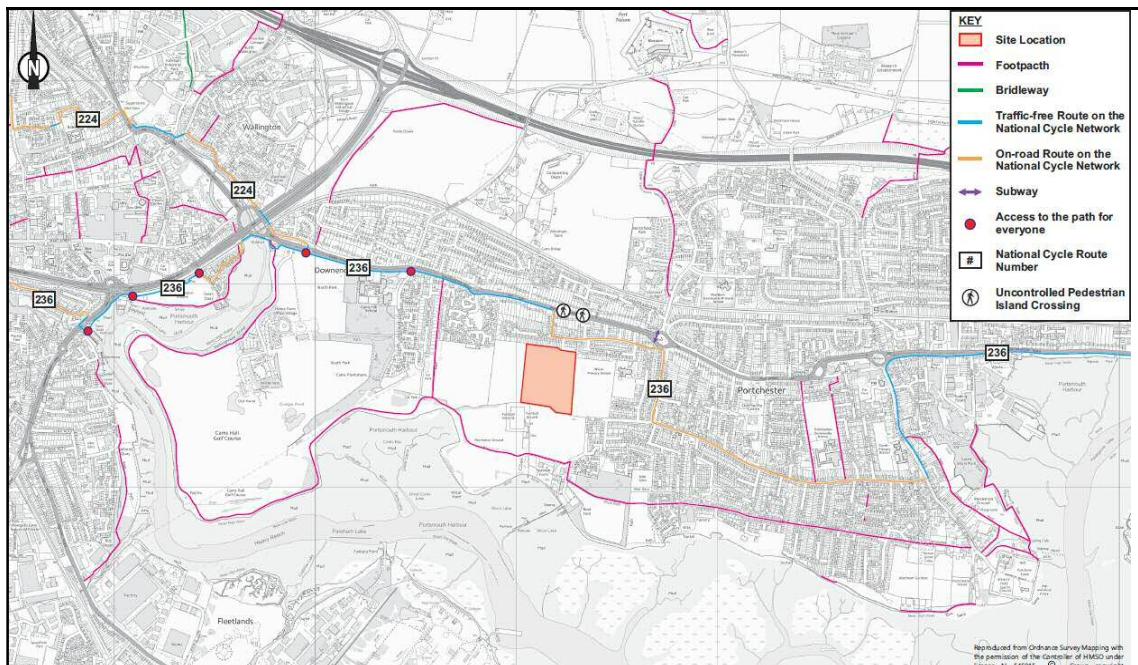
#### **Non-Motorised User Accessibility**

- 3.23 The site is located approximately 1.9km walk distance west of Portchester Town Centre and 2.8km cycle distance east of Fareham Town Centre via existing cycle routes.
- 3.24 Footway is present along both sides of Romsey Avenue and Beaulieu Avenue connecting with the A27, Portchester Road to the north of the site.
- 3.25 The locations of the Public Rights of Way (PROW) in the vicinity of the site have been obtained from HCC and these are shown reproduced on **Figure 3.2**.
- 3.26 The Foreman Homes site will provide footway links and cycle routes, which will connect the proposed development to the surrounding pedestrian / cyclist network.
- 3.27 Cycling also has the potential to replace short car journeys. Former government policy (PPG13) indicated that cycling can be an effective form of travel for journeys up to 5km. This is supported in more recent government lead research the 'Smarter Choices Programme' which has proven that significant levels of modal shift can be achieved for journeys up to 5km. DMRB guidance suggests that a greater distance of 5 miles is achievable for cycling particularly for leisure purposes.
- 3.28 Following a review of the sites' location, it is considered that the majority of key destinations within Portchester to the east and Fareham to the west are within an acceptable cycling distance of the development, including the Rail Station and Town Centre.
- 3.29 All residential units are to be provided with cycle parking within garages and / or sheds to enable secure cycle storage. Cycle parking facilities are also available at various locations throughout the centres of Portchester and Fareham, including the Town Centres and Railway Stations.



- 3.30 The site benefits from being within the preferred maximum distance of 5km of a number of key local destinations (Table 3.2 and Figure 3.1). The local road network supports this, offering conducive routes for cycling. This would, therefore, help to encourage residents to travel by bicycle.
- 3.31 National Cycle Route (NCR) 236 runs along a traffic-free route from Cosham to Portchester then on-road to Fareham including along Romsey Avenue past the proposed access to the site. NCR 236 is shown reproduced on **Figure 3.2**.

**Figure 3.2: Pedestrian & Cycle Routes and PROW Plan**



## Public Transport Accessibility

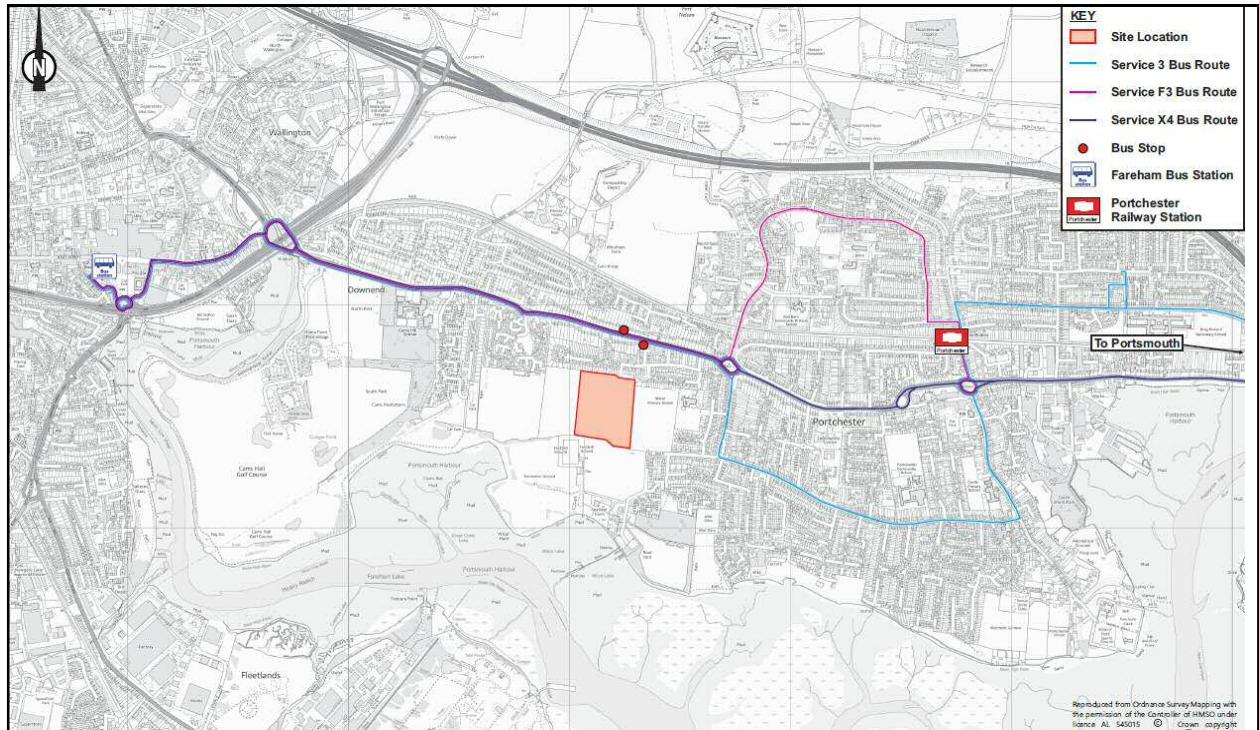
### Access by Public Bus Services

- 3.32 The nearest existing bus stops are located along the A27, Portchester Avenue. Bus services 3, F3 and X4, operated by First Bus, serve these bus stops. Bus service 3 provides a service between Fareham and Gunwharf, Portsmouth via Portchester, with a 10 minute frequency Monday to Saturday and a 20 minute frequency on a Sunday. Bus service F3 operates between Fareham bus station and Porchester Precinct with 3 journeys a day Monday to Saturday. Bus service X4 provides a service between Southampton and Portsmouth via Fareham and Portchester, with a 30 minute frequency Monday to Saturday and hourly on a Sunday.



3.33 The location of the existing bus stops along the A27, Portchester Road and the routes for bus services 3, F3 and X4 are shown on **Figure 3.3**.

