North Fareham Strategic Development Area
Emerging Transport Strategy
August 2010

Exec Summary

The Emerging Transport Strategy for North Fareham Strategic Development Area (SDA) recognises the existing transport issues and challenges in this area, taking into account the need to accommodate the Bus Rapid Transit strategy whilst also considering the transport demands of the new development. The strategy is based upon the current understanding of a reduced planning allocation for the SDA of 7,000 to 8,000 dwellings and approximately 97,000 sq metres of employment space and assumes that the development of the employment space near to M27 junction 11 will not take place before 2021.

The strategy builds upon the recommendations of the TfSH Joint Committee on 21 June 2010 having regard for both the M27 Corridor Study findings and the Wider BRT Study. The findings have been developed and enhanced to take into account the findings of other ongoing studies relating to reduce and manage and the developing Town Access Plan for Fareham.

The strategy aims to: support exemplar sustainable growth and development with sustainable movement promoted through the Bus Rapid Transit Strategy, reduce journey trip lengths and the need to travel outside the new development and to manage transport moving within the surrounding area. Building upon the above the emerging transport strategy is based around the following key assumptions:

- That the SDA will have high levels of self containment;
- That the SDA will have a high proportion of trips which are addressed through reduce and manage policies, including emphasis upon smarter choices, walking and cycling;
- That Bus Rapid Transit (BRT) will form a key component of the access strategy;
- That access will be initially via the A32 and M27 junction 10;
- That a link road will be required to connect the A32 to M27 junction 11 once the employment space is developed after 2021.

The emerging strategy provides a list of interventions grouped into reduce, manage and invest categories itemised over a four phased delivery timescale. The list will form a live document which will need to be refined and ratified as work progresses on masterplanning, LDF policy development and also when option testing can be undertaken, using the South Hampshire Transport Modelling Suite, which is expected to become available for use in 2011.

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Chapter 1 – Planning Context

The emerging transport strategy is based upon the current planning allocation for the North Fareham Strategic Development Area (SDA), recognising the recent abandonment of both the South East Plan (SEP) and the SDA at North/North East Hedge End. Between 7,000 and 8,000 dwellings are currently planned for North Fareham, together with schools, shops, community facilities and approximately 91,000 sq. metres of employment space. This compares with an original allocation in the SEP of 10,000 dwellings and 121,000 sq. metres of employment space.

The 23 June 2010 Partnership for Urban South Hampshire (PUSH) Joint Committee Report recommended that in order to facilitate the "Cities First" policy, that 51,000 sq. metres of employment space, planned to be developed in the vicinity of M27 Junction 11, should be deferred until after 2021, to allow employment development in Southampton and Portsmouth to precede this Greenfield development. PUSH anticipates that 27% of the employment space will be B8 use.

The SDA is intended to be located on land bounded by the M27 to the south, the Fareham to Eastleigh railway line to the west, the natural scarp to the north and the Wallington River to the east. The area of search forms part of Fareham Borough Council's "Fareham North" Ward which includes Fareham town centre. In 2009 the Fareham North Ward had a population of 7244 and 3106 dwellings predominantly located within and around Fareham town centre.

Development is planned in 2016 and is anticipated to be completed by 2031 (based on a suggested build rate of 500 dwellings per year by the developer). The residential development would commence on land to the west of the A32 with the development of the employment space near to the M27 Junction 11 commencing after 2021. The majority of local services (retail, education, employment and health) would be provided within the new development. The residents would look initially to Fareham for higher order services and then towards Portsmouth.

This document sets out an emerging Transport Strategy designed to plan for the development of the Bus Rapid Transit network, address the transport implications of the proposed future growth and to provide a framework for the delivery of future transport improvements. The strategy will need to be ratified through appropriate consultation.

Chapter 2 - Background

The emerging transport strategy is based around the following key assumptions:

- That the SDA will have high levels of self containment;
- That the SDA will have a high proportion of trips which are addressed through reduce and manage policies;
- That BRT will form a key component of the access strategy;
- That access will be initially via the A32 and M27 junction 10;
- That a link road will be required to connect the A32 to M27 junction 11 once the employment space is developed after 2021.

The key assumptions are based upon the recommendations of TfSH Joint Committee on 21 June 2010 with respect to the M27 Corridor Studies and Wider BRT Studies. The findings of these studies have been developed and enhanced to take into account other

previous and ongoing studies, together with ongoing work relating to reduce and manage and the developing Town Access Plan for Fareham.

