

Appendix H

Residential Travel Plan



Shepherd's Spring Playing Fields

Travel Plan

Report



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Travel Plan

Report

JMP Consultants Limited
3 Harbour Exchange Square
London E14 9GE

T 020 7536 8040
F 020 7005 0462
E docklands@jmp.co.uk

www.jmp.co.uk

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Travel Plan

Report

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1 Introduction

Background

- 1.1 JMP Consultants Ltd (JMP) has been commissioned by Hampshire County Council (HCC) to develop a Residential Travel Plan (RTP) in support of a residential development on land formerly used as a playing field by Shepherd's Spring Infant and Junior schools, Andover.
- 1.2 The former school buildings are now occupied by Centre's for Education and Children (CEC) following separate planning applications.
- 1.3 The proposed development is located adjacent to Newbury Road (A343) to the rear of the CEC buildings; this is approximately 1.8 km to the north east of Andover town centre. The location of the site is shown in Figure 1.1. A total of approximately 50 residential dwellings are proposed on the site and this would include a mix of houses and flats, with up to 40% of these being designated as affordable properties. The proposed development will utilise an existing access onto Smannell Road.

Figure 1.1 Site Location Plan



- 1.4 The purpose of this RTP is to set out a strategy for reducing dependence on travel by private car and reduce private car mileage in favour of more sustainable modes. This reflects current Government policy objectives in respect of transport and healthier, greener living.

Development Proposals

- 1.5 The proposals include a development of 50 residential units comprising a mix of two, three and four dwellings with 40% being designated as affordable housing. A summary of the proposed dwelling mix is provided in Table 1.1.

Table 1.1 Proposed Development Quantum

Unit Type	No. Of Units
2 Bed House	22
3 Bed House	24
4 Bed House	4
Total	50

Report Structure

- 1.6 This report is set out in the following chapters:
- Chapter 2 sets out the policy context of the development;
 - Chapter 3 describes the site location and existing accessibility situation;
 - Chapter 4 sets out the aims, objectives and targets of the RTP;
 - Chapter 5 outlines the Management Strategy of the RTP;
 - Chapter 6 sets out the consultation and engagement process of the RTP;
 - Chapter 7 presents the package of measures;
 - Chapter 8 outlines the action plan; and
 - Chapter 9 describes the monitoring and review conditions.

2 Policy

Introduction

- 2.1 This section of the RTP establishes the current transport planning policy context of the proposed development for the site. It examines integrated transport planning policies at the national, regional and local level in order to demonstrate how the development proposals conform to relevant planning policy guidance focusing on transport-related issues.

National Policy

Planning Policy Guidance Note 13: Transport (PPG13)

- 2.2 The Government's Planning Policy Guidance 13: Transport (PPG13), published in March 2001, includes Government policy on the role of Travel Plans with relation to proposed developments. It states that Travel Plans are required to be submitted alongside planning applications that are likely to have significant transport implications. The aims include (p.89):

- *'reducing car usage (especially single occupancy journeys) and increasing the use of public transport, walking and cycling;*
- *decreasing traffic speeds, and improving road safety and personal security particularly for pedestrians and cyclists; and*
- *incorporating more environmentally friendly delivery and freight movements.'*

- 2.3 PPG13 acknowledges that the availability of car parking has a major influence on the means of transport people choose for their journeys. It states that:

'Reducing the amount of parking in new development (and in the expansion and change of use in existing development) is essential, as part of a package of planning and transport measures, to promote sustainable travel choices. At the same time, the amount of good quality cycle parking in developments should be increased to promote more cycle use.'

- 2.4 It continues that local authorities should:

- *'Require developers to provide designated parking spaces for disabled people in accordance with current good practice.'*
- *'Require convenient safe and secure cycle parking in development at least at levels consistent with the cycle strategy in the local transport plan; and consider appropriate provision for motorcycle parking.'*

- 2.5 PPG13 also advises that Travel Plans should have measurable outputs and should arrange for monitoring the progress of the Plan (p.90).

- 2.6 This RTP is being submitted as part of the planning application to promote sustainable travel to and from the development.

PPS1

- 2.7 PPS1: Delivering Sustainable Development (2005) sets out the overarching policies on the delivery of sustainable development through the planning system. A widely used definition of sustainable development is: 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs.'

2.8 PPS1 states that the following principles should be applied to contribute to the delivery of sustainable developments:

'Regional planning bodies and local planning authorities should ensure that development plans contribute to global sustainability by addressing the causes and potential impacts of climate change – through policies which reduce energy use, reduce emissions (for example, by encouraging patterns of development which reduce the need to travel by private car, or reduce the impact of moving freight), promote the development of renewable energy resources, and take climate change impacts into account in the location and design of development.'

2.9 PPS1 also indicates that in preparing development plans, planning authorities should seek to:

'Provide improved access for all to jobs, health, education, shops, leisure and community facilities, open space, sport and recreation, by ensuring that new development is located where everyone can access services or facilities on foot, bicycle or public transport rather than having to rely on access by car, while recognising that this may be more difficult in rural areas.'

2.10 Reduce the need to travel and encourage accessible public transport provision to secure more sustainable patterns of transport development. Planning should actively manage patterns of urban growth to make the fullest use of public transport and focus development in existing centres and near to major public transport interchanges.'

2.11 The site is accessible by public transport, walking and cycling. A RTP would be implemented to encourage residents to use sustainable modes of transport and to reduce reliance on the private car. The development therefore supports the objectives of PPS1.

PPS3

2.12 National policy with regards to housing is formulated in PPS3: Housing (updated in 2010). PPS3 provides guidance on a range of issues relating to the provision of housing and paragraph 36 states that:

'The Government's policy is to ensure that housing is developed in suitable locations which offer a range of community facilities and with good access to jobs, key services and infrastructure.'