**Figure 3.3: Public Transport Network Map**



3.34 The bus times and approximate frequency of bus services are shown in **Table 3.3**.



**Table 3.3: Existing Bus Services**

Service	Route	Monday - Friday		Saturday		Sunday	
		Operating Hours	Approximate Frequency	Operating Hours	Approximate Frequency	Operating Hours	Approximate Frequency
<b>3</b>	<b>Fareham – Portchester – Cosham- Portsmouth City Centre - Gunwharf</b>	04:57 – 23:24	Every 10 minutes	05:15 – 23:24	Every 10 minutes	06:12 – 22:57	Every 20 minutes
	<b>Gunwharf – Portsmouth city Centre – Cosham – Portchester – Fareham</b>	05:45 – 00:08	Every 10 minutes	06:11 – 00:08	Every 10 minutes	07:25 – 23:57	Every 20 minutes
<b>F3</b>	<b>Fareham Bus Station – Portchester Precinct</b>	10:24 – 14:42	3 Journeys per Day	10:24 – 14:42	3 Journeys per Day	N/A	N/A
	<b>Portchester Precinct – Fareham Bus Station</b>	10:44 – 15:02	3 Journeys per Day	10:44 – 15:02	3 Journeys per Day	N/A	N/A
<b>X4</b>	<b>Southampton – Fareham – Portchester - Portsmouth</b>	06:50 – 19:38	Every 30 minutes	07:37 – 19:00	Every 30 minutes	08:50 – 19:05	Hourly
	<b>Portsmouth – Portchester – Fareham - Southampton</b>	07:32 - 20:07	Every 30 minutes	08:25 – 19:45	Every 30 minutes	09:22 – 20:08	Hourly

Source: Fareham & Gosport Route Map and Bus Operator Website.

- 3.35 Fareham bus station is a 3km cycle distance west of the site located in West Street. The bus network covers Fareham borough and beyond, including to Portsmouth, Southampton, Gosport Ferry and Wickham. .
- 3.36 National Express services operate from Fareham bus station and provide direct services to Gatwick Airport, Bournemouth, Southampton, Portsmouth, Poole, Winchester, London Victoria and other UK destinations.

#### Access by Rail Services

- 3.37 The nearest rail station is Portchester rail station approximately 2.4km cycle distance east of the site along The Crossway. Direct rail services operate from Portchester to London Waterloo, London Victoria, Southampton Central and Portsmouth & Southsea.



- 3.38 The train journey from Portsmouth Harbour to London Waterloo is operated by South West Trains via Portchester, Winchester and Basingstoke. The train journey from Southampton Central to London Victoria is operated by Southern Trains via Portchester, Horsham and Gatwick Airport. **Table 3.4** provides a summary of the train services from Portchester rail station.

**Table 3.4: Summary of Rail Services from Portchester Rail Station**

		Monday -Friday		Saturday		Sunday	
Destination	Journey Time	Operating Hours	Frequency	Operating Hours	Frequency	Operating Hours	Frequency
Portsmouth & Southsea	20mins	06:24-23:54	2/hour	06:26-23:53	2/hour	07:15-23:49	2/hour
Portsmouth Harbour	24mins	06:24-23:54	2/hour	06:26-23:53	2/hour	07:49-23:49	2/hour
Southampton Central	43mins	05:28-23:47	2/hour	05:27-23:47	2/hour	07:00-23:40	2/hour
London Waterloo	1hr 53mins	05:23-23:54	2/hour	05:14-23:53	2/hour	07:15-23:49	2/hour
London Victoria	1hr 56mins	05:23-23:54	3/hour	05:14-23:53	2/hour	07:15-23:49	2/hour

- 3.39 Portchester rail station is accessible via bus services 3 and F3 and also has sheltered cycle storage available for 20 bicycles. The 'down' platform towards Portsmouth is accessible via a very steep ramp, with which some wheelchair users may require assistance. There is no wheelchair access to the 'up' platform towards Southampton and London Waterloo via Basingstoke. The nearest accessible rail stations are Fareham and Corsham.
- 3.40 The Travel Plan can propose measures to encourage the use of rail services by commuters and for leisure / shopping trips to London, Southampton and Portsmouth..

### Summary

- 3.41 As this section confirms, the site is well located to a range of land uses, all of which can be accessed by sustainable modes of transport (walking, cycling and public transport). The existing pedestrian / cycle networks will help to facilitate sustainable travel for future residents of the site.
- 3.42 As part of the development works, new and improved infrastructure and linkages are to be provided to ensure the site connects to the existing road,



pedestrian and cycle networks. This will ensure that the development is permeable and inter-connected with the existing community.

- 3.43 The existing pedestrian / cycle networks will help to facilitate sustainable travel and the range of measures that could be implemented as part of the delivery of the Travel Plan.



## 4.0 AIM, OBJECTIVES AND TARGETS

- 4.1 The Travel Plan is developed to encourage and incentivise sustainable travel choices. To guide the Travel Plan, an aim has been identified which will be achieved through the delivery of a series of objectives. Targets are used to measure the progress of the Travel Plan towards influencing travel choices.

### Aim and Objectives

- 4.2 The purpose of the Travel Plan is to achieve a modal shift away from the private car. This subsequently forms the basis for the main aims of the Travel Plan which have been identified as follows:

*"To influence travel choices to minimise the proportion of peak hour car journeys generated by the development, whilst simultaneously increasing the proportion of journeys by sustainable travel modes."*

*"To reduce the reliance of the private car in the long-term by seeking to secure a reduction in the number of vehicle trips (particularly single occupancy vehicle trips) generated by the site, by shifting to sustainable travel modes."*

- 4.3 The aim of the Travel Plan will be achieved through delivering a series of objectives:

**Objective 1:** Raise awareness of the alternative sustainable travel options available;

**Objective 2:** To minimise the need to travel by car, by promoting local facilities within walking/cycle distance;

**Objective 3:** Provide each household with a Residents Travel Information Pack;

**Objective 4:** Offer each household subsidised vouchers to incentivise sustainable travel choices;

**Objective 5:** Raise awareness of the benefits of car sharing and provide the relevant details to connect to local car share databases; *and*

**Objective 6:** Maintaining a line of communication with residents to ensure they have access to relevant travel information.



## Targets

- 4.4 HCC, in line with national guidance, require that targets are included within the Travel Plan. Targets are set to provide a measure against which the progress of the Travel Plan can be reviewed. Outcome targets quantify the progress of the Travel Plan with Action Targets assisting with the implementation and management of the Travel Plan.

### Outcome Targets

- 4.5 The progress of the Travel Plan will be measured against specific outcome targets, typically targeting modal shift. Such targets are **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound (**SMART**). The Travel Plan aims to achieve a reduction in car trips and increase trips by sustainable travel modes. The outcome targets set will quantify this aim.

### *Background Research*

- 4.6 Before setting modal shift targets, an understanding of the development trip generation and local travel patterns is required.
- 4.7 The trip generation for the proposed residential development has been calculated, based on the trip rates used in the Transport Assessment submitted as part of the Planning Application for '*Land off Cranleigh Road, Portchester*' prepared by SUMO. The peak hour trip rates and resulting trip generation for the proposed development (225 dwellings) are presented in **Table 4.1**.

**Table 4.1: TRICS Trip Rates and Trip Generation (based on 225 units)**

	AM 0800-0900	PM 1700-1800	AM 0800-0900	PM 1700-1800
Arrivals	0.130	0.384	29	86
Departures	0.526	0.188	118	42
Total	0.656	0.572	147	128

Note: Trip rates obtained from the '*Land off Cranleigh Road, Portchester*' TA



*2011 'Method of Journey to Work' Census Data*

- 4.8 **Table 4.2** presents the local Portchester West ward travel data, based on the 2011 'Method of Journey to Work' Census statistics.

**Table 4.2: 2011 Ward 'Method of Journey to Work'**

	Portchester West Ward	Fareham Borough	South East Region	England Country
Underground, Metro, Light Rail, Tram	0%	0%	0%	4%
Train	3%	4%	8%	6%
Bus, Minibus or Coach	2%	2%	5%	8%
Taxi	0%	0%	0%	1%
Motorcycle, Scooter or Moped	2%	1%	1%	1%
Driving a Car or Van	78%	75%	65%	60%
Passenger in a Car or Van	5%	5%	5%	5%
Bicycle	4%	4%	3%	3%
On Foot	5%	8%	12%	11%
Other Method of Travel to Work	1%	1%	1%	1%
<b>Total Vehicular Share</b>	<b>78%</b>	<b>75%</b>	<b>65%</b>	<b>60%</b>
<b>Total Sustainable Travel Mode Share</b>	<b>22%</b>	<b>25%</b>	<b>35%</b>	<b>40%</b>

Note: Excluding 'Working from Home' & 'Not in Employment'

- 4.9 The data indicates that the predominant mode of travel in the local ward is the car, with 78% driving and 5% travelling as car passengers. The proportion of journeys made by foot (5%) and train (3%) are lower than for the wider Fareham Borough; and journeys made by bicycle (4%) and bus (2%) are the same as for the Borough.
- 4.10 To help increase the level of walking and cycling within and around the site, and public transport use to / from the site, a range of measures will be promoted to residents, details of which are provided within Section 5.0.
- 4.11 From the Census data, provided in **Table 4.2**, the existing travel patterns for the Portchester West Ward is relatively lower than the wider area, with 22% of total journeys being undertaken by sustainable modes.