The following studies which have been taken into account in the development of the emerging transport strategy:

- Preliminary Assessment of BRT Route Options, Mott Gifford March 2010.
- M27 Corridor Interim Study, Mott Gifford March 2010.
- Fareham Town Centre BRT Priority vision statement, Mott Gifford March 2010.
- Assessing the Impact of the Harbour Authorities LDF Proposals on the Strategic Highway Network, Peter Brett Associates August 2009;
- Fareham SDA Access Study, Mott Gifford Feb 2009
- A32 Realignment Study, Mott Gifford Feb 2009
- Portsmouth Western Corridor Studies, Atkins Feb 2009
- Eastleigh Area Supplementary Rail study, Mott Gifford February 2009
- BRT Alignment and Operation Assessment, WSP for Pruprim August 2008
- Setting Strategic Direction North Fareham SDA, Mott Gifford/MVA Feb 2008
- Planning Hampshire's Future South Hampshire Sub Regional Strategy Background Doc North Fareham SDA Initial Feasibility Study, PUSH Nov 2006

The emerging Transport Strategy has been formulated following close partnership working with the local authorities and interested parties, and draws on a range of influences including those developed through a number of Masterplanning and transport related workshop events.

The strategy will be ratified by the South Hampshire Transport Modelling Suite, a multi-modal evidence base model, during 2011. This document will remain as a live document which will be further refined through the progression of and consultation on the Local Development Framework, associated Area Action Plan and conclusion of the SDA Masterplanning process.

Chapter 3 - Vision and Objectives

The Transport Vision proposed for the SDA is to;

"Achieve a sustainable growth in the long term by delivering an integrated low carbon transport system that will be at the forefront of innovative thinking, providing high quality, affordable and deliverable alternatives to the private car, managing transport demand and maximising the use of existing assets to become an example for modern day living."

The Vision will be realised through close partnership working with stakeholders and partners, to;

- Support exemplar sustainable housing and economic development and growth.
- Enable sustainable movement by developing high quality public transport (BRT), walking and cycling alternatives to the private car.
- Improve the environment by seeking to have no detrimental impact upon air quality;

- Balance the needs of people to travel against the importance of protecting the environment.
- Reduce journey trip length and the need to work outside of the SDA.
- Manage car demand within, through and outside the SDA by maximising the use of existing assets.

The following chapters outline the existing challenges presented by the SDA and provide an emerging strategy for delivering the high quality transport solution required to ensure generated trips are reduced, managed and accommodated in a safe and sustainable manner.

Chapter 4 – Existing Transport Challenges and Policy

The emerging transport strategy takes into account the existing transport challenges and policy background summarised below:

Fareham is primarily accessed via the A27, A32 and the M27 Junctions 10 and 11. These roads are already congested during morning and evening peak periods resulting in the town centre and adjoining residential roads being used by "through traffic" with no destination in the town centre. This results in the journey time reliability of bus services using these roads and access to Fareham bus and railway stations being compromised.

Analysis of Fareham Borough's residents existing work travel patterns show that when people travel outside of the town, trips are primarily spread between a number of destinations including Portsmouth, Gosport, Whiteley, Segensworth and Southampton. However it should be noted that existing trends may not necessarily be representative of those which will be reflected within the SDA for a variety of reasons.

Design Principles. Although the concept of "Eco Towns" may yet be supplanted it did set design principles and aspirations which are relevant to the design and implementation of transport and access considerations within the SDA. These include:

- Good design principles, drawing from Manual for Streets, Building for Life and community travel planning principles.
- Demonstration of how transport choice messages, infrastructure and services should be provided from "day one".
- Close future monitoring of the carbon impact of transport as part of a low-carbon approach to travel.
- Measures to ensure that travel demand from private vehicles does not cause congestion on local and strategic roads.
- Measures to support children walking and cycling safely and easily to school.
- All homes to be provided within a maximum walking distance of 800 metres to the nearest school.

Delivering a Sustainable Transport System (DaSTS), the previous Government's guidance on transport policy, set out the long-term transport planning goals of supporting economic growth by delivering reliable transport networks, and tackling climate change by reducing transport emissions. In order to respond to the transport challenges and meet self containment targets, the Transport Strategy will need to align with DaSTS, which requires the transport measures to be innovative, affordable, deliverable and maximise the use of existing capacity.