2.13 Paragraph 14 gives the following guidance stating that developments should meet the following aims:

'Creating places, streets and spaces which meet the needs of people, are visually attractive, safe, accessible, functional, inclusive, have their own distinctive identity and maintain and improve local character.'

2.14 Paragraph 15 states that local planning authorities should:

'Encourage applicants to bring forward sustainable and environmentally new housing developments including affordable housing developments.'

2.15 Paragraph 16 sets out the following guidelines advising that developments should:

- *'be easily accessible and well connected to public transport and community facilities and services and well laid out so that all space is used efficiently, is safe, accessible and user friendly;*

- *provide or enable good access to community and green and open amenity and recreational space (including play space) as well as private outdoor space such as residential gardens, patios and balconies;*
- *be well integrated with and complement the neighbouring buildings and the local area more generally in terms of scale, density, layout and access; and*
- *create or enhance a distinctive character that relates well to the surroundings and supports a sense of local pride and civic identity.'*

2.16 The Government's key housing policy goal is to ensure that everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live. To achieve this, the Government is seeking:

- *'to achieve a wide choice of high quality homes, both affordable and market housing, to address the requirements of the community;*
- *to widen opportunities for home ownership and ensure high quality housing for those who cannot afford market housing, in particular those who are vulnerable or in need;*
- *to improve affordability across the housing market, including by increasing the supply of housing; and*
- *to create sustainable, inclusive, mixed communities in all areas, both urban and rural.'*

2.17 The predominant land use in the vicinity of the site is residential therefore the development would be well integrated with and complement the local area.

Making Residential Travel Plans Work: A Good Practice Guide

2.18 The publication of 'Making Residential Travel Plans Work: A good practice guide' (September 2005) on behalf of the Department for Transport (DfT) by the Transport 2000 Trust provided a basis for the preparation of RTP documents for large residential schemes.

2.19 The guidance recognises that there is a difference between a RTP and the traditional 'journey destination' based Travel Plans (for employment, school or visitor attraction) in that there is often no obvious single organisation to manage RTPs on an on-going basis. Therefore, the management regime for a RTP must be established at the outset so that the plan can be effective over an extended period of time.

2.20 The guidance states that:

'If the travel plan is designed into the residential development from the beginning and supported by a long term commitment and mechanisms for implementation, potential local benefits include:

- *reducing the need for car use with benefits in terms of reduced traffic, congestion, air pollution and accidents;*
- *improving accessibility and travel choice for reaching local facilities;*
- *improving public transport provision for people in nearby developments because of the increased economies of scale;*

- *increasing scope for child-friendly housing layouts with fewer roads, vehicle movements and parking areas;*
- *complementing nearby travel plans, and possibly even assisting them in achieving more ambitious initiatives;*
- *improving access by the wider community to the residential development by sustainable modes of transport;*
- *representing good practice and providing an educational tool to help change perceptions about the convenience and benefits of not using the car where alternatives exist;*
- *achieving more attractive environments that contribute to regeneration and renewal initiatives; and*
- *increasing marketability of the development as more households seek to change their travel behaviour.*

2.21 These objectives form the basis of this RTPs aims and objectives.

Future of Transport: A Network for 2030

2.22 In July 2004, the DfT published the new White Paper 'Future of Transport: A Network for 2030' looking at the factors that will shape the UK's transport over the next thirty years. The White Paper sets out the Government's plan to respond to the increasing demand for travel; maximising the benefits of transport while minimising the negative impact on people and the environment.

2.23 The White Paper recognises that we need a transport network that can meet the challenges of a growing economy and increasing demands for travel, whilst achieving our environmental objectives (6, p.12). This requires, among others:

- *the road network providing a more reliable and free-flowing service for both personal travel and freight, with people able to make informed choices about how and when they travel;*
- *buses that are reliable, flexible, convenient and tailored to local needs; and*
- *making walking and cycling real alternatives for local trips.*

2.24 Chapter 1 of the White Paper acknowledges that past planning policies, such as large out-of-town developments, have increased the demand for long distance travel. To reduce this growing need to travel, it advises that land-use planning and transport policies must be coordinated better to achieve more sustainable patterns of development.

2.25 Part of the strategy of this White Paper is to enhance local travel through the promotion of Travel Plans to encourage people to consider alternatives means of transport.

Towards A Sustainable Transport System – Supporting Economic Growth in a Low Carbon World

2.26 The DfT published 'Towards A Sustainable Transport System' in October 2007. It describes how the Government is responding to the recommendations made in the Eddington Study (2006) to improve transport's contribution to economic growth and productivity, and how it is ensuring that transport will play its part in delivering the overall level of reductions in carbon emissions recommended by the Stern Review of the Economics of Climate Change (2006).

- 2.27 The document also proposes a new approach to longer term transport strategy, building on the model recommended by Sir Rod Eddington, and explains how the DfT will engage with passengers, the transport industry and other stakeholders.

Development Compliance

- 2.28 The site is accessible by public transport with two bus stops located outside of the site entrances and also benefits from the established walking and cycling networks. The predominant land use in the site's vicinity is residential therefore the development will be well integrated with and complement the local area. The proposed development will offer different housing mix including affordable housing and thus contributing to the Government's goal of creating diverse and mixed communities. The development therefore accords with national policies.

Regional Policy

South East Plan

- 2.29 The publication of the final version of the South East Plan (May 2009) meant that all the saved policies in the Hampshire County Council Structure Plan were no longer in force. However, on 6th July 2010 the Regional Spatial Strategies were revoked with immediate effect.