- 4.12 The vehicular trip generation for the residential element of the development (225 dwellings) is forecast at 147 two-way movements during the AM peak hour and 128 two-way movements during the PM peak hour (Table 4.1). Taking the 2011 Census data (Table 4.2) into account this potentially represents 78% of all trips generated by the development during the peak hours with the remaining 22% being undertaken using sustainable travel modes.
- 4.13 Based on the 2011 Census data it has been possible to calculate the potential total trip generation for the development, inclusive of non-car (sustainable) travel modes. This is presented within **Table 4.3**. The calculated, potential, non-car mode trip generation during the AM peak equates to 41 trips and 36 trips during the PM peak.

**Table 4.3: Potential Total Development Trip Generation**

	AM Peak (08:00-09:00)	PM Peak (17:00-18:00)	Modal Share
<b>Vehicles</b>	147	128	78%
<b>Sustainable Travel Modes</b>	41	36	22%
<b>Total Person Trips</b>	<b>188</b>	<b>164</b>	<b>100%</b>

- 4.14 The local ward travel statistics present a relatively higher scenario for non-car mode travel than that of the wider area. Despite this, the proposed measures as part of this Travel Plan would further help to encourage and incentivise travel by sustainable modes, particularly for local journeys.
- 4.15 Government led research has found that modal shift varies according to distance with greater reductions achieved over distances of up to 1-2km and up to 5km as part of the Sustainable Towns Programme\*. This reinforces the suitability of the generally accepted walking and cycling distances of 2km and 5km respectively.
- 4.16 The Sustainable Towns programme evidence indicates that an average 22% reduction can be achieved for journeys of up to 1km, a 14% reduction between 1.1km and 3km and a 10% reduction between 3.1km and 5km. This can be equated to an average reduction of 15.33% for all journeys up to 5km.

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\* The Effects of Smarter Choices Programmes in the Sustainable Travel Towns: Research Report 2010



### *Target Setting*

- 4.17 The Travel Plan will initially focus on encouraging sustainable travel choices for local ‘about town’ trips, typically up to 5km. The Method of Journey to Work indicates that the local ward environment provides attractive opportunities for travel by non-car modes. Therefore, the Travel Plan will seek to ensure that vehicle trips do not exceed those forecast for the development and look to encourage further use of the sustainable travel modes available.
- 4.18 In view of the background information the following output targets are proposed:

**Outcome 1:** To ensure that the development does not exceed the residential development trip rate in the AM (0.656) or PM (0.572) peak periods at both the interim period (3 years after 1<sup>st</sup> occupation) and at full occupation.

**Outcome 2:** To achieve a 10% reduction in single occupancy car borne trips, towards sustainable travel modes during the AM and PM peak hours over the life of the Travel Plan.

**Outcome 3:** To increase sustainable travel modes to 30% of all journeys to / from the site over the life of the Travel Plan.

- 4.19 **Table 4.4** sets out the projected multi-modal share and targeted modal share for the development over the 5 year period of the Travel Plan.

**Table 4.4: Proposed Travel Plan Targets**

	Baseline	Year 1 Target	Year 3 Target	Year 5 Target
<b>Underground, Metro, Light Rail, Tram</b>	0%	0%	0%	0%
<b>Train</b>	3%	3%	3%	4%
<b>Bus, Minibus or Coach</b>	2%	3%	3%	4%
<b>Taxi</b>	0%	0%	0%	0%
<b>Motorcycle, Scooter or Moped</b>	2%	2%	2%	2%
<b>Driving a Car or Van</b>	78%	76%	73%	70%
<b>Passenger in a Car or Van</b>	5%	5%	5%	5%
<b>Bicycle</b>	4%	4%	5%	5%
<b>On Foot</b>	5%	6%	8%	9%
<b>Other Method of Travel to Work</b>	1%	1%	1%	1%
<b>Total Vehicular Share</b>	<b>78%</b>	<b>76%</b>	<b>73%</b>	<b>70%</b>
<b>Total Sustainable Travel Mode Share</b>	<b>22%</b>	<b>24%</b>	<b>27%</b>	<b>30%</b>



## Output Targets

4.20 Output targets take the form of identified actions of the Travel Plan, which are necessary to progress the Travel Plan. The proposed Travel Plan Output Targets are as follows:

- Output 1:** To finalise the provisions of the Travel Plan.
- Output 2:** To prepare all marketing materials in time for 1<sup>st</sup> occupation.
- Output 3:** To make provisions for subsidised sustainable travel vouchers in time for 1<sup>st</sup> occupation.
- Output 4:** To implement the monitoring strategy in line with agreed timescales.
- Output 5:** To promote the various walking and cycling routes in proximity to the site to help increase awareness and encourage travel by sustainable modes.
- Output 6:** To promote the various Travel Plan measures throughout the life of the Plan.



## 5.0 TRAVEL PLAN INITIATIVES

- 5.1 In order to achieve the objectives and targets of the Travel Plan (set out within Section 4.0), a number of initiatives will be implemented by the TPC throughout the life of the Travel Plan, to help reduce the number of single occupancy car journeys, whilst simultaneously encouraging travel by sustainable modes. These would seek to change resident's travel behaviour by encouraging and incentivising sustainable travel options.
- 5.2 The implementation of the measures, along with the role of the TPC, will be funded by the Developer over a period of 5 years. After this time, it is anticipated that residents would take responsibility of the Travel Plan and that sustainable travel choices will be inherent.
- 5.3 **Section 3.0** has provided an accessibility assessment of the site. A range of measures have been selected based on this information, which are considered suitable and appropriate for encouraging sustainable travel choices.
- 5.4 These initiatives which are to be implemented include a mix of soft and hard measures. Soft measures comprise of those incentives and demand management techniques to influence travel mode choice, whilst hard measures relate to physical works being undertaken on and off site, to facilitate travel by sustainable modes. **Table 5.1** provides an overview of the measures that are proposed over the lifetime of the Travel Plan. These are discussed in further detail in the remainder of this section.



**Table 5.1: Overview of Measures**

	<b>Strategy</b>	<b>Travel Plan Initiative</b>
<b>SOFT MEASURES</b>	<b>Marketing</b>	<ul style="list-style-type: none"> <li>▪ Residents Travel Information Pack to be distributed to each household containing bus / rail timetable / route information, subsidised travel vouchers, cycle route maps and cycle training offers.</li> <li>▪ Promotion of the My Journey Hampshire journey planner (<a href="http://myjourneyhampshire.com">http://myjourneyhampshire.com</a>).</li> <li>▪ Leaflets &amp; Newsletters – distributed periodically to residents, to promote travel modes following distribution of travel pack.</li> </ul>
	<b>Walking &amp; Cycling</b>	<ul style="list-style-type: none"> <li>▪ Provision of route maps for the local area.</li> <li>▪ Subsidised cycle voucher valid on purchases from a local cycle store.</li> <li>▪ Liaison with HCC / FBC regarding availability of walking / cycling route maps and payment for updates if necessary.</li> <li>▪ Regular liaison with local cycle store to ensure various promotions are communicated to residents.</li> <li>▪ Opportunity to receive cycle training.</li> <li>▪ Promotion of the benefits of active travel.</li> </ul>
	<b>Public Transport (Bus and Rail)</b>	<ul style="list-style-type: none"> <li>▪ Subsidised bus travel voucher valid on First Bus services operating within Fareham and Gosport area.</li> <li>▪ Provision of route maps, fare information and timetables for other local area bus services and rail services from Portchester Rail Station will also be provided.</li> <li>▪ Information regarding local rail operators bicycle policy on rail services.</li> <li>▪ Benefits of travelling by Public Transport services.</li> </ul>
	<b>Car Sharing</b>	<ul style="list-style-type: none"> <li>▪ Promotion of the county and national car share databases (<a href="https://hants.liftshare.com">https://hants.liftshare.com</a>).</li> <li>▪ Benefits of car sharing.</li> </ul>
<b>HARD MEASURES</b>	<b>Physical Works on-site</b>	<ul style="list-style-type: none"> <li>▪ Provision of high quality walking and cycling routes through the site and links with the local network to ensure permeability and integration of the site with the local area.</li> <li>▪ Separate access points into the site for pedestrians / cyclists where appropriate to fit with desire lines.</li> <li>▪ Internal layout designed for a maximum vehicle speed limit of 20mph to minimise risk to non-car modes.</li> <li>▪ Car and Cycle Parking provision within the site in line with Fareham Borough Council's Parking Standards.</li> <li>▪ Secure communal cycle parking facilities provided on-site at flats.</li> <li>▪ Provision of high speed broadband connection infrastructure to each home to facilitate home working.</li> </ul>



- 5.5 An Action Plan has been prepared under **Section 8.0**, which sets out timing for the implementation of the measures associated with the delivery of the Travel Plan. Further details of the measures proposed are provided within the remainder of this section.