TfSH Towards Delivery Statement sets out the direction for transport strategy across the sub-region and identifies the need for initiatives to reduce and manage the need to travel, particularly by car and the need for revised planning policies together with the promotion of major public transport facilities and other sustainable transport. The principle of Reduce – Manage – Invest was set out in the Statement emphasising the role of containing demand and managing existing assets before considering infrastructure schemes. The Reduce element set out options for a range of Smarter Choice measures (travel planning, promoting sustainable modes, etc.), land use planning (co-ordinating housing employment and retail land uses and linking development sites to transport opportunities) and other policy initiatives (improved public transport and longer term demand management measures).

Hampshire Local Transport Plan (LTP). Within the current LTP 2006-2011, the Solent Transport Strategy seeks to provide a more sustainable approach to transport provision and to reduce the need to travel where possible. The development of the third Local Transport Plan is currently under way, to guide planning for 2011 onwards. Hampshire County Council is working with partners to develop a long-term strategic overview which will guide a series of three-year implementation plans, which will deliver transport improvements within the framework of DaSTS. The Emerging Transport Strategy for the SDA will be adopted under the LTP3.

Chapter 5 - Strategy Proposals

The Emerging Transport Strategy seeks to align with local and national policy, but also to challenge and innovate the way in which transport demand is managed and infrastructure and services are provided. There are three overarching themes for the emerging Transport Strategy;

- Reduce;
- Manage
- Invest

5.1 Reduce

Integration of planning and transport

Integral to the success of the SDA is the long-term integration of transportation and planning. By providing the appropriate jobs and facilities within the development itself, travel to surrounding towns and service centres can be significantly replaced by more local journeys, and trip lengths reduced. Minimising both the number of trips and their length will provide positive benefits to the operation of the local and strategic road networks and the environment.

The Masterplan will seek to locate the facilities residents need close to where they will be living to enable sustainable travel, reducing the need for external trips and ensuring that all transport within the town can easily and comfortably be made by sustainable modes. Reducing the need to travel, and length of trips, is the key thrust of the emerging Transport Strategy.

A series of neighbourhood centres will be established in the SDA to serve the everyday needs of residents and town employees, reducing the need to travel either outside the SDA or to Fareham town centre. These centres will focus on serving the core populations around them and will be well connected by walking and cycling, supported by modern high-quality travel information through travel kiosks.

Well Connected Places

The SDA will be developed to facilitate the provision of attractive and safe linkages between facilities, using modern best practice advice on **street design** contained within the Department for Transport's "Manual for Streets" policy guidance. This will ensure that people can move easily on foot, by cycle and using public transport.

The street space within the SDA will need careful planning and management so that all modes of transport are catered for, and the potential for conflict is reduced. This will be important in ensuring that walking, cycling, and public transport are supported through infrastructure provision, whilst access for private vehicles is also maintained.

The Masterplan seeks to integrate new facilities and jobs with existing infrastructure and opportunities, making best use of the existing facilities and attractions. Additional facilities are designed to suit the future demographic profile of the town, ensuring sufficient retail, education and commercial facilities are available to serve the new population, but also to ensure that these facilities are located on the doorstep,

These planning aspirations will need to be developed and ratified through the LDF and AAP policies.

Self Containment

There is a requirement for significantly high levels of self containment identified by Fareham Borough Council and taken forward as part of the M27 Corridor Study work. By 2031 a figure of 25% containment within the curtilage of the site itself has been identified with a further 20% in the surrounding area including Fareham town centre. To achieve the challenging targets set for the development, internalisation of trips within the town is imperative and will require a significant change in travel behaviour for those moving into the SDA. The future co-location of community facilities, retail, employment and education facilities in close proximity to both the existing and future residential populations will allow for a high proportion of trips to be contained within the town rather than looking to alternative service centres. By retaining high levels of trips within the SDA, the potential impact of the development on the wider transport network, particularly on the A32 and M27 will be minimised, and the impact on both the environment and surrounding communities will be reduced. Such high levels of containment will encourage the use of sustainable modes to replace traditional car journeys.

Smarter Choices

The emerging Transport Strategy embraces an intensive and innovative approach to the implementation of Smarter Choices initiatives which will need to be delivered and enforced through LDF policy mechanisms. Targeted, flexible and appropriate Smarter Choices initiatives can be successful in reducing travel demand, and creating a shift away from the car to sustainable travel and lifestyle patterns. This brings benefits in reducing current and future congestion, and minimising the environmental impact of transport on the environment.

Smarter Choice measures including Travel Planning will encourage the use of localised facilities, offering discounts to residents, promoting the benefits of localised travel and providing high-quality information and marketing of available facilities. The installation of broadband services and remote working facilities, alongside the significant employment development planned, will enable future residents to live and work within the SDA. Easy and sophisticated local delivery facilities will ensure that residents benefit from quality local services, reducing the need to travel outside the SDA for everyday retail needs.

