



Boorley Park

Full Travel Plan

Client: Bovis Homes, Bloor Homes and Linden Homes

i-Transport Ref: JDW/AI/HC/ITB11115-001F R

Date: 17 December 2021

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SECTION 1 Introduction

1.1 Background

1.1.1 Bovis Homes, Bloor Homes and Linden Homes (The Boorley Green consortium) has appointed i-Transport to prepare a Full Travel Plan in support of the planning application for a residential led mixed use development at Boorley Park. The planning application was granted permission on 28 November 2013, subject to a number of conditions, under planning reference O/12/71514.

1.1.2 This Full Travel Plan is submitted in conformance with Schedule Eleven of the Section 106 Agreement, which states:

“Not to Occupy any part of the Development unless and until:

The Full Travel Plan has been submitted to and approved in writing by the County Council ('the approved Full Travel Plan')”.

1.1.3 The consented development comprises of:

- Up to 1,400 homes, of which 70 will be extra care / assisted living units;
- A primary school;
- Commercial development comprising some 4,355 sqm gross floor area (employment - B1 assumed for the purposes of the transport assessment);
- 80 child nursery;
- Local shop comprising some 375 sqm gross floor area;
- Expansion of the Botley Park Hotel to incorporate a total of 174 bedrooms (an increase of 44 bedrooms from the existing 130 bedrooms and associated improved facilities (with removal of the existing Botley Park Hotel Golf Course); and
- Access from the B3354 Winchester Road (main) and Maddoxford Lane (secondary).

1.1.4 This Full Travel Plan will focus on the residential element of the consented development, while other land uses will have produced their own Travel Plans.

1.2 Site Location

1.2.1 The site covers Botley Park Hotel / golf course and adjacent land and is situated to the north/northeast of Boorley Green (within Botley Parish) between Maddoxford Lane to the south, the B3354 Winchester Road to the west and Ford Lake to the north and east. Botley is situated approximately 1.75km to the south of the site, whilst Hedge End station is approximately 1km to the west of the site.

1.2.2 A site location plan is provided in **Figure 1**, extracted below as **Image 1.1**.

Image 1.1: Site Location Plan



1.3 Relevant Transport Policy

1.3.1 The updated National Planning Policy Framework (NPPF) published in July 2021 sets out the Government's planning policies for England and how these are expected to be applied. It also constitutes guidance for local planning authorities and decision makers both in drawing up plans and as material consideration in determining applications.

1.3.2 The specific transport policies are contained within Section 9 of the NPPF. This sets out the importance of facilitating sustainable development by reducing the need to travel and offering a 'genuine' choice of transport in favour of sustainable modes. Paragraph 110 of the NPPF states that:

“In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;

b) safe and suitable access to the site can be achieved for all users;

c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and

d) 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.”

1.3.3 Paragraph 111 of the NPPF states that:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”

1.3.4 The Planning Practice Guidance (2014) states that travel plans should be considered in parallel with development proposals and readily integrated into the design and occupation of a new site. The same guidance also states that Travel Plans should support Transport Assessments in taking forward the identified mitigation measures which relate to on-going occupation and operation of the development.

1.3.5 Other pieces of relevant policy and guidance which have been taken into account during the preparation of this document include:

- Hampshire Local Transport Plan (2013)
- Hampshire Walking Strategy (2016)
- Hampshire Cycling Strategy (2015)
- Hampshire’s ‘A Guide to Development Related Travel Plans’ (2009)
- Eastleigh Borough Local Plan 2001-2011
- Eastleigh Borough Draft Local Plan 2011-2029

1.4 Scope of Travel Plan

1.4.1 This Full Travel Plan sets out the measures to encourage travel by modes other than single occupancy car use for residents of the consented residential development and has been developed in accordance with the Hampshire County Council's guidance on travel plans and the approved Framework Travel Plan (report reference ITB7205-009).

1.5 Structure of Travel Plan

1.5.1 The remainder of this TP is structured as follows:

- Section 2 describes the principles of the Travel Plan, as well as the objectives and benefits of the plan;
- Section 3 considers the existing accessibility of the site by walking, cycling and public transport alongside the existing travel characteristics of the local area;
- Section 4 sets out the targets for the Travel Plan;
- Section 5 sets out the infrastructure measures that will be provided to encourage non-car mode travel to the site and to manage travel demand;
- Section 6 sets out the 'soft' measures that will be provided to encourage sustainable travel to the site and to manage travel demand;
- Section 7 provides a strategy for the implementation and management of the Travel Plan;
- Section 8 provides an overview of the Travel Plans which will be produced for the other site;
- Section 9 outlines how the Travel Plan will be monitored to ensure that it is achieving the targets set out in Section 4; and
- Section 10 provides a summary of the Travel Plan.