### **Walking and Cycling Measures**

- 5.6 Route Maps: To assist residents with planning trips by bicycle and on foot, the TPC will provide residents with route maps of the local area. These maps will provide details of distances and journey times to key destinations (schools, public transport interchanges, employment areas, medical and local centres), to ensure residents are aware of the most direct routes available to each facility. These maps will be regularly updated as necessary, to ensure residents have updated information. Route maps between the site and the centres of Portchester and Fareham will also be provided in partnership with Fareham Borough Council, with the cost associated with the updates of the maps being covered by the Travel Plan budget.
- 5.7 Subsidised Cycle Voucher and Tax Free Purchases: In order to encourage the uptake of cycling the TPC will ensure subsidised travel vouchers of up to the value of £50, will be provided to the first occupant of each household. These will be able to be redeemed against the purchase of cycle equipment at a local cycle retailer or online cycle store.
- 5.8 The TPC will also provide information to residents on the government's '**Cycle to Work**' scheme, a tax-free cycle purchase option within the Residents Information Packs. This TPC would provide the information required for residents to pursue further with their employer if they wish.
- 5.9 Cycle Training: The TPC will liaise with FBC and HCC officers and local cycle stores to establish whether there are any appropriate cycle training events for residents as well as local cycle groups regarding group bike rides. This information will be provided to residents through the various promotional avenues (Residents Information Packs, Social Media, Leaflets, Email).



- 5.10 Cycle training in Hampshire is available through [www.hampshirecycletraining.org.uk](http://www.hampshirecycletraining.org.uk), which offers a range of cycle training events for all levels, aimed at getting more people cycling. Full details will be provided to residents via the aforementioned promotional techniques, along with details of the Bikeability schemes available.
- 5.11 Journey Sharing: Also included within the Residents Information Packs will be promotional information about the My Journey Hampshire journey planner (<http://myjourneyhampshire.com/journeyplanner>), which includes information and journey times about a range of sustainable travel options available. Residents might consider car sharing as a suitable option to widen social networks, to increase personal safety or to reduce the overall cost of travel.
- 5.12 Site Layout: The development has been designed to a 20mph speed limit, to minimise risk to non-car modes and, therefore, create a favourable environment for pedestrians and cyclists. The layout incorporates high quality pedestrian / cycle routes through the site, linking with the surrounding road network and nearby services / facilities.
- 5.13 The provision of secure cycle parking for each property as well as communal parking facilities for flats on-site will provide enhanced security to residents.
- 5.14 As mentioned, the sites parking allocation will be in line with FBC's parking standards. Sheds / garages will be provided for all houses, enabling sufficient space for cycle parking.

### **Public Transport Measures**

- 5.15 Subsidised Bus Travel Voucher: The first occupants of each property will be provided with a subsidised travel voucher valid on either all First Bus services operating within Hampshire or 'Fareham PlusBus' services for unlimited travel within Fareham and Gosport including Portchester. The cost of a typical 'FirstMonth Hampshire' ticket is £80.00 and allows travel at all times within Hampshire (including Portsmouth and Southampton) for one month. The cost of a typical Fareham PlusBus ticket, which provides unlimited travel around Fareham and Gosport for a month is £40.50, the map is included in **Appendix 3**. These vouchers will be issued to residents following receipt of their Residents Travel Information Pack.



- 5.16 Provision of this amount of subsidised vouchers, to be provided on first occupation, would help to encourage bus travel in and around Portchester, Fareham and the wider area and, as a result, help to reduce dependency on car use; with particular focus on single occupancy. The TPC will be responsible for agreeing the level of voucher provisions with the bus operators and HCC / FBC.
- 5.17 Route Maps and Timetables: To enable convenient access to public transport information, residents will be provided with route maps, fare information and timetables for local area bus services including the No. 3, F3 and X4 services. In addition to hard copies of timetables and route maps being provided to each resident within the Residents Travel Packs, mobile apps that provide real-time journey information will also be promoted to residents. This is available via any of the following:
  - [www.mytraveline.mobi](http://www.mytraveline.mobi);
  - First Bus Travel App; and
  - The My Journey Hampshire Journey Planner (<http://myjourneyhampshire.com>).
- 5.18 Rail timetables would also be provided to residents along with details of where to access real-time information online. The TPC would promote the use of the National Rail personalised pocket timetable service. This enables users to create a timetable specific for their journey requirements by route and time.
- 5.19 Fare Information: Residents would be made aware of bus fare prices for local services, to encourage travel on local bus services following expiry of the subsidised travel vouchers. The current fares for bus services operating in Portchester and Fareham will also be provided to residents of the site.
- 5.20 The TPC will ensure that residents are aware of the option to purchase season tickets when travelling regularly by train. Alternatively, for those travelling outside of peak hours it may be beneficial to purchase a railcard which entitles users to discounted tickets on various services.



5.21 Portchester Railway Station is accessible by existing bus services, and provides a realistic opportunity for residents to travel sustainably. An alternative and convenient way of accessing rail services is by bicycle. The TPC will notify residents of the local rail operators rules for carrying bicycles on trains to enable them to make an informed decision before commencing their journeys.

### **Green Vehicle Initiatives**

5.22 Car Sharing: It is acknowledged that it is not always possible to adopt an alternative mode to the car. In these circumstances, the objective is to raise awareness of the benefits that arise from reducing single occupancy car journeys both personally and environmentally.

5.23 Car sharing offers the opportunity to share a journey by car with other persons travelling on similar routes reducing the costs of travel and the effects on the environment. The TPC will promote use of Hampshire's Liftshare website (<https://hants.liftshare.com/>) with details of the benefits that it brings, which include:

- Reduced costs of running a car;
- Reduced levels of stress associated with driving;
- Possible priority parking at work places;
- Contribution towards reducing congestion;
- Reduced CO2 emissions, creating a cleaner environment.

5.24 Parking Restraints: The level of parking within the site will be provided to ensure sufficient parking for residents and visitors. Residents will, therefore, be aware of the level of parking available with their new home and that available within the site.

5.25 Home Working: Provision of high speed broadband to each home will help to facilitate home working. The opportunity to work from home has the added benefit of reducing car trips and therefore, is considered a green initiative supporting sustainable development.

5.26 Whilst this will be at the discretion of the employers, the benefits of home working / flexible work patterns will be passed on to residents. Such benefits can include increased productivity due to less commuting time, increased staff motivation and financial benefits.



## Marketing Strategy

- 5.27 In order to promote the information within the Travel Plan, a marketing strategy will be implemented by the TPC. This will raise awareness of alternative travel options available to residents and will be promoted over the life of the Travel Plan (5 years).
- 5.28 Much of the information to be distributed has been discussed under the previous paragraphs; however this would include, but not limited to, route maps for all modes, bus and rail timetables and fare information, car share information and the benefits of sustainable travel.
- 5.29 It is intended that the following methods of communication would be adopted to distribute information:
- Travel Information Pack;
  - Promotional Leaflets & Newsletters;
  - Direct email to Residents.

