

Appendices, Figures & Tables

Appendix A Exemplar Case Studies

1 Best Practice and Achievement's - Case Studies

1.1 INTRODUCTION

1.1.1 By their very nature, eco-towns should be exemplar in relation to their transport systems, primarily providing for the sustainable travel options of walking and cycling, followed by the utilisation of public transport whenever viable, as opposed to the personal car journey.

1.1.2 As such, taking into account the information provided through the "Building Sustainable Transport into New Developments: A Menu of Options for Growth Points" (DfT, April 2008) and the "Design to Delivery: eco-towns transport worksheet" (tcpa, 2008), this section of the report outlines case studies of pre-existing sustainable developments which have implemented innovative parking principles and operation. It considers the key elements that have assisted in their success which can potentially be implemented into the Whitehill Bordon Eco-town Parking Strategy as part of a comprehensive sustainable transport package.

1.1.3 Case studies are provided from both the UK and Europe with European examples tending to be larger scale eco-town developments.

1.2 UK CASE STUDIES

SLATEFORD GREEN, EDINBURGH

1.2.1 Slateford Green is a 120-unit mixed-tenure car-free housing scheme in the inner suburb of Gorgie, 3km south-west of Edinburgh. Completed in mid-2000, the development has attracted international recognition and won the award for redevelopment in the Scottish Urban Regeneration Forum Awards for Best Practice 2001.

1.2.2 Edinburgh's on-going challenge to decongest the streets has led to the designation of highly visible bus priority routes, the introduction of a cycling network and bike friendly layouts, pedestrianisation in the central area and incentives such as start-up support for Britain's first car share scheme.

1.2.3 The development consists of 69 flats, 39 shared ownership houses and 12 houses for outright sale. There is little to no regulation concerning car ownership in Slateford Green, however the car-free character of the neighbourhood was well-publicised by the developer, who has powers to enforce that no vehicles be parked on the site through a Section 75 agreement. The development also boasts the following, which all contribute to maintaining its car-free status:

- Within a few minutes' walk, one can access two prioritised and high-frequency bus routes, while an orbital freight railway line runs right along its limits and features in the council's long term transport strategy as a future passenger link;
- Primary and Secondary schools are each about a kilometre away;
- Road access to the area is limited, with access to the site itself limited to service and emergency vehicles;
- Edinburgh City Car Club located four of their cars on a designated parking bay at the entrance to the housing;
- **There is no on-site allocated/unallocated parking;**



- An on-site supermarket and fast-food outlet are situated within Slateford Green;
- **The council have announced that should there be problems with car-free residents' vehicles being parked in the neighbourhood, on-street parking management will commence.**

1.2.4 In a household survey, it was found that of all trips made by residents, 51% walk/cycle, 33% use public transport and only 16% use a car. In addition, car ownership during tenure has shown a decline with only 26% of households now owning a car (compared to a city average of 55%) and 4% have taken up car share membership.

1.2.5 The new development has been a success and become a desirable place to live. With initial concerns that the car-free status may detract away from moving to the development, there has been no evidence to show that potential tenants turned down a tenancy on the basis of the car-free status.

SELDOWN ECO-VILLAGE, POOLE

1.2.6 Named the 'best affordable housing scheme of the year 2006', this sustainable development is in the centre of Poole and consists of 86 new flats and houses, 37 of which were for rent, 45 for shared-ownership and four at market price.

1.2.7 The site is designated as a 'Home Zone' with a high density of housing, yet has achieved a quiet and calm environment, and has won various awards for Planning Achievement, Pride of Place and Sustainability. The following characteristics and schemes have contributed to the eco-suburb's success:

- Shared access surface which accommodates both pedestrians and cars, uses hard paving without gutters or a defined road alignment to provide informal recreational space;
- Items of street furniture such as benches have been positioned to slow vehicles to less than 5mph (with a maximum speed limit of 10mph);
- Residential Travel Plan in place, which includes a **parking management scheme**;
- **Individual parking areas are not marked out**;
- **Parking provision has been limited to 0.7 spaces per dwelling, which is allocated through a parking system at a charge**;
- **Owners of environmentally friendly vehicles will pay half the rate for a parking space**;
- **Car club set up by developer using two environmentally friendly vehicles with two dedicated parking spaces and an electric charging point**; and
- **Controlled Parking Zone (CPZ) in the adjacent residential area to prevent overspill parking.**

1.2.8 Seldown Eco-village is and continues to be a success, with 23% of residents being very satisfied with their new home and surroundings, and 67% being fairly satisfied.



ASHLEY DOWN, BRISTOL



1.2.9 Ashley Down is a development of over 400 apartments and houses approximately 2km north of Bristol. Most of the **apartments have been developed with no parking for residents**, and much of the **housing parking provision has been supplied at a ratio of 1:1 spaces per dwelling**.

1.2.10 Bristol City Car Club assigned two of its fleet to be permanently stationed on-site as from November 2004, at a subsidy from the developer. This service was utilised by the sales team in demonstrating the car club service to potential residents. The car club was promoted as an alternative to paying for parking and to reassure prospective buyers of the apartments that their motoring needs can be met. A special offer to residents provides a number of 1 year free memberships. City Car Club will also fund additional cars when determined by demand.

1.3 EUROPEAN EXPERIENCE

VAUBAN, FREIBURG, GERMANY

1.3.1 Vauban is a neighbourhood 4km to the south of the town centre in Freiburg, Germany. It was built as “a sustainable model district” on the site of a former French military base.

1.3.2 Construction of the neighbourhood began in the mid-1990s, and it is estimated that approximately 5,500 residents now live in the neighbourhood in some 2,000 dwellings. Employment land uses are also contained on site providing up to 600 jobs.

1.3.3 In existence for approximately ten years, planned to be Europe’s largest car free development, Vauban demonstrates how eco-friendly development can sustain itself over the long term, and indeed grow and adapt accordingly. In relation to transport, the following characteristics and schemes have been adopted over the years.

- The neighbourhood is pedestrianised, with a network of cycle routes developed in conjunction with this;
- Delivery vehicles are permitted in the area, however they are required to drive at walking speed;
- The neighbourhood is linked into an extensive regional public transport system of integrated light rail and bus services;
- The cycle network consists of off-road cycle tracks, cycle lanes on carriageways, and traffic calmed streets. There is also a space for some 1,000 bikes in the cycle park by the main railway station;
- The neighbourhood has internal nurseries, schools, small shops and businesses, and two supermarkets which together provide 600 jobs (internalisation of trips);
- The neighbourhood has access to a car club, which if joined entitles the family to a free family public transport pass;
- **Residents are required to sign an annual declaration stating that they do not own a car. If they do, parking of cars is restricted to the edge of the neighbourhood, where parking spaces can be brought or rented as an additional household cost (£12,500 plus a monthly management fee); and**
- **If there is the need for citizens to park a car temporarily, a common area is available but is time limited and there is an associated cost.**



1.3.4 Largely due to the above measures, the success of the initiatives has seen some 46% of households choosing not to own a car, and so reduce the impacts of the neighbourhood on the local highways considerably. Vauban has proved to be very popular and has a rather low turnover; only 22 of the 2000 homes have been resold.

AUGUSTENBORG, MALMÖ, SWEDEN



1.3.5 Augustenborg was built between 1948-52 by Malmö City Housing Company Ltd, as one of the first housing estates delivered under Sweden's new post-war housing policy. Providing flagship, high quality, spacious homes with modern community facilities, the neighbourhood also included a local school and industrial estate, and attracted young families from small, poorly maintained apartments elsewhere in Malmö.

1.3.6 Following a downturn in popularity during the 1960-70's, a new demand for housing in the 1980-90's saw the population of Augustenborg rise once again. This saw the MKB Housing Company working with the City of Malmö and the residents of Augustenborg, with support from the EU's URBAN programme, to physically and socially regenerate the area. This positioned the neighbourhood of around 3000 people, as a leading example of an environmentally adapted urban area once again.

1.3.7 Comprised of approximately 1800 homes, in relation to urban transport, the following environmentally friendly and sustainable measures have been promoted:

- Augustenborg projects have prioritised safety and comfort for pedestrians and cyclists as well as public transport;
 - The city's Public Works Unit based locally has converted a large part of their vehicle fleet to alternative fuels including electricity, gas and ethanol;
 - An experimental zero emissions electric street train service operated for two years in an attempt to link Augustenborg with other peripheral housing areas to help local residents gain improved access to service centres, health care, banks, post office etc. The purpose built electric trains, carrying up to 28 passengers, were able to cut through the neighbourhoods in a way that conventional public transport systems could not achieve. Unfortunately it was not possible to find a commercially viable system in the long term to continue this service and the trains are now in operation elsewhere;
 - Main roads are progressively being turned into quality streets, cutting car use, congestion, and pollution;
 - **Sustainable transportation is encouraged in certain districts through providing free parking for electric cars while charging high parking fees for fossil fuel cars;**
 - **Car parking provision has been limited to 0.7 spaces per home, and spaces are placed in discreet underground car parks or in a multi-storey 'parking house', rather than at each residence;**
 - All residents have a bus stop within 300 metres of their doors with a service every seven minutes;
 - Local roads have set speed limits of 30 km/h (18.6mph), with 'Garden Streets' subject to a 15 km/h (9.3mph) limit; and
 - Local residents have set up their own car pool as a local community business, operating with ethanol hybrid cars, with refuelling options catered for locally.
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1.3.8 Largely attributed to the above measures, only 20% of the households within the development own their own car (35% in Malmö as a whole), and some 40% travel to work by bicycle.

HAMMARBY SJÖSTAD, STOCKHOLM, SWEDEN



1.3.9 Hammarby Sjöstad is a major modern urban development which lies south of Stockholm city centre. Its regeneration began in anticipation of achieving the bid to host the 2004 Olympic Games. Despite being unsuccessful in the bid, the City decided to continue with the urban extension and its vision to provide 10,000 residential units for 20,000 people, rising to a total of 30,000 people living and working in the area by completion in 2016.

1.3.10 The site is located on former industrial land around the lake of Hammarby Sjö. It has excellent connections to the city centre, which was reinforced by the provision of major new infrastructure including a new ring road, tram system and free ferry. In relation to transport, the following characteristics and schemes have been adopted since the development commenced:

- **Cars are not allowed to dominate the street. A moderate amount of parallel parking is available with the remainder of car parking located in discrete blocks under buildings or landscape;**
- **Car parking provision was initially set at a low level of 25-30% of the maximum parking standards, with people being encouraged to participate in car clubs. This proved unworkable in practice and the level of parking has been raised to 50% of the maximum standard as the development has progressed;**
- **Hammarby Sjöstad has approximately 0.15 on-street parking spaces per household, and an estimated 0.55 spaces per household in public or private garages. The supply of parking is not evenly spread and in some parts of the district the practical parking supply will be much lower. Overall, the development has managed to achieve car ownership of 0.65 per household;**
- **On-street car parking in central parts of the district is charged between 9am-5pm on weekdays, but has not been set high enough to deter long-term parkers from parking on-street to maintain a fast turnover. Hence, a recommendation has been made to increase the charges;**
- 80% of workers journeys should be by public transport, on foot or bicycle by 2010;
- 15% of families to be signed up to carpool by 2010;
- 5% of workplaces signed up to carpool by 2010;
- Car clubs have been established with 25 dual fuel cars, and an uptake of 10% was achieved by October 2008;
- **Car parking spaces rented to residents at a cost of £115 per month; and**
- Safe and attractive footpaths and cycleways are provided.

1.3.11 This exemplar new Eco-town has and continues to be a success story, with all phases (including non-housing uses) being occupied as soon as they were built and continually increasing property values.



KIRCHSTEIGFELD, POTSDAM, GERMANY

1.3.12 This new eco-suburb is an urban extension of Potsdam located 25km to the south-west of Berlin. The suburb houses 7,000 residents in over 2,600 high density homes, has created 5,000 work places and boasts a highly permeable landscaped network. The superb public transport system means that people use cars less, and in Germany as a whole there are twice as many railway lines per head of population. Though car ownership is higher than in the UK cars are used less.



1.3.13 Through integrating transport and development, Kirchsteigfeld has avoided suburban sprawl and achieved a high quality of life for its inhabitants, who spend far less time (and money) travelling to work. The following characteristics and schemes have contributed to the eco-suburb's success:

- **Parking is provided at only one space per dwelling, with 60% of provision located on the dwelling site and 40% along public streets;**
- The central part of the new town is divided into two quarters, with major streets running through both sectors on which only pedestrians and cyclists are permitted, not cars;
- Shops, schools, a church, an open-air market and other services are located on site to reduce the need for external trips;
- An excellent StreetCar link to the centre of Potsdam provides a convenient alternative to the use of the private car;
- There are few yellow lines, barriers, or a clutter of signs and the pedestrian feels predominant (aided by the discipline of crossing roads when the little green man lights up);
- Pavements are well maintained with streets boasting an abundance of large trees, and a previous graffiti issue has been resolved, enabling a safe and pleasant environment for pedestrians; and
- The existing tram line has been extended into the new quarter in Kirchsteigfeld, with a new tram station which is considered to be the best in the world. The fare prices are set very low, waiting times are minimal and the system is easy to use for visitors.

1.3.14 The new eco-suburb has been a great success, and has become a desirable place to live and work. In a survey conducted in 1999, modal shares indicated that only 27% of Kirchsteigfeld's trips were made by car, with almost three quarters of all trips made by walking, cycling or public transport.

1.4 SUMMARY

1.4.1 This section of the report has aimed to demonstrate that not only can sustainable 'eco-town' developments work, but they can thrive particularly when infrastructure is updated and adapted over time to meet the needs of existing residents.

1.4.2 The examples have shown how car use can be reduced to a minimum through the provision of infrastructure for alternative methods, with the following themes running through successful developments:

- Pedestrian and cycle infrastructure hierarchy in the planning process – necessary development of roads must be designed as a secondary option;
 - Sites must be permeable to offer shortest distance access;
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- Cycle parking facilities must be plentiful and available at all key locations;
- A provision of school, retail, medical and leisure opportunities should be catered for on-site;
- A provision of public transport is essential, with frequent bus services reaching key destination points, and rail opportunities within walking or cycling distance of the site. Preferably, these services should be subsidised;
- Essential motor vehicle traffic must be reduced to a minimum, with speeds ideally restricted to walking pace;
- Residential areas must be car free where possible;
- On-site parking should be minimal, if at all, with site perimeter options available at a considerable additional cost to discourage car ownership;
- Parking charges associated with electric cars should be considerably cheaper;
- Car Clubs should be available to residents, giving easy access for (particularly) family leisure trips when public transport options are not viable;
- Controlled parking zones reduce overspill in surrounding areas;
- Technology should be available to residents, which provides up-to-date public transport times, etc.;
- Implementation of a Travel Plan to co-ordinate the above; and
- Evidence indicates that car ownership / use declines within an environment that is not car dominated.

1.4.3 A range of these measures are put forward within the Whitehill Bordon Parking Strategy proposals, and as outlined in this section of the report, the measures have a proven history in assisting the achievement of significantly reduced car use.

1.4.4 As such, with the measures above implemented in conjunction with the environmentally sustainable ethos that will be built into the Whitehill Bordon Eco-town development, it can be seen that there is potential for Whitehill Bordon to achieve the successes demonstrated by the exemplar schemes reviewed.

Appendix B TRICS Analysis Output (Original Masterplan)

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 02 - EMPLOYMENT
 Category : B - BUSINESS PARK
 MULTI-MODAL VEHICLES

Selected regions and areas:

02	SOUTH EAST	
	BU BUCKINGHAMSHIRE	1 days
06	WEST MIDLANDS	
	SH SHROPSHIRE	1 days
10	WALES	
	CF CARDIFF	1 days
16	ULSTER (REPUBLIC OF IRELAND)	
	DN DONEGAL	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
 Range: 595 to 1056 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/03 to 30/09/09

Selected survey days:

Tuesday	1 days
Wednesday	2 days
Thursday	1 days

Selected survey types:

Manual count	4 days
Directional ATC Count	0 days

Selected Locations:

Edge of Town	4
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Selected Location Sub Categories:

Industrial Zone	1
Commercial Zone	1
No Sub Category	2

LIST OF SITES relevant to selection parameters

- | | | | |
|---|---|-----------------------------|-----------------|
| 1 | BU-02-B-01
LONDON ROAD | BUSINESS PARK, HIGH WYCOMBE | BUCKINGHAMSHIRE |
| | HIGH WYCOMBE
Edge of Town
No Sub Category
Total Number of Employees: 595
<i>Survey date: THURSDAY 08/07/04</i> | | |
| | <i>Survey Type: MANUAL</i> | | |
| 2 | CF-02-B-01
FORTRAN ROAD | BUSINESS PARK, CARDIFF | CARDIFF |
| | ST MELLONS
CARDIFF
Edge of Town
Industrial Zone
Total Number of Employees: 1056
<i>Survey date: WEDNESDAY 18/10/06</i> | | |
| | <i>Survey Type: MANUAL</i> | | |
| 3 | DN-02-B-01
N56 | BUSINESS PARK, LETTERKENNY | DONEGAL |
| | KNOCKNAMONA
LETTERKENNY
Edge of Town
No Sub Category
Total Number of Employees: 930
<i>Survey date: WEDNESDAY 30/09/09</i> | | |
| | <i>Survey Type: MANUAL</i> | | |
| 4 | SH-02-B-01
WELSHPOOL ROAD | BUSINESS PARK, SHREWSBURY | SHROPSHIRE |
| | SHREWSBURY
Edge of Town
Commercial Zone
Total Number of Employees: 668
<i>Survey date: TUESDAY 14/06/05</i> | | |
| | <i>Survey Type: MANUAL</i> | | |