SECTION 2 Principles, Objectives and Benefits

2.1 Principles and Objectives

2.1.1 This Full Travel Plan sets out a sustainable transport strategy for the consented development on the site. In line with national and local government guidance, the headline aims for the plan will be as follows:

- To reduce the number of single occupancy car journeys to the site; and
- To improve accessibility to the site by non-car modes of transport.

2.1.2 The plan will have the following additional objectives:

- I. To manage car parking demand across the development;
- II. To support a range of sustainable transport alternatives to provide the future residents with options for travel to/from the site;
- III. To develop an awareness of the options for sustainable travel to and from the site amongst residents and visitors;
- IV. To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes; and
- V. To minimise the impacts of car-based travel to the site on the local and strategic highway network and environment.

2.1.3 The aforementioned aims and objectives of the Travel Plan support companies which make up 'The Boorley Green Consortium' Corporate Social Responsibility policies, which involve enhancing sustainability and reducing their impact on the environment and surrounding communities. Travel Plans are identified as a key method to reduce carbon emissions, reduce congestion and minimise the impact on existing communities.

2.2 Benefits

2.2.1 The development of a Travel Plan has a number of benefits for future residents and visitors, as well as the existing local community and surrounding environment, as set out below:

Residents and Visitors

- Improved health and fitness through increased levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices;

- The social aspects of sharing transport with others; and
- A better environment within the site and its immediate environs as vehicular movements are minimised and parking pressures are reduced.

Local Community and Environment

2.2.2 The sustainable transport strategy and associated infrastructure for the consented development will benefit existing residents in the Boorley Green / Botley area in a number of ways. The sustainable transport strategy will improve pedestrian and cycle links locally, allowing for wider access between the site and the facilities in Boorley Green and Botley and also to provide improved links to the facilities being provided as part of the consented development.

2.2.3 The potential benefits to the environment, compared to the 'without Travel Plan' scenario, are as follows:

- The impact of the development on the local environment will be lessened, in terms of reducing congestion, noise and atmospheric pollution created by vehicle trips to and from the site; and
- A reduction in vehicular movements to and from the site will reduce pollution levels and contribute to a reduction in vehicular turning movements to/from the site. This will contribute to both local air quality management and national climate change reduction targets.

2.2.4 Overall, it is anticipated that the Travel Plan, combined with the package of infrastructure measures designed to promote sustainable transport, will result in benefits for residents of the site and the wider community in the vicinity of the development.

SECTION 3 Existing Conditions and Travel Patterns

3.1 Introduction

- 3.1.1 This section of the travel plan describes the existing accessibility of the site by walking, cycling and public transport.

3.2 Site Location

- 3.2.1 The site covers Botley Park Hotel and the former golf course and adjacent land and is situated to the north / northeast of Boorley Green (within Botley Parish) between Maddoxford Lane to the south, the B3354 Winchester Road to the west and Ford Lake to the north and east. Botley is situated approximately 1.75km to the south of the site, whilst Hedge End station is approximately 1km to the west of the site.

3.3 Walking and Cycling

- 3.3.1 There is footway provision on the western section of Maddoxford Lane (where the frontage development occurs) and Oatlands Road. North of Maddoxford Lane, there is footway provision on the eastern side of Winchester Road as far as the hotel access to the north (the section along the hotel frontage is a gravel path offset from the carriageway). South of Maddoxford Lane, Winchester Road has footway on at least one side of the road as far as the road over rail bridge and there is footway provision along the western side of Winchester Street (linking into the existing provision in Botley) and the north / western side of Woodhouse Lane (linking into the existing provision at Maypole roundabout and into the wider Hedge End overall).
- 3.3.2 The Public Rights of Way in the vicinity of the Boorley Park site are shown in Maps 12.09, 13.08 and 13.09 in **Appendix A**. Footpath 2 crosses through the centre of the site between Maddoxford Lane and Chancellors Lane (crossing Ford Lake). In addition, Footpath 1 provides a link between Winchester Road (opposite the access to the hotel) and Shamblehurst Lane North / Hedge End Station. Finally, Footpath 3 provides a link between Maddoxford Lane and Botley.
- 3.3.3 Cycle provision is largely on carriageway in the vicinity of the sites and the wider Bursledon / Hedge End / Botley areas.
- 3.3.4 A number of pedestrian and cycle links, as well as improvements to the existing infrastructure, were secured through the Section 106 Agreement, these will be implemented as part of the consented development (some of which have already been completed or are currently being constructed). Further details regarding these improvements are set out in Section 5.4.

3.4 Public Transport

3.4.1 The latest available plan of bus service coverage in the vicinity of the site and the wider Hedge End / Botley areas is provided in **Appendix B**.

3.4.2 At present the closest bus stops to the site are located on Maddoxford Lane and on Winchester Road (Pear Tree Inn) and temporary stops in the vicinity of the Winchester Road access. These stops are all within 500m of the centre of the site. Thus, these bus stops are located within a reasonable walk distance of the site. These stops are served by:

Bluestar 3

3.4.3 The Bluestar 3 currently operates along Bursledon Road / Heath House Lane and provides a regular hourly service between Eastleigh and Southampton, the earliest bus leaves from Boorley Green at 06:23 and the latest bus returns from Southampton and Eastleigh at 21:10 and 19:10 respectively.