## Travel Information Pack

- 5.30 The first occupant of each household will receive a 'Residents Travel Pack'. This will provide a brief introduction to the Travel Plan, including the aims and objectives for the 5 year period. Information will be provided to encourage sustainable travel choices on identified routes to key destinations. As previously confirmed, this pack will include (but not be limited to):
- Walking and cycling route maps of the local area and where possible journey times and distances will be indicated;
  - Contact details for accessing cycle training/maintenance events;
  - Promotion of the benefits of active travel;
  - Subsidised cycle voucher (to the value of £50.00);
  - Bus and rail route maps and associated timetables;
  - Fare information for bus and rail services;
  - Subsidised bus travel voucher to the value of £80.00 (FirstMonth Hampshire Ticket - valid at all times within Hampshire for one month) or for the value of £40.50 (Fareham PLUSBUS for Fareham and Gosport Ticket Zone, **Appendix 2** refers);



- Promotion of the Hampshire car share databases and the associated benefits of car sharing; *and*
  - Information about local shops offering online shopping and home delivery services.
- 5.31 Information and promotion of the Travel Plan from the outset ensures greater buy-in from future residents who may see it as an opportunity to plan changes in their choice of travel.
- 5.32 The Travel Pack will, therefore, be displayed within the on-site Sales Suite to help raise awareness of the sites accessibility to local facilities and amenities and local employers by sustainable travel modes. Sales staff will also be briefed about the Travel Pack, the information within it and the services / facilities available for residents to travel sustainably.
- 5.33 As an example, sales staff can inform future residents about local buses and key destinations they serve, along with the layout of cycle and pedestrian routes through the site. This will help to demonstrate the sites commitment to sustainable travel and encourage future residents to travel using sustainable modes.
- 5.34 Travel Advice Meetings / Personal Travel Planning: At the time of distributing the Travel Packs the TPC will offer an induction into the Travel Plan. During these meetings residents will be able to raise any queries they have regarding travel to / from the site and gain an understanding of their travel options.
- 5.35 From experience, it is apparent that residents are not always aware of what public transport services operate in proximity to their home. This induction will, therefore, be key to encouraging sustainable travel modes.
- 5.36 Leaflets and Printed Materials: Following the distribution of the Residents Travel Pack, the TPC will distribute relevant promotional materials to households once annually. These materials might include maps, timetables, fare information and car share information sheets. It is anticipated that this information will be provided by the transport operators and / or HCC / FBC to the TPC.
- 5.37 The periodic distribution of information will maintain resident's awareness of the alternative travel options, as well as keeping the information current to assist with journey planning.



- 5.38 Newsletter: Regular newsletters (approximately every 3 months), will help to inform residents of the results of the travel survey, along with other green travel related news. This will maintain community involvement in the Travel Plan. Periodical changes to bus routes, timetables or fares will also be communicated to residents where necessary.
- 5.39 Travel Events: There are a number of national travel events held over the course of the year, which seek to raise the profile of sustainable travel options and encourage participation in sustainable travel. The aim is to encourage those taking part to continue participating and making sustainable travel choices after the travel event. The TPC will promote those travel events which are practical for the site which might include:
- Bike Week (June);
  - National Liftshare Day (June);
  - Travelwise Green Travel Week (September);
  - European Mobility Week (September);
  - Bike to School Week (April);
  - Walk to School Week (May).



## 6.0 MANAGEMENT STRATEGY

### Site Management

- 6.1 The Travel Plan will be managed by the TPC, who would be appointed by the site Developers (Foreman Homes) for the 5 year monitoring period. It would therefore be the responsibility of the TPC to take forward the Travel Plan and undertake the associated implementation and ongoing management of initiatives, monitoring and review.
- 6.2 A summary of the typical TPC responsibilities is provided as follows, although it is accepted that there may be additional services over the life of the TP:
- Liaise with Fareham Borough Council to finalise the Travel Plan provisions;
  - Prepare the Residents Travel Information Pack on behalf of the Client for approval;
  - Set-up voucher schemes with:
    - local bus operator; and
    - local cycle store/online retailer;
  - Provide the sales suites with a Residents Travel Pack and inform them of the commitment to the Travel Plan and range of sustainable travel options available;
  - Implement Travel Plan in time for 1<sup>st</sup> resident occupation;
  - Distribute Travel Pack to first occupant of each household;
  - Monitor the redemption rate of distributed vouchers annually;
  - Undertake traffic surveys and resident questionnaires in line with agreed methodology with FBC / HCC;
  - Review the Travel Plan once annually with FBC and consider alternate / additional initiatives if necessary.

### Partnership Working

- 6.3 The TPC will work alongside HCC and FBC to deliver the Travel Plan. Working relationships will also be developed with the local bus operator, network rail and the local (or online) cycle store.
- 6.4 As part of the Travel Plan measures, residents would be encouraged to take an active role in helping to promote sustainable travel modes and be aware of



factors that could affect people's travel behaviour. As such, it is proposed that a 'Social Media' account would be created for residents of the site to be able to discuss the Travel Plan and to access up-to-date travel information. This would also provide a good source to promote local bus services, other sustainable travel modes and travel events.

- 6.5 The Travel Plan would also benefit from creating a residents' group which would meet to discuss the operation of the Travel Plan and its associated measures. This forum would be managed by the Travel Plan Coordinator and could involve other key stakeholders if necessary (e.g. bus operators, cycle groups).

### Potential Travel Plan Budget

- 6.6 **Table 6.1** provides a summary of the potential budgets against various measures.

**Table 6.1: Potential Travel Plan Budget**

Design of Residents Travel Information Packs	<b>£4,000.00</b>
Cycle Purchase/Equipment /Training Vouchers	<b>*£50.00 per dwelling</b>
Bus Vouchers (FirstMonth Hampshire or Fareham PLUSBUS)	<b>*£80.00 or £40.50 per dwelling</b>
Travel Plan Co-ordinator	<b>£4,500.00 per annum (5 year period)</b>
Personalised Travel Planning Advice & Support	<b>£600.00 per annum (5 year period)</b>
Marketing of Travel Plan	<b>£700.00 per annum (5 year period)</b>
Preparation of Annual Monitoring Report	<b>£1,400.00 per annum (5 year period)</b>
Preparation of Promotional Leaflets	<b>Included in TPC / Marketing Budgets</b>
Peak Hour Monitoring Traffic Surveys	<b>£3,000.00 (Years 1, 3 and 5 Only)</b>
<b>POTENTIAL GRAND TOTAL</b>	<b>£56,312 (Over 5 Year Period)</b>

Note: Bus and Cycle provision to be confirmed by FBC.

\*Previous experience has proven that only up to 25% of vouchers are redeemed.



- 6.7 Previous experience has proven that only up to 25% of cycle and bus vouchers are usually redeemed. Should this be the case then the potential grand total for the 5 year period would be approximately £56,312.
- 6.8 In view of the anticipated budgets it is considered that this would result in sufficient funds being available to successfully promote the various Travel Plan measures and achieve a reduction in the number of single occupancy car journeys. The final Travel Plan budget would be agreed when a TPC is appointed by Foreman Homes.



## 7.0 MONITORING AND REVIEW

### Monitoring

7.1 The proposed monitoring strategy will provide information regarding residents travel patterns, which is relevant to the identified outcome targets.

### Methodology

- Monitoring of traffic flow (all modes) in / out of the site, at the site accesses (biennial);
- Travel questionnaire survey to ascertain resident attitudes towards the Travel Plan measures and sustainable travel choices;
- Monitoring of redemption rates of subsidised vouchers (annual).

7.2 The monitoring of traffic flows can be undertaken either by Automatic Traffic Count or Manual Classified Counts. These would be undertaken on a weekday, outside of school holidays.

7.3 It is proposed that the TRICS SAM style monitoring surveys shall be undertaken at the site. The Standardised Assessment Methodology (SAM) is a tool to monitor the effect of Travel Plans in a consistent way. This will include baseline surveys carried out prior to the occupation of the 50<sup>th</sup> dwelling. Additional surveys will then be completed on the second and fourth anniversary of the first travel survey being undertaken. The cost of these surveys will be covered by the developer as part of the agreed Travel Plan budget with the TPC.

7.4 In addition to the above travel surveys, questionnaires will also be provided to residents to establish existing travel patterns. These surveys will include:

- Details of mode of travel;
- Original destination along with journey purpose;
- Household travel diaries;
- Details of linked trips.

7.5 Following review of these surveys, these will be submitted to HCC for approval, and to establish whether TP targets need to change as a result.

7.6 In addition to the cost associated with the surveys, HCC's evaluation and monitoring fees will also be paid by the developer.



- 7.7 Site audits would also be required throughout the Travel Plan process to ensure the facilities provided within the site are safe for residents to use (e.g. footpaths, cycle routes and usage of cycle parking).