TRIP RATE for Land Use 02 - EMPLOYMENT/B - BUSINESS PARK
MULTI-MODAL VEHICLES

Calculation factor: 1 EMPLOY

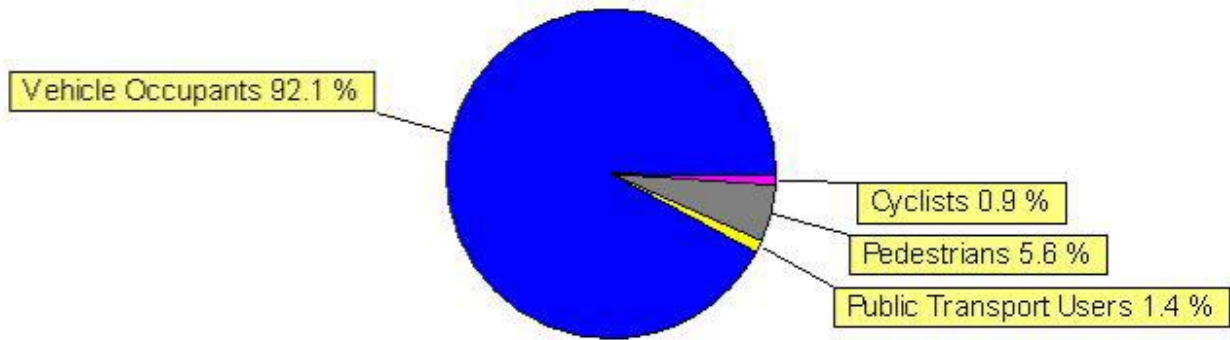
BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 00:30	0	0	0.000	0	0	0.000	0	0	0.000
00:30 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 01:30	0	0	0.000	0	0	0.000	0	0	0.000
01:30 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 02:30	0	0	0.000	0	0	0.000	0	0	0.000
02:30 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 03:30	0	0	0.000	0	0	0.000	0	0	0.000
03:30 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 04:30	0	0	0.000	0	0	0.000	0	0	0.000
04:30 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 05:30	0	0	0.000	0	0	0.000	0	0	0.000
05:30 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 06:30	0	0	0.000	0	0	0.000	0	0	0.000
06:30 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 07:30	4	812	0.036	4	812	0.009	4	812	0.045
07:30 - 08:00	4	812	0.070	4	812	0.010	4	812	0.080
08:00 - 08:30	4	812	0.139	4	812	0.031	4	812	0.170
08:30 - 09:00	4	812	0.194	4	812	0.024	4	812	0.218
09:00 - 09:30	4	812	0.152	4	812	0.033	4	812	0.185
09:30 - 10:00	4	812	0.071	4	812	0.027	4	812	0.098
10:00 - 10:30	4	812	0.042	4	812	0.022	4	812	0.064
10:30 - 11:00	4	812	0.030	4	812	0.020	4	812	0.050
11:00 - 11:30	4	812	0.021	4	812	0.025	4	812	0.046
11:30 - 12:00	4	812	0.024	4	812	0.041	4	812	0.065
12:00 - 12:30	4	812	0.040	4	812	0.095	4	812	0.135
12:30 - 13:00	4	812	0.072	4	812	0.067	4	812	0.139
13:00 - 13:30	4	812	0.086	4	812	0.065	4	812	0.151
13:30 - 14:00	4	812	0.067	4	812	0.034	4	812	0.101
14:00 - 14:30	4	812	0.038	4	812	0.026	4	812	0.064
14:30 - 15:00	4	812	0.033	4	812	0.039	4	812	0.072
15:00 - 15:30	4	812	0.025	4	812	0.041	4	812	0.066
15:30 - 16:00	4	812	0.026	4	812	0.048	4	812	0.074
16:00 - 16:30	4	812	0.026	4	812	0.084	4	812	0.110
16:30 - 17:00	4	812	0.025	4	812	0.109	4	812	0.134
17:00 - 17:30	4	812	0.034	4	812	0.166	4	812	0.200
17:30 - 18:00	4	812	0.025	4	812	0.138	4	812	0.163
18:00 - 18:30	4	812	0.019	4	812	0.066	4	812	0.085
18:30 - 19:00	4	812	0.010	4	812	0.027	4	812	0.037
19:00 - 19:30	0	0	0.000	0	0	0.000	0	0	0.000
19:30 - 20:00	0	0	0.000	0	0	0.000	0	0	0.000
20:00 - 20:30	0	0	0.000	0	0	0.000	0	0	0.000
20:30 - 21:00	0	0	0.000	0	0	0.000	0	0	0.000
21:00 - 21:30	0	0	0.000	0	0	0.000	0	0	0.000
21:30 - 22:00	0	0	0.000	0	0	0.000	0	0	0.000
22:00 - 22:30	0	0	0.000	0	0	0.000	0	0	0.000
22:30 - 23:00	0	0	0.000	0	0	0.000	0	0	0.000
23:00 - 23:30	0	0	0.000	0	0	0.000	0	0	0.000
23:30 - 24:00	0	0	0.000	0	0	0.000	0	0	0.000
Total Rates:			1.305			1.247			2.552

Parameter summary

Trip rate parameter range selected:	595 - 1056 (units:)
Survey date date range:	01/01/03 - 30/09/09
Number of weekdays (Monday-Friday):	4
Number of Saturdays:	0
Number of Sundays:	0
Surveys manually removed from selection:	0

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 02 - EMPLOYMENT
 Category : B - BUSINESS PARK
 MULTI-MODAL VEHICLES

Selected regions and areas:

02	SOUTH EAST	
	BU BUCKINGHAMSHIRE	1 days
06	WEST MIDLANDS	
	SH SHROPSHIRE	2 days
	WM WEST MIDLANDS	1 days
14	LEINSTER	
	WT WESTMEATH	1 days
16	ULSTER (REPUBLIC OF IRELAND)	
	DN DONEGAL	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
 Range: 412 to 930 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/03 to 30/09/09

Selected survey days:

Monday	1 days
Tuesday	2 days
Wednesday	1 days
Thursday	1 days
Friday	1 days

Selected survey types:

Manual count	6 days
Directional ATC Count	0 days

Selected Locations:

Edge of Town Centre	1
Suburban Area (PPS6 Out of Centre)	1
Edge of Town	4

Selected Location Sub Categories:

Industrial Zone	1
Commercial Zone	2
No Sub Category	3

LIST OF SITES relevant to selection parameters

- | | | | |
|---|---|------------------------------|-----------------|
| 1 | BU-02-B-01
LONDON ROAD | BUSINESS PARK, HIGH WYCOMBE | BUCKINGHAMSHIRE |
| | HIGH WYCOMBE
Edge of Town
No Sub Category
Total Number of Employees: 595
<i>Survey date: THURSDAY 08/07/04</i> | | |
| | <i>Survey Type: MANUAL</i> | | |
| 2 | DN-02-B-01
N56 | BUSINESS PARK, LETTERKENNY | DONEGAL |
| | KNOCKNAMONA
LETTERKENNY
Edge of Town
No Sub Category
Total Number of Employees: 930
<i>Survey date: WEDNESDAY 30/09/09</i> | | |
| | <i>Survey Type: MANUAL</i> | | |
| 3 | SH-02-B-01
WELSHPOOL ROAD | BUSINESS PARK, SHREWSBURY | SHROPSHIRE |
| | SHREWSBURY
Edge of Town
Commercial Zone
Total Number of Employees: 668
<i>Survey date: TUESDAY 14/06/05</i> | | |
| | <i>Survey Type: MANUAL</i> | | |
| 4 | SH-02-B-02
STAFFORD COURT | BUSINESS PARK, TELFORD | SHROPSHIRE |
| | TELFORD
Edge of Town Centre
Commercial Zone
Total Number of Employees: 430
<i>Survey date: MONDAY 22/06/09</i> | | |
| | <i>Survey Type: MANUAL</i> | | |
| 5 | WM-02-B-01
COURTALD WAY | BUSINESS PARK, COVENTRY | WEST MIDLANDS |
| | FOLESHILL
COVENTRY
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 412
<i>Survey date: FRIDAY 10/02/06</i> | | |
| | <i>Survey Type: MANUAL</i> | | |
| 6 | WT-02-B-01
DUBLIN ROAD | BUSINESS/TECH. PARK, ATHLONE | WESTMEATH |
| | GARRYCASTLE
ATHLONE
Edge of Town
No Sub Category
Total Number of Employees: 431
<i>Survey date: TUESDAY 19/06/07</i> | | |
| | <i>Survey Type: MANUAL</i> | | |

TRIP RATE for Land Use 02 - EMPLOYMENT/B - BUSINESS PARK
MULTI-MODAL VEHICLES

Calculation factor: 1 EMPLOY

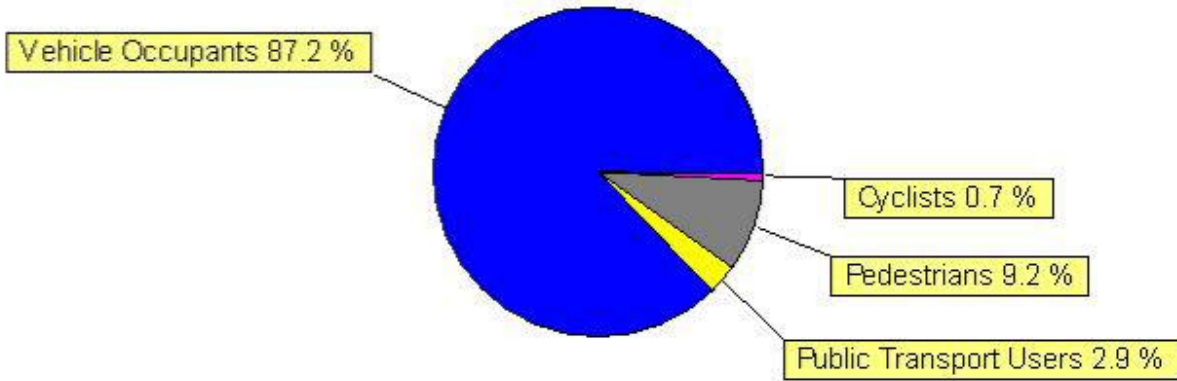
BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 00:30	0	0	0.000	0	0	0.000	0	0	0.000
00:30 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 01:30	0	0	0.000	0	0	0.000	0	0	0.000
01:30 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 02:30	0	0	0.000	0	0	0.000	0	0	0.000
02:30 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 03:30	0	0	0.000	0	0	0.000	0	0	0.000
03:30 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 04:30	0	0	0.000	0	0	0.000	0	0	0.000
04:30 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 05:30	0	0	0.000	0	0	0.000	0	0	0.000
05:30 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 06:30	0	0	0.000	0	0	0.000	0	0	0.000
06:30 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 07:30	6	578	0.036	6	578	0.011	6	578	0.047
07:30 - 08:00	6	578	0.079	6	578	0.019	6	578	0.098
08:00 - 08:30	6	578	0.146	6	578	0.038	6	578	0.184
08:30 - 09:00	6	578	0.227	6	578	0.040	6	578	0.267
09:00 - 09:30	6	578	0.179	6	578	0.053	6	578	0.232
09:30 - 10:00	6	578	0.087	6	578	0.050	6	578	0.137
10:00 - 10:30	6	578	0.059	6	578	0.040	6	578	0.099
10:30 - 11:00	6	578	0.044	6	578	0.035	6	578	0.079
11:00 - 11:30	6	578	0.039	6	578	0.042	6	578	0.081
11:30 - 12:00	6	578	0.043	6	578	0.049	6	578	0.092
12:00 - 12:30	6	578	0.050	6	578	0.098	6	578	0.148
12:30 - 13:00	6	578	0.083	6	578	0.087	6	578	0.170
13:00 - 13:30	6	578	0.097	6	578	0.100	6	578	0.197
13:30 - 14:00	6	578	0.078	6	578	0.061	6	578	0.139
14:00 - 14:30	6	578	0.053	6	578	0.045	6	578	0.098
14:30 - 15:00	6	578	0.051	6	578	0.052	6	578	0.103
15:00 - 15:30	6	578	0.038	6	578	0.059	6	578	0.097
15:30 - 16:00	6	578	0.042	6	578	0.059	6	578	0.101
16:00 - 16:30	6	578	0.038	6	578	0.075	6	578	0.113
16:30 - 17:00	6	578	0.038	6	578	0.117	6	578	0.155
17:00 - 17:30	6	578	0.041	6	578	0.190	6	578	0.231
17:30 - 18:00	6	578	0.031	6	578	0.166	6	578	0.197
18:00 - 18:30	6	578	0.016	6	578	0.068	6	578	0.084
18:30 - 19:00	6	578	0.009	6	578	0.031	6	578	0.040
19:00 - 19:30	0	0	0.000	0	0	0.000	0	0	0.000
19:30 - 20:00	0	0	0.000	0	0	0.000	0	0	0.000
20:00 - 20:30	0	0	0.000	0	0	0.000	0	0	0.000
20:30 - 21:00	0	0	0.000	0	0	0.000	0	0	0.000
21:00 - 21:30	0	0	0.000	0	0	0.000	0	0	0.000
21:30 - 22:00	0	0	0.000	0	0	0.000	0	0	0.000
22:00 - 22:30	0	0	0.000	0	0	0.000	0	0	0.000
22:30 - 23:00	0	0	0.000	0	0	0.000	0	0	0.000
23:00 - 23:30	0	0	0.000	0	0	0.000	0	0	0.000
23:30 - 24:00	0	0	0.000	0	0	0.000	0	0	0.000
Total Rates:			1.604			1.585			3.189

Parameter summary

Trip rate parameter range selected:	412 - 930 (units:)
Survey date date range:	01/01/03 - 30/09/09
Number of weekdays (Monday-Friday):	6
Number of Saturdays:	0
Number of Sundays:	0
Surveys manually removed from selection:	2

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 02 - EMPLOYMENT
 Category : B - BUSINESS PARK
 MULTI-MODAL VEHICLES

Selected regions and areas:

04	EAST ANGLIA	
	NF NORFOLK	1 days
06	WEST MIDLANDS	
	SH SHROPSHIRE	1 days
	WM WEST MIDLANDS	1 days
11	SCOTLAND	
	EB CITY OF EDINBURGH	1 days
14	LEINSTER	
	WT WESTMEATH	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
 Range: 378 to 431 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/03 to 22/06/09

Selected survey days:

Monday	1 days
Tuesday	2 days
Thursday	1 days
Friday	1 days

Selected survey types:

Manual count	5 days
Directional ATC Count	0 days

Selected Locations:

Edge of Town Centre	1
Suburban Area (PPS6 Out of Centre)	2
Edge of Town	2

Selected Location Sub Categories:

Industrial Zone	2
Commercial Zone	1
Retail Zone	1
No Sub Category	1

LIST OF SITES relevant to selection parameters

- | | | |
|---|--|----------------------------|
| 1 | EB-02-B-03
BUSINESS PARK, EDINBURGH
LOGIE GREEN ROAD | CITY OF EDINBURGH |
| | EDINBURGH
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 378
<i>Survey date: TUESDAY 01/05/07</i> | <i>Survey Type: MANUAL</i> |
| 2 | NF-02-B-02
BUSINESS PARK, NORWICH
WHITING ROAD
LONG JOHN'S HILL
NORWICH
Edge of Town
Retail Zone
Total Number of Employees: 399
<i>Survey date: THURSDAY 17/05/07</i> | NORFOLK |
| | | <i>Survey Type: MANUAL</i> |
| 3 | SH-02-B-02
BUSINESS PARK, TELFORD
STAFFORD COURT | SHROPSHIRE |
| | TELFORD
Edge of Town Centre
Commercial Zone
Total Number of Employees: 430
<i>Survey date: MONDAY 22/06/09</i> | <i>Survey Type: MANUAL</i> |
| 4 | WM-02-B-01
BUSINESS PARK, COVENTRY
COURTALD WAY
FOLESHILL
COVENTRY
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 412
<i>Survey date: FRIDAY 10/02/06</i> | WEST MIDLANDS |
| | | <i>Survey Type: MANUAL</i> |
| 5 | WT-02-B-01
BUSINESS/TECH. PARK, ATHLONE
DUBLIN ROAD
GARRycastle
ATHLONE
Edge of Town
No Sub Category
Total Number of Employees: 431
<i>Survey date: TUESDAY 19/06/07</i> | WESTMEATH |
| | | <i>Survey Type: MANUAL</i> |

TRIP RATE for Land Use 02 - EMPLOYMENT/B - BUSINESS PARK
 MULTI-MODAL VEHICLES

Calculation factor: 1 EMPLOY

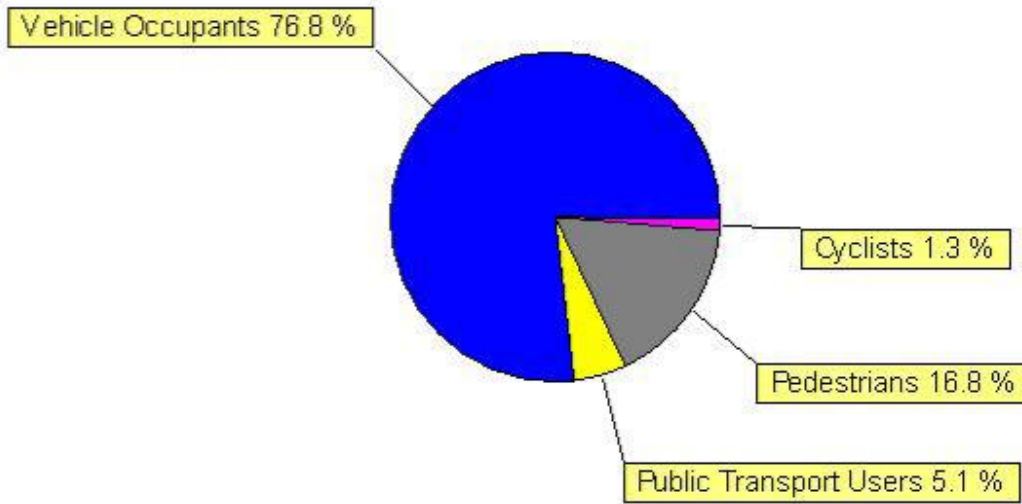
BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 00:30	0	0	0.000	0	0	0.000	0	0	0.000
00:30 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 01:30	0	0	0.000	0	0	0.000	0	0	0.000
01:30 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 02:30	0	0	0.000	0	0	0.000	0	0	0.000
02:30 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 03:30	0	0	0.000	0	0	0.000	0	0	0.000
03:30 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 04:30	0	0	0.000	0	0	0.000	0	0	0.000
04:30 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 05:30	0	0	0.000	0	0	0.000	0	0	0.000
05:30 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 06:30	0	0	0.000	0	0	0.000	0	0	0.000
06:30 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 07:30	5	410	0.042	5	410	0.012	5	410	0.054
07:30 - 08:00	5	410	0.105	5	410	0.023	5	410	0.128
08:00 - 08:30	5	410	0.162	5	410	0.031	5	410	0.193
08:30 - 09:00	5	410	0.232	5	410	0.051	5	410	0.283
09:00 - 09:30	5	410	0.174	5	410	0.062	5	410	0.236
09:30 - 10:00	5	410	0.072	5	410	0.063	5	410	0.135
10:00 - 10:30	5	410	0.060	5	410	0.054	5	410	0.114
10:30 - 11:00	5	410	0.047	5	410	0.041	5	410	0.088
11:00 - 11:30	5	410	0.048	5	410	0.048	5	410	0.096
11:30 - 12:00	5	410	0.049	5	410	0.046	5	410	0.095
12:00 - 12:30	5	410	0.054	5	410	0.073	5	410	0.127
12:30 - 13:00	5	410	0.064	5	410	0.087	5	410	0.151
13:00 - 13:30	5	410	0.069	5	410	0.107	5	410	0.176
13:30 - 14:00	5	410	0.062	5	410	0.062	5	410	0.124
14:00 - 14:30	5	410	0.063	5	410	0.070	5	410	0.133
14:30 - 15:00	5	410	0.058	5	410	0.054	5	410	0.112
15:00 - 15:30	5	410	0.037	5	410	0.065	5	410	0.102
15:30 - 16:00	5	410	0.051	5	410	0.066	5	410	0.117
16:00 - 16:30	5	410	0.042	5	410	0.083	5	410	0.125
16:30 - 17:00	5	410	0.041	5	410	0.116	5	410	0.157
17:00 - 17:30	5	410	0.032	5	410	0.176	5	410	0.208
17:30 - 18:00	5	410	0.025	5	410	0.170	5	410	0.195
18:00 - 18:30	5	410	0.010	5	410	0.063	5	410	0.073
18:30 - 19:00	5	410	0.006	5	410	0.029	5	410	0.035
19:00 - 19:30	0	0	0.000	0	0	0.000	0	0	0.000
19:30 - 20:00	0	0	0.000	0	0	0.000	0	0	0.000
20:00 - 20:30	0	0	0.000	0	0	0.000	0	0	0.000
20:30 - 21:00	0	0	0.000	0	0	0.000	0	0	0.000
21:00 - 21:30	0	0	0.000	0	0	0.000	0	0	0.000
21:30 - 22:00	0	0	0.000	0	0	0.000	0	0	0.000
22:00 - 22:30	0	0	0.000	0	0	0.000	0	0	0.000
22:30 - 23:00	0	0	0.000	0	0	0.000	0	0	0.000
23:00 - 23:30	0	0	0.000	0	0	0.000	0	0	0.000
23:30 - 24:00	0	0	0.000	0	0	0.000	0	0	0.000
Total Rates:			1.605			1.652			3.257