3.4.4 On Saturdays an hourly service runs between Eastleigh and Southampton between 07:10 and 17:30, with the last bus returning from Southampton to Eastleigh at 21:10. On Sundays there are six services in each direction between 08:25 and 17:20 between Eastleigh and Southampton the last bus returning from Southampton to Boorley green at 17:20.

X15

3.4.5 The X15 service operated by Xelabus runs between Hamble and Eastleigh with two outbound and inbound services per day (Monday to Friday). The first bus towards Eastleigh departs from Boorley Green at 10:39 with the last bus departing at 13:39. Buses travelling from Eastleigh to Boorley Green depart at 11:44 and 14:44.

New Bus Stop Infrastructure and Service Provision

3.4.6 The provision of bus stops within the development site and a bus service which serves the development have been secured through Schedule 25 of the Section 106 Agreement. Further details regarding the bus service and bus service infrastructure are included within Section 5.5 of the Travel Plan.

Rail

- 3.4.7 Hedge End station is located approximately 2.5km from the centre of the consented development site, equating to a 17-minute journey time on foot or an eight-minute cycle. The station is situated on the London Waterloo to Portsmouth railway line between Eastleigh and Fareham and is operated by South West Trains. A direct connection is available from Hedge End Station to Eastleigh, London Waterloo and Portsmouth at a frequency of two trains per hour in each direction during the morning and evening peak periods and one per hour during the daytimes and evenings on Mondays to Friday. **Table 3.1** below provides a summary of the key destinations served from Hedge End Rail Station and the typical frequencies and journey times.

Table 3.1: Summary of Rail Services

Destination	Peak Frequency	Off-Peak Frequency	Average Journey Time
London Waterloo	2 per hour	Hourly	1 hr 30 mins
Portsmouth Harbour	2 per hour	Hourly	45 mins
Eastleigh	2 per hour	Hourly	6 mins
Fareham	2 per hour	Hourly	12 mins

Source: National Rail

3.5 Existing Travel Characteristics

- 3.5.1 Travel movements will be made to various destinations, largely depending upon the reason for travel. Trips from the residential dwellings on the site have been considered for the main journey purposes and are set out below. Existing Employment Destinations
- 3.5.2 The Boorley Park site lies in the E02004721: Eastleigh 010 Middle Super Output Area. Therefore, this area has been used to establish a representative data set for the Boorley Park site.
- 3.5.3 The journey to work destinations for residents of the Eastleigh 010 summarised in **Table 3.2**.

Table 3.1: Journey to Work – E02004721: Eastleigh 010 Middle Super Output Area Residents (All Modes, excluding Work from Home)

Destination	% of Trips
Southampton – west of River Itchen	23.0%
Winchester	14.7%
Eastleigh	13.1%
Hedge End	9.3%
Other	9.0%
Southampton – east of River Itchen	7.1%
Fareham area	7.0%
Portsmouth	4.3%
Test Valley	3.5%
New Forest	3.2%
Botley	3.0%
Havant / Waterlooville area	1.1%
Gosport area	0.9%
London	0.9%
Total	100%

Source: 2011 Census / Consultants Estimates

3.5.4 Table 3.3 identifies the modal split of journeys to work of residents of the Eastleigh 010 Middle Super Output Area.

Table 3.3: Modal Split of Journeys to Work (excluding work from home) – E02004721: Eastleigh 010 Middle Super Output Area Residents

Mode	%
Car	79.9%
Foot	4.5%
Bicycle	1.8%
Bus	1.6%
Car Pass	4.5%
Train	6.7%
Motorcycle	0.7%
Other	0.3%
Taxi	0.0%
Total	100%

Source: 2011 Census

3.5.5 The main mode of travel for journeys to work of local residents is car (both driver and passenger), which accounts for 84.4% of all journeys to work. Single occupancy vehicle trips are assumed to account for 79.9% of trips. Travelling on foot accounts for some 4.5% of the total journeys to work and train is circa 6.7%. Both travel by bus and bicycle are low at 1.6% and 1.8% respectively.

SECTION 4 Targets

4.1 Overview

4.1.1 The key aim of the Travel Plan is to reduce single occupancy vehicle (SOV) use for travel to the site, and the use of targets will enable the end occupiers to monitor progress against the key objective of the Travel Plan.

4.1.2 The following targets have been set:

- **Target 1** – To reduce the number of single occupancy vehicle trips generated over a 12-hour period (weekday 07:00-19:00) by the site by 10 percentage points from the baseline position; and
- **Target 2** – To reduce the number of single occupancy vehicle trips generated by the site during the morning peak hour (08:00-0900) and evening peak hour (17:00-18:00) by 10 percentage points from the baseline position, to ensure there is no 'material impact' on the surrounding highway network.