Local Policy

Hampshire County Council Local Transport Plan (LTP) (2006-2011)

- 2.30 This LTP sets out the County Council's transport strategy for the next five years. The strategy aims to improve the quality of life of its residents, protect the environment and secure economic prosperity. This LTP endeavours to ensure that transport problems are addressed by a process to 'reduce, manage and invest'.
- 2.31 The LTP includes a 5 year strategy as well as a long-term strategy. In order to deliver the aims of the LTP, the 5 year strategy includes within it a further four areas of priority; accessibility, congestion, safety and air quality.
- 2.32 The Accessibility Strategy within the LTP states that it will aim to:
- *'provide more services directly to people to reduce the need to travel;*
 - *use land use planning policies and development control to ensure essential facilities and services are provided locally to reduce the need to travel; and*
 - *streamlining services so that fewer personal visits are required.'*
- 2.33 Table 2.1 below summarises how Hampshire County Council aim to address each of the four priority areas by incorporating the 'reduce', 'manage' and 'invest' formula. This table is also available in the LTP in paragraph 2.58.

Table 2.1 HCC Priority Areas

Accessibility	
<i>Reduce</i>	<p>More services available to people without the need to travel – by telephone, the Internet (including measures to increase Internet availability), home visits, home deliveries, mobile services.</p> <p>Services are closer to more people so that journey distances are reduced. (May require investment).</p> <p>Streamlining services so that personal visits are not needed, eg no need to visit a doctor for a repeat prescription.</p>
<i>Manage</i>	<p>Better information to people about the options for accessing services – eg timetable information, contact telephone numbers.</p> <p>More effective provision and timetabling of existing transport services to improve accessibility.</p> <p>Better pedestrian and cycle signs, especially in urban areas.</p>
<i>Invest</i>	<p>Improved public transport services – more and better buses, rail and light rail, park and ride facilities.</p> <p>Improved pedestrian and cycling facilities in settlements, especially to tackle problems of severance.</p>
Congestion	
<i>Reduce</i>	<p>Reduce the need to travel and encourage fewer and shorter journeys, especially by car.</p> <p>School and workplace travel planning.</p> <p>Smarter working, including more working from home, flexible working hours, video conferencing.</p> <p>Land use policies to create mixed use sustainable communities by co-locating employment, housing, retail and leisure.</p>
<i>Manage</i>	<p>Make best use of the existing transport networks.</p> <p>Provide information to the travelling public, both pre-journey and real-time.</p> <p>Effective signing and traffic management.</p> <p>Deal with incident management (roadworks, adverse weather conditions, crashes and special events) through Traffic Management Act 2004 powers.</p> <p>Physical and financial demand management measures, including parking polices.</p> <p>Improve junction layouts to facilitate traffic flow.</p> <p>Effective maintenance of road and public transport networks to secure best value for money from the assets.</p>
<i>Invest</i>	<p>New roads and public transport infrastructure.</p> <p>Park and ride facilities.</p> <p>Improve bus journey time reliability by using bus priority measures.</p> <p>Improved rail services and more and better rail stations.</p>
Safety	
<i>Reduce</i>	<p>Education measures to prevent crashes from happening in the first place.</p> <p>Better driver training and information.</p>
<i>Manage</i>	<p>Enforcement by improved signs and driver information.</p> <p>Measures to control speed.</p>
<i>Invest</i>	<p>Engineering interventions, eg remedial measures, revised junctions and anti-skid treatments.</p>
Air quality	
<i>Reduce</i>	<p>Fewer journeys and reduced congestion – see congestion section.</p> <p>Measures to encourage the use of cleaner fuels and less polluting Vehicles, especially heavy goods vehicles (HGVs) in sensitive areas.</p> <p>Freight Quality Partnerships to rationalise HGV movements.</p>
<i>Manage</i>	<p>Signing and traffic signals to reduce queuing.</p> <p>Information about air quality.</p>

	<i>Traffic management measures – see congestion.</i>
<i>Invest</i>	<i>Revised junctions. New infrastructure to reduce vehicle movements in Air Quality Management Areas eg public transport, relief measures etc.</i>

Test Valley Borough Local Plan 2006

2.34 The Local Plan contains proposals to guide development in the Borough to 2011 and beyond. Policies on transport are contained within Chapter 7 of the Plan.

2.35 Policy TRA 01 – ‘Travel Generating Development’ states a development will be permitted provided that it:

- *‘does not have an adverse impact on existing pedestrian, cycle or public transport users of the highway;*
- *‘includes measures that minimise its impact on the transport network;*
- *‘its location is well served by public transport; and*
- *‘is accessible to pedestrians and cyclists.’*

2.36 Policy TRA 01 continues to mention that all developments which generate an increase in movements should contribute to the objectives of reducing the need to travel.

2.37 The Plan states that new development should not inhibit existing patterns of travel by sustainable modes. It continues that:

‘Developments should maximise accessibility to key destinations through their location and design and that it should be related to existing or proposed transport facilities in order to promote trips, which are made by non-car modes of transport.’

2.38 Policy TRA 03 states that:

‘development will be permitted provided that it would not result in either the loss or relocation to less convenient and accessible locations of public transport infrastructure.’

2.39 Policy TRA 05 seeks to ensure that a safer access for all users is provided at all developments.

2.40 Policy TRA 06 deals with internal layout of sites seeking to ensure that is safe, attractive and functional for all highway users and that it connects with existing and proposed links to key destinations.

2.41 Policy TRA 09 states that:

‘Development will be permitted provided that it does not have an adverse impact on the function, safety and character of the highway network.’

Development Compliance

2.42 The site is well served by public transport and is also accessible by walking and cycling. The internal pedestrian links will be connected with the existing pedestrian network. The site will be developed in the already established residential area and will therefore be well integrated with the existing uses of land in the vicinity.

Local Parking Policy

2.43 Car and cycle parking standards are set out in Annex 1 of the Test Valley Borough Local Plan 2006. The car and cycle parking provision should comply with standards set in Table 2.2 below. Car parking standards are expressed as maximum with cycle parking standards being expressed as minimum.