Parameter summary

Trip rate parameter range selected:	378 - 431 (units:)
Survey date date range:	01/01/03 - 22/06/09
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys manually removed from selection:	0

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 02 - EMPLOYMENT
 Category : B - BUSINESS PARK
 MULTI-MODAL VEHICLES

Selected regions and areas:

03	SOUTH WEST	
	WL WILTSHIRE	1 days
04	EAST ANGLIA	
	NF NORFOLK	1 days
05	EAST MIDLANDS	
	LN LINCOLNSHIRE	1 days
06	WEST MIDLANDS	
	WO WORCESTERSHIRE	1 days
09	NORTH	
	TW TYNE & WEAR	1 days
11	SCOTLAND	
	EB CITY OF EDINBURGH	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
 Range: 147 to 399 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/03 to 10/10/08

Selected survey days:

Monday	1 days
Tuesday	3 days
Thursday	1 days
Friday	1 days

Selected survey types:

Manual count	6 days
Directional ATC Count	0 days

Selected Locations:

Suburban Area (PPS6 Out of Centre)	2
Edge of Town	4

Selected Location Sub Categories:

Industrial Zone	4
Residential Zone	1
Retail Zone	1

LIST OF SITES relevant to selection parameters

- | | | |
|---|---|----------------------------|
| 1 | EB-02-B-03
BUSINESS PARK, EDINBURGH
LOGIE GREEN ROAD | CITY OF EDINBURGH |
| | EDINBURGH
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 378
<i>Survey date: TUESDAY 01/05/07</i> | <i>Survey Type: MANUAL</i> |
| 2 | LN-02-B-01
BUSINESS PARK, LINCOLN
BISHOPS ROAD | LINCOLNSHIRE |
| | LINCOLN
Edge of Town
Industrial Zone
Total Number of Employees: 210
<i>Survey date: TUESDAY 17/05/05</i> | <i>Survey Type: MANUAL</i> |
| 3 | NF-02-B-02
BUSINESS PARK, NORWICH
WHITING ROAD
LONG JOHN'S HILL
NORWICH | NORFOLK |
| | Edge of Town
Retail Zone
Total Number of Employees: 399
<i>Survey date: THURSDAY 17/05/07</i> | <i>Survey Type: MANUAL</i> |
| 4 | TW-02-B-02
BUSINESS PARK,NORTH SHIELDS
HIGH FLATWORTH | TYNE & WEAR |
| | NORTH SHIELDS
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 198
<i>Survey date: FRIDAY 10/10/08</i> | <i>Survey Type: MANUAL</i> |
| 5 | WL-02-B-01
BUSINESS PK,WOOTTON BASSETT
HIGH STREET
COPEHALL
WOOTTON BASSETT | WILTSHIRE |
| | Edge of Town
Residential Zone
Total Number of Employees: 154
<i>Survey date: MONDAY 02/10/06</i> | <i>Survey Type: MANUAL</i> |
| 6 | WO-02-B-01
BUSINESS PARK, REDDITCH
BURNT MEADOW ROAD
MOORS MOAT NTH IND. EST
REDDITCH | WORCESTERSHIRE |
| | Edge of Town
Industrial Zone
Total Number of Employees: 147
<i>Survey date: TUESDAY 02/05/06</i> | <i>Survey Type: MANUAL</i> |

TRIP RATE for Land Use 02 - EMPLOYMENT/B - BUSINESS PARK
 MULTI-MODAL VEHICLES

Calculation factor: 1 EMPLOY

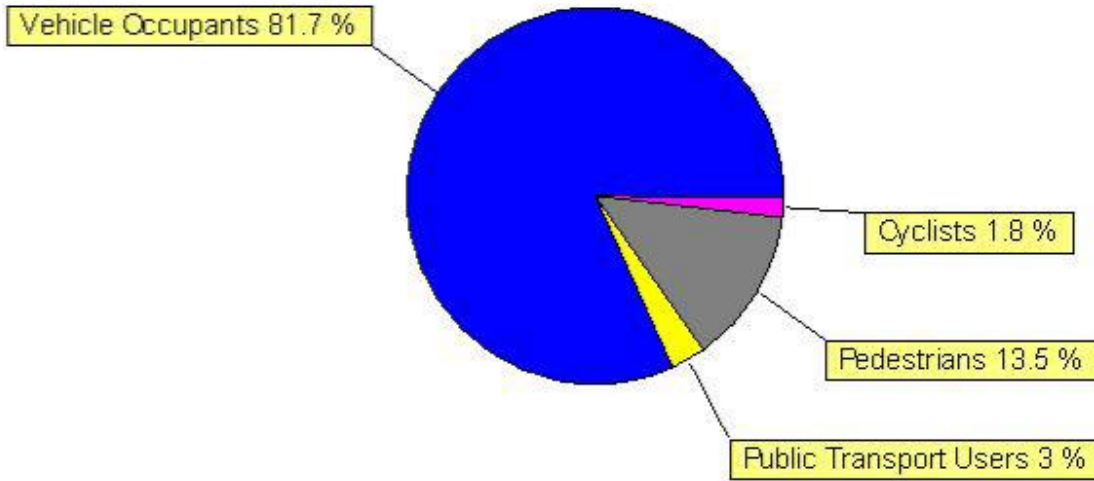
BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 00:30	0	0	0.000	0	0	0.000	0	0	0.000
00:30 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 01:30	0	0	0.000	0	0	0.000	0	0	0.000
01:30 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 02:30	0	0	0.000	0	0	0.000	0	0	0.000
02:30 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 03:30	0	0	0.000	0	0	0.000	0	0	0.000
03:30 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 04:30	0	0	0.000	0	0	0.000	0	0	0.000
04:30 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 05:30	0	0	0.000	0	0	0.000	0	0	0.000
05:30 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 06:30	0	0	0.000	0	0	0.000	0	0	0.000
06:30 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 07:30	6	248	0.034	6	248	0.011	6	248	0.045
07:30 - 08:00	6	248	0.110	6	248	0.021	6	248	0.131
08:00 - 08:30	6	248	0.159	6	248	0.030	6	248	0.189
08:30 - 09:00	6	248	0.230	6	248	0.042	6	248	0.272
09:00 - 09:30	6	248	0.153	6	248	0.047	6	248	0.200
09:30 - 10:00	6	248	0.077	6	248	0.052	6	248	0.129
10:00 - 10:30	6	248	0.061	6	248	0.064	6	248	0.125
10:30 - 11:00	6	248	0.048	6	248	0.052	6	248	0.100
11:00 - 11:30	6	248	0.054	6	248	0.067	6	248	0.121
11:30 - 12:00	6	248	0.052	6	248	0.053	6	248	0.105
12:00 - 12:30	6	248	0.055	6	248	0.087	6	248	0.142
12:30 - 13:00	6	248	0.061	6	248	0.078	6	248	0.139
13:00 - 13:30	6	248	0.085	6	248	0.079	6	248	0.164
13:30 - 14:00	6	248	0.063	6	248	0.054	6	248	0.117
14:00 - 14:30	6	248	0.056	6	248	0.062	6	248	0.118
14:30 - 15:00	6	248	0.052	6	248	0.060	6	248	0.112
15:00 - 15:30	6	248	0.046	6	248	0.070	6	248	0.116
15:30 - 16:00	6	248	0.053	6	248	0.067	6	248	0.120
16:00 - 16:30	6	248	0.050	6	248	0.085	6	248	0.135
16:30 - 17:00	6	248	0.031	6	248	0.109	6	248	0.140
17:00 - 17:30	6	248	0.027	6	248	0.162	6	248	0.189
17:30 - 18:00	6	248	0.017	6	248	0.154	6	248	0.171
18:00 - 18:30	6	248	0.013	6	248	0.058	6	248	0.071
18:30 - 19:00	6	248	0.002	6	248	0.023	6	248	0.025
19:00 - 19:30	0	0	0.000	0	0	0.000	0	0	0.000
19:30 - 20:00	0	0	0.000	0	0	0.000	0	0	0.000
20:00 - 20:30	0	0	0.000	0	0	0.000	0	0	0.000
20:30 - 21:00	0	0	0.000	0	0	0.000	0	0	0.000
21:00 - 21:30	0	0	0.000	0	0	0.000	0	0	0.000
21:30 - 22:00	0	0	0.000	0	0	0.000	0	0	0.000
22:00 - 22:30	0	0	0.000	0	0	0.000	0	0	0.000
22:30 - 23:00	0	0	0.000	0	0	0.000	0	0	0.000
23:00 - 23:30	0	0	0.000	0	0	0.000	0	0	0.000
23:30 - 24:00	0	0	0.000	0	0	0.000	0	0	0.000
Total Rates:			1.589			1.587			3.176

Parameter summary

Trip rate parameter range selected:	147 - 399 (units:)
Survey date date range:	01/01/03 - 10/10/08
Number of weekdays (Monday-Friday):	6
Number of Saturdays:	0
Number of Sundays:	0
Surveys manually removed from selection:	0

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 01 - RETAIL
Category : M - MIXED SHOPPING MALLS
MULTI-MODAL VEHICLES

Selected regions and areas:

11	SCOTLAND	
	NL NORTH LANARKSHIRE	1 days
12	CONNAUGHT	
	RO ROSCOMMON	1 days
13	MUNSTER	
	TI TIPPERARY	1 days
14	LEINSTER	
	KD KILDARE	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
Range: 26 to 560 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/03 to 25/06/11

Selected survey days:

Saturday 4 days

Selected survey types:

Manual count 4 days
Directional ATC Count 0 days

Selected Locations:

Town Centre 2
Edge of Town Centre 2

Selected Location Sub Categories:

Commercial Zone 1
Built-Up Zone 2
High Street 1

LIST OF SITES relevant to selection parameters

- | | | |
|---|--|----------------------------|
| 1 | KD-01-M-01
SHOPPING MALL, NEWBRIDGE
KILDARE ROAD | KILDARE |
| | NEWBRIDGE
Edge of Town Centre
Commercial Zone
Total Number of Employees: 308
<i>Survey date: SATURDAY 23/05/09</i> | <i>Survey Type: MANUAL</i> |
| 2 | NL-01-M-01
SHOPPING MALL, COATBRIDGE
MAIN STREET | NORTH LANARKSHIRE |
| | COATBRIDGE
Town Centre
High Street
Total Number of Employees: 156
<i>Survey date: SATURDAY 28/06/08</i> | <i>Survey Type: MANUAL</i> |
| 3 | RO-01-M-01
SHOPPING MALL, ROSCOMMON
THE SQUARE | ROSCOMMON |
| | ROSCOMMON
Town Centre
Built-Up Zone
Total Number of Employees: 26
<i>Survey date: SATURDAY 09/05/09</i> | <i>Survey Type: MANUAL</i> |
| 4 | TI-01-M-01
SHOPPING CENTRE, CLONMEL
DAVIES ROAD | TIPPERARY |
| | TIPPERARY
Edge of Town Centre
Built-Up Zone
Total Number of Employees: 560
<i>Survey date: SATURDAY 25/06/11</i> | <i>Survey Type: MANUAL</i> |

TRIP RATE for Land Use 01 - RETAIL/M - MIXED SHOPPING MALLS
 MULTI-MODAL VEHICLES

Calculation factor: 1 EMPLOY

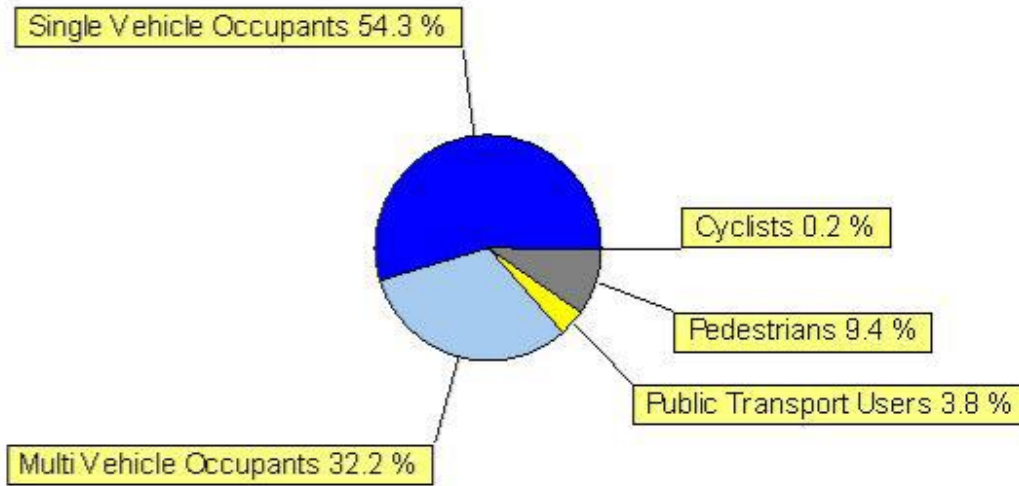
BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 08:00	2	358	0.041	2	358	0.001	2	358	0.042
08:00 - 09:00	4	263	0.235	4	263	0.102	4	263	0.337
09:00 - 10:00	4	263	0.690	4	263	0.465	4	263	1.155
10:00 - 11:00	4	263	0.900	4	263	0.741	4	263	1.641
11:00 - 12:00	4	263	0.923	4	263	0.900	4	263	1.823
12:00 - 13:00	4	263	1.075	4	263	0.953	4	263	2.028
13:00 - 14:00	4	263	1.065	4	263	1.141	4	263	2.206
14:00 - 15:00	4	263	1.012	4	263	1.047	4	263	2.059
15:00 - 16:00	4	263	0.859	4	263	0.863	4	263	1.722
16:00 - 17:00	4	263	0.736	4	263	0.853	4	263	1.589
17:00 - 18:00	4	263	0.584	4	263	0.664	4	263	1.248
18:00 - 19:00	4	263	0.307	4	263	0.495	4	263	0.802
19:00 - 20:00	3	298	0.105	3	298	0.195	3	298	0.300
20:00 - 21:00	1	560	0.000	1	560	0.000	1	560	0.000
21:00 - 22:00	0	0	0.000	0	0	0.000	0	0	0.000
22:00 - 23:00	0	0	0.000	0	0	0.000	0	0	0.000
23:00 - 24:00	0	0	0.000	0	0	0.000	0	0	0.000
Total Rates:			8.532			8.420			16.952

Parameter summary

Trip rate parameter range selected: 26 - 560 (units:)
 Survey date date range: 01/01/03 - 25/06/11
 Number of weekdays (Monday-Friday): 0
 Number of Saturdays: 4
 Number of Sundays: 0
 Surveys manually removed from selection: 0

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 06 - HOTEL, FOOD & DRINK
Category : C - PUB/RESTAURANT
MULTI-MODAL VEHICLES

Selected regions and areas:

02	SOUTH EAST	
	EX ESSEX	1 days
	HC HAMPSHIRE	1 days
03	SOUTH WEST	
	CW CORNWALL	1 days
	SG SOUTH GLOUCESTERSHIRE	2 days
	WL WILTSHIRE	1 days
05	EAST MIDLANDS	
	NT NOTTINGHAMSHIRE	1 days
06	WEST MIDLANDS	
	SH SHROPSHIRE	2 days
07	YORKSHIRE & NORTH LINCOLNSHIRE	
	NO NORTH LINCOLNSHIRE	1 days
	WY WEST YORKSHIRE	1 days
08	NORTH WEST	
	CH CHESHIRE	1 days
09	NORTH	
	DH DURHAM	1 days
	TV TEES VALLEY	1 days
11	SCOTLAND	
	AD ABERDEEN CITY	1 days
12	CONNAUGHT	
	GA GALWAY	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
Range: 10 to 75 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/03 to 17/10/09

Selected survey days:

Thursday	1 days
Friday	9 days
Saturday	6 days

Selected survey types:

Manual count	16 days
Directional ATC Count	0 days

Selected Locations:

Edge of Town Centre	1
Suburban Area (PPS6 Out of Centre)	7
Edge of Town	5
Neighbourhood Centre (PPS6 Local Centre)	3

Selected Location Sub Categories:

Residential Zone	5
Village	1
No Sub Category	10

LIST OF SITES relevant to selection parameters (Cont.)