An SDA Travel Plan should be prepared and implemented based upon work developed in partnership with local education providers, transport operators, residents and businesses to integrate sustainable working and living patterns. The Travel Plan should bring together and co-ordinate individual travel plans for major retailers, employers and education providers. It should promote sustainable travel through a flexible combination of measures including:

- Provision of incentives including discounted bus and rail fares, promotion of multi-modal smart ticketing, walking and cycling
- Provision of high-quality travel information and intensive marketing and promotion (including creation of a branded web site, newsletters, high-quality signage, smart travel points in the home)
- Promotion of smarter working practices (e.g information on broadband, remote working, tele-conferencing, flexible working hours, peak spreading)
- Personalised Journey Planning and travel information services (e.g travel Kiosks)
- Instigation of travel events, such as 'Bike to Work' weeks
- Provision of real-time passenger information on bus routes and rail connections.
- Intensive public transport marketing and branding of services

A Car Club could be set up, offering flexible access to a number of environmentally friendly vehicles, conveniently located within the SDA. An extensive car-share database should be set up as part of the establishment of an Car-Share scheme and implemented through the various town travel plans to link similar or compatible journeys, and promote the benefits of car sharing. A monitoring regime should be established, by means of an SDA Transport Team to monitor car use at each of the town's facilities, adapting the Travel Plan strategy in a flexible manner in order to influence travel behaviour as circumstances change.

The SDA Transport Team should monitor the success of the Travel Plan and develop a long-term Smarter Choices campaign, aimed at tackling transport problems in the new town, bringing new developments together and fostering community cohesion.

Car Parking

A Car Parking Strategy should be developed for the SDA that delivers a mechanism for managing future car demand at the home, workplace and within the town centre. Such a strategy would focus on parking restraint within the town, where high-quality public transport and sustainable travel opportunities provide a suitable alternative. It would also recognise the role that car parking plays in ensuring a viable and attractive centre is created, and acknowledge the needs of the mobility-impaired.

A series of 'car-free' and 'car-reduced zones' will be created and innovative approaches to residential parking will be introduced to maximise efficiency of parking provision and minimise land requirements. Car parking will be provided in visible central locations for the Car Club, and maximise opportunities to share parking between land uses.

Limits on car parking at the workplace will be considered and a balanced strategy which takes account of viability and the sustainability agenda will be developed, giving priority to car sharers and environmentally friendly vehicles in parking allocation.

5.2 Manage

While acknowledging that the car will play an important role in the operation of the SDA, pro-active management of car trips within and external to the site can minimise the negative impacts of car travel, and appropriately mitigate and overcome adverse implications of car use. The Emerging Transport Strategy seeks to manage demand for transport within and outside the SDA and proposes a series of demand management tools and interventions designed to reduce the need to travel and to promote the use of more sustainable modes.
Demand will be proactively managed in a co-ordinated manner, in order to assist in reducing carbon emissions. Continuing advancement in transport and fuel technology offers opportunities to address some environmental problems through managed and improved car use.

Within the SDA

Internal Layout

Appropriate street layout design will be required to provide a connecting network of streets offering a choice of travel routes and to allow the dispersal and distribution of traffic, minimising congestion and pollution associated with queuing vehicles.

Freight strategy

A Freight Strategy will be developed to manage future delivery demand in the expanding SDA. Co-ordination and co-operation with local business and retailers will ensure that deliveries and HGV traffic are managed so as to reduce any negative impact, and will include:

* Establishment of Freight Partnerships
* Promote increased 'back-loading'
* Co-ordinated supply chains
* Determination of delivery routing and timing
* Delivery Service

Outside the SDA

It is recognised that a number of measures will be required to help manage the impact of new trips on the surrounding transport network. In particular the following measures will be required:

- A Town Access Plan (TAP) for Fareham is currently being prepared which will identify traffic management measures in Fareham town centre and the adjoining residential roads to manage the use of these roads and discourage through traffic thereby improving the environment for pedestrians and cyclists, public transport accessibility and journey time reliability. The TAP will assist BRT by providing priority measures throughout the town. The Emerging Transport Strategy will be consistent with and build upon the evolving Town Access Plan.
- Town centre north to SDA access – traffic management measures and priority measures for BRT to be considered, linked to TAP.
- A27/ Redlands Lane to town centre and along West St - measures to support BRT and manage through traffic to be considered, linked to TAP.