Table 2.2 Car Parking Standards for Residential Developments

Unit Type	Car Parking Standard	Cycle Parking Standards	
		Long Stay	Short Stay
1 Bed Units	1.0 space per unit	1 space per unit	1 loop/hoop per unit
2 - 3 Bed Units	2.0 spaces per unit	2 spaces per unit	1 loop/hoop per unit
4 or More Bed Units	3.0 spaces per units	2 spaces per unit	1 loop/hoop per unit

Test Valley Borough Local Plan 2006.

3 Existing Site Location and Accessibility

Site Location

- 3.1 The development site was formerly used as a playing field for Shepherd's Spring Infant and Junior Schools. The schools were closed and replaced by Centres for Education and Children (CECs) and the playing field then became available for redevelopment. The existing field can be seen in Figure 3.1.

Figure 3.1 Existing Site



Highway Network

- 3.2 The site is accessed via Smannell Road; this is a carriageway with a width of approximately 7.2m near the CECs entrance. The existing site access arrangement is shown by the photo in Figure 3.2.

Figure 3.2 Existing Site Access



- 3.3 Smannell Road connects Newbury Road (A343) and Icknield Way. Further east, Smannell Road provides access to the MDA which is currently being constructed. Smannell Road has a speed limit of 30mph.
- 3.4 Newbury Road (A343) provides access to the Andover ring road, the town centre and the wider road network. Figure 3.3 shows the local highway network and the speed limits on the Newbury Road and Smannell Road.

Local Services and Amenities

- 3.5 The surrounding area is predominately residential and already benefits from a choice of shops, education and leisure amenities. Local employment is also provided along the southern section of A343 Newbury Road at various retail outlets and on the Walworth Industrial Estate located to the south east of the site. Andover Town Centre is approximately 1.8km from the site. This provides a number of facilities including banking and retail services.

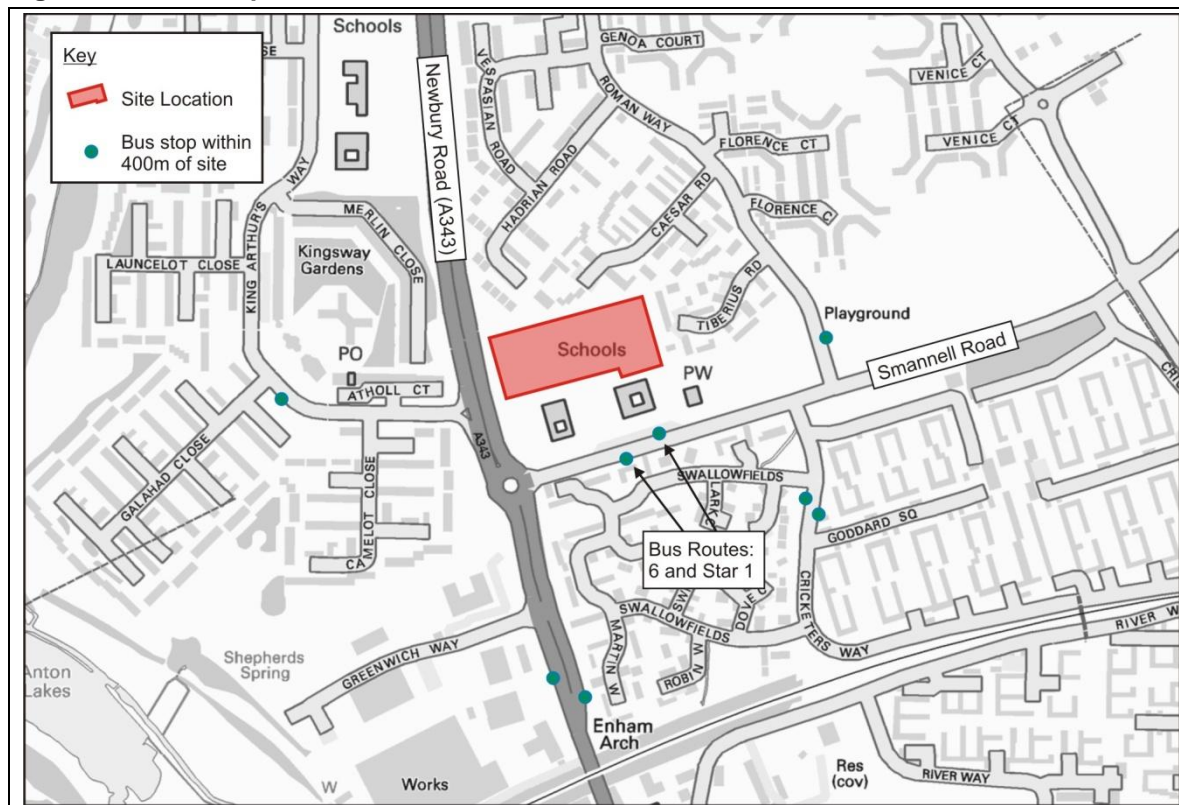
Travel and Transport Links

Public Transport

Bus Services

- 3.6 The site is served by two bus routes with the closest bus stops located on Smannell Road approximately 25 metres from the site access; the location of the bus stops are shown in Figure 3.4.

Figure 3.4 Bus Stop Locations



- 3.7 The high frequency Stagecoach Star 1 service runs every 10 minutes throughout most of the day on a weekday and Saturday. A summary of bus services within 400 metres of the site is provided in Table 3.1.

Table 3.1 A Summary of Bus Services within 400m of the Site

Bus Route	To	From	Frequency	
			08:00 – 09:00	17:00 – 18:00
Star 1*	Andover Bus Station	Andover Bus Station	6	6
6	King Arthur's Way	Andover Bus Station	1	2
6	Andover Bus Station	King Arthur's Way	1	2
Total			8	10

**Loop Service*

3.8 As can be seen there is a total of 8 and 10 bus services in both directions available between 08:00 – 09:00 hours and 17:00 – 18:00 hours respectively.