- | | | | |
|----|------------|-----------------------------|---------------------|
| 15 | WL-06-C-01 | HUNGRY HORSE, CHIPPENHAM | WILTSHIRE |
| | | A4 ROWDEN HILL | |
| | | CHIPPENHAM | |
| | | Edge of Town | |
| | | No Sub Category | |
| | | Total Number of Employees: | 20 |
| | | Survey date: SATURDAY | 07/10/06 |
| | | | Survey Type: MANUAL |
| 16 | WY-06-C-01 | BREWERS FAYRE, HUDDERSFIELD | WEST YORKSHIRE |
| | | BRIDGHOUSE ROAD | |
| | | AINLEY TOP | |
| | | HUDDERSFIELD | |
| | | Edge of Town | |
| | | No Sub Category | |
| | | Total Number of Employees: | 24 |
| | | Survey date: SATURDAY | 16/09/06 |
| | | | Survey Type: MANUAL |

TRIP RATE for Land Use 06 - HOTEL, FOOD & DRINK/C - PUB/RESTAURANT
 MULTI-MODAL VEHICLES

Calculation factor: 1 EMPLOY

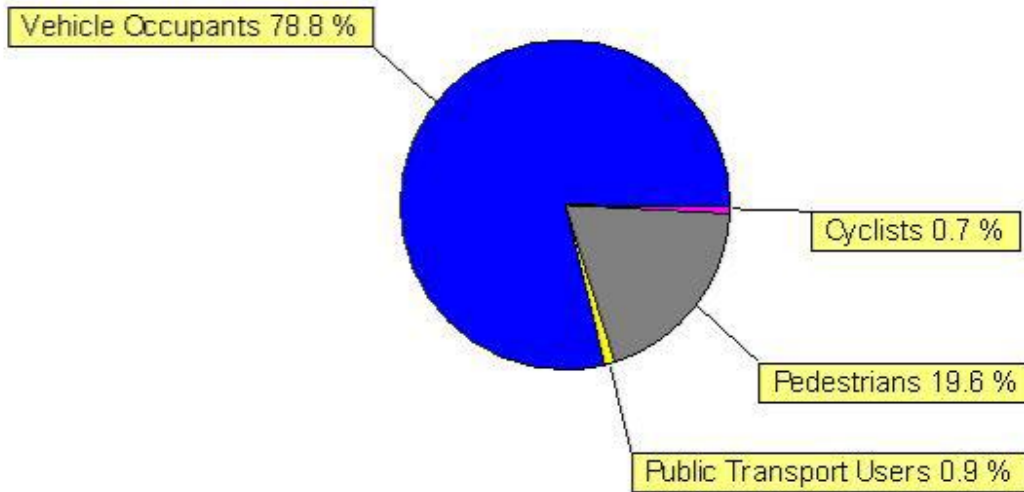
BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 08:00	1	75	0.093	1	75	0.067	1	75	0.160
08:00 - 09:00	1	75	0.107	1	75	0.093	1	75	0.200
09:00 - 10:00	1	75	0.427	1	75	0.320	1	75	0.747
10:00 - 11:00	16	27	0.217	16	27	0.139	16	27	0.356
11:00 - 12:00	16	27	0.513	16	27	0.275	16	27	0.788
12:00 - 13:00	16	27	0.921	16	27	0.487	16	27	1.408
13:00 - 14:00	16	27	0.836	16	27	0.843	16	27	1.679
14:00 - 15:00	16	27	0.591	16	27	0.866	16	27	1.457
15:00 - 16:00	16	27	0.557	16	27	0.594	16	27	1.151
16:00 - 17:00	16	27	0.605	16	27	0.536	16	27	1.141
17:00 - 18:00	16	27	0.952	16	27	0.718	16	27	1.670
18:00 - 19:00	16	27	0.954	16	27	0.827	16	27	1.781
19:00 - 20:00	16	27	1.028	16	27	0.942	16	27	1.970
20:00 - 21:00	16	27	0.748	16	27	0.873	16	27	1.621
21:00 - 22:00	16	27	0.501	16	27	0.880	16	27	1.381
22:00 - 23:00	15	26	0.279	15	26	0.543	15	26	0.822
23:00 - 24:00	15	26	0.112	15	26	0.414	15	26	0.526
Total Rates:			9.441			9.417			18.858

Parameter summary

Trip rate parameter range selected: 10 - 75 (units:)
 Survey date date range: 01/01/03 - 17/10/09
 Number of weekdays (Monday-Friday): 10
 Number of Saturdays: 6
 Number of Sundays: 0
 Surveys manually removed from selection: 0

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 02 - EMPLOYMENT

Category : A - OFFICE

MULTI-MODAL VEHICLES

Selected regions and areas:

02	SOUTH EAST	
	KC KENT	1 days
	SC SURREY	2 days
03	SOUTH WEST	
	CW CORNWALL	2 days
04	EAST ANGLIA	
	CA CAMBRIDGESHIRE	2 days
	NF NORFOLK	1 days
	SF SUFFOLK	1 days
06	WEST MIDLANDS	
	WM WEST MIDLANDS	1 days
08	NORTH WEST	
	LC LANCASHIRE	1 days
09	NORTH	
	TW TYNE & WEAR	1 days
11	SCOTLAND	
	GC GLASGOW CITY	1 days
14	LEINSTER	
	KK KILKENNY	1 days
17	ULSTER (NORTHERN IRELAND)	
	AN ANTRIM	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
Range: 323 to 750 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/03 to 30/09/10

Selected survey days:

Monday	3 days
Tuesday	3 days
Thursday	8 days
Friday	1 days

Selected survey types:

Manual count	15 days
Directional ATC Count	0 days

Selected Locations:

Town Centre	2
Edge of Town Centre	5
Suburban Area (PPS6 Out of Centre)	7
Edge of Town	1

Selected Location Sub Categories:

Industrial Zone	1
Commercial Zone	3
Residential Zone	3
Built-Up Zone	6
No Sub Category	2

LIST OF SITES relevant to selection parameters (Cont.)

- | | | | |
|----|------------|-----------------------------|---------------|
| 14 | TW-02-A-03 | DEVELOP. AGENCY, NEWCASTLE | TYNE & WEAR |
| | | KINGFISHER BOULEVARD | |
| | | LEMINGTON | |
| | | NEWCASTLE UPON TYNE | |
| | | Edge of Town | |
| | | Commercial Zone | |
| | | Total Number of Employees: | 446 |
| | | Survey date: THURSDAY | 11/12/08 |
| 15 | WM-02-A-02 | BRITISH TELECOM, BIRMINGHAM | WEST MIDLANDS |
| | | BRINDLEY PLACE | |
| | | BIRMINGHAM | |
| | | Edge of Town Centre | |
| | | Commercial Zone | |
| | | Total Number of Employees: | 500 |
| | | Survey date: THURSDAY | 27/11/08 |

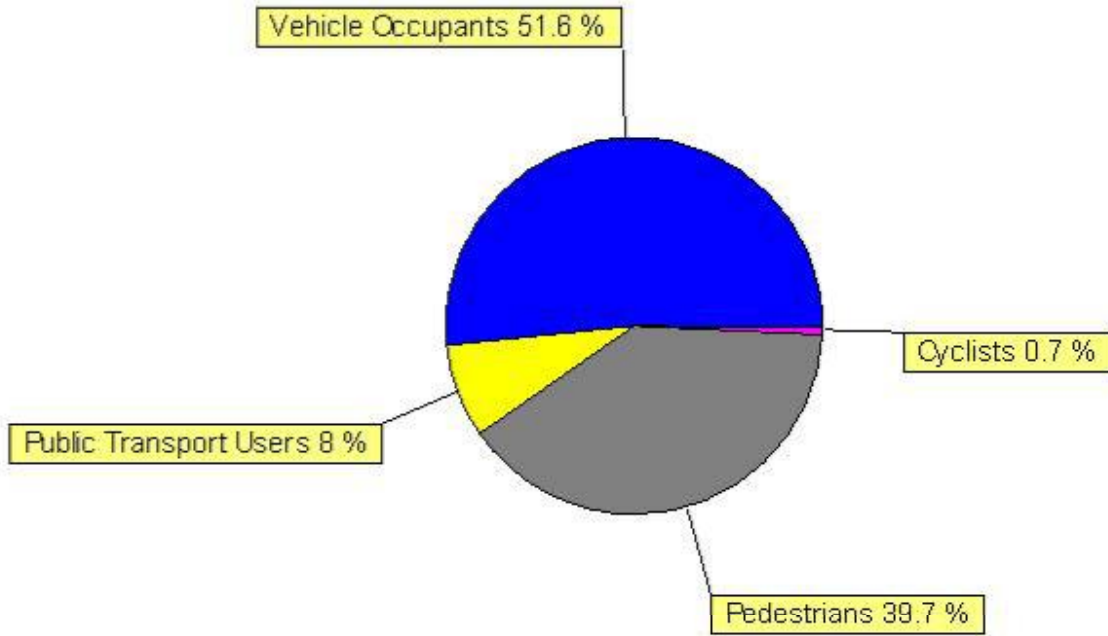
TRIP RATE for Land Use 02 - EMPLOYMENT/A - OFFICE
 MULTI-MODAL VEHICLES
 Calculation factor: 1 EMPLOY
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 00:30	0	0	0.000	0	0	0.000	0	0	0.000
00:30 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 01:30	0	0	0.000	0	0	0.000	0	0	0.000
01:30 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 02:30	0	0	0.000	0	0	0.000	0	0	0.000
02:30 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 03:30	0	0	0.000	0	0	0.000	0	0	0.000
03:30 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 04:30	0	0	0.000	0	0	0.000	0	0	0.000
04:30 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 05:30	0	0	0.000	0	0	0.000	0	0	0.000
05:30 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 06:30	0	0	0.000	0	0	0.000	0	0	0.000
06:30 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 07:30	15	460	0.026	15	460	0.003	15	460	0.029
07:30 - 08:00	15	460	0.058	15	460	0.008	15	460	0.066
08:00 - 08:30	15	460	0.109	15	460	0.014	15	460	0.123
08:30 - 09:00	15	460	0.143	15	460	0.013	15	460	0.156
09:00 - 09:30	15	460	0.121	15	460	0.024	15	460	0.145
09:30 - 10:00	15	460	0.074	15	460	0.031	15	460	0.105
10:00 - 10:30	15	460	0.043	15	460	0.032	15	460	0.075
10:30 - 11:00	15	460	0.040	15	460	0.033	15	460	0.073
11:00 - 11:30	15	460	0.036	15	460	0.038	15	460	0.074
11:30 - 12:00	15	460	0.039	15	460	0.035	15	460	0.074
12:00 - 12:30	15	460	0.034	15	460	0.052	15	460	0.086
12:30 - 13:00	15	460	0.042	15	460	0.055	15	460	0.097
13:00 - 13:30	15	460	0.040	15	460	0.046	15	460	0.086
13:30 - 14:00	15	460	0.044	15	460	0.036	15	460	0.080
14:00 - 14:30	15	460	0.037	15	460	0.033	15	460	0.070
14:30 - 15:00	15	460	0.033	15	460	0.037	15	460	0.070
15:00 - 15:30	15	460	0.023	15	460	0.038	15	460	0.061
15:30 - 16:00	15	460	0.029	15	460	0.048	15	460	0.077
16:00 - 16:30	15	460	0.022	15	460	0.088	15	460	0.110
16:30 - 17:00	15	460	0.016	15	460	0.094	15	460	0.110
17:00 - 17:30	15	460	0.017	15	460	0.142	15	460	0.159
17:30 - 18:00	15	460	0.013	15	460	0.075	15	460	0.088
18:00 - 18:30	15	460	0.004	15	460	0.043	15	460	0.047
18:30 - 19:00	15	460	0.002	15	460	0.016	15	460	0.018
19:00 - 19:30	0	0	0.000	0	0	0.000	0	0	0.000
19:30 - 20:00	0	0	0.000	0	0	0.000	0	0	0.000
20:00 - 20:30	0	0	0.000	0	0	0.000	0	0	0.000
20:30 - 21:00	0	0	0.000	0	0	0.000	0	0	0.000
21:00 - 21:30	0	0	0.000	0	0	0.000	0	0	0.000
21:30 - 22:00	0	0	0.000	0	0	0.000	0	0	0.000
22:00 - 22:30	0	0	0.000	0	0	0.000	0	0	0.000
22:30 - 23:00	0	0	0.000	0	0	0.000	0	0	0.000
23:00 - 23:30	0	0	0.000	0	0	0.000	0	0	0.000
23:30 - 24:00	0	0	0.000	0	0	0.000	0	0	0.000
Total Rates:			1.045			1.034			2.079

Parameter summary

Trip rate parameter range selected:	323 - 750 (units:)
Survey date date range:	01/01/03 - 30/09/10
Number of weekdays (Monday-Friday):	15
Number of Saturdays:	0
Number of Sundays:	0
Surveys manually removed from selection:	0

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 06 - HOTEL, FOOD & DRINK
Category : A - HOTELS
MULTI-MODAL VEHICLES

Selected regions and areas:

03	SOUTH WEST	
	DV DEVON	2 days
	WL WILTSHIRE	1 days
04	EAST ANGLIA	
	CA CAMBRIDGESHIRE	2 days
	NF NORFOLK	2 days
05	EAST MIDLANDS	
	NR NORTHAMPTONSHIRE	1 days
06	WEST MIDLANDS	
	HE HEREFORDSHIRE	1 days
	WM WEST MIDLANDS	2 days
08	NORTH WEST	
	GM GREATER MANCHESTER	1 days
09	NORTH	
	DH DURHAM	1 days
	TV TEES VALLEY	1 days
	TW TYNE & WEAR	1 days
10	WALES	
	WR WREXHAM	1 days
11	SCOTLAND	
	DU DUNDEE CITY	1 days
	HI HIGHLAND	1 days
12	CONNAUGHT	
	CS SLIGO	2 days
	GA GALWAY	1 days
17	ULSTER (NORTHERN IRELAND)	
	AN ANTRIM	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
Range: 29 to 56 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/03 to 13/05/11

Selected survey days:

Tuesday	6 days
Wednesday	3 days
Thursday	7 days
Friday	5 days
Sunday	1 days

Selected survey types:

Manual count	22 days
Directional ATC Count	0 days

Selected Locations:

Town Centre	8
Edge of Town Centre	7
Suburban Area (PPS6 Out of Centre)	4
Edge of Town	2
Free Standing (PPS6 Out of Town)	1

Selected Location Sub Categories:

Commercial Zone	1
Development Zone	2
Retail Zone	1
Built-Up Zone	4
Out of Town	1
No Sub Category	13

LIST OF SITES relevant to selection parameters

- | | | | |
|---|--|----------------|----------------------------|
| 1 | AN-06-A-01
HOTEL, ANTRIM
DUNSILLY ROAD
BALLYMENA
ANTRIM
Free Standing (PPS6 Out of Town)
Out of Town
Total Number of Employees: 43
<i>Survey date: THURSDAY 24/06/10</i> | ANTRIM | <i>Survey Type: MANUAL</i> |
| 2 | CA-06-A-02
HOTEL, CAMBRIDGE
GONVILLE PLACE

CAMBRIDGE
Edge of Town Centre
No Sub Category
Total Number of Employees: 30
<i>Survey date: THURSDAY 13/05/04</i> | CAMBRIDGESHIRE | <i>Survey Type: MANUAL</i> |
| 3 | CA-06-A-03
TRAVELODGE, CAMBRIDGE
CLIFTON WAY
CAMBRIDGE LEISURE PARK
CAMBRIDGE
Suburban Area (PPS6 Out of Centre)
Built-Up Zone
Total Number of Employees: 36
<i>Survey date: FRIDAY 16/10/09</i> | CAMBRIDGESHIRE | <i>Survey Type: MANUAL</i> |
| 4 | CS-06-A-01
HOTEL, SLIGO
QUAY STREET

SLIGO
Town Centre
No Sub Category
Total Number of Employees: 37
<i>Survey date: FRIDAY 15/06/07</i> | SLIGO | <i>Survey Type: MANUAL</i> |
| 5 | CS-06-A-02
HOTEL, SLIGO
STRANDHILL ROAD

SLIGO
Town Centre
Built-Up Zone
Total Number of Employees: 45
<i>Survey date: WEDNESDAY 22/09/10</i> | SLIGO | <i>Survey Type: MANUAL</i> |
| 6 | DH-06-A-01
PREMIER INN, DURHAM
FREEMANS PLACE
MILLENNIUM PLACE
DURHAM
Edge of Town Centre
Development Zone
Total Number of Employees: 39
<i>Survey date: THURSDAY 04/12/08</i> | DURHAM | <i>Survey Type: MANUAL</i> |
| 7 | DU-06-A-01
TRAVEL INN, DUNDEE
RIVERSIDE DRIVE
DISCOVERY QUAY
DUNDEE
Edge of Town Centre
No Sub Category
Total Number of Employees: 30
<i>Survey date: TUESDAY 31/05/05</i> | DUNDEE CITY | <i>Survey Type: MANUAL</i> |

LIST OF SITES relevant to selection parameters (Cont.)

8	DV-06-A-01	PREMIER TRAVEL INN, PLYMOUTH	DEVON
	SUTTON ROAD		
	SUTTON HARBOUR		
	PLYMOUTH		
	Edge of Town Centre		
	No Sub Category		
	Total Number of Employees:	45	
	Survey date: THURSDAY	07/07/05	Survey Type: MANUAL
9	DV-06-A-02	PREMIER INN, PLYMOUTH	DEVON
	SUTTON ROAD		
	SUTTON HARBOUR		
	PLYMOUTH		
	Edge of Town Centre		
	No Sub Category		
	Total Number of Employees:	30	
	Survey date: WEDNESDAY	21/10/09	Survey Type: MANUAL
10	GA-06-A-01	JURY'S INN, GALWAY	GALWAY
	QUAY STREET		
	SPANISH ARCH		
	GALWAY		
	Town Centre		
	Built-Up Zone		
	Total Number of Employees:	51	
	Survey date: TUESDAY	05/05/09	Survey Type: MANUAL
11	GM-06-A-07	TRAVELODGE, MANCHESTER	GREATER MANCHESTER
	BLACKFRIARS STREET		
	SALFORD		
	MANCHESTER		
	Edge of Town Centre		
	Built-Up Zone		
	Total Number of Employees:	56	
	Survey date: TUESDAY	25/05/04	Survey Type: MANUAL
12	HE-06-A-01	HOTEL, HEREFORD	HEREFORDSHIRE
	BROAD STREET		
	HEREFORD		
	Town Centre		
	No Sub Category		
	Total Number of Employees:	47	
	Survey date: THURSDAY	02/03/06	Survey Type: MANUAL
13	HI-06-A-03	EXPRESS BY HOL. INN, INVERNESS	HIGHLAND
	A96		
	STONEFIELD BUSINESS PK		
	INVERNESS		
	Edge of Town		
	Commercial Zone		
	Total Number of Employees:	37	
	Survey date: THURSDAY	25/05/06	Survey Type: MANUAL
14	NF-06-A-01	HOTEL, NORWICH	NORFOLK
	PALACE STREET		
	TOMBLANDS		
	NORWICH		
	Edge of Town Centre		
	No Sub Category		
	Total Number of Employees:	56	
	Survey date: WEDNESDAY	16/05/07	Survey Type: MANUAL

LIST OF SITES relevant to selection parameters (Cont.)

15	NF-06-A-02	HOLIDAY INN, NORWICH	NORFOLK
		IPSWICH ROAD HARFORD PARK NORWICH Edge of Town No Sub Category Total Number of Employees: 55 <i>Survey date: THURSDAY 30/09/10</i>	<i>Survey Type: MANUAL</i>
16	NR-06-A-01	COMFORT INN, KETTERING	NORTHAMPTONSHIRE
		HIGH STREET KETTERING Town Centre No Sub Category Total Number of Employees: 33 <i>Survey date: FRIDAY 06/05/05</i>	<i>Survey Type: MANUAL</i>
17	TV-06-A-02	HOTEL, MIDDLESBROUGH	TEES VALLEY
		MARTON ROAD MIDDLESBOROUGH Suburban Area (PPS6 Out of Centre) No Sub Category Total Number of Employees: 29 <i>Survey date: FRIDAY 18/12/09</i>	<i>Survey Type: MANUAL</i>
18	TW-06-A-01	PREMIER TRAV. INN, NEWCASTLE	TYNE & WEAR
		CITY ROAD QUAYSIDE NEWCASTLE Suburban Area (PPS6 Out of Centre) Development Zone Total Number of Employees: 35 <i>Survey date: TUESDAY 26/04/05</i>	<i>Survey Type: MANUAL</i>
19	WL-06-A-01	THISTLE, SWINDON	WILTSHIRE
		ISLINGTON STREET SWINDON Town Centre No Sub Category Total Number of Employees: 40 <i>Survey date: FRIDAY 09/07/04</i>	<i>Survey Type: MANUAL</i>
20	WM-06-A-01	HOTEL, WOLVERHAMPTON	WEST MIDLANDS
		LICHFIELD ROAD WOLVERHAMPTON Town Centre No Sub Category Total Number of Employees: 40 <i>Survey date: TUESDAY 21/02/06</i>	<i>Survey Type: MANUAL</i>
21	WM-06-A-04	PURPLE HOTEL, BIRMINGHAM	WEST MIDLANDS
		CUCKOO ROAD NECHELLS BIRMINGHAM Suburban Area (PPS6 Out of Centre) Retail Zone Total Number of Employees: 37 <i>Survey date: TUESDAY 25/11/08</i>	<i>Survey Type: MANUAL</i>

LIST OF SITES relevant to selection parameters (Cont.)