4.1.3 These targets follow the SMART principle (specific, measurable, adjustable, realistic, time-based) and focus on reducing the trip generation of the site as a whole as well as single car occupancy travel to the site.

4.2 Baseline Position and Interim Targets

4.2.1 The baseline modal split has been based on travel to work data within the 2011 Census for the E02004721: Eastleigh 010 Middle Super Output Area. The primary objective is to reduce SOV trips by at least ten percentage points. Consequently, there will be a corresponding increase in the use of other modes of transport as residents adopt more sustainable travel patterns. Preliminary targets to increase the use of sustainable modes of transport are set out in **Table 4.1**. The targets reflect the scale and type of measures that will be implemented through the Travel Plan.

Table 4.1 Travel Plan Targets for Sustainable Modes for Transport

	Baseline	Y1	Y3	Y5
Car	79.9%	79.9%	75.9%	71.9%
Foot	4.5%	4.5%	5.3%	6.1%
Bicycle	1.8%	1.8%	2.6%	3.4%
Bus	1.6%	1.6%	2.4%	3.2%
Car Pass	4.5%	4.5%	5.3%	6.1%
Train	6.7%	6.7%	7.5%	8.3%
Motorcycle	0.7%	0.7%	0.7%	0.7%
Other	0.3%	0.3%	0.3%	0.3%
Taxi	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Source: Consultants Estimates

- 4.2.2 Once the first monitoring surveys at the development have undertaken and analysed this will update the baseline position and the interim and mode shift targets will be reviewed.

SECTION 5 Site Layout and Infrastructure Measures

5.1 Introduction

5.1.1 Planning permission has been granted for a mixed-use development at Boorley Park with access from the B3354 Winchester Road and Maddoxford Lane. The following sub sections cover the sustainable transport strategy:

- Road network;
- Walking and cycling;
- Public transport; and
- Parking.

5.2 Road Network

5.2.1 The main access to the site is from the B3354 Winchester Road, situated to the north of the existing access to the Botley Park Hotel. A secondary access to the site is provided from Maddoxford Lane to the east of the Crows Nest Lane junction. The site access arrangements accord with the guidance in Manual for Streets.

5.2.2 A network of streets is provided within the Boorley Park development. This provides a high level of permeability at the local level, whilst distinguishing between routes designed for main traffic movements and low order residential streets which would have 20mph design speeds.

5.2.3 The street hierarchy is based on current best practice and design guidance as set out in the Manual for Streets and achieves the following:

- Main street / bus route – a multi function street providing access to the residential development areas, bus movements and any through movements;
- Residential streets having a slow speed environment – safe for pedestrians and cyclists;
- Provide adequate vehicular access noting local concerns regarding narrow road widths and refuse/emergency vehicle access; and
- Providing for adequate levels of parking in appropriate locations.

5.3 Walking and Cycling

5.3.1 There are a number of walking and cycling linkages between the site and the remainder of Hedge End. **Figure 2** identifies typical 2km and 5km 'crow fly' walk and cycle catchments.

5.3.2 A number of pedestrian and cycle access points are delivered to the site, namely:

- Footway / cycleway links from the improved footway / cycleway on the Botley Park Hotel frontage to the B3354 Winchester Road just to the north of Braxells;
- A footway / cycleway along the B3354 Winchester Road site frontage mostly off-set from the carriageway to minimise impacts on the existing trees and hedgerows;
- A footway / cycleway link into the site from Maddoxford Lane in the location of the existing gated access to the site near the junction with the B3354 Winchester Road;
- A footway / cycleway link into the site from Maddoxford Lane just to the east of the Otlands Road junction and on the line of the existing north south footpath in this location;
- A footway cycleway link back to Maddoxford Lane towards the eastern most part of the site; and
- A footway / cycleway along the Maddoxford Lane site frontage mostly off-set from the carriageway to minimise impacts on the existing trees and hedgerows.

5.3.3 The footway / cycleways along the B3354 Winchester Road / Maddoxford Lane site frontages combined with a footway / cycleway along Ford Lake and other routes within the site form part of circular walking and cycling routes available for future and existing residents of the Boorley Green area.

5.3.4 South of Maddoxford Lane a 3.0m wide footway / cycleway is available along the B3354 Winchester Road.

5.3.5 The aforementioned footways and cycleways will be lit, which will help pedestrians / cyclist find their way and also enhance safety. Whilst the signposting of these routes was not required as part of the planning permission, a contribution towards infrastructure / highways improvements has been secured as detailed below, which HCC could use to deliver such measures if it is felt that they are necessary.

5.4 **Public Transport**

5.4.1 Public transport provision will form an important part of the comprehensive transport strategy for the development.

5.4.2 While agreement has been reached on the operating schedule of the Bluestar 3 service, the route is yet to be diverted through the site, however this will be completed once the link between Maddoxford Road and Winchester Road which accommodates the bus route is opened.