Rail Services

3.9 Andover Railway Station is located approximately 2 km to the south west of the site. The station is served by South West trains and provides connections to destinations including Bristol, Exeter, London Waterloo, Salisbury and Southampton.

Walking and Cycling Networks

3.10 The site is accessible by foot and by bicycle. A number of footpaths exist in the vicinity of the site providing a pleasant walking environment.

3.11 The site also benefits from the pedestrian/cycle improvements delivered as part of the section 106 agreement for the East Anton MDA. These include a 3m wide cycleway/footway on Smannell Road, a pedestrian crossing point and a raised table. Figure 3.5 shows recently completed pedestrian and cyclist facilities on Smannell Road.

3.12 At the junction of Smannell Road and Roman Way to the east of the site a pedestrian island has been provided along with extended dropped kerbs and bollards. This can be seen in Figure 3.6.

3.13 Currently, there are no national cycle network routes located near to Smannell Road.

Figure 3.5 Photo of Pedestrian and Cycle Facility on Smannell Road



Figure 3.6 Photo of Pedestrian and Cycle Facility on Smannell Road



Development Infrastructure

Pedestrian Access

- 3.14 Pedestrians would be able to access the development from Smannell Road, Newbury Road Augustus Walk and a link to/ from Tiberius Way. Internal routes have been designed so pedestrians are considered above vehicular traffic. The pedestrian links will tie in with the surrounding pedestrian network.
- 3.15 As part of the Section 106 agreement for the MDA, the pedestrian crossing point on Smannell Road will be upgraded to a signalised crossing. In addition, a signalised pedestrian crossing will be provided on the A343 Newbury Road north arm of the Newbury Road/ Smannell Road roundabout. Improvements will also be made to footways on Newbury Road.
- 3.16 As part of the development proposals, a new off-site pedestrian link is proposed on the western side of the development. This will integrate with the measures to improve pedestrian access at the roundabout and provide a continuous at-grade pedestrian link along the A343 Newbury Road to the back of the development.

Car and Cycle Parking

- 3.17 A total of 89 car parking spaces are proposed; this is in accordance with the Test Valley car parking standards. Cycle parking would meet Test Valley Borough Council minimum parking standards.

4 Aims, Objectives and Targets

Introduction

- 4.1 This section presents the overarching aims and objectives of the RTP. The purpose of this section is to set the strategic direction of the RTP and provide a focus for a package of measures.
- 4.2 Provisional targets are also listed which the RTP will endeavour to meet over the short and medium term. It includes indicators through which progress towards meeting targets will be measured. Further information on monitoring and reviewing of the RTP can be found in Section 9.
- 4.3 Targets are the measurable goals by which progress would be assessed. SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets have been set which the RTP will seek to reach within the period covered by the current RTP, i.e. over a five year period commencing from occupation of the site and associated implementation of the RTP. Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets.

Aims

- 4.4 The aim of this RTP is to:
- create a more sustainable, community driven environment for residents living within the development, which promotes a range of lifestyle and travel choices and reduces reliance on the private car.

Objectives

- 4.5 The objectives of this RTP are to:
- raise awareness of sustainable modes of travel available to residents and visitors;
 - build on encouraging sustainable travel patterns in the area through increasing levels of active travel and in particular walking and cycling;
 - encourage car-sharing or use of car clubs in order to reduce single vehicle occupancy; and
 - provide better links with other local Travel Plans such as those implemented within local schools.

Targets & Indicators

- 4.6 The Census database was used to estimate multi-modal person trips associated with the Proposed Development.
- 4.7 The targets and indicators are set out in Table 4.1 and are based on the mode share derived from Census data. The actual baseline mode share will be determined following residents travel surveys that will take place post-occupation. The targets will need to be revised in the light of these surveys and agreed with the relevant HCC Travel Planning Officer.
- 4.8 Areas for improvement have been identified and the RTP aims to address these. These areas include:
- reducing car usage (single occupancy vehicles) in the five years following site occupation;

- increasing use of public transport in the five years following site occupation; and
- increasing walking and cycle usage in the five years following site occupation.

4.9 The interim and full targets are set out in Table 4.2. The baseline mode share will be determined following travel surveys that will take place post-occupation. The targets would need to be revised in the light of these surveys and agreed with the Travel Plan Officer at the local highway authority.

Table 4.1 TRAVL and Census 2001 Data with Provisional RTP Targets

Mode	Census Percentage	RTP Targets	Indicator
Car Driver	58%	<49%	Resident travel survey
Car Passenger	10%	>12%	
Motorcycle	2%	<2%	
Bus, minibus or coach	8%	>10%	
Train	1.5%	>1.5%	
Taxi	1%	<1%	
Pedal Cycle	5%	>8%	
Walk	14%	>16%	
Other	0.5%	0.5%	
Total	100%	100%	

Table 4.2 Interim and Full Targets

Mode	Baseline Mode Split (Year 1)	Interim Mode Split (Year 3)	Final Mode Split (Year 5)
Car Driver	58%	53.5%	49%
Car Passenger	10%	11%	12%
Motorcycle	2%	2%	2%
Bus, minibus or coach	8%	9%	10%
Train	1.5%	1.5%	1.5%
Taxi	1%	1%	1%
Pedal Cycle	5%	6.5%	8%
Walk	14%	15%	16%
Other	0.5%	0.5%	0.5%
Total	100%	100%	100%

NB. The baseline mode split will be revised in light of a Site-specific resident travel survey at the Site on occupation

5 Management Strategy

Introduction

- 5.1 A RTP strategy that sets out clearly the stages by which the RTP would be developed and implemented is very important. Elements of a RTP strategy usually relate to:
- securing the resources (including time) that are necessary to develop and implement the RTP; and
 - consulting and educating residents and visitors.
- 5.2 The RTP strategy is set out within the remainder of this section. It discusses how the RTP would be managed and marketed.