22 WR-06-A-01 HOTEL, WREXHAM WREXHAM
YORKE STREET

WREXHAM

Town Centre

No Sub Category

Total Number of Employees:

43

Survey date: SUNDAY

04/07/04

Survey Type: MANUAL

TRIP RATE for Land Use 06 - HOTEL, FOOD & DRINK/A - HOTELS
 MULTI-MODAL VEHICLES

Calculation factor: 1 EMPLOY

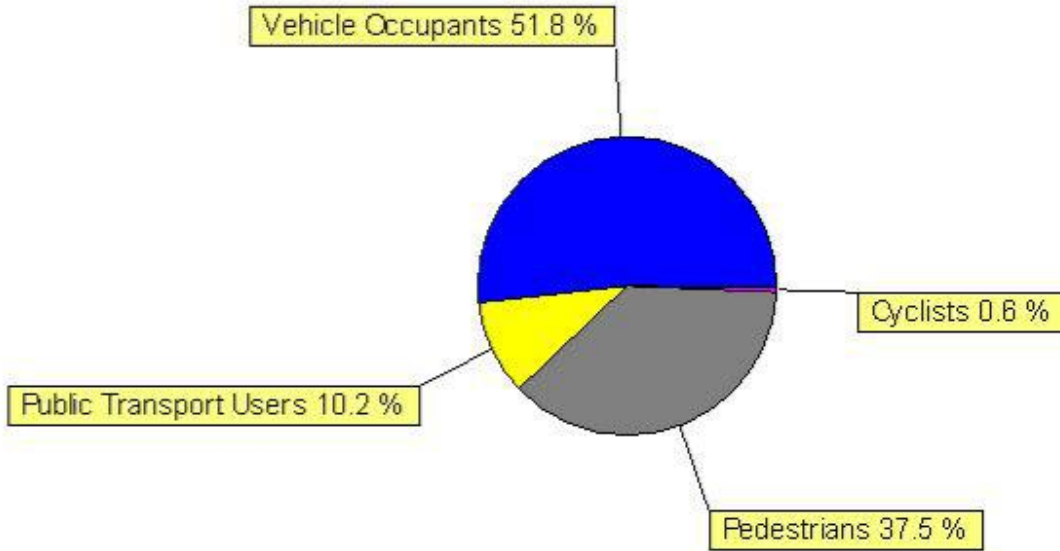
BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 08:00	22	41	0.152	22	41	0.296	22	41	0.448
08:00 - 09:00	22	41	0.289	22	41	0.430	22	41	0.719
09:00 - 10:00	22	41	0.349	22	41	0.322	22	41	0.671
10:00 - 11:00	22	41	0.248	22	41	0.270	22	41	0.518
11:00 - 12:00	22	41	0.224	22	41	0.251	22	41	0.475
12:00 - 13:00	22	41	0.249	22	41	0.280	22	41	0.529
13:00 - 14:00	22	41	0.247	22	41	0.246	22	41	0.493
14:00 - 15:00	22	41	0.252	22	41	0.239	22	41	0.491
15:00 - 16:00	22	41	0.254	22	41	0.274	22	41	0.528
16:00 - 17:00	22	41	0.289	22	41	0.267	22	41	0.556
17:00 - 18:00	22	41	0.368	22	41	0.287	22	41	0.655
18:00 - 19:00	22	41	0.331	22	41	0.207	22	41	0.538
19:00 - 20:00	17	41	0.314	17	41	0.215	17	41	0.529
20:00 - 21:00	17	41	0.202	17	41	0.164	17	41	0.366
21:00 - 22:00	14	40	0.161	14	40	0.171	14	40	0.332
22:00 - 23:00	3	33	0.204	3	33	0.245	3	33	0.449
23:00 - 24:00	2	30	0.034	2	30	0.000	2	30	0.034
Total Rates:			4.167			4.164			8.331

Parameter summary

Trip rate parameter range selected: 29 - 56 (units:)
 Survey date date range: 01/01/03 - 13/05/11
 Number of weekdays (Monday-Friday): 21
 Number of Saturdays: 0
 Number of Sundays: 1
 Surveys manually removed from selection: 0

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 07 - LEISURE
Category : O - LEISURE PARK
MULTI-MODAL VEHICLES

Selected regions and areas:

06	WEST MIDLANDS	
	WM WEST MIDLANDS	1 days
07	YORKSHIRE & NORTH LINCOLNSHIRE	
	WY WEST YORKSHIRE	1 days
08	NORTH WEST	
	CH CHESHIRE	1 days
10	WALES	
	CF CARDIFF	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
Range: 54 to 530 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/03 to 29/09/07

Selected survey days:

Saturday 4 days

Selected survey types:

Manual count 4 days
Directional ATC Count 0 days

Selected Locations:

Suburban Area (PPS6 Out of Centre) 3
Edge of Town 1

Selected Location Sub Categories:

Industrial Zone 2
Development Zone 1
Retail Zone 1

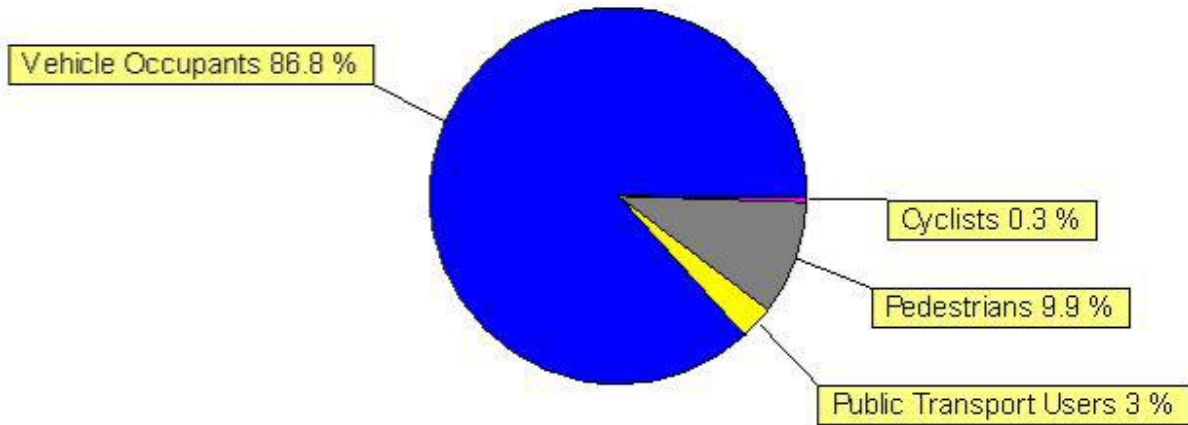
TRIP RATE for Land Use 07 - LEISURE/O - LEISURE PARK
 MULTI-MODAL VEHICLES
 Calculation factor: 1 EMPLOY
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 01:00	1	530	0.126	1	530	0.451	1	530	0.577
01:00 - 02:00	1	530	0.081	1	530	0.332	1	530	0.413
02:00 - 03:00	1	530	0.030	1	530	0.109	1	530	0.139
03:00 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 08:00	0	0	0.000	0	0	0.000	0	0	0.000
08:00 - 09:00	0	0	0.000	0	0	0.000	0	0	0.000
09:00 - 10:00	0	0	0.000	0	0	0.000	0	0	0.000
10:00 - 11:00	4	277	0.433	4	277	0.216	4	277	0.649
11:00 - 12:00	4	277	0.469	4	277	0.316	4	277	0.785
12:00 - 13:00	4	277	0.649	4	277	0.429	4	277	1.078
13:00 - 14:00	4	277	0.814	4	277	0.664	4	277	1.478
14:00 - 15:00	4	277	0.878	4	277	0.637	4	277	1.515
15:00 - 16:00	4	277	0.831	4	277	0.760	4	277	1.591
16:00 - 17:00	4	277	0.852	4	277	0.725	4	277	1.577
17:00 - 18:00	4	277	0.943	4	277	0.850	4	277	1.793
18:00 - 19:00	4	277	1.035	4	277	0.753	4	277	1.788
19:00 - 20:00	4	277	1.134	4	277	0.752	4	277	1.886
20:00 - 21:00	4	277	1.045	4	277	0.971	4	277	2.016
21:00 - 22:00	4	277	0.631	4	277	0.722	4	277	1.353
22:00 - 23:00	4	277	0.502	4	277	1.060	4	277	1.562
23:00 - 24:00	4	277	0.412	4	277	1.086	4	277	1.498
Total Rates:			10.865			10.833			21.698

Parameter summary

Trip rate parameter range selected: 54 - 530 (units:)
 Survey date date range: 01/01/03 - 29/09/07
 Number of weekdays (Monday-Friday): 0
 Number of Saturdays: 4
 Number of Sundays: 0
 Surveys manually removed from selection: 0

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

Appendix C Savill's Viability Appraisal

Bordon Eco-Town Car Parking Viability

February 2012

Instruction:

WSP Group has asked Savills to carry out a car parking viability assessment for the proposed Eco-town at Whitehill-Bordon. We have been instructed to assess the appropriate balance between parking provision that supports the exemplar sustainability objectives of the development whilst ensuring adequate provision for the development to remain viable. A key consideration is that parking provision should not deter inward investment or undermine the economic viability and marketability of the eco-town.

Considerations:

It is important to establish the demographics and market sentiment when analysing the viability of a site for residential development. Whilst house building used to be seemingly easy and profitable, the past few years have changed the industry significantly. This has been driven by depressed house price growth, restrictive borrowing capabilities, increased profit margins (due to risk) and other external factors including the change in planning regime and increased costs (Community Infrastructure Levy, Code for Sustainable Homes etc). National house builders are therefore being hugely selective and stringent with the sites they choose to purchase. The more awkward and troublesome sites in low value areas are likely to be the most neglected as this increases the risk for the house builder.

Reducing the amount of car parking on site is likely to increase the amount of risk for the developer as this has not been extensively tested before. This will in turn affect the viability of the scheme. We outline below our thoughts on car parking viability and how to improve the eco credentials of the Whitehill-Bordon scheme. This is only intended as a theoretical study as the suggested car parking standards have not been tested to this scale before.

Location:

Whitehill-Bordon is located in Hampshire approximately 8.3 kms (5.1 miles) south east of Alton, 10.8 kms (6.7 miles) north west of Haslemere and 13.0 kms (8.0 miles) north east of Petersfield. Bordon is located in between the A3 and A31 which in turn connect to London and the M25. Access to the town is primarily provided by the A325 which is the main arterial road between the A3 and Farnham. Rail services do not connect to the town centre. The closest rail service to London Waterloo is from Haslemere and takes approximately 49 minutes.

The proposed eco-town is primarily located to the west of Whitehill-Bordon, adjacent to the town centre.

Demographics:

Given the military significance of Whitehill-Bordon it is effectively a Garrison town and populated by many military personnel. A typical house in Whitehill-Bordon comprises a 2/3 bedroom bungalow with a value of approximately £190,000. This would indicate that the local population is elderly and retired, and probably moved from the more commercial hubs in the area such as Guildford or Petersfield. It is therefore likely that the majority of the town is made up either of military personnel or retirees.

Going forward we are of the opinion that a more detailed demographic study would be beneficial. Analysis of this would help highlight the likely occupiers of the eco-town at Whitehill-Bordon which would in turn assist with this study.

Savills Residential Research (Winter 2011):

This time last year, we foresaw a turbulent time for mainstream house prices and anticipated that austerity measures in the economy would start to impact on household finances and home buyer confidence.

These effects have indeed turned out to be negative, but not as damaging to values as we thought. The main casualty of the current housing market downturn has been transaction levels. Owners are simply not selling in the current climate and, with interest rates at manageable levels, are not forced to sell.

While these circumstances prevail and repossessed and distressed stock levels remain low, it is difficult to see the mechanisms by which widespread price falls will take place.

This means the shape of the mainstream housing market has changed rather more than house prices over the past 12 months.

We are of the opinion that it is inflation, rather than nominal price falls that will erode housing value over the next few years.

Transaction levels have been far lower than the pre-crunch norm for some four years now. Proportionately more equity and less debt has been used to buy property. This has led to relatively stable prices, with little upward or downward movement across the country as a whole.

In recent decades, average house prices have outgrown inflation by around 2.5% per annum. Due to the recent downturn though, there has been no real (inflation-adjusted) growth so that in real terms, average mainstream house prices now stand at 2003 levels.

This raises the question of whether austerity measures have created a new era for mainstream house prices, with the trend of inflation-busting house price growth firmly consigned to history.

With the economic outlook weakening over the past 12 months and forecasts for the recovery being pushed out further, the Bank of England is likely to maintain base rates at their historically low level for longer than expected.

Following the announcement of a further expansion of quantitative easing by £75 billion, our economic forecasters do not foresee any base rate increase before Q2 2013 at the earliest. This should have the effect of preserving affordability levels for longer, but it can no longer be relied upon to enable a return to real house price growth.

Our model of house price affordability is based on whether, after taking care of basic expenditure, households can afford the mortgage payments on the purchase of a new house. Through 2008 house price affordability soared as prices, levels of borrowing, and interest rates all fell, but we have already seen some of the affordability cushion built up during that period eroded by the rebound in house prices during 2009, high levels of inflation and flat real incomes.

A continuation of these factors combined with base rate rises further down the line, are likely to erode affordability further. This is likely to limit the capacity for price growth at a national level, with the lack of economic growth meaning the trigger for house price growth is also pushed back.

Taking all of the above into account our mainstream forecasts have been cut back since this time last year. At a national level, prices are forecast to remain flat. We are predicting total nominal growth of 6.0% in the average UK house price over the five year period covered by our forecasts.

We expect the picture to vary geographically. Relatively strong five year price growth in London (19.1%) and the surrounding markets (South East 15.7% and East 14.1%) is expected on the back of

stronger economic performance and a lesser reliance on mortgage finance. By contrast, northern regions are set to lag, seeing little to no growth.

While real house price growth is likely to be put on hold for some time, it does not necessarily follow that it is consigned to the history books forever. At the end of 1995, inflation-adjusted house prices were at the same level they were 12 years previously. In the following decade they rose by 140% in real inflation adjusted terms.

We now expect a period of necessary house price affordability correction that will push out yields and be a draw for investors.

MAINSTREAM MARKETS

Five-year forecast values, 2012-2016

	Change from peak to date	2012	2013	2014	2015	2016	5 years to 2016
UK	-9.5%	-2.0%	0.5%	1.0%	2.0%	4.5%	6.0%
London	-2.9%	-0.5%	1.0%	5.0%	6.0%	6.5%	19.1%
South East	-7.7%	-1.0%	1.0%	4.0%	5.0%	6.0%	15.7%

With the above in mind, house builders are finding it difficult to foresee how the market is likely to shape up over the next few years. As a result, caution is high on the agenda and sites with abnormalities such as a reduced car parking standard are being pushed back until house price growth resumes. Timing of the eco-town at Whitehill-Bordon will be important as both the technology advances in motor vehicles and growth in house prices will affect the viability of development.

We focus below on the three main types of property use class; residential, commercial and retail. More specifically we look at the type of property that currently requires the least car parking, the affect on viability and we suggest incentives of how to reduce car parking whilst maintaining saleability.

Residential Parking Standards

We would expect there to be lower car parking expectations for the smaller units, namely one and two bedroom apartments. It is not uncommon for lower parking standards to exist for large city centre apartment schemes. The residents of these schemes tend to be young professionals and first time buyers who work within walking/bus distance from the town centre. With this in mind the location of the one and two bedroom dwellings should be within walking/bus distance to the town centre to encourage more sustainable forms of transport. The need for a car parking space is therefore likely to be reduced (subject to local employment opportunities).

As the likely commuting distance becomes greater, larger family housing is more common and therefore the need for a car parking space is greater. However if there is an easy walking/cycle route into the main shopping area, supermarket and school this will encourage parents to walk their children to school. We would estimate that a walking time of around 10/15 minutes is the maximum a parent would be prepared to walk (circa 0.6/1 kms). It is likely that the working parent/s will need a car to travel to work unless a major employer locates in Whitehill-Bordon. Should the town become an employment hub it is possible that the car parking provision could be reduced further. It will however be necessary to ensure the employment areas are well connected to the residential zones via footpaths/walkways and cycle tracks.

Retirees and the more elderly population will also benefit from being close to the town centre. It will be important to provide easy access routes into the main shopping area and especially to the local grocer/supermarket. Current care home/sheltered housing providers consider a 0.5 mile level walk to be the maximum viable distance to the local parade of shops. However, with mobility scooters becoming more popular providers have considered increasing this distance to 0.75 miles.

Phasing:

Given the current economic climate and housing market it will be necessary to phase the scheme appropriately in order to generate a positive IRR throughout the life of the development to underwrite delivery. House types which are more suited to first time buyers for instance will be difficult to sell given the limited availability of debt finance. Traditional family housing maintains the most saleable house type however families are reluctant to move given the volatility of the economy. Demand for the more affluent areas in Hampshire (i.e. Winchester) remains strong as families with high income are less affected by the poor economy, they can also benefit from the low interest rates currently on offer.

Costs such as infrastructure, remediation, Community Infrastructure Levy and the Code for Sustainable Homes are likely to have a major impact on the financial viability of the proposals at Whitehill-Bordon. It will be important to assess these in detail as they emerge.

We anticipate that the current minimum car parking standards are as follows:

Dwelling Type	Minimum Parking Standard per unit
1 bedroom flat	0/1 car parking space
2 bedroom flat	0/1 car parking space
2 bedroom house	1 car parking space
3 bedroom house	1/2 car parking space
4 bedroom house	1/2 car parking space

These minimum car parking standards will vary depending on where the housing is located within Whitehill-Bordon. Below is the estimated range of car parking standards for the general location:

Town Centre
Suburban
Wholly contained development

Lower range of the above scale
Middle range of the above scale
Higher range of the above scale

We set out the eco-town car parking aspirations, demand led assessment and Hampshire County Council maximum car parking spaces per unit in the table below.