### Schedule

- 7.8 As confirmed above, monitoring of traffic flows and travel choices would be undertaken biennially, with bus and cycle voucher redemptions monitored annually for a period of 5 years. This monitoring period has taken into consideration the likely construction period and occupation rate of the development. Based on a build out rate of 50 dwellings per annum, it is anticipated that the development would be constructed over a period of 5 years.
- 7.9 Biennial monitoring will, therefore, see 3 surveys being undertaken over a 5 year period, anticipated to take place in years 1, 3 and 5. Monitoring is scheduled as follows:
- 1<sup>st</sup> survey to be undertaken following occupation of the 50<sup>th</sup> dwelling. This will provide the baseline data for the development. The TPC will review this data together with the outcome targets to ensure that these remain realistic and achievable;
  - 2<sup>nd</sup> survey to be undertaken on the second anniversary (Year 3) of the 1<sup>st</sup> survey;
  - 3<sup>rd</sup> survey to be undertaken on the 4<sup>th</sup> anniversary (Year 5) of the 1<sup>st</sup> survey.
- 7.10 The TPC will continually monitor the redemption of bus and cycle vouchers and the amount of 'traffic' using the community website that will be created.

### **Review**

- 7.11 The TPC will review the survey findings within 1 month of each survey period. The purpose of the review is to establish whether the objectives and associated measures are being effective in progressing the Travel Plan towards achieving the identified aims and targets.
- 7.12 As part of the review the TPC will identify those measures which prove effective and any that require amending to suit the needs of residents.



- 7.13 The annual review of voucher redemptions will also prove beneficial to establish whether this initiative is effective and / or amenable to residents.
- 7.14 The TPC will actively promote the various Travel Plan measures to achieve the outcome targets of the Travel Plan. It should be acknowledged, however, that travel choices are also influenced by external factors, beyond the control of the TPC and / or Developer.
- 7.15 Such external factors include parking charge strategies, changes to local bus service provision, public transport fare increases, petrol prices and inclement weather conditions. Should the Travel Plan not deliver the identified targets due to external factors this should not be considered a failure of the Travel Plan but a recommendation for adjustment to local, current conditions.

### **Remedial Measures**

- 7.16 Should it be necessary to revisit the outcome targets of the Travel Plan and agree new measures to help encourage and incentivise sustainable travel modes, these will be discussed and agreed with HCC and the Travel Plan will be revised to reflect these agreed changes.
- 7.17 A set of potential remedial measures, to be triggered in the event that measures outlined in Section 5.0 fail to meet the required Travel Plan targets could include the following:
  - Extend monitoring period of the development;
  - More active marketing and promotion of sustainable travel information;
  - Further Personalised Journey Planning for residents to understand current travel patterns and help to identify potential for changing current behaviour; *and*
  - Further incentives for residents to travel sustainably to / from the development by way of subsidised travel vouchers.
- 7.18 The remedial measures are different to the Travel Plan measures and, the exact nature of what, if any, remedial measures are required will be identified through the monitoring and review process in conjunction with HCC.



## 8.0 ACTION PLAN

- 8.1 To assist with the implementation of the various measures associated with the Travel Plan, an Action Plan has been drafted below. The aim of this action plan is to both inform the TPC of the measures required and to provide a detailed schedule of the TP delivery process for HCC.

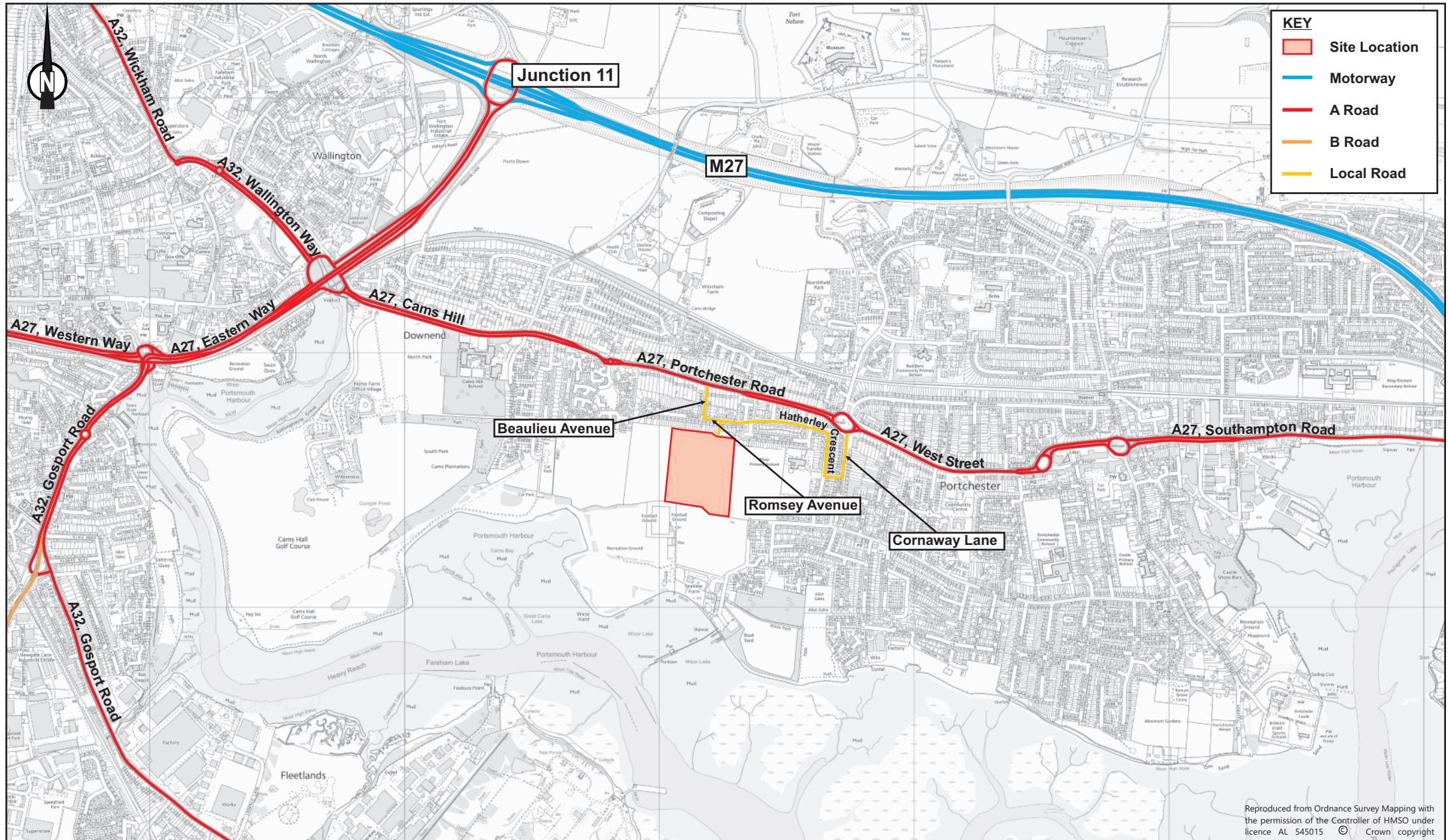
Action	Target Date	Responsibility
Appoint Travel Plan Coordinator	3 months prior to occupation	Foreman Homes
TPC to prepare and submit Final Travel Plan	1-3 months prior to occupation	TPC
Agree contents of final Travel Plan with LHA/LPA including SMART targets	1-3 months prior to occupation	TPC/LHA
Completion of Off-Site and On-Site Infrastructure works	As agreed with Local Planning Authority and detailed within Section 106 Agreement/Planning Conditions	Foreman Homes

Action	Target Date	Responsibility	Budget Allocated
Prepare Residents Travel Information Pack & Submit to LPA for approval	1-3 months prior to occupation to enable distribution within 1 month of first occupation	TPC	£3,000.00
Set up Bus voucher scheme and manage throughout life of TP	1 month prior to occupation	TPC	£80.00 or £40.50 per dwelling
Provide relevant route maps (bus/walking/cycling), timetables (bus/rail) and fare information (bus/rail)	1 month prior to occupation and ongoing administration to ensure up to date information is provided	TPC	Within TPC Budget
Acquire additional marketing materials regarding benefits of sustainable travel	1 month prior to occupation	TPC	Within TPC Budget
Set up cycle voucher scheme and manage throughout life of TP	1 month prior to occupation	TPC	£50.00 per dwelling
Investigate opportunities for cycle training with LHA/Local Cycle Groups	1 month prior to occupation	TPC	Within TPC Budget (Anticipated cost £1,000.00)
Implement Travel Plan	1st occupation of site	TPC	Within TPC Budget
Offer Personalised Travel Planning to residents	Within 1 month of 1st occupation	TPC	Within TPC Budget
Undertake 1st travel survey	Following occupation of 50 <sup>th</sup> dwelling	TPC	Within TPC Budget
Travel Plan review	1 month after completion of survey	TPC	Within TPC Budget
Continued distribution of Residents Travel Information Pack	Within 3 weeks of occupation	TPC	Within TPC Budget
Periodic distribution of route maps (bus/walking/cycling), timetables (bus/rail) and fare information (bus/rail)	Once annually or when new information is released	TPC	Within TPC Budget
Further distribution of subsidised travel vouchers (subject to initial redemption and budget available)	once annually following complete distribution of travel packs	TPC	Subject to available voucher budget (£130.00 or £90.50 allocated per household)