- A32 north of SDA towards Wickham – measures to be identified to manage the impact of through traffic;

The existing transport network will be managed to make the best use of its potential. Traffic signal control will be maximised to make the most efficient use of existing network capacity and to control, manage and direct traffic. Intelligent Transport Systems will be utilised in order to provide better traffic, travel and parking information.

Proposals will aim to mitigate any negative impact on local communities and deter traffic from using inappropriate rural roads surrounding the SDA. The strategy will focus on innovative use of traffic management measures, managing through-traffic and reducing any perceived advantage in the use of local rural roads. These traffic management measures will reinforce the road hierarchy developed for the town and influence driver behaviour, with the aim of reducing speeds, increasing safety and reinforcing the priority for the slower modes.

To fully understand the future impact of the development, and developing transport proposals, the Transport Model will be available in 2011 to test the impact of a range of scenarios, including the measures outlined above. The model will be able to test the sensitivity of assumptions and understand the impact of future infrastructure and service delivery. It will also inform an understanding of the elasticity of car trips on the local network and inform the future approach to minimising the impact of car trips on local villages and the wider transport network.

5.3 Invest

Whilst prioritising the reduce and manage measures identified above the emerging Transport Strategy recognises that a number of transport interventions will also be required to serve the SDA. Although promoting internalisation and reducing the need to travel is central to the emerging strategy, there will remain a demand for travel to and from surrounding towns and larger centres such as Fareham, Cosham and Portsmouth. The strategy identifies a number of interventions primarily focused upon the provision of a high quality BRT system, measures to improve safety and to provide facilities for walking and cycling whilst enabling the planned development to be accommodated without significant adverse impact on the local and strategic highway networks and the environment.

Public Transport

The Transport Strategy adopts a high quality, innovative but achievable approach to public transport provision, and one which allows for future adaptation and growth as travel demand and lifestyle patterns become established. The strategy allows for key demand to be met by the proposed high specification BRT priority network with local bus services providing for additional demand where BRT investment is not justified. Initial assessments of the requirements for both BRT and local bus service provision, routeing and frequency are being undertaken, along with economic viability assessments. These will be the subject of further discussion with transport operators and stakeholders before the bus strategy can be finalised.

- **Bus Rapid Transit** – This innovative, high specification transport system will form a key component of the access strategy for the SDA. Direct links will connect the SDA with Fareham town centre and, ultimately to Portsmouth and other key destinations in South East Hampshire. The beginnings of the BRT network are currently under construction between

Gosport (Tichborne Way) and Fareham (Redlands Lane) to provide an attractive alternative to the congested A32 road. BRT will take advantage of the priority measures on this new route, with services every 10 minutes, offering reliability and comfort for users. The first phase provides the key building block, upon which to extend the BRT network into Fareham to the railway station and town retail centre. BRT will offer a frequent, reliable service with priority measures to the SDA.

In addition to providing frequent, attractive services to reflect demand, high quality bus stops and shelters will be provided within the SDA and on the local BRT network. This new infrastructure is key to the process of changing the perception of public transport in the new town and on the adjoining local highway network. Modern stops featuring real-time passenger information will be provided within close proximity to neighbourhood centres and local facilities.

Bus priority measures will be designed into the street design, with advantage for bus travel provided over the car, particularly along the public transport corridor that will be created on the A32. Bus priority will be provided where appropriate at junctions, with bus lanes and bus-only links designed into the development and on the key links from Fareham town centre.

BRT services will be operated by modern, accessible and environmentally friendly vehicles showcasing the latest technology available. Engagement with transport operators and local representatives will be undertaken before the specification of the buses is finalised.

- **Local Buses**– The key BRT routes will be supplemented by local bus services, which will provide links between the SDA and the local villages, including Wickham, Botley, Bishops Waltham and Funtley. The local services will provide benefit the villages and outlying areas, by providing high-quality connections to the rail network at Fareham. The combination of local services and BRT will provide effective links for residents to jobs, leisure, education and retail facilities, as alternatives to the car.

  The bus plays an important role within any transport system because of its capacity to flexibly provide for travel desire. Within the SDA, the bus will be central to transport provision from day one and will require a commitment to support its operation during the early years, backed up by effective marketing and promotion to ensure that it plays its key role efficiently.

Highway

The emerging strategy will include a number of highway interventions to provide for those trips generated by the SDA which are not catered for by the other key components of the strategy. The measures outlined below are in addition to those which will be developed as part of the traffic management and public transport parts of the strategy.