Dwelling Type	Parking Standard (spaces per unit)		
	Eco-town Aspiration	Demand Led Assessment	HCC Max
1 bedroom	0	0 to 0.5 (indicative)	1
2-3 bedrooms	1 or below	House 1.2 Flat 0.95	2
4+ bedrooms	Start 1.5 reducing to 1 or below	House 1.57	3

It is evident that the eco-town aspirations are ambitious in comparison with the HCC standards which are being adopted. Even with the HCC maximum car parking spaces per unit this can fall short of buyer expectations in the higher value areas of Hampshire. A single car parking space in Southampton for instance can reach a capital value of circa £10,000, in Winchester this can easily double. These car parking spaces are likely to be in addition to existing car parking arrangements.

It is difficult to quantify the reduction in the value of a house when adopting a reduced car parking standard as this rarely occurs. We would however anticipate values to decline by approximately 15% for a reduced car parking standard. The eco-town aspiration car parking standard (as above) is likely to encourage a greater reduction. As this degree of car parking has not yet been tested on a large scale it is difficult to forecast. This reduction is largely dependant on location as the value of car parking will vary between proximity of the town centre/alternative car parking solutions.

The objective therefore is for the scheme to attract a premium from its environment and eco-credentials to make up this discount. It is unlikely that this premium will exceed the existing values being achieved in Whitehill-Bordon.

Incentives to reduce car parking standards:

- Regular Bus Routes
- Cycle Tracks / Boris Bikes
- Direct footpaths to the town centre
- Easy to use and enjoyable footpath network around the town to employment areas and points of interest
- Car Club
- Good rail service to London from local railway stations
- Sustainable employment opportunities within Bordon
- Sustainable location of new residential dwellings (proximity to town centre)
- Innovative incentives (such as commuter shuttle bus included within a service charge provision for all dwellings)

Service Charging:

As mentioned above it is possible to invoke a 'service charge' for all new build residential units to contribute to a shuttle bus service. This will make the bus service seem worthwhile which should hopefully encourage its use. It is important that this does not impact on values and is seen as a nominal charge per annum. There may be other incentives to consider such as a reduced council tax to offset this charge.

School:

The location of the school sites within Whitehill-Bordon will be important for the ambition of reducing the car parking standards. A sustainable location will enable pupils to walk to school which will in turn reduce the amount of rush hour traffic. It will therefore be important to locate the school close to the new build family housing with easy pedestrian and cycle access.

Commercial Parking Standards

For storage and distribution accommodation (B8 use) we would expect there to be lower demand for car parking. This type of accommodation typically requires a lower density of employees for the size of the unit. It is worth noting that storage and distribution centres usually accommodate yard areas which can provide car parking spaces should they become needed.

Office use (B1a) will require the most car parking as the density of employees is likely to be the highest. Car parking standards for Office use in Hampshire vary significantly depending on the location. Locations such as Southampton, Portsmouth and Basingstoke have a high proportion of office space close to the centre of town of which car parking naturally constrained. A proportion of the employees in these cities are likely to travel from within walking/bus distance of their office location. The employee's who commute further benefit from better infrastructure (rail services) which in turn encourages a more sustainable commuter journey. However, given that the train journey is likely to take longer and is dependant on the connections to the commercial hub this option is often underutilised. If car parking is unavailable for office employee's it is likely that they will find an alternative place to park and will subsequently incur a charge. Offices in more rural locations and smaller towns would expect to adopt a higher car parking ratio due to the availability of space and limited alternative commuter options.

Research and Development (B1b), Light Industry (B1c) and General Industry (B2) are likely to require less car parking than offices but more car parking than storage and distribution. This is dependant on the density of employees and the location of the employment space within the town/city.

Home Working

It is now more common to work from home. Some of the larger employers in the UK adopt a hot desk policy in the work place to save on property costs. The government for instance only have desks for approximately 70% of their employees in Whitehall at any moment in time. This is on the basis that over 30% of employee's will be out of the building in meetings or working from home. Should the right occupier locate in Bordon it is possible to reduce the car parking standards by hot desking/ home working.

It is our opinion that car parking standards lower than the HCC standard will cause marketing/viability difficulties. These are already seen as onerous by the majority of occupiers. An attraction of locating in Bordon is the increase in space and quality of life amongst other factors, a higher car parking ratio will therefore be expected.

The larger the settlement and public transport infrastructure the less car parking needed for a city centre B1a use (Offices). For example, in Southampton 1 car parking space per 100 sq m is acceptable although the current standard is 1 car parking space per 200 sq m (this has not yet been market tested). B1b (Research and Development), B1c (Light Industry), B2 (General Industry) and B8 (Storage and Distribution) tend not to be found in city centre locations and therefore the car parking standards do not vary as much.

It is our opinion that 0.54 spaces per employee (demand led assessment) would be more spaces than the HCC maximum for a B1a use. B1b should be bracketed with B1a not B1c for car parking. This could result in less than Eco-town aspirations on B1c, B2 and B8.

Incentives to reduce car parking standards:

- Encourage Home Working
- Local Employment
- Cycle to Work Scheme
- Bus Route to and from the employment area
- Easy Pedestrian access (incorporate with leisure routes)
- Congestion charge

Employment Type	Parking Standard		
	Eco-town Aspiration	Demand Led Assessment	HCC Max
B1a	1 per 60 sq m	0.54 per employee	1 per 30 sq m
B1b/c	1 per 90 sq m		1 per 45 sq m
B2	1 per 90 sq m		1 per 45 sq m
B8	1 per 180 sq m		1 per 90 sq m

Retail Parking Standards

The necessity for retail car parking is largely dependant on where the retail services are located within the town. At the moment the main shopping area is the Forest Centre which is surrounded by residential and easily accessible by foot. This is likely to be too far from the proposed eco-town and therefore a strategy is needed to either relocate the shopping centre or create a new shopping area closer to the eco-town. Typically a retail zone for smaller towns is only located in the town centre with limited car parking, save for a number of 'back of house' car parking spaces for employees.

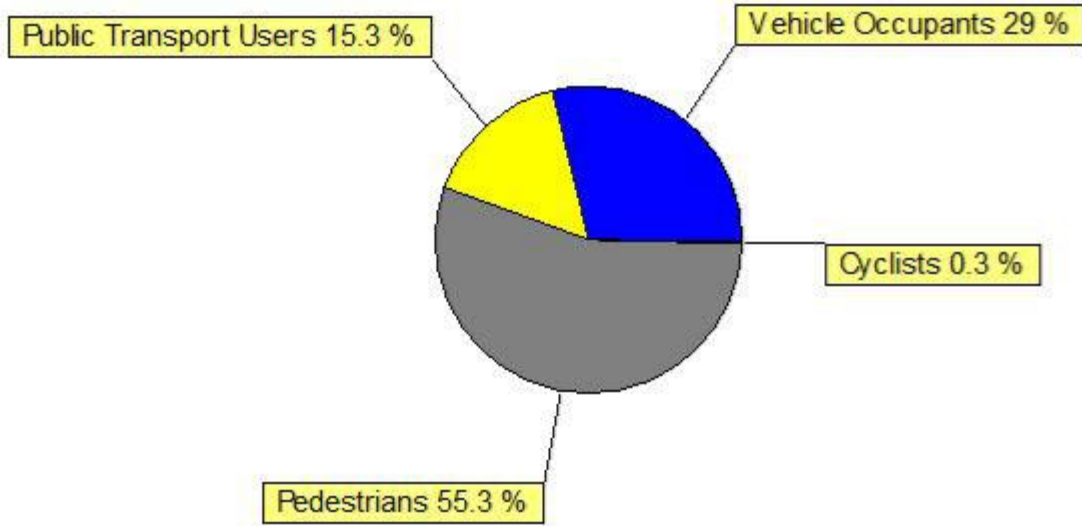
As Bordon is relatively small it is unlikely to attract the catchment needed for a large proportion of national retail operators to locate there. National operators currently located in the town include HSBC, Boots, various national supermarket chains and book makers. The majority of other retail outlets are small local operators. With this in mind Whitehill-Bordon is unlikely to support a thriving retail centre and as a consequence it is unlikely to attract investment from a Hotel or Leisure Park operator.

As mentioned above, the minimum car parking standard will depend on the location of the retail outlet. It is possible that A4 uses (drinking establishments) will be located in more suburban locations and may therefore require a greater degree of car parking spaces, as is the case with many public houses at the moment.

Retail Type	Parking Standard		
	Eco-town Aspiration	Demand Led Assessment	HCC Max
A1	1 per 40 sq m	0.7 per employee	1 per 20 sq m
A2	1 per 40 sq m	0.82 per employee	1 per 20 sq m
A3	1 per 10 sq m	1.1 per employee	1 per 5 sq m dining area
C1	1 per 2 bedrooms	0.34 per employee	1 per bedroom
Leisure Park	Cinema - 1 per 10 seats Bowling - 1.5 per lane	2 per employee	Cinema - 1 per 5 seats Bowling - 3 per lane

Appendix D TRICS Analysis Output (Revised Masterplan)

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 02 - EMPLOYMENT
Category : A - OFFICE
MULTI-MODAL VEHICLES

Selected regions and areas:

02	SOUTH EAST		
	KC KENT		1 days
03	SOUTH WEST		
	CW CORNWALL		1 days
04	EAST ANGLIA		
	CA CAMBRIDGESHIRE		1 days
	NF NORFOLK		1 days
06	WEST MIDLANDS		
	WM WEST MIDLANDS		2 days
08	NORTH WEST		
	LC LANCASHIRE		1 days
11	SCOTLAND		
	GC GLASGOW CITY		1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
Actual Range: 383 to 850 (units:)
Range Selected by User: 366 to 1097 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/00 to 30/09/10

Selected survey days:

Monday	1 days
Thursday	6 days
Friday	1 days

Selected survey types:

Manual count	8 days
Directional ATC Count	0 days

Selected Locations:

Town Centre	3
Edge of Town Centre	5

Selected Location Sub Categories:

Commercial Zone	3
Built-Up Zone	5

LIST OF SITES relevant to selection parameters

- | | | | |
|---|--|----------------|----------------------------|
| 1 | CA-02-A-03
OFFICE, PETERBOROUGH
NEW ROAD

PETERBOROUGH
Edge of Town Centre
Built-Up Zone
Total Number of Employees: 452
<i>Survey date: THURSDAY 08/05/08</i> | CAMBRIDGESHIRE | <i>Survey Type: MANUAL</i> |
| 2 | CW-02-A-02
INLAND REVENUE, ST AUSTELL
TRINITY STREET

ST AUSTELL
Edge of Town Centre
Built-Up Zone
Total Number of Employees: 477
<i>Survey date: FRIDAY 08/06/07</i> | CORNWALL | <i>Survey Type: MANUAL</i> |
| 3 | GC-02-A-01
CALL CENTRE, GLASGOW
ROBERTSON STREET

GLASGOW
Town Centre
Commercial Zone
Total Number of Employees: 750
<i>Survey date: MONDAY 16/06/08</i> | GLASGOW CITY | <i>Survey Type: MANUAL</i> |
| 4 | KC-02-A-03
COUNCIL OFFICES, MAIDSTONE
SANDLING ROAD

MAIDSTONE
Edge of Town Centre
Built-Up Zone
Total Number of Employees: 383
<i>Survey date: THURSDAY 16/10/08</i> | KENT | <i>Survey Type: MANUAL</i> |
| 5 | LC-02-A-06
TOWN HALL, BLACKBURN
KING WILLIAM STREET

BLACKBURN
Town Centre
Built-Up Zone
Total Number of Employees: 670
<i>Survey date: THURSDAY 17/06/04</i> | LANCASHIRE | <i>Survey Type: MANUAL</i> |
| 6 | NF-02-A-01
COUNCIL OFFICE, KING'S LYNN
CHAPEL STREET

KING'S LYNN
Edge of Town Centre
Built-Up Zone
Total Number of Employees: 408
<i>Survey date: THURSDAY 30/09/10</i> | NORFOLK | <i>Survey Type: MANUAL</i> |
| 7 | WM-02-A-02
BRITISH TELECOM, BIRMINGHAM
BRINDLEY PLACE

BIRMINGHAM
Edge of Town Centre
Commercial Zone
Total Number of Employees: 500
<i>Survey date: THURSDAY 27/11/08</i> | WEST MIDLANDS | <i>Survey Type: MANUAL</i> |

LIST OF SITES relevant to selection parameters (Cont.)

8	WM-02-A-03	BANK ADMIN, BIRMINGHAM	WEST MIDLANDS
		BRUNSWICK STREET	
		BRINDLEY PLACE	
		BIRMINGHAM	
		Town Centre	
		Commercial Zone	
		Total Number of Employees:	850
		<i>Survey date: THURSDAY</i>	<i>27/11/08</i>
			<i>Survey Type: MANUAL</i>

TRIP RATE for Land Use 02 - EMPLOYMENT/A - OFFICE
 MULTI-MODAL VEHICLES
 Calculation factor: 1 EMPLOY
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 00:30	0	0	0.000	0	0	0.000	0	0	0.000
00:30 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 01:30	0	0	0.000	0	0	0.000	0	0	0.000
01:30 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 02:30	0	0	0.000	0	0	0.000	0	0	0.000
02:30 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 03:30	0	0	0.000	0	0	0.000	0	0	0.000
03:30 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 04:30	0	0	0.000	0	0	0.000	0	0	0.000
04:30 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 05:30	0	0	0.000	0	0	0.000	0	0	0.000
05:30 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 06:30	0	0	0.000	0	0	0.000	0	0	0.000
06:30 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 07:30	8	561	0.023	8	561	0.003	8	561	0.026
07:30 - 08:00	8	561	0.044	8	561	0.005	8	561	0.049
08:00 - 08:30	8	561	0.088	8	561	0.011	8	561	0.099
08:30 - 09:00	8	561	0.089	8	561	0.010	8	561	0.099
09:00 - 09:30	8	561	0.067	8	561	0.018	8	561	0.085
09:30 - 10:00	8	561	0.041	8	561	0.012	8	561	0.053
10:00 - 10:30	8	561	0.027	8	561	0.017	8	561	0.044
10:30 - 11:00	8	561	0.020	8	561	0.015	8	561	0.035
11:00 - 11:30	8	561	0.022	8	561	0.025	8	561	0.047
11:30 - 12:00	8	561	0.022	8	561	0.018	8	561	0.040
12:00 - 12:30	8	561	0.015	8	561	0.023	8	561	0.038
12:30 - 13:00	8	561	0.020	8	561	0.021	8	561	0.041
13:00 - 13:30	8	561	0.015	8	561	0.023	8	561	0.038
13:30 - 14:00	8	561	0.018	8	561	0.022	8	561	0.040
14:00 - 14:30	8	561	0.017	8	561	0.016	8	561	0.033
14:30 - 15:00	8	561	0.017	8	561	0.018	8	561	0.035
15:00 - 15:30	8	561	0.012	8	561	0.021	8	561	0.033
15:30 - 16:00	8	561	0.019	8	561	0.035	8	561	0.054
16:00 - 16:30	8	561	0.017	8	561	0.070	8	561	0.087
16:30 - 17:00	8	561	0.010	8	561	0.065	8	561	0.075
17:00 - 17:30	8	561	0.013	8	561	0.091	8	561	0.104
17:30 - 18:00	8	561	0.012	8	561	0.043	8	561	0.055
18:00 - 18:30	8	561	0.004	8	561	0.025	8	561	0.029
18:30 - 19:00	8	561	0.001	8	561	0.010	8	561	0.011
19:00 - 19:30	0	0	0.000	0	0	0.000	0	0	0.000
19:30 - 20:00	0	0	0.000	0	0	0.000	0	0	0.000
20:00 - 20:30	0	0	0.000	0	0	0.000	0	0	0.000
20:30 - 21:00	0	0	0.000	0	0	0.000	0	0	0.000
21:00 - 21:30	0	0	0.000	0	0	0.000	0	0	0.000
21:30 - 22:00	0	0	0.000	0	0	0.000	0	0	0.000
22:00 - 22:30	0	0	0.000	0	0	0.000	0	0	0.000
22:30 - 23:00	0	0	0.000	0	0	0.000	0	0	0.000
23:00 - 23:30	0	0	0.000	0	0	0.000	0	0	0.000
23:30 - 24:00	0	0	0.000	0	0	0.000	0	0	0.000
Total Rates:			0.633			0.617			1.250

Parameter summary

Trip rate parameter range selected:	383 - 850 (units:)
Survey date date range:	01/01/00 - 30/09/10
Number of weekdays (Monday-Friday):	8
Number of Saturdays:	0
Number of Sundays:	0
Surveys manually removed from selection:	0

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 07 - LEISURE
 Category : 0 - LEISURE PARK
 VEHICLES

Selected regions and areas:

02	SOUTH EAST	
	KC KENT	1 days
	WG WOKINGHAM	1 days
06	WEST MIDLANDS	
	WM WEST MIDLANDS	1 days
08	NORTH WEST	
	CH CHESHIRE	1 days
	LC LANCASHIRE	1 days
10	WALES	
	CF CARDIFF	1 days
11	SCOTLAND	
	GC GLASGOW CITY	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
 Actual Range: 54 to 126 (units:)
 Range Selected by User: 46 to 137 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/00 to 15/10/11

Selected survey days:

Friday	1 days
Saturday	6 days

Selected survey types:

Manual count	7 days
Directional ATC Count	0 days

Selected Locations:

Town Centre	1
Edge of Town Centre	1
Suburban Area (PPS6 Out of Centre)	1
Edge of Town	4

Selected Location Sub Categories:

Development Zone	1
Residential Zone	1
Retail Zone	2
Built-Up Zone	1
No Sub Category	2