Action	Target Date	Responsibility	Budget Allocated
Cycle Training and/or Travel Event	1 within the 1st year of occupation	TPC	Within TPC Budget
Conduct 2nd and 3rd surveys	Biennially on the anniversary of the 1st survey	TPC	Costs to be covered by Foreman Homes
Review Travel Plan and targets with LHA/LPA	1 month after completion of survey	TPC/LHA	Within TPC Budget
Distribution of Sustainable Travel Vouchers and Review of Travel Voucher Redemption Rates	Regular review of voucher redemptions and brief summary note produced annually - commencing on occupation of 1st dwelling	TPC	Within TPC Budget
Set up / join a Bicycle User Group	Within 6 months of occupation	TPC	Within TPC Budget
Creation of Social Media Site (Facebook/Twitter) to promote sustainable modes	To be launched within 1 month of 1st occupation. Ongoing management throughout life of TP	TPC	Within TPC Budget
Continued liaison with residents to answer enquiries and provide regular promotional material	Ongoing throughout life of TP	TPC	Within TPC Budget

## **FIGURES**



JOB TITLE

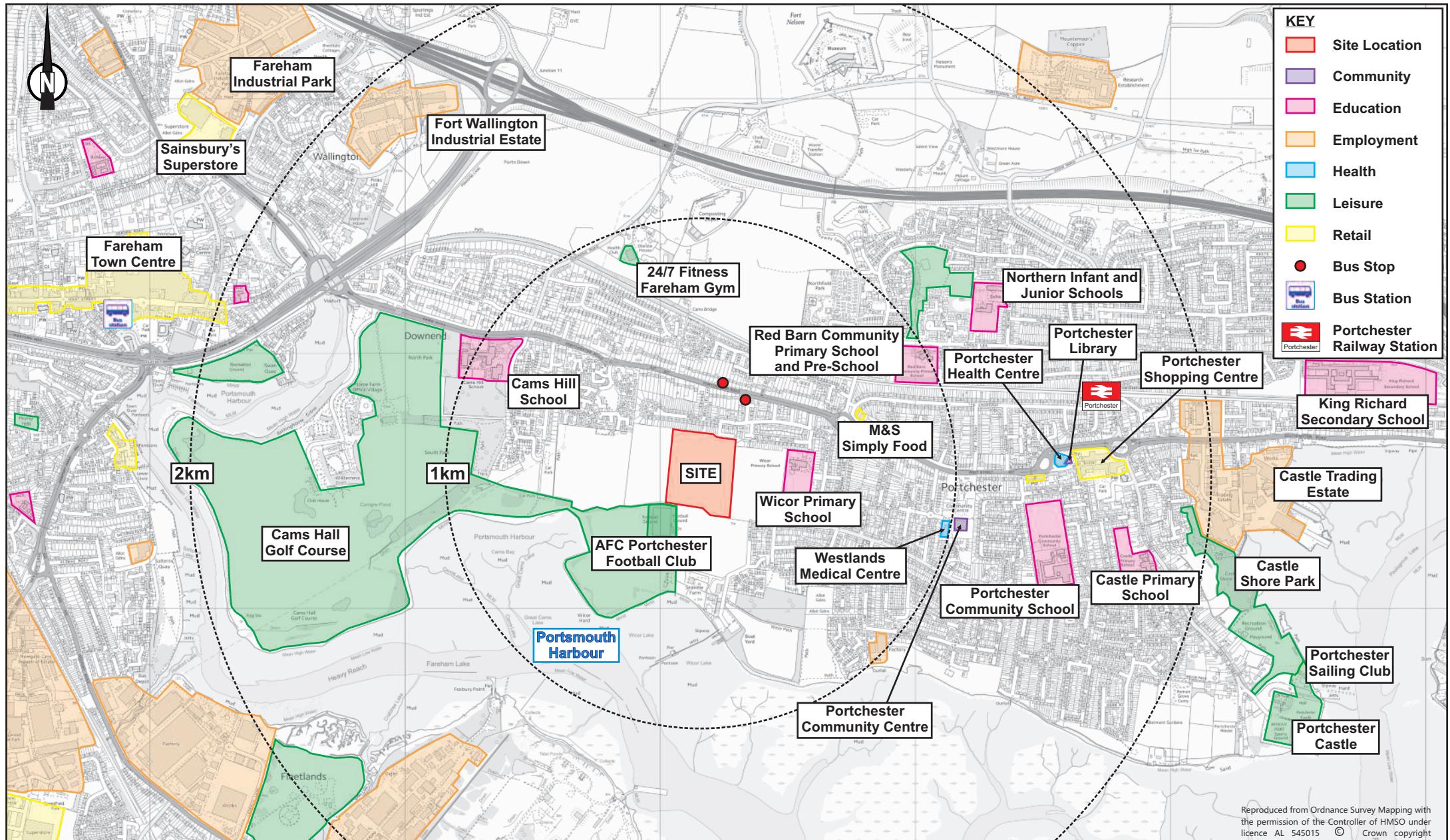
Land to the South of  
Romsey Avenue,  
Portchester

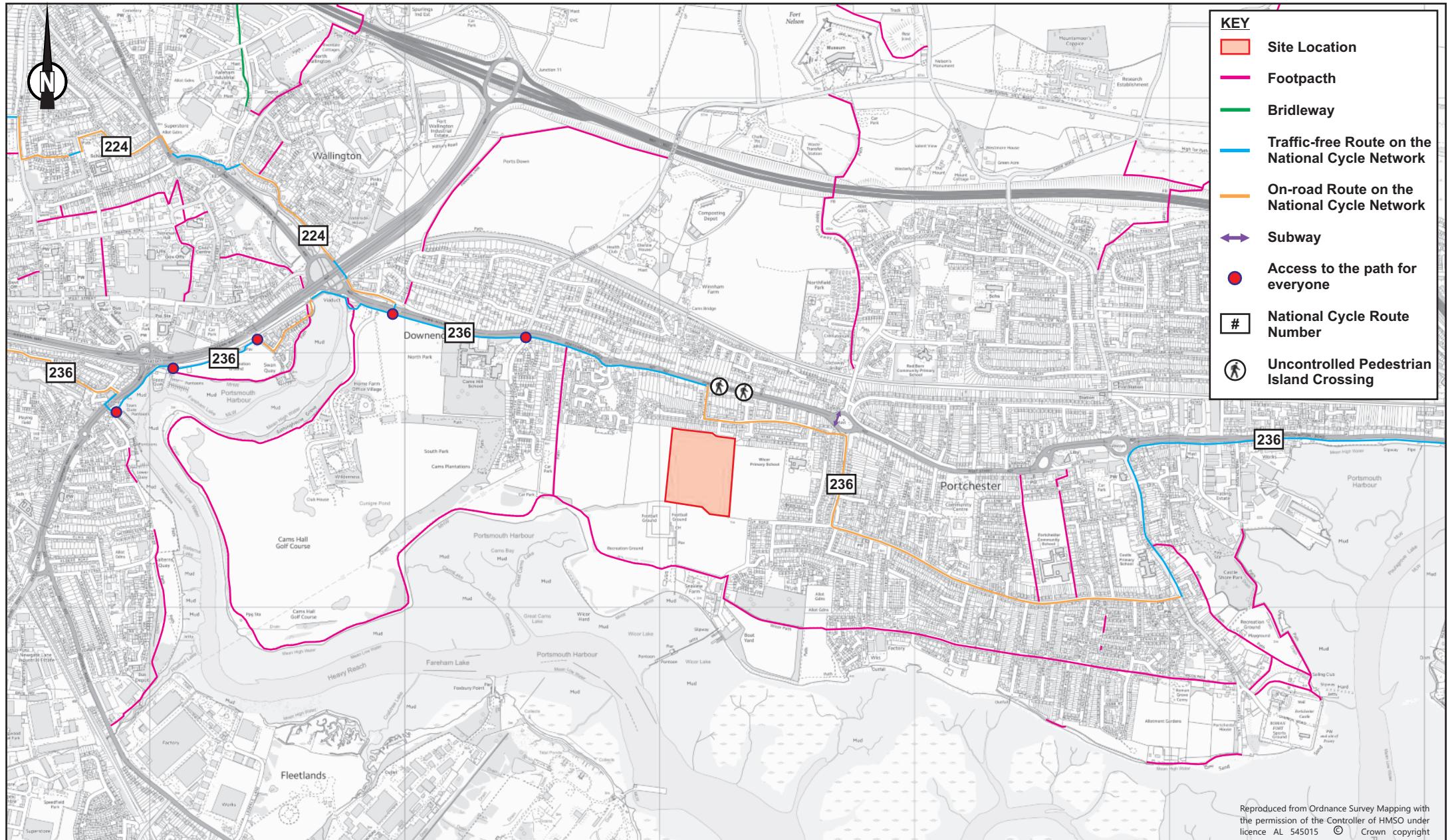
DRAWING TITLE

Site Location Plan

FIGURE NO.