Managing the Plan: Roles & Responsibilities

Travel Plan Co-ordinator

- 5.3 All Travel Plans are dependent on a nominated individual being given time and resources for delivery. The RTP will be managed and monitored by a Travel Plan Co-ordinator (TPC) who will have overall responsibility for ensuring delivery of the proposed measures and initiatives to time and to budget.
- 5.4 The RTP Co-ordinator will be nominated by the developer; they would be responsible for reviewing and agreeing the RTP with the Travel Plan Co-ordinator.
- 5.5 After five years, it is expected that the RTP would be taken up on a voluntary basis by the management company or another member of the RTP Steering Group (see paragraph 6.2).
- 5.6 The Travel Plan Co-ordinator will liaise with other stakeholders and contacts as necessary, these are likely to include:
- HCC Travel Plan Officers;
 - Test Valley Travel Plan Officers;
 - Bus operators;
 - Local retailers; and
 - Schools in the local area.

Marketing

- 5.7 Marketing and awareness-raising strategies form an important part of all RTPs. They cover the involvement/engagement of residents and visitors about travel options and the benefits of more sustainable and efficient travel. Marketing material would be specifically developed to target those in all stages of behaviour change (see Section 7 for details about the 'Transtheoretical Stages of Change' model).
- 5.8 This RTP would be marketed to residents of the development; the primary means by which the RTP would be marketed are:

- Residential Travel Packs; and
- Website.

6 Consultation and Engagement

Introduction

- 6.1 In order for a RTP to be successfully implemented, it is essential to have the support of those who would be affected by its measures. Key to securing this support is to engage and consult with residents of the site.

Steering Group

- 6.2 A steering group would be formed from the residents based at the Site, including the TPC, upon occupation of the site. The steering group would be required to meet twice a year and the initial meeting would be used as an opportunity to discuss the RTP, its benefits to the community and the measures being introduced in order to meet targets.
- 6.3 The steering group would also be responsible for ensuring future ownership of the RTP to continue beyond the first five years of occupation. Members of the steering group would help to inform the RTP process and to speak on behalf of other users of the site.

Open Day

- 6.4 The RTP would also affect the existing residents in the immediate vicinity of the site. In order to engage and consult them, an open day would be arranged at a local centre to promote the measures identified in the RTP. This open day would also be open to residents based on the site and would be used as an opportunity to sign-up members for the Steering Group.

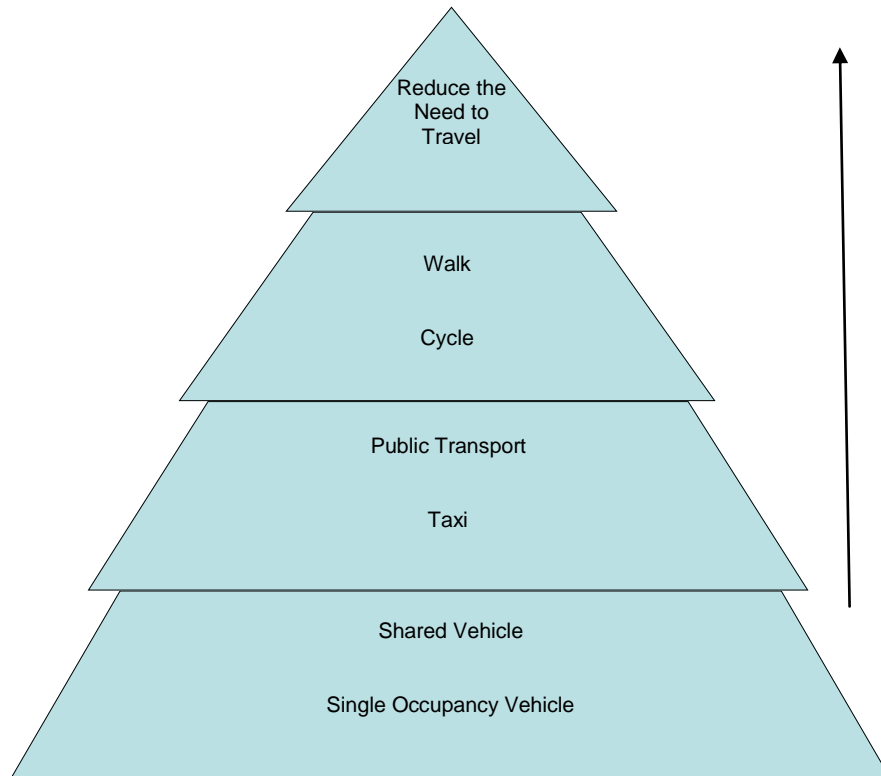
7 Package of Measures

The Approach

Behaviour Change

- 7.1 This RTP would focus on encouraging residents to move up the transport hierarchy by moving away from single occupancy car use to using alternative modes of transport such as car sharing and using public transport. Those who are already travelling by public transport would be expected to move on to using active forms of travel (i.e. walking and cycling), as shown in Figure 7.1 below.

Figure 7.1 Transport Hierarchy



- 7.2 In order to do this, the RTP needs to affect peoples' behaviour by creating a long-term behaviour change that is maintained. Therefore, the RTP measures should be linked with types and stages of an individual's behaviour. This can be achieved by linking the individual to the 'Transtheoretical Stages of Change' model. Table 7.1 shows the assumption that behavioural change is a process comprising stages that individuals move through. The model is not strictly one way and does account and allow for the fact that people may 'relapse' to a previous stage. The stages also offer a means by which people can be easily classified according to their current stage.