TRIP RATE for Land Use 07 - LEISURE/O - LEISURE PARK
 VEHICLES

Calculation factor: 1 EMPLOY

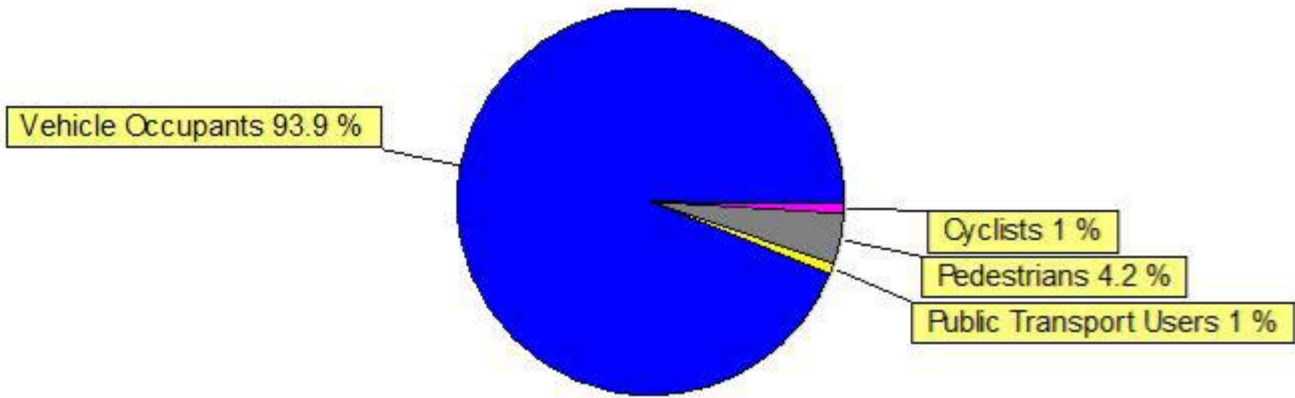
BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 01:00	1	120	0.750	1	120	1.467	1	120	2.217
01:00 - 02:00	1	120	0.908	1	120	1.533	1	120	2.441
02:00 - 03:00	1	120	0.925	1	120	2.342	1	120	3.267
03:00 - 04:00	1	120	0.175	1	120	0.350	1	120	0.525
04:00 - 05:00	1	120	0.017	1	120	0.050	1	120	0.067
05:00 - 06:00	1	120	0.025	1	120	0.067	1	120	0.092
06:00 - 07:00	2	116	0.034	2	116	0.047	2	116	0.081
07:00 - 08:00	3	119	0.411	3	119	0.218	3	119	0.629
08:00 - 09:00	3	119	0.480	3	119	0.279	3	119	0.759
09:00 - 10:00	5	107	0.831	5	107	0.495	5	107	1.326
10:00 - 11:00	7	101	0.975	7	101	0.579	7	101	1.554
11:00 - 12:00	7	101	1.215	7	101	0.863	7	101	2.078
12:00 - 13:00	7	101	1.577	7	101	1.300	7	101	2.877
13:00 - 14:00	7	101	1.718	7	101	1.596	7	101	3.314
14:00 - 15:00	7	101	1.620	7	101	1.410	7	101	3.030
15:00 - 16:00	7	101	1.537	7	101	1.482	7	101	3.019
16:00 - 17:00	7	101	1.928	7	101	1.804	7	101	3.732
17:00 - 18:00	7	101	2.035	7	101	1.770	7	101	3.805
18:00 - 19:00	7	101	2.579	7	101	2.179	7	101	4.758
19:00 - 20:00	7	101	2.252	7	101	1.775	7	101	4.027
20:00 - 21:00	7	101	1.820	7	101	1.959	7	101	3.779
21:00 - 22:00	7	101	1.338	7	101	1.706	7	101	3.044
22:00 - 23:00	7	101	0.635	7	101	1.334	7	101	1.969
23:00 - 24:00	6	97	0.560	6	97	1.728	6	97	2.288
Total Rates:			26.345			28.333			54.678

Parameter summary

Trip rate parameter range selected: 54 - 126 (units:)
 Survey date range: 01/01/00 - 15/10/11
 Number of weekdays (Monday-Friday): 2
 Number of Saturdays: 6
 Number of Sundays: 0
 Surveys manually removed from selection: 0

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 02 - EMPLOYMENT
Category : D - INDUSTRIAL ESTATE
MULTI-MODAL VEHICLES

Selected regions and areas:

02	SOUTH EAST	
	ES EAST SUSSEX	1 days
03	SOUTH WEST	
	BR BRISTOL CITY	2 days
	WL WILTSHIRE	1 days
04	EAST ANGLIA	
	CA CAMBRIDGESHIRE	1 days
05	EAST MIDLANDS	
	LN LINCOLNSHIRE	1 days
	NT NOTTINGHAMSHIRE	1 days
07	YORKSHIRE & NORTH LINCOLNSHIRE	
	KH KINGSTON UPON HULL	1 days
	WY WEST YORKSHIRE	1 days
08	NORTH WEST	
	LC LANCASHIRE	1 days
	MS MERSEYSIDE	1 days
09	NORTH	
	CB CUMBRIA	1 days
	NB NORTHUMBERLAND	1 days
	TW TYNE & WEAR	1 days
11	SCOTLAND	
	ER EAST RENFREWSHIRE	2 days
	HI HIGHLAND	1 days
17	ULSTER (NORTHERN IRELAND)	
	AR ARMAGH	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
Actual Range: 95 to 250 (units:)
Range Selected by User: 90 to 269 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/00 to 09/09/10

Selected survey days:

Monday	4 days
Tuesday	4 days
Wednesday	3 days
Thursday	5 days
Friday	2 days

Selected survey types:

Manual count	18 days
Directional ATC Count	0 days

Selected Locations:

Suburban Area (PPS6 Out of Centre)	6
Edge of Town	11
Neighbourhood Centre (PPS6 Local Centre)	1

Selected Location Sub Categories:

Industrial Zone	11
Residential Zone	2
No Sub Category	5

LIST OF SITES relevant to selection parameters

- | | | |
|---|---|---|
| 1 | AR-02-D-01 INDUSTRIAL ESTATE, ARMAGH
HAMILTONSBAWN ROAD | ARMAGH |
| | ARMAGH
Edge of Town
No Sub Category
Total Number of Employees: 139
<i>Survey date: TUESDAY 08/06/10</i> | <i>Survey Type: MANUAL</i> |
| 2 | BR-02-D-02 INDUSTRIAL ESTATE, BRISTOL
NOVERS HILL
BEDMINSTER
BRISTOL
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 160
<i>Survey date: THURSDAY 19/11/09</i> | BRISTOL CITY

<i>Survey Type: MANUAL</i> |
| 3 | BR-02-D-03 INDUSTRIAL ESTATE, BRISTOL
CROFTS END ROAD
SPEEDWELL
BRISTOL
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 200
<i>Survey date: TUESDAY 20/10/09</i> | BRISTOL CITY

<i>Survey Type: MANUAL</i> |
| 4 | CA-02-D-01 IND. ESTATE, PETERBOROUGH
STURROCK WAY
BRETTON
PETERBOROUGH
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 107
<i>Survey date: TUESDAY 13/05/08</i> | CAMBRIDGESHIRE

<i>Survey Type: MANUAL</i> |
| 5 | CB-02-D-04 INDUSTRIAL ESTATE, BRAMPTON
CARLISLE ROAD | CUMBRIA |
| | BRAMPTON
Edge of Town
No Sub Category
Total Number of Employees: 146
<i>Survey date: WEDNESDAY 16/12/09</i> |

<i>Survey Type: MANUAL</i> |
| 6 | ER-02-D-01 INDUSTRIAL ESTATE, BARRHEAD
MURIEL STREET | EAST RENFREWSHIRE |
| | BARRHEAD
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 160
<i>Survey date: WEDNESDAY 19/09/01</i> |

<i>Survey Type: MANUAL</i> |
| 7 | ER-02-D-02 INDUSTRIAL EST., NEAR GLASGOW
SPIERSBRIDGE AVENUE
THORNLIBANK
NEAR GLASGOW
Edge of Town
Industrial Zone
Total Number of Employees: 151
<i>Survey date: WEDNESDAY 10/10/01</i> | EAST RENFREWSHIRE

<i>Survey Type: MANUAL</i> |

LIST OF SITES relevant to selection parameters (Cont.)

8	ES-02-D-05	IND. ESTATE, EASTBOURNE	EAST SUSSEX
		COURTLANDS ROAD	
		EASTBOURNE	
		Edge of Town	
		Residential Zone	
		Total Number of Employees:	150
		<i>Survey date: MONDAY</i>	<i>30/11/09</i>
			<i>Survey Type: MANUAL</i>
9	HI-02-D-03	IND. EST./BUS.PK., FT. WILLIAM	HIGHLAND
		NORTH ROAD	
		INVERLOCHY	
		FORT WILLIAM	
		Edge of Town	
		No Sub Category	
		Total Number of Employees:	250
		<i>Survey date: MONDAY</i>	<i>18/05/09</i>
			<i>Survey Type: MANUAL</i>
10	KH-02-D-02	INDUSTRIAL ESTATE, HULL	KINGSTON UPON HULL
		BOULEVARD STREET	
		KINGSTON UPON HULL	
		Edge of Town	
		Industrial Zone	
		Total Number of Employees:	118
		<i>Survey date: THURSDAY</i>	<i>18/10/01</i>
			<i>Survey Type: MANUAL</i>
11	LC-02-D-04	INDUSTRIAL ESTATE, GARSTANG	LANCASHIRE
		GREEN LANE WEST	
		GARSTANG	
		Edge of Town	
		Industrial Zone	
		Total Number of Employees:	98
		<i>Survey date: FRIDAY</i>	<i>16/06/06</i>
			<i>Survey Type: MANUAL</i>
12	LN-02-D-01	INDUSTRIAL ESTATE, GRANTHAM	LINCOLNSHIRE
		BELTON LANE	
		GRANTHAM	
		Suburban Area (PPS6 Out of Centre)	
		Residential Zone	
		Total Number of Employees:	100
		<i>Survey date: THURSDAY</i>	<i>12/05/05</i>
			<i>Survey Type: MANUAL</i>
13	MS-02-D-06	INDUSTRIAL EST., LIVERPOOL	MERSEYSIDE
		BOALER STREET	
		LIVERPOOL	
		Neighbourhood Centre (PPS6 Local Centre)	
		Industrial Zone	
		Total Number of Employees:	95
		<i>Survey date: THURSDAY</i>	<i>09/09/10</i>
			<i>Survey Type: MANUAL</i>
14	NB-02-D-01	INDUSTRIAL ESTATE, HEXHAM	NORTHUMBERLAND
		A695	
		HEXHAM	
		Edge of Town	
		Industrial Zone	
		Total Number of Employees:	219
		<i>Survey date: MONDAY</i>	<i>23/05/05</i>
			<i>Survey Type: MANUAL</i>

LIST OF SITES relevant to selection parameters (Cont.)

- | | | | |
|----|--|-----------------|----------------------------|
| 15 | NT-02-D-01 IND. ESTATE, SUTTON-IN-ASHFLD
B6028 STONEYFORD ROAD
STANTON HILL
SUTTON-IN-ASHFIELD
Edge of Town
No Sub Category
Total Number of Employees: 215
<i>Survey date: FRIDAY 30/06/06</i> | NOTTINGHAMSHIRE | <i>Survey Type: MANUAL</i> |
| 16 | TW-02-D-06 INDUSTRIAL ESTATE, N. SHIELDS
NORHAM ROAD
WEST CHIRTON
NORTH SHIELDS
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 191
<i>Survey date: THURSDAY 19/10/06</i> | TYNE & WEAR | <i>Survey Type: MANUAL</i> |
| 17 | WL-02-D-01 IND. ESTATE, WOOTTON BASSETT
MARLBOROUGH ROAD

WOOTTON BASSETT
Edge of Town
Industrial Zone
Total Number of Employees: 214
<i>Survey date: TUESDAY 03/10/06</i> | WILTSHIRE | <i>Survey Type: MANUAL</i> |
| 18 | WY-02-D-02 INDUSTRIAL EST., HUDDERSFIELD
A629 WAKEFIELD ROAD
TANDEM
HUDDERSFIELD
Edge of Town
No Sub Category
Total Number of Employees: 158
<i>Survey date: MONDAY 11/09/06</i> | WEST YORKSHIRE | <i>Survey Type: MANUAL</i> |

TRIP RATE for Land Use 02 - EMPLOYMENT/D - INDUSTRIAL ESTATE

MULTI-MODAL VEHICLES

Calculation factor: 1 EMPLOY

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 00:30	0	0	0.000	0	0	0.000	0	0	0.000
00:30 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 01:30	0	0	0.000	0	0	0.000	0	0	0.000
01:30 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 02:30	0	0	0.000	0	0	0.000	0	0	0.000
02:30 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 03:30	0	0	0.000	0	0	0.000	0	0	0.000
03:30 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 04:30	0	0	0.000	0	0	0.000	0	0	0.000
04:30 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 05:30	0	0	0.000	0	0	0.000	0	0	0.000
05:30 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 06:30	2	156	0.026	2	156	0.023	2	156	0.049
06:30 - 07:00	2	156	0.032	2	156	0.023	2	156	0.055
07:00 - 07:30	18	160	0.100	18	160	0.042	18	160	0.142
07:30 - 08:00	18	160	0.184	18	160	0.071	18	160	0.255
08:00 - 08:30	18	160	0.223	18	160	0.105	18	160	0.328
08:30 - 09:00	18	160	0.217	18	160	0.128	18	160	0.345
09:00 - 09:30	18	160	0.152	18	160	0.111	18	160	0.263
09:30 - 10:00	18	160	0.141	18	160	0.126	18	160	0.267
10:00 - 10:30	18	160	0.149	18	160	0.132	18	160	0.281
10:30 - 11:00	18	160	0.123	18	160	0.124	18	160	0.247
11:00 - 11:30	18	160	0.126	18	160	0.132	18	160	0.258
11:30 - 12:00	18	160	0.144	18	160	0.143	18	160	0.287
12:00 - 12:30	18	160	0.131	18	160	0.165	18	160	0.296
12:30 - 13:00	18	160	0.161	18	160	0.169	18	160	0.330
13:00 - 13:30	18	160	0.147	18	160	0.153	18	160	0.300
13:30 - 14:00	18	160	0.168	18	160	0.135	18	160	0.303
14:00 - 14:30	18	160	0.133	18	160	0.137	18	160	0.270
14:30 - 15:00	18	160	0.122	18	160	0.128	18	160	0.250
15:00 - 15:30	18	160	0.132	18	160	0.129	18	160	0.261
15:30 - 16:00	18	160	0.132	18	160	0.151	18	160	0.283
16:00 - 16:30	18	160	0.121	18	160	0.199	18	160	0.320
16:30 - 17:00	18	160	0.108	18	160	0.188	18	160	0.296
17:00 - 17:30	18	160	0.069	18	160	0.216	18	160	0.285
17:30 - 18:00	18	160	0.039	18	160	0.124	18	160	0.163
18:00 - 18:30	18	160	0.030	18	160	0.074	18	160	0.104
18:30 - 19:00	18	160	0.012	18	160	0.036	18	160	0.048
19:00 - 19:30	1	160	0.000	1	160	0.000	1	160	0.000
19:30 - 20:00	1	160	0.013	1	160	0.006	1	160	0.019
20:00 - 20:30	1	160	0.000	1	160	0.006	1	160	0.006
20:30 - 21:00	1	160	0.000	1	160	0.006	1	160	0.006
21:00 - 21:30	1	160	0.000	1	160	0.000	1	160	0.000
21:30 - 22:00	1	160	0.000	1	160	0.000	1	160	0.000
22:00 - 22:30	0	0	0.000	0	0	0.000	0	0	0.000
22:30 - 23:00	0	0	0.000	0	0	0.000	0	0	0.000
23:00 - 23:30	0	0	0.000	0	0	0.000	0	0	0.000
23:30 - 24:00	0	0	0.000	0	0	0.000	0	0	0.000
Total Rates:			3.135			3.182			6.317

Parameter summary

Trip rate parameter range selected:	95 - 250 (units:)
Survey date date range:	01/01/00 - 09/09/10
Number of weekdays (Monday-Friday):	18
Number of Saturdays:	0
Number of Sundays:	0
Surveys manually removed from selection:	1

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 07 - LEISURE
Category : 0 - LEISURE PARK
VEHICLES

Selected regions and areas:

02	SOUTH EAST	
	KC KENT	1 days
	WG WOKINGHAM	1 days
08	NORTH WEST	
	CH CHESHIRE	1 days
10	WALES	
	CF CARDIFF	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
Actual Range: 54 to 120 (units:)
Range Selected by User: 36 to 120 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/00 to 15/10/11

Selected survey days:

Saturday 4 days

Selected survey types:

Manual count 4 days
Directional ATC Count 0 days

Selected Locations:

Edge of Town Centre 1
Suburban Area (PPS6 Out of Centre) 1
Edge of Town 2

Selected Location Sub Categories:

Development Zone 1
Retail Zone 1
No Sub Category 2

LIST OF SITES relevant to selection parameters

- | | | | |
|---|---|-----------|----------------------------|
| 1 | CF-07-O-01 LEISURE PARK, CARDIFF
HEMMINGWAY ROAD
BUTETOWN
CARDIFF
Suburban Area (PPS6 Out of Centre)
Development Zone
Total Number of Employees: 119
<i>Survey date: SATURDAY 03/09/05</i> | CARDIFF | <i>Survey Type: MANUAL</i> |
| 2 | CH-07-O-01 CINEMA/BOWLING, CHESTER
OFF SEALAND ROAD
GREYHOUND PARK
CHESTER
Edge of Town
Retail Zone
Total Number of Employees: 54
<i>Survey date: SATURDAY 21/06/03</i> | CHESHIRE | <i>Survey Type: MANUAL</i> |
| 3 | KC-07-O-01 LEISURE PARK, ASHFORD
TRINITY ROAD

ASHFORD
Edge of Town
No Sub Category
Total Number of Employees: 120
<i>Survey date: SATURDAY 23/03/02</i> | KENT | <i>Survey Type: MANUAL</i> |
| 4 | WG-07-O-01 LEISURE COMPLEX, WOKINGHAM
WELLINGTON ROAD

WOKINGHAM
Edge of Town Centre
No Sub Category
Total Number of Employees: 112
<i>Survey date: SATURDAY 23/10/10</i> | WOKINGHAM | <i>Survey Type: MANUAL</i> |