**FIGURE 1.1**





JOB TITLE

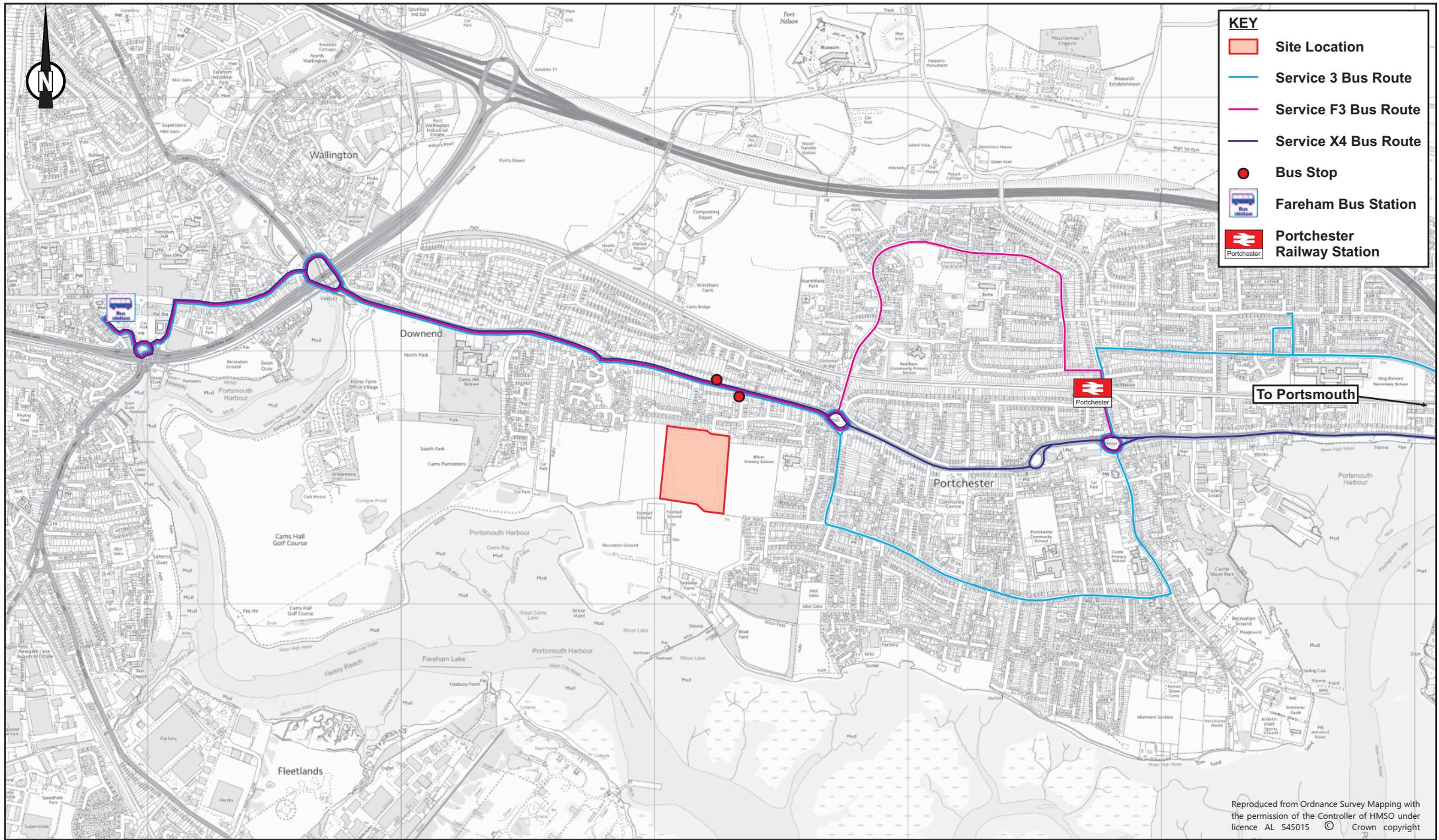
Land to the South of  
Romsey Avenue,  
Portchester

DRAWING TITLE

Pedestrian & Cycle Routes  
and Public Rights of Way Plan

FIGURE NO.

**FIGURE 3.2**



## **APPENDICES**

## **Appendix 1 – Site Plan**



**GENERAL NOTES**

This drawing forms part of an application for planning permission on behalf of the client named below, it shall not be used for any other purpose without the express permission of HGP Architects.

This drawing is only to the stated scale if it is printed correctly, HGP cannot accept responsibility for the incorrect scaling of drawings printed by third parties.

All dimensions are in mm unless noted otherwise.

Buildings are illustrated at design levels only. Actual building levels may be adjusted by +/- 0.25m during construction to achieve a minimum waste to landfill as required under the National Planning Policy for Waste.

The general direction of the car park and site falls are shown individually. All car parking and related site model levels may be slightly varied with some falls potentially removed during construction to achieve a minimum waste to landfill as required under the National Planning Policy for Waste.

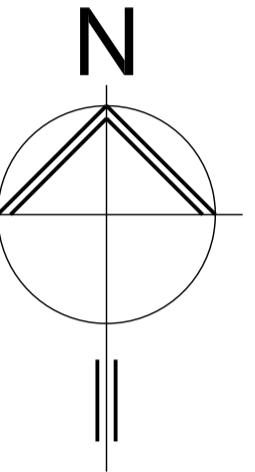
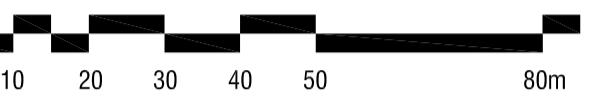
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This drawing may incorporate information from other professionals and as such HGP Architects cannot accept responsibility for the integrity and accuracy of such information.

**SAFETY, HEALTH & ENVIRONMENTAL INFORMATION**

In addition to the hazards/risks normally associated with the type of work detailed on this drawing, please note the following:

It is assumed that all works will be carried out by a competent contractor working, where appropriate, to an approved method statement.



Amended as Highways Consultants comments	27.07.18	HE	HE	L
Amended to clients comments	18.07.18	VP	HE	K
Amended to clients comments	03.07.18	HE	HE	J
Amended to clients comments	25.05.18	VP	HE	H
Amended to clients comments	23.05.18	HE	HE	G
Drawing amended	21.05.18	HE	HE	F
Updated to new layout	10.05.18	VP	HE	E
Annotations amended	02.05.18	VP	HE	D
Amended to Client's comments	22.03.18	VP	HE	C
Amended to Client's comments	15.03.18	VP	HE	B
Amended to Client's Comments	03.01.18	VP	HE	A

**REVISIONS**

DATE DRN OXD REV

CLIENT **FOREMAN HOMES**  
PROJECT

Land off Romsey Avenue,  
Portchester

TITLE  
**Site Plan**

STATUS

**Planning**

Drawn Checked Scale Date  
HJE HJE 1:1000 @ A1 Nov '17

Drawing No. Revision

16.140.10 L

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## **Appendix 2 – Fareham & Gosport Bus Ticket Zone Map**



in Fareham & Gosport

HH	Royal Hospital Haslar	FB	Fort Brockhurst	PC	Portchester Castle
SH	St Christopher Hospital	HP	Hill Park	SM	Submarine Museum
WH	War Memorial Hospital	IR	Ice Rink	SR	Speedfield Retail Park
EM	Explosion! Museum	MM	Westbury Manor Museum	VC	St Vincent College
FC	Fareham College	MP	Meon Park		