5.5 **Parking**

Car Parking

- 5.5.1 Car parking across the site has been agreed through the associated reserved matters applications and is generally provided in line with Eastleigh's parking standards at the time of those applications.

Cycle Parking

- 5.5.2 Reserved matters applications have provided details of cycle parking provision in accordance with condition 5 of the planning permission. Adequate cycle parking facilities are provided for homes in sheds / garages and suitable secure communal cycle parking facilities would be provided for apartments.

5.6 **Summary**

- 5.6.1 The site layout and provision of new transport infrastructure underpins the aims of the TP. The development will bring forward a range of improved high pedestrian and cycling facilities to connect with existing walking and cycling routes to provide opportunities for future residents at the consented development, to make local journeys to key local destinations by walking and by bicycle instead of using the car. The improvements to public transport will also enhance public transport accessibility locally.

SECTION 6 ‘Soft’ Measures

6.1 Introduction

6.1.1 This section of the Full Travel Plan describes the non-infrastructure or ‘soft’ Travel Plan measures that will be developed and promoted for the residents of the new development. It covers:

- Measures to encourage new residents to walk and cycle;
- Measures to encourage the use of public transport;
- Measures to encourage future residents to car-share;
- Information provision; and
- A new resident’s travel pack.

6.1.2 The strategy for a Travel Plan co-ordinator, implementation, funding and management of the TP is provided in the following sections.

6.2 Promotion of Walking and Cycling

6.2.1 As described in Section 5, the development has been designed to facilitate walking and cycling, for local journeys to key destinations. All dwellings are / will be provided with cycle parking in line with current local parking standards. Information on the walking and cycling routes and facilities within the development will be made available to new residents through the resident’s travel information pack and the other means described below.

6.2.2 A bicycle user group (BUG) will be set up for the new development. This will enable cyclists to share information on routes, safety, cycle maintenance etc. It will also enable less experienced cyclists to contact established cyclists and therefore to obtain information, guidance and potentially a ‘cycling buddy’ to accompany them on cycle journeys.

6.2.3 The Travel Plan Co-ordinator will assist with the dissemination of information regarding the user group, and will help residents, employees etc get in contact with one another. Where possible, the Travel Plan Co-ordinator will attempt to negotiate discounts or promotions for residents at local cycle stores and will also inform residents of any discounts that HCC has already organised with local cycle stores. The BUG will be set up by the 185th occupation (anticipated to be one year after first occupation of the development).

6.2.4 The Travel Plan Co-ordinator will also promote ‘Bikeability’ cycle training courses to residents and will attempt to organise group training sessions if enough residents are interested.

6.3 Promotion of Public Transport

6.3.1 Information on the public transport routes and facilities serving the new development will be made available to new residents through the residents' travel information pack (see below) and the other means described below.

6.3.2 The frequent and direct public transport services to local destinations will be emphasised.

6.4 Car Sharing Scheme

6.4.1 Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work. Not only does car sharing cut the costs of travel to work for the individual, but it reduces the numbers of residents making similar journeys at the same time, thereby reducing peak hour congestion on routes between the site and local employment areas. This in turn helps to reduce vehicle emissions, contributing to meeting local air quality targets. Residents will therefore be provided with information about car sharing via the LiftShare website (<https://liftshare.com/uk>) and a leaflet explaining the benefits of the car share scheme and how to register will be included in the residential travel information packs. This provides an easy and safe way for potential car sharers to identify people undertaking similar journeys.

6.5 Car Hire

6.5.1 Reduced car hire rates will be offered to residents, this will enable access to a car for people who have the occasional need for a car but do not wish to own or maintain a vehicle. This approach has been very successful on other sites which the developers have delivered. The benefits of a discounted car hire scheme include:

- Reduced need for car ownership;
- Access to a car for all;
- Replacing the need for a second household car; and
- Hire cars tend to be new or energy efficient cars, which produce fewer and less harmful vehicle emissions than older vehicles.

6.5.2 At this stage, it is envisaged that a local car hire company will be approached to negotiate preferential rates.

6.6 Information Provision and Marketing

6.6.1 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development.

6.6.2 To ensure access to up to date information for residents a Travel Plan website will be set up. The website will contain up to date bus and rail timetable information, and information on car sharing and the discounted car hire scheme, walking and cycling maps will also be available to download.