In particular improvements will be required in the vicinity of the M27 junction 10 to improve safety for all traffic which will be linked to the construction of the new site access.

A new link road will be required to connect the A32 to the M27 junction 11 to serve the new employment space after 2021;

It will be necessary to examine the case for capacity and safety improvements on the M27 at junction 11, in partnership with the Highways Agency, when the employment space is developed from around 2021.

Rail Connection

Ensuring strong links between the SDA and the rail network is an important element of the Emerging Transport Strategy The high-quality bus services provided early in the development will link the residents to mainline rail services at Fareham, where improvements will be required to assist BRT. Smart-Ticketing will be implemented in association with transport operators to provide a seamless journey for passengers, offering discounts to incentivise public transport travel.

In the longer term, there may be the potential to connect the SDA directly to the Fareham to Eastleigh railway line if the line capacity is improved by doubling of the single track line. As part of the LDF process, safeguarding of land for this future rail connection will be considered and will identify a preliminary location for a potential station site. Whilst it may be some years before a rail connection to the SDA is possible, the emerging Transport Strategy allows for its provision in later stages.

Walking and Cycling

Walking and cycling have the greatest potential to replace car trips within the SDAn, with all resident population being located within easy walking and cycling distances of the centre and core facilities. Education, retail and commuting trips should all be capable of being undertaken by walking and cycling, but this will only happen if neighbourhoods are made genuinely walkable, with well lit, safe and attractive walking and cycling routes offering a real alternative to short car journeys.

A Green Grid of walking and cycling routes should be established, improving existing facilities where possible to connect trip origins and destinations, making the town highly permeable by pedestrians and cyclists. All routes should be clearly signed and mobility-inclusive, with safe crossing facilities provided to cater for desire lines, reducing severance caused by road-based travel.

- **The Green Grid Well Connected Streets**

  Street design within the new town should be designed to accommodate the needs of pedestrians and cyclists through a comprehensive network of streets. The principles of “Manual for Streets” should be adopted where possible, creating inclusive street environments that provide for all modes of movement. The detail of street hierarchy and design should be developed over time using a design coding exercise, but the SDA should include:

  Home zones – residential areas whose streets are designed as places for people instead of just motor traffic, and where very low traffic speeds are encouraged

  ‘Shared space’ streets and squares – these are intended to reduce the dominance of motor vehicles and so improve conditions for cyclists and pedestrians

Car-free and car-reduced areas – where access to particular parts of the town is restricted to walking and cycling (and public transport), and where clear advantage in time and convenience is given to other modes in preference to the car.

For trips outside the town, cycling offers an alternative option to the use of public transport and the car, particularly for leisure and commuting trips. A walking and cycling strategy for the new town and its environs will be developed, to identify, detail and prioritise improvements to better link the town by cycle. These routes will link with existing opportunities. Priority will be given to develop cycle connections which link the New Town with the rail network, shopping centres and Fareham employment area. Cycle connections to Wickham and Funtley will also be provided.

To support high-quality pedestrian and cycling routes within the SDA, modern and secure cycle parking facilities will be provided both in close proximity to major trip attractors and employment areas, but also within residential areas. Residential dwellings will be provided with integral on-plot cycle parking facilities,. All new employment development will be required to provide changing and showering facilities.

Travel Planning will promote, walking and cycling with a number of initiatives implemented aimed at increasing foot and cycle travel within the SDA. The Travel Plan should provide a range of incentives including;

* Discounts for the purchase of Cycles
* Introduction of an Cycle Hire scheme, offering state-of-the-art electric cycles for hire, along with a range o conventional pedal cycles
* Marketing events such as Bike-to-Work weeks, Bicycle User Groups, Bikeability training and the introduction of Walking Buses to the town's primary school
* Competitions to win a range of walking and cycling equipment such as pedometers, bicycles, and cycling equipment.

The potential to provide delivery bicycles from major retail providers within the new town will also be explored, as will the carriage of cycles across mode such as the use of Bus Bike Racks.

Chapter 6 - Emerging Transport Strategy

The emerging transport strategy proposals meeting the vision and objectives are based on a four phased implementation time table, linked to the timing of development and the requirements of BRT. The phases being:

- Interventions to be completed by the end of 2011 in order to assist with BRT Phase 1 over the same timescale;
- 2012-2020 – interventions required at the start of the housing development
- 2020-2025 – interventions required at the start of the 'employment space' development
- 2025-2031 – longer term interventions

The implementation of measures in the later phases of development will be triggered to a certain extent by the success of the reduce and manage measures and the need to minimise the impact of the SDA on the transport network in the area. The implementation plan is therefore flexible to a degree and delivery timescales will need to be monitored as the development progresses.