Table 7.1 Transtheoretical Model of Behaviour Change in relation to Travel Behaviour

Stages		Possible Intervention
Stage 1 Pre-contemplation	There is no intention to take action within the next 6 months	Communication campaign to provide information on congestion problems and in particular information on personal benefits of change
Stage 2 Contemplation	Intends to take action within the next 6 months	Targeted information through Travel Plan
Stage 3 Preparation	Intends to take action within the next 30 days and has taken some behavioural steps in this direction	Specific interventions and information about them: Safe walking/cycling routes, Personalised Travel and or Journey Planning, discounted public transport tickets
Stage 4 Action	Has changed some overt behaviour for less than 6 months	Support encouragement and reinforcing information is required at this stage which maintain and reward the new travel behaviour: emails, newsletters, offers, events
Stage 5 Maintenance	Has changed overt behaviour for more than 6 months	Old behaviour is unlikely to return unless triggered by a new difficulty: weather/bus unreliability

7.3 Therefore, three groups of RTP measures have been developed which relate to different stages of change. These are:

- Information and Awareness Raising (moving residents and visitors from Stages 1 to 2, and 2 to 3);
- Facilities (moving residents and visitors from Stage 3 to 4); and
- Rewards/Incentives (moving residents and visitors from Stage 4 to 5).

7.4 These three groups of measures are detailed for each target group in the following sections.

General Information & Awareness Raising

7.5 The RTPs objectives and benefits should be promoted to residents. It is recommended that regular updates on the RTP, improvements made to facilities and modal split figures are presented to residents in order to engage them in the RTP from the outset. General measures to raise awareness of the RTP are detailed below.

Residential Information Packs

7.6 A Residential Information Pack full of travel information would be provided to each household before they move into the new development. Providing this information in advance ensures that residents become aware of the various modes of transport and existing services that are available to them at the earliest opportunity. Establishing sustainable travel patterns from the outset are more likely to be achieved before travel behaviour patterns become habit.

7.7 The packs would include the following information:

- awareness of the health, economic and environmental benefits of walking and cycling;
- safe and secure walking and cycling route maps: a residents guide to local facilities within 2km (walking) and 5km (cycling) of the site would be produced; and
- promotion of local cycle shops: information about the availability of local cycle shops, and any discounts of offers that may be available.

Travel Plan Website

- 7.8 A travel website for the site could be developed to promote the RTP and offer tips and advice on travelling sustainably. The information enclosed in the residential packs should be available to upload with all relevant walking and cycling maps.

Walking

- 7.9 Walking is an easy way to keep fit and active whilst also saving on transport costs. It is a great form of exercise to improve energy levels, reduce stress and minimise carbon emissions.

Walking Maps

- 7.10 Residents would be provided with a guide to local facilities within 2km (walking) distance would help to encourage more walking to and from the site. This information would be included in the Residential Information Pack.

Travel Plan Website

- 7.11 This would include information gathered from the residents travel survey (when undertaken) concerning walking, information on the benefits of walking (i.e. health, cost-saving, and environmental), as well as walking routes and maps for the Site.
- 7.12 A link to Transport Directs journey planner (www.transportdirect.info) would also be included and promoted to all residents and visitors as this may encourage them to walk more (e.g. to walk to local amenities rather than use the car). Links to other sites which provide information on the benefits of walking and walking routes will also be promoted via the Site. These may include www.walkit.com www.ramblers.org.uk and www.hants.gov.uk/walking.

Cycling

- 7.13 An increasing number of people are realising the benefits of cycling. This RTP sets out the information and awareness raising, facilities, and reward/incentive measures that could be implemented to encourage and maintain cycling to/from the site.

Cycle Parking

- 7.14 The proposed development would provide cycle parking spaces for residents (mixture of private and shared cycle stores) in safe and secure locations; this would meet Hampshire County Council minimum parking standards.

Cycle Discounts

- 7.15 An arrangement with a local cycle shop could be investigated so residents can benefit from discounts on bicycles and cycling equipment. Expert advice from local cycle shops would ensure that cyclists receive specialist information and support about the different equipment (e.g. bicycle, lights, helmets and reflective clothing) they would need to use this mode safely. This information would also be included in the Residential Information Pack.

Cycle Training

- 7.16 HCC funds cycle training throughout Hampshire. In order to promote and increase cycle use for residents the Site occupier will use the contacts provided by HCC's cycling webpage's and arrange training for residents, as appropriate.
- 7.17 Cycle Training is also a good activity to hold when organising environmental and sustainability events in the local area. For example, 'In Town Without My Car' day.

Travel Plan Website

- 7.18 The RTP website will include information gathered from the resident travel survey (when undertaken) concerning cycling, information on the benefits of cycling (i.e. health, cost-saving, and environmental), as well as cycling routes and maps for the website.
- 7.19 A link to HCC's cycling pages (www.hants.gov.uk/cycling) as well as the Transport Direct cycle journey planner (www.transportdirect.info) will also be included and promoted to all residents and visitors as this may encourage them to cycle more (e.g. cycle to local amenities rather than use the car).

Public Transport

- 7.20 One of the main objectives of the RTP is to encourage sustainable travel patterns. The following measures are proposed to maximise the potential of existing public transport services within walking distance of the site.

Public Transport Map

- 7.21 A map showing all the local public transport stations and bus routes near the development would be supplied to the residents via the Residential Information Pack. This information will also be available on the Website.

Discounted/Free Bus Passes

- 7.22 The provision of discounted/free bus passes would be investigated by the developer and the local bus operators.

Car Sharing

- 7.23 Residents would be encouraged to become members of existing car sharing schemes that are available to all members of the public (e.g. www.liftshare.com) and the economic, social and environmental benefits would be promoted and advertised within the Residents Information Pack as well as the website.

8 Action Plan

Introduction

- 8.1 This section draws together the proposals for RTP implementation, monitoring and review. The actions that would be undertaken are summarised in the Action Plan, which indicates how the various elements of the plan would be organised and how actions would be prioritised.