6.7 Residential Travel Information Packs

6.7.1 The first occupier of each household will be provided with a residents' travel information pack. The pack will pull together information on the above listed measures and contain information about the objectives of the Travel Plan, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport. The following items will be included in the resident's travel information pack:

- Details regarding the provision of broadband access to enable easy access to local home delivery services and home working;
- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored;
- A link to and information about the community travel website, providing local travel information including: maps showing location of key services and facilities and walking / cycling time isochrones to demonstrate to residents how long it will take to walk or cycle to these destinations;
- A plan of the new development, highlighting local facilities and the nearby key destinations, the walking and cycling routes to these, locations of public cycle parking within the development, and the location of bus stops;
- Information about opportunities to travel to local schools near the site by sustainable modes, including details of the new primary school and any other local school Travel Plans, and schemes such as HCC's Safer Routes to School initiatives;
- Links / web address details for Eastleigh Borough Council's cycle route map (<http://eastleigh.pindarcreative.co.uk/>);
- Bus and rail maps and timetable information;
- Information about the 'My Journey' website which provides travel information and advice in and around the Hampshire Area (www.myjourneyhampshire.com/);
- Information about journey planning services, e.g. www.nationalrail.co.uk and www.travelinesoutheast.co.uk ;

- Information about car sharing through the Hampshire car share website (www.hants.liftshare.com);
- Information about the home delivery services offered by supermarkets in the local area; and
- The offer of personalised journey planning.

6.8 **Summary**

6.8.1 The aforementioned measures are intended to promote the use of walking, cycling and public transport amongst new residents for local journeys and to make more efficient use of the private car through the development of car sharing and car hire initiatives. The measures also aim to ensure that the objectives set out in Section 2 of this report are met and to minimise single occupancy car travel to and from the site. A range of information and marketing initiatives are also put forward to encourage awareness and participation in the Travel Plan amongst residents from the outset.

SECTION 7 Management and Implementation

7.1 Introduction

- 7.1.1 This section of the report describes the strategy through which the measures contained herein will be implemented and managed.

7.2 Management of the Travel Plan

- 7.2.1 The developer will appoint an individual or company to act as the Travel Plan Co-ordinator (TPC) for the site. Contact details will be supplied to HCC one month prior to first occupation of the development (anticipated to be January / February 2017) in line with HCC guidance.
- 7.2.2 In accordance with the Section 106 Agreement, the TPC will be retained for the duration of the construction period of the development or 10 years from the first occupation of any dwelling (whichever is the latter).
- 7.2.3 The TPC will be supported by a steering group. The steering group will meet annually for the duration of the travel plan period. This extensive period will enable the Travel Plan to be well established by the time the developer leaves the site. A strategy for the continuation of the Travel Plan after the development is completed is set out in Section 7.7.

7.3 Role of TPC

- 7.3.1 The role of the TPC will be as follows:
- To manage the day to day delivery of the measures contained in Section 6 of the TP;
 - To set up and act as chairperson to the steering group;
 - To market the Travel Plan to encourage interest and involvement of residents;
 - To set up and maintain a Travel Plan website;
 - To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes;
 - To negotiate discounts for residents with local cycle shops, to promote the bicycle user group and to organise HCC cycle training courses for groups of interested residents;
 - To organise annual monitoring of the Travel Plan in line with the strategy outlined in Section 9 of the TP; and

- To provide monitoring feedback to residents and the steering group and to liaise with the local authority as necessary.

7.4 Involvement of Residents

7.4.1 Involvement of residents will be key to the success of the sustainable transport measures. Information regarding the Travel Plan will be included in the sales brochure and on completion of purchase, the first owner of each dwelling will be provided a residents' travel information pack.

7.4.2 The TPC will be encouraged to liaise regularly with residents, employees and visitors of the site, to understand their particular needs and concerns and to examine ways of addressing them. The TPC will also engage with other TPCs from neighbouring/nearby developments, such communication could help identify any local issues which could prevent targets from being achieved. Other benefits could include maximising the economies of scale from introducing a range of measures and sharing lessons learned.

7.4.3 Copies of the Travel Plan will be made widely available to all users of the site, to ensure that people are fully aware of the objectives of the Plan and of the full range of measures.

7.4.4 The TPC will also aim to maintain interest amongst residents through the following means:

- Occasional email update providing information about the Travel Plan, advertising the website and reporting the results of the annual monitoring;
- Involvement of resident volunteers in the Steering Group (to be recruited by the TPC); and
- The steering group will review and develop other methods of involving residents.

7.5 Framework for Implementation

7.5.1 The TPC will be appointed one month before the first occupation (anticipated to be January / February 2017) of the new development, in order to commence development of the initial Travel Plan measures in time for the first occupations. **Table 7.1** provides an initial framework for implementation of the measures set out in sections 5 and 6 of this TP.