The following table summarises the Emerging Transport Strategy.

Interventions are also identified on the attached plan.

Category of Intervention	Intervention	Description	Intervention Lead
PHASE 1 - to be completed by the end of 2011			
Reduce	Integration of land-use and transport planning	Develop policies through LDF to ensure land-use is developed in order to minimise need to travel	FBC / Developer
	Self containment strategy	Develop policies through LDF to help meet targets set out in FBC Background paper and ensure land-use developed in order to minimise need to travel,	FBC
	Smarter Choices	Develop policies through LDF to ensure Travel Planning for major employers and education and Smarter Choice initiatives are at the forefront of the development from the outset. Including ITS innovative systems, RTI, smart ticketing, car share, personalised journey planning etc	FBC / TfSH / HCC
	Car Parking	Develop car-parking strategy which can be implemented through LDF policies, focusing upon parking restraint, identifying car-free zones and innovative approaches to residential parking	FBC
	Cycle and Pedestrian Strategy	Develop Cycle and pedestrian Strategy for SDA as an alternative to shorter car journeys, including consideration of cycle hire scheme and secure high quality cycle parking and green grid within and around SDA of safe attractive routes	FBC
Manage	Innovative Internal street layout	Provide a choice of managed travel routes with priority for non-car modes based upon Manual for Streets led design to include home zones, car free zones etc	Developer/ FBC / TfSH / HCC
	Town Access Plan	Develop TAP to identify traffic management measures throughout Fareham town centre and adjoining residential area.	HCC / TfSH / FBC
	A32 north of SDA access to Wickham	Identify measures to manage through traffic	Developer / FBC / TfSH
	Evidence Base Model	Complete multi-modal model in order to test the emerging transport strategy and impact of proposals on the wider transport network	HCC
Invest	BRT Phase 1 – Tichborne Way in Gosport to Redlands Lane in Fareham	Completion of works	HCC / TfSH
	A27 / Redlands Lane junction Improvement	Deliver scheme to assist BRT Phase 1	HCC / TfSH
	A27 Redlands Lane to town centre via West Street – including Station roundabout - interim scheme	Develop TAP measures to provide BRT priority and manage through traffic. Interim improvements to assist BRT Phase 1	TfSH / HCC
	Town centre north to SDA access via Jct 10	Develop traffic management measures linked to TAP to provide BRT priority from town centre to SDA, including safety improvements in the vicinity of Junction 10 and SDA site access	TfSH / HCC
	A27 west of Redlands Lane	Develop ITS strategy to assist in traffic management on approach to town centre, linking to TAP and BRT related works to assist with BRT movements into town centre and discouraging through traffic	TfSH / HCC
	Local Bus Services	Liaise with local bus operators regarding the potential for new or revised services to serve SDA	HCC / TfSH

Category of Intervention	Intervention	Description	Intervention Lead
PHASE 2 - Interventions required at the start of the SDA housing development to the west of the A32 to be delivered between 2011 and 2020			
Reduce	Integration of land-use and transport planning	Deliver policies through LDF to ensure land-use is developed in order to minimise need to travel	FBC / Developer
	Self containment strategy	Deliver policies through LDF to help meet targets set out in FBC Background paper and ensure land-use developed in order to minimise need to travel,	FBC / developer
	Smarter Choices	Deliver policies through LDF to ensure Travel Planning for major employers and education and Smarter Choice initiatives are at the forefront of the development from the outset. Including ITS innovative systems, RTI, smart ticketing, car share, personalised journey planning etc	FBC / HCC / Developer
	Car Parking	Deliver car-parking through LDF policies, focusing upon parking restraint, identifying car-free zones and innovative approaches to residential parking	FBC
	Cycle Strategy	Develop Cycle and pedestrian Strategy for SDA as an alternative to shorter car journeys, including consideration of cycle hire scheme and secure high quality cycle parking and green grid within and around SDA of safe attractive routes	FBC
Manage	Innovative Internal street layout	Deliver choice of managed travel routes with priority for non-car modes based upon Manual for Streets led design to include home zones, car free zones etc	Developer / FBC / TfSH / HCC
	Town Access Plan	Deliver TAP traffic management measures throughout Fareham town centre and adjoining residential area.	HCC / TfSH / FBC
	Freight Strategy	Develop freight strategy to be implemented through LDF policies when development of employment space commences	
	A32 north of SDA access to Wickham	Deliver measures to manage through traffic	HCC
Invest	A27 Redlands Lane to town centre via West Street – including Station roundabout – longer term scheme	Deliver TAP measures to provide BRT priority and manage through traffic longer term improvements to assist BRt	TfSH / HCC
	Town centre north to SDA access via Jct 10	Deliver traffic management measures linked to TAP to provide BRT priority from town centre to SDA, including safety improvements in the vicinity of Junction 10 and SDA site access	TfSH / HCC
	A27 west of Redlands Lane	Deliver ITS strategy to assist in traffic management on approach to town centre, linking to TAP and BRT related works to assist with BRT movements into town centre and discouraging through traffic in the centre.	TfSH / HCC
	A27 towards Portsmouth	Develop and deliver on road improvements from Fareham town centre towards Portsmouth	TfSH
	Fareham Station	Improvements to Fareham Station to provide multi-modal interchange with benefits for BRT	TfSH
	Local Bus Services	Deliver local bus new or revised services to serve SDA	Bus Operator
	Pedestrian / cycle	Deliver new pedestrian cycle link from SDA to town centre via Kneller Court	HCC / Developer
	Pedestrian / cycle	Deliver new pedestrian cycle link from SDA to town centre via Funtley	HCC / Developer