Action Plan

- 8.2 Tables 8.1 – 8.3 contain the RTP's Action Plan for the proposed development at the site pre-occupation (for the developer to implement), upon-occupation and post-occupation (for the RTP Co-ordinator to implement (TPC)).

Pre-Occupation

Table 8.1 Action Table: Pre-Occupation

Activity				When	By Whom
Travel Plan Target	Mode	Measure	Task		
TP1-3	All	Travel Packs for residents	Collate travel information (maps, timetables, routes, fares etc) for all sustainable modes of transport within Andover and surrounding areas and put into a pack to distribute to all new residents.	Pre-Occupation	Developer
TP1-3	All	RTP Website	Develop a website with information about walking, cycling and public transport.	Pre-Occupation	Developer/HCC
TP3	Walking and Cycling	Cycle walking routes /	Ensure adequate walking and cycling links which also link with existing routes.	Pre-Occupation	Developer/HCC (masterplan)
TP3	Cycling	Cycle parking	Provide cycle parking spaces (to meet HCC requirements) in a convenient and secure location within the local centre.	Pre-Occupation	Developer
		Cycle Training	Negotiate free cycle training with HCC for residents of the Site.	Pre-Occupation	Developer/HCC
		Discounts	Investigate the provision of a discount on cycling equipment for residents.	Pre-Occupation	Developer/TPC
TP2	Public Transport	Bus Passes	Investigate the viability of a financial incentive for residents to encourage use of buses for an agreed time period.	Pre-Occupation	Developer
		Access	Negotiations of S106 contribution towards improving bus services in the vicinity of the site.	Pre-Occupation	Developer/HCC

Upon-Occupation

Table 8.2 Action Plan: Upon-Occupation

Activity				When	By Whom
Travel Plan Target	Mode	Measure	Task		
-	None	Travel Plan Coordinator	Identify and appoint Travel Plan Coordinator to carry forward all tasks within action plan.	Upon Occupation	Developer/HCC
-	All	Steering Group	Set up a steering group and arrange for first meeting.	Upon Occupation	TPC
TP1-3	All	Travel Packs for residents	Distribute travel packs to all residents within the development.	Upon Occupation	TPC
TP1-3	All	Personalised Travel Planning (PTP)	Investigate the demand for PTP for all new residents at the site. If popular, offer PTP to all residents. PTP information can be included in the travel packs and on a website.	Upon Occupation	TPC
TP1	Car share	Car share scheme	Promote existing car share schemes such as www.liftshare.com. Include this information in Travel Packs and website.	Upon Occupation	TPC
TP3	Cycling	Cycling Training	Promote cycle training to residents (if implemented).	Upon Occupation	TPC, HCC

Post-Occupation

Table 8.3 Action Plan: Post-Occupation

Activity				When	By Whom
Travel Plan Target	Mode	Measure	Task		
TP3	Cycling	Cycle routes	Promote existing cycle routes and consider promoting the participation in national and local cycle events.	Post Occupation	TPC, HCC
TP3	Walking	Walking routes	Promote existing walking routes and any new pedestrian links. Also promote the participation in national and local walking events.	Post Occupation	TPC
TP1	Car share	Car share scheme	Investigate the need for an area wide car share scheme where interested residents can register on the website for commuter trips. Potential to tie in with wider scheme e.g. MDA	Post Occupation	TPC
		School Travel Plan	Explore potential to meet with local primary and secondary schools and discuss the potential for aligning the School Travel Plans and RTP in order to better meet targets.	Post Occupation	TPC
-	None	Steering Group	Arrange regular meetings to discuss progress of RTP and set-up a date for	Post Occupation	TPC

			carrying out travel surveys.		
-	None	Travel Survey	Distribute the travel survey to all residents and review interim and full targets.	Post Occupation	TPC

9 Monitoring and Reviewing

Introduction

- 9.1 Monitoring and review of the RTP would be in line with the standardised approach to monitoring and reporting for Hampshire County Council.
- 9.2 This section sets out the specific monitoring proposals associated with the proposed development and the means by which progress towards targets would be assessed.

Monitoring Plan

- 9.3 Monitoring would be carried out over five years. Years one, three and five would consist of the following core elements:
- site management questionnaire;
 - resident questionnaires; and
 - update RTP and submit to HCC's Development Planning team.
- 9.4 The RTP would be monitored in years one, three and five using SAM compatible surveys. The surveys could be issued electronically to encourage a good response rate, ensure convenience and uphold the sustainability message. This would enable follow on monitoring to be easily undertaken and compared to this original dataset.
- 9.5 In interim years two and four, monitoring would only consist of snapshot surveys for residents and visitors. The results of these surveys would be analysed and submitted to Hampshire County Councils Development Planning team within a RTP review document for review.
- 9.6 The annual monitoring and review of the RTP would be the responsibility of the assigned TP Co-ordinator. Agreement would be sought from Hampshire County Council before any review is formalised.
- 9.7 Table 9.1 summarises the Monitoring Plan, including the data collection activities that would be undertaken and when these would occur. Specific types of information/indicators that would be measured through each activity are also identified.

Table 9.1 Monitoring Plan

Element	Data Collection Exercise	Key Information	Frequency					By Whom
			Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	
1	Site management questionnaire	Cycle parking/usage Car parking space usage	✓		✓		✓	Travel Plan Co-ordinator
2	Resident questionnaire	Response rate Mode share	✓		✓		✓	Travel Plan Co-ordinator
3	Snapshot surveys	Mode share		✓		✓		Travel Plan Co-ordinator

Reporting

- 9.8 The results of travel surveys and of any review of the RTP would be reported annually to the Hampshire County Council's RTP Officer within the Development Planning team.
- 9.9 As appropriate, key survey and/or monitoring findings and associated sustainability messages would also be disseminated amongst residents.