Table 7.1: Framework for Implementation

Measure		Timescale
Infrastructure Measures as per Section 5		Phased in line with the development.
Travel Plan Co-ordinator		Immediate appointment following approval of the TP by HCC
Steering Group		Annual meetings for the duration of the Travel Plan.
Information Development and Provision	Training of sales team about the Travel Plan and in personal journey planning	Training as part of induction process.
	Production of Travel Plan information for sales packs	Immediate production following approval of the TP by HCC
	Production of residents' travel information packs	Immediate production following approval of the TP by HCC
	Travel Plan Website	Immediate production following approval of the TP by HCC. Website to be regularly updated by the TPC. Occasional email updates also to be sent out.
Promote car share schemes		With resident's travel information pack and on website/community notice boards.
Walking/cycling/local facilities maps		With resident's travel information pack and on website/community notice boards.
Discounted Car Hire		Guarantee reduced car hire rates from first occupation

Source: Consultants Estimates

7.6 Funding

7.6.1 The developer will fund the following items:

- I. The transport infrastructure outlined in Section 5 of the TP;
- II. Hampshire County Council's travel plan monitoring and evaluation fee;
- III. The TPC role for the construction period of the development or ten years from the first occupation of any dwelling whichever is the latter;
- IV. The initial implementation of the measures outlined in Section 6 and Table 7.1;
- V. The monitoring surveys outlined in Section 9 including setting aside an amount of money to undertake the surveys two years after full occupation.

7.6.2 Indicative costs for items iii) – iv) above are provided in **Appendix C**.

- 7.6.3 The aim will be to take steps to enable the Travel Plan to become self funding by the time that the development is complete. The Steering Group will be responsible for ensuring that steps are taken so that the Travel Plan becomes self-financed, consequently providing the plan with future longevity.

7.7 **Strategy for Handover at End of the Developer Involvement**

- 7.7.1 The TPC role will cover the construction period of the development or ten years from the first occupation of any dwelling whichever is the latter. Thereafter, the developer will no longer be responsible for the management of the Travel Plan. At this time the management of the Travel Plan will revert to a residents' committee, residents' steering group, or management company. Whilst the Local Authority's sustainable travel co-ordinator will not have any responsibility for managing the Travel Plan, they will be invited to attend and provide guidance. However, it is anticipated that sustainable travel behaviour will already be well established by this stage.

SECTION 8 Monitoring

- 8.1.1 The total monitoring programme of the development will cover the construction period of the development or ten years from the developments first occupation, whichever is the latter. In accordance with HCC guidance, it is proposed that formal monitoring will undertaken in line with the TRICS Standard Assessment Methodology (SAM).
- 8.1.2 Given that the site is already occupied by some 800 dwellings, it is proposed that the first survey will be carried out after the Travel Plan is agreed with HCC. This ensures that the survey captures information about an established critical mass of residents. Subsequent TRICS SAM surveys will be undertaken at the 1000th occupation (Sept 2022), 1200th occupation (July 2023), 1300th occupation (August 2024), and either at the end of construction period of the development or ten years from the first occupation of any dwelling whichever is the latter.
- 8.1.3 Questionnaire surveys will also be used to determine the effectiveness of the Travel Plan measures, and enable residents to remain involved in the Travel Plan process. The surveys will collect information such as work destination, number of cars and bicycles per household, modal split of work, educational and leisure journeys and preferences towards the availability and use of more sustainable modes of transport. A sample residential travel survey is provided as **Appendix D**.
- 8.1.4 In accordance with HCC guidance, the TPC will endeavour to achieve a response rate of 35% for the residential travel surveys. If the desired response rate is not achieved then the survey will be re-distributed to residents after 3 months, following further promotion.
- 8.1.5 The TPC will also monitor uptake of the discounted car hire scheme in conjunction with the commercial operator. The end operator will be responsible for the consideration of providing additional vehicles depending on the take up of the car share scheme.
- 8.1.6 The results of these surveys and statistical analysis will form the basis of discussions with the local planning and highway authorities to examine how the Travel Plan is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.
- 8.1.7 In addition, the results of the traffic surveys and the analysis will be included in an updated Travel Plan and Travel Plan targets revised or updated accordingly.

8.2 Reporting

8.2.1 The results of the surveys and statistical analysis will form the basis of discussions with the local planning and highway authorities to examine how the Travel Plan is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.

8.2.2 A biennial monitoring report (i.e. every-other year in accordance with HCC's guidance on Travel Plans) over the period of the Travel Plan will be submitted to HCC setting out the results of the travel surveys against the targets and objectives identified within the Travel Plan. Monitoring reports will be supplied to HCC within three months of the surveys being undertaken. The following information is likely to be provided:

- Recap of the site Travel Plan's objective and agreed targets;
- Monitoring methodology;
- Summary of monitoring results, presented in relation to agreed targets;
- Progress against agreed measures;
- Corrective measures to get the plan back on track, if targets are not being met;
- Proposals to further develop the Travel Plan for the future; and
- Residents and other interested parties will also be informed of the survey results and Travel Plan progress via newsletters and community notice boards.

8.2.3 In addition, the results of the traffic surveys and the analysis will be included in an updated Travel Plan and Travel Plan targets revised or updated accordingly.

8.3 Remedial Measures

8.3.1 Should the Travel Plan targets not be met by the end of the monitoring periods outlined above, the TPC will identify suitable improvements and actions to get the Travel Plan back on track.