Category of Intervention	Intervention	Description	Intervention Lead
PHASE 3 - Interventions required at the start of the 'employment space' development to the east of the A32 to be delivered between 2020 and 2025			
Reduce	Integration of land-use and transport planning	Deliver policies through LDF to ensure land-use is developed in order to minimise need to travel	FBC Developer
	Self containment strategy	Deliver policies through LDF to help meet targets set out in FBC Background paper and ensure land-use developed in order to minimise need to travel,	FBC / Developer
	Smarter Choices	Deliver policies through LDF to ensure Travel Planning for major employers and education and Smarter Choice initiatives are at the forefront of the development from the outset. Including ITS innovative systems, RTI, smart ticketing, car share, personalised journey planning etc	FBC / HCC / Developer
	Car Parking	Deliver car-parking through LDF policies, focusing upon parking restraint, identifying car-free zones and innovative approaches to residential parking	FBC
	Cycle Strategy	Develop Cycle and pedestrian Strategy for SDA as an alternative to shorter car journeys, including consideration of cycle hire scheme and secure high quality cycle parking and green grid within and around SDA of safe attractive routes	FBC
Manage	Innovative Internal street layout	Deliver choice of managed travel routes with priority for non-car modes based upon Manual for Streets led design to include home zones, car free zones etc	Developer / FBC / TfSH / HCC
	Freight Strategy	Deliver freight strategy to be implemented through LDF policies	FBC
Invest	BRT links to Portsmouth via A27 and M27	Deliver BRT links to Portsmouth using either the running carriageway or Hard shoulder running.	TfSH
	A32 – connecting new link to M27 Junction 11	Deliver new link between A32 and M27 junction 11, taking into account requirements for BRT - preferred routeing option to be agreed as part of on site works / master planning, but options have been narrowed down to two following M27 parallel study.	Developer / HCC / HA
	M27 Junction 11 improvement	Deliver major works to facilitate safety and capacity improvements including measures for BRT, measures to improve management of traffic access onto the roundabout and reduce queuing on westbound off-slip;	Developer / HCC / HA
	Local Bus Services	Deliver local bus new or revised services to serve SDA and employment space	Bus Operator
	Pedestrian / cycle	Deliver 2 links across M27 between employment space to the east of junction 10 and Fareham town centre.	HCC / Developer
	Pedestrian / cycle	Deliver links from west side of SDA north to Wickham area and south to Fareham, using the former railway alignment.	HCC / Developer

Category of Intervention	Intervention	Description	Intervention Lead
Linked Interventions			
Invest	BRT Phase1 to A27 along disused railway corridor	Connection of BRT Phase 1 with A27 to maximise benefits of link along disused railway corridor	TfSH
	Local Bus Services	Liaise with local bus operators regarding the potential for new or revised services to serve SDA	HCC / TfSH
	Rail Improvements	Doubling of Botley Line and Eastleigh Chord, with possible provision of a new rail halt in the vicinity of Knowle, dependent upon further evaluation	TfSH
	Fareham rail station interchange	Further improvements linked to BRT particularly if a rail halt at Knowle is not to be provided.	TfSH

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