8.3.2 The assessments carried out in the Transport Assessment (submitted in support of the Outline Planning Application) are based upon a 'without Travel Plan' situation and demonstrate that, on the basis that a 10-percentage points reduction in single occupancy traffic flows is not achieved, the impact of the development on the local highway network after highway improvements is still acceptable in highway and safety terms. On this basis, the development is not dependent on the success of the Travel Plan in making the development acceptable in terms of traffic impact on the local highway network.

- 8.3.3 The sustainable transport strategy set out in this Travel Plan and all of the associated measures will provide a genuine opportunity for the 10-percentage points reduction in single occupancy traffic flows associated with the development to be achieved.
- 8.3.4 An annual Travel Plan budget will be provided for the development to fund the 'soft' measures, as well as the cost of monitoring and implementation. How this fund would be allocated and spent will be determined by the TPC. For example, should the first monitoring surveys report that certain schemes or modes are better utilised or more popular, more funds could be invested into those more successful aspects of the Travel Plan.

SECTION 9 Summary

9.1 Summary

9.1.1 This Full Travel Plan submitted in conformance with Schedule Eleven of the Section 106 Agreement,

9.1.2 The Full Travel Plan builds upon the approved Framework Travel Plan which was submitted in support of an outline planning application for a residential led mixed use development at Boorley Park comprising of:

- Up to 1,400 homes, of which 70 will be extra care / assisted living units;
- A primary school;
- Commercial development comprising some 4,355 sqm gross floor area (employment - B1 assumed for the purposes of the transport assessment);
- 80 child nursery;
- Local shop comprising some 375 sqm gross floor area;
- Expansion of the Botley Park Hotel to incorporate a total of 174 bedrooms (an increase of 44 bedrooms from the existing 130 bedrooms and associated improved facilities (with removal of the existing Botley Park Hotel Golf Course); and
- Access from the B3354 Winchester Road (main) and Maddoxford Lane (secondary).

9.1.3 The TP focuses on trips generated by the residential element of the consented development. It is assumed that Travel Plans for other elements of the consented development will be provided as they are developed. This TP aims to promote sustainable lifestyles amongst new residents, through reducing the need for travel by private car, and in particular reducing single occupancy car journeys; providing non-car mode travel options for local journeys; and influencing modal choice.

“To reduce the number of single occupancy vehicle trips generated over a 12-hour period (weekday 07:00-19:00) by the site by 10 percentage points from the baseline position”

- 9.1.4 In line with current guidance, sustainable transport measures have been incorporated as an integral part of the site masterplan. Car and cycle parking will be provided in line with local standards. The consented development will assist in bringing forward a range of new / improved high quality off-site pedestrian and cycling facilities to connect with existing walking and cycling routes to provide opportunities for future residents at the consented development to make local journeys to key local destinations by walking and by bicycle instead of using the car, as well as providing parents, pupils staff and visitors to the school with a range of sustainable options to travel to and from the site.
- 9.1.5 A comprehensive sustainable transport strategy is set out for the consented development, including enhanced pedestrian and cycle links and public transport improvements. This will provide new residents with excellent opportunities to travel by sustainable modes to the key destinations in the area.
- 9.1.6 The Travel Plan puts forward a range of non-infrastructure or 'soft' measures aimed at influencing modal choice for travel to the site, including:
- Measures to promote walking and cycling, including provision of plans showing walking and cycling routes to local facilities, and a bicycle user group;
 - Promotion of public transport, including provision of public transport timetable and route information;
 - Promotion of Hampshire's car sharing scheme;
 - Provision of a discounted car hire scheme for residents;
 - Provision of broadband access to enable easy access to local home delivery services and home working;
 - A resident's travel information pack;
 - Provision of up-to-date travel information by other means, including a community travel website and community notice boards.
- 9.1.7 A management and implementation strategy of the Travel Plan is clearly set out. A Travel Plan Co-ordinator will be appointed by the developer until the end of construction period of the development or ten years from the first occupation of any dwelling whichever is the latter. A timetable for the implementation of these measures was presented and subsequently approved in the Framework Travel Plan.

- 9.1.8 The Travel Plan Co-ordinator will be supported by a Steering Group, comprising representatives from the developer, local authority, residents and other interested parties, such as Travel Plan Co-ordinators from nearby developments. A strategy is proposed for the handover of the Travel Plan at the end of the developer's involvement.
- 9.1.9 The total monitoring programme of the development will be for the duration of the construction period of the development or ten years from the first occupation of any dwelling whichever is the later. A monitoring strategy is proposed in accordance with the TRICS Standard Assessment Methodology, as well as questionnaire surveys to promote the involvement of residents. This will ensure that the survey captures information about an established critical mass of residents and will allow time for the measures contained within the Travel Plan to take effect. A biennial monitoring report over the period of the Travel Plan period will be submitted to HCC setting out the results of the travel surveys against the targets and objectives identified within the Travel Plan.

FIGURES

APPENDIX A. PRow plans

APPENDIX B. Bus Services

APPENDIX C. Indicative Costs

APPENDIX D. Residential Travel Survey

APPENDIX E.