TRIP RATE for Land Use 07 - LEISURE/O - LEISURE PARK
 VEHICLES

Calculation factor: 1 EMPLOY

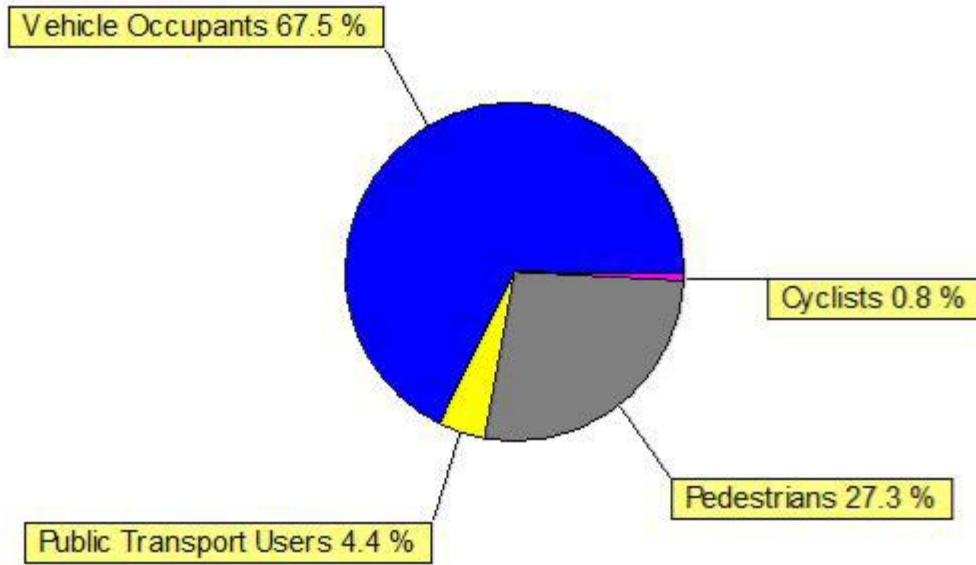
BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 01:00	1	120	0.750	1	120	1.467	1	120	2.217
01:00 - 02:00	1	120	0.908	1	120	1.533	1	120	2.441
02:00 - 03:00	1	120	0.925	1	120	2.342	1	120	3.267
03:00 - 04:00	1	120	0.175	1	120	0.350	1	120	0.525
04:00 - 05:00	1	120	0.017	1	120	0.050	1	120	0.067
05:00 - 06:00	1	120	0.025	1	120	0.067	1	120	0.092
06:00 - 07:00	2	116	0.034	2	116	0.047	2	116	0.081
07:00 - 08:00	2	116	0.181	2	116	0.056	2	116	0.237
08:00 - 09:00	2	116	0.418	2	116	0.164	2	116	0.582
09:00 - 10:00	2	116	0.832	2	116	0.418	2	116	1.250
10:00 - 11:00	4	101	0.978	4	101	0.519	4	101	1.497
11:00 - 12:00	4	101	1.141	4	101	0.842	4	101	1.983
12:00 - 13:00	4	101	1.479	4	101	1.042	4	101	2.521
13:00 - 14:00	4	101	1.632	4	101	1.499	4	101	3.131
14:00 - 15:00	4	101	1.672	4	101	1.264	4	101	2.936
15:00 - 16:00	4	101	1.551	4	101	1.454	4	101	3.005
16:00 - 17:00	4	101	1.869	4	101	1.723	4	101	3.592
17:00 - 18:00	4	101	1.842	4	101	1.617	4	101	3.459
18:00 - 19:00	4	101	2.244	4	101	1.896	4	101	4.140
19:00 - 20:00	4	101	2.309	4	101	1.541	4	101	3.850
20:00 - 21:00	4	101	2.277	4	101	2.030	4	101	4.307
21:00 - 22:00	4	101	1.696	4	101	1.770	4	101	3.466
22:00 - 23:00	4	101	0.849	4	101	1.652	4	101	2.501
23:00 - 24:00	4	101	0.652	4	101	2.165	4	101	2.817
Total Rates:			26.456			27.508			53.964

Parameter summary

Trip rate parameter range selected: 54 - 120 (units:)
 Survey date range: 01/01/00 - 15/10/11
 Number of weekdays (Monday-Friday): 1
 Number of Saturdays: 4
 Number of Sundays: 0
 Surveys manually removed from selection: 0

Modal Split Percentages



Time Range/Peak Period Selection
Direction: Totals / Use All Times

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 02 - EMPLOYMENT
 Category : A - OFFICE
 MULTI-MODAL VEHICLES

Selected regions and areas:

02	SOUTH EAST	
	HF HERTFORDSHIRE	1 days
	KC KENT	2 days
	SC SURREY	1 days
03	SOUTH WEST	
	DC DORSET	1 days
05	EAST MIDLANDS	
	LE LEICESTERSHIRE	1 days
06	WEST MIDLANDS	
	WM WEST MIDLANDS	1 days
07	YORKSHIRE & NORTH LINCOLNSHIRE	
	WY WEST YORKSHIRE	1 days
08	NORTH WEST	
	LC LANCASHIRE	1 days
09	NORTH	
	TV TEES VALLEY	1 days
	TW TYNE & WEAR	2 days
11	SCOTLAND	
	HI HIGHLAND	2 days
17	ULSTER (NORTHERN IRELAND)	
	AN ANTRIM	1 days

Filtering Stage 2 selection:

Parameter: Number of Employees
 Actual Range: 100 to 225 (units:)
 Range Selected by User: 77 to 231 (units:)

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/00 to 21/06/11

Selected survey days:

Monday	1 days
Tuesday	7 days
Wednesday	4 days
Thursday	3 days

Selected survey types:

Manual count	15 days
Directional ATC Count	0 days

Selected Locations:

Edge of Town Centre	5
Suburban Area (PPS6 Out of Centre)	6
Edge of Town	4

Selected Location Sub Categories:

Industrial Zone	3
Commercial Zone	2
Development Zone	1
Residential Zone	3
Retail Zone	1
Built-Up Zone	3
No Sub Category	2

LIST OF SITES relevant to selection parameters

- | | | | |
|---|---|---------------|----------------------------|
| 1 | AN-02-A-03 OFFICES, BELFAST
BOUCHER ROAD
WINDSOR
BELFAST
Suburban Area (PPS6 Out of Centre)
Commercial Zone
Total Number of Employees: 183
<i>Survey date: WEDNESDAY 26/11/08</i> | ANTRIM | <i>Survey Type: MANUAL</i> |
| 2 | DC-02-A-08 OFFICE, DORCHESTER
STATION APPROACH

DORCHESTER
Edge of Town Centre
No Sub Category
Total Number of Employees: 121
<i>Survey date: THURSDAY 03/07/08</i> | DORSET | <i>Survey Type: MANUAL</i> |
| 3 | HF-02-A-02 COUNCIL OFFICES, WELWYN GC
BRIDGE ROAD EAST

WELWYN GARDEN CITY
Suburban Area (PPS6 Out of Centre)
Industrial Zone
Total Number of Employees: 123
<i>Survey date: THURSDAY 05/09/02</i> | HERTFORDSHIRE | <i>Survey Type: MANUAL</i> |
| 4 | HI-02-A-02 DATA SCIENCE COMPANY, NAIRN
TOM SEMPLE ROAD
BALMAKEITH BUSINESS PK
NAIRN
Edge of Town
Industrial Zone
Total Number of Employees: 100
<i>Survey date: TUESDAY 09/05/06</i> | HIGHLAND | <i>Survey Type: MANUAL</i> |
| 5 | HI-02-A-03 OFFICE, INVERNESS
HIGHLANDER WAY

INVERNESS
Edge of Town
Development Zone
Total Number of Employees: 200
<i>Survey date: WEDNESDAY 20/05/09</i> | HIGHLAND | <i>Survey Type: MANUAL</i> |
| 6 | KC-02-A-04 COUNCIL OFFICES, MAIDSTONE
SANDLING ROAD

MAIDSTONE
Edge of Town Centre
Built-Up Zone
Total Number of Employees: 200
<i>Survey date: THURSDAY 16/10/08</i> | KENT | <i>Survey Type: MANUAL</i> |
| 7 | KC-02-A-06 LAND REGISTRY, TBRDGE WELLS
FOREST ROAD
CAMDEN PARK
TUNBRIDGE WELLS
Edge of Town
Residential Zone
Total Number of Employees: 200
<i>Survey date: TUESDAY 01/12/09</i> | KENT | <i>Survey Type: MANUAL</i> |

LIST OF SITES relevant to selection parameters (Cont.)

8	LC-02-A-08	COUNCIL OFFICES, CHORLEY	LANCASHIRE
		UNION STREET	
		CHORLEY	
		Edge of Town Centre	
		Retail Zone	
		Total Number of Employees:	184
		<i>Survey date: TUESDAY</i>	<i>13/06/06</i>
			<i>Survey Type: MANUAL</i>
9	LE-02-A-03	COUNCIL OFFICES, M. MOWBRAY	LEICESTERSHIRE
		NOTTINGHAM ROAD	
		MELTON MOWBRAY	
		Suburban Area (PPS6 Out of Centre)	
		No Sub Category	
		Total Number of Employees:	225
		<i>Survey date: WEDNESDAY</i>	<i>04/05/05</i>
			<i>Survey Type: MANUAL</i>
10	SC-02-A-15	ACCOUNTANTS, GUILDFORD	SURREY
		BOXGROVE ROAD	
		GUILDFORD	
		Suburban Area (PPS6 Out of Centre)	
		Residential Zone	
		Total Number of Employees:	140
		<i>Survey date: TUESDAY</i>	<i>05/10/10</i>
			<i>Survey Type: MANUAL</i>
11	TV-02-A-01	INLAND REVENUE, MIDDLESBRGH	TEES VALLEY
		GRANGE ROAD	
		MIDDLESBROUGH	
		Edge of Town Centre	
		Built-Up Zone	
		Total Number of Employees:	200
		<i>Survey date: TUESDAY</i>	<i>25/09/01</i>
			<i>Survey Type: MANUAL</i>
12	TW-02-A-04	HOUSING CO., GATESHEAD	TYNE & WEAR
		EARLSWAY	
		TEAM VALLEY TRAD. EST.	
		GATESHEAD	
		Edge of Town	
		Industrial Zone	
		Total Number of Employees:	180
		<i>Survey date: TUESDAY</i>	<i>29/09/09</i>
			<i>Survey Type: MANUAL</i>
13	TW-02-A-05	TELEVISION CO., GATESHEAD	TYNE & WEAR
		DELTA BANK ROAD	
		METRO RIVERSIDE PARK	
		GATESHEAD	
		Suburban Area (PPS6 Out of Centre)	
		Commercial Zone	
		Total Number of Employees:	170
		<i>Survey date: TUESDAY</i>	<i>29/09/09</i>
			<i>Survey Type: MANUAL</i>
14	WM-02-A-01	COUNCIL OFFICES, STOURBRIDGE	WEST MIDLANDS
		A451 NORTON ROAD	
		MARY STEVENS PARK	
		STOURBRIDGE	
		Suburban Area (PPS6 Out of Centre)	
		Residential Zone	
		Total Number of Employees:	148
		<i>Survey date: WEDNESDAY</i>	<i>26/04/06</i>
			<i>Survey Type: MANUAL</i>

LIST OF SITES relevant to selection parameters (Cont.)

15	WY-02-A-01	CALL CENTRE, BRADFORD	WEST YORKSHIRE
	FILEY STREET		
	BRADFORD		
	Edge of Town Centre		
	Built-Up Zone		
	Total Number of Employees:	214	
	<i>Survey date: MONDAY</i>	<i>09/05/05</i>	<i>Survey Type: MANUAL</i>

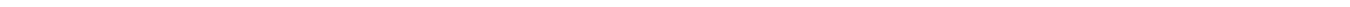
TRIP RATE for Land Use 02 - EMPLOYMENT/A - OFFICE
 MULTI-MODAL VEHICLES
 Calculation factor: 1 EMPLOY
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate	No. Days	Ave. EMPLOY	Trip Rate
00:00 - 00:30	0	0	0.000	0	0	0.000	0	0	0.000
00:30 - 01:00	0	0	0.000	0	0	0.000	0	0	0.000
01:00 - 01:30	0	0	0.000	0	0	0.000	0	0	0.000
01:30 - 02:00	0	0	0.000	0	0	0.000	0	0	0.000
02:00 - 02:30	0	0	0.000	0	0	0.000	0	0	0.000
02:30 - 03:00	0	0	0.000	0	0	0.000	0	0	0.000
03:00 - 03:30	0	0	0.000	0	0	0.000	0	0	0.000
03:30 - 04:00	0	0	0.000	0	0	0.000	0	0	0.000
04:00 - 04:30	0	0	0.000	0	0	0.000	0	0	0.000
04:30 - 05:00	0	0	0.000	0	0	0.000	0	0	0.000
05:00 - 05:30	0	0	0.000	0	0	0.000	0	0	0.000
05:30 - 06:00	0	0	0.000	0	0	0.000	0	0	0.000
06:00 - 06:30	0	0	0.000	0	0	0.000	0	0	0.000
06:30 - 07:00	0	0	0.000	0	0	0.000	0	0	0.000
07:00 - 07:30	15	173	0.032	15	173	0.008	15	173	0.040
07:30 - 08:00	15	173	0.094	15	173	0.010	15	173	0.104
08:00 - 08:30	15	173	0.142	15	173	0.019	15	173	0.161
08:30 - 09:00	15	173	0.197	15	173	0.020	15	173	0.217
09:00 - 09:30	15	173	0.137	15	173	0.026	15	173	0.163
09:30 - 10:00	15	173	0.083	15	173	0.041	15	173	0.124
10:00 - 10:30	15	173	0.049	15	173	0.041	15	173	0.090
10:30 - 11:00	15	173	0.047	15	173	0.039	15	173	0.086
11:00 - 11:30	15	173	0.043	15	173	0.037	15	173	0.080
11:30 - 12:00	15	173	0.048	15	173	0.046	15	173	0.094
12:00 - 12:30	15	173	0.038	15	173	0.061	15	173	0.099
12:30 - 13:00	15	173	0.052	15	173	0.061	15	173	0.113
13:00 - 13:30	15	173	0.065	15	173	0.065	15	173	0.130
13:30 - 14:00	15	173	0.066	15	173	0.036	15	173	0.102
14:00 - 14:30	15	173	0.054	15	173	0.050	15	173	0.104
14:30 - 15:00	15	173	0.034	15	173	0.054	15	173	0.088
15:00 - 15:30	15	173	0.044	15	173	0.054	15	173	0.098
15:30 - 16:00	15	173	0.040	15	173	0.060	15	173	0.100
16:00 - 16:30	15	173	0.032	15	173	0.097	15	173	0.129
16:30 - 17:00	15	173	0.025	15	173	0.127	15	173	0.152
17:00 - 17:30	15	173	0.024	15	173	0.175	15	173	0.199
17:30 - 18:00	15	173	0.014	15	173	0.118	15	173	0.132
18:00 - 18:30	15	173	0.006	15	173	0.053	15	173	0.059
18:30 - 19:00	15	173	0.005	15	173	0.025	15	173	0.030
19:00 - 19:30	0	0	0.000	0	0	0.000	0	0	0.000
19:30 - 20:00	0	0	0.000	0	0	0.000	0	0	0.000
20:00 - 20:30	0	0	0.000	0	0	0.000	0	0	0.000
20:30 - 21:00	0	0	0.000	0	0	0.000	0	0	0.000
21:00 - 21:30	0	0	0.000	0	0	0.000	0	0	0.000
21:30 - 22:00	0	0	0.000	0	0	0.000	0	0	0.000
22:00 - 22:30	0	0	0.000	0	0	0.000	0	0	0.000
22:30 - 23:00	0	0	0.000	0	0	0.000	0	0	0.000
23:00 - 23:30	0	0	0.000	0	0	0.000	0	0	0.000
23:30 - 24:00	0	0	0.000	0	0	0.000	0	0	0.000
Total Rates:			1.371			1.323			2.694

Parameter summary

Trip rate parameter range selected:	100 - 225 (units:)
Survey date date range:	01/01/00 - 21/06/11
Number of weekdays (Monday-Friday):	15
Number of Saturdays:	0
Number of Sundays:	0
Surveys manually removed from selection:	1

Appendix E Parking Strategy Recommendations (Previous Masterplan)



7 Parking Strategy Recommendations

7.1 INTRODUCTION

7.1.1 The key conclusions from this study which looks at a parking strategy for the proposed Eco-town at Whitehill & Bordon, have been drawn from the following stages of the project:

- Consideration of exemplar case study practices;
- Audit of baseline parking provision;
- Assessment of future parking demand; and
- Compilation of a package of measures for reducing parking demand.

7.2 EXEMPLAR CASE STUDIES

7.2.1 Through the compilation of exemplar case studies, it has been possible to identify best practice at developments with similar sustainable transport aspirations. These case studies highlighted the most successful parking management mechanisms, which have been explored as part of the parking strategy for the new eco-town at Whitehill & Bordon.

7.3 AUDIT OF BASELINE PARKING PROVISION

7.3.1 An analysis of the existing residential parking demand concluded that, based on an average existing car ownership of 1.50 vehicles, there is scope to reduce current demand to one vehicle per household through smarter travel choices and parking demand management measures.

7.3.2 It was established that existing car parks in Whitehill & Bordon are significantly under-utilised and hold potential, along with additional parking provision, to offer shared uses between residential and non-residential development.

7.4 ASSESSMENT OF FUTURE PARKING DEMAND

7.4.1 The Framework Masterplan provided levels of development for employment, residential and land uses proposed as part of the extended town centre. Based on each of these land uses, trip generation methods were used to forecast the levels of future parking demand generated by the new development. It was determined that, before any options for reducing parking demand were considered, a total of 5720 new spaces would be required.

7.5 RECOMMENDATIONS FOR REDUCING PARKING DEMAND

7.5.1 A number of measures have been examined as part of this parking strategy. The main recommendations deemed most effective and deliverable for the new eco-town are as follows:

- To provide unallocated parking where possible, in order to retain control over parking supply in the future;
- To develop an eco-town where cars do not dominate the streets, through the provision of discreet parking and aboveground / underground parking barns where possible;

-
- To create incentives / restrictions for dwellings in order to discourage the ownership of a second car, through council tax reductions for no car ownership / resident parking charges / reductions for environmentally-friendly cars;
 - To consider the implementation of Workplace Parking Levies for employment sites, firstly ensuring a high quality public transport system is in place, and increasing these charges over time;
 - To use existing and future parking supply to its full potential through providing shared use spaces for all complimentary land uses i.e. residential and employment uses;
 - To develop proposals for a decriminalised parking regime in Whitehill & Bordon;
 - To ensure that a suitable level of parking is provided for disabled users, initially free of charge;
 - To set a pricing structure at all retained and proposed Whitehill & Bordon car parks which supports the aim to reduce private car use whilst maximising the viability of the town centre, concentrating short stay spaces in the town centre for access to its facilities and long stay spaces at the edge of the town;
 - To improve and implement signage both for drivers by road to the car parks, and on foot from the car parks to the key town centre destinations, in a way which reduces traffic circulation and pedestrian movement around the town;
 - To require developments to create and implement Travel Plans in accordance with Hampshire County Council policy, encouraging smaller developments to implement Travel Plans, even if not required; and
 - To consider options for the introduction of car clubs for residential and employment use. These would have the most potential for impact if placed adjacent to the 'Green Views' and 'Green Roots', providing an alternative to the ownership of 1 or 2 cars respectively.

7.5.2 Whilst these options are considered to significantly manage the demand for parking in the future, they should be complemented by measures which provide alternative sustainable travel choices for journeys such as those outlined in section 6.4. These provide the balance of 'carrot and stick' methods which will be required to deliver policy objectives whilst accommodating likely future demand for parking.

7.6 PARKING STRATEGY

7.6.1 This section seeks to summarise the levels of parking that should be provided within Whitehill & Bordon, based on achievements seen at exemplar case studies, and the feasibility work carried out to assess how successful these measures could be at Whitehill & Bordon.

RECOMMENDED RESIDENTIAL PARKING PROVISION

7.6.2 Unfettered residential parking demand indicated a need for 5276 spaces for 4000 new dwellings. In considering the measures explored in Chapter 6 and the likeliness of their success as shown in Table 6.5, residential parking should be provided as shown in Table 7.1.

Table 7.1: Overall Residential Parking Provision

Unfettered Demand		Impact of Measures		Fettered (0.7 unallocated spaces per dwelling)
		Shared Use	Car Clubs	
Green Views	1721	-65	-172	798
Green Streets	2586	-70	-259	1386
Green Roots	969	n/a	-97	618
TOTAL	5276	-135	-528	2802

7.6.3 Table 7.1 presents the potential reduction in parking demand caused by shared use spaces, which would comprise 70 spaces at the Louisburg site, 110 spaces in the Edge of Town Centre, 40 spaces at the Viking site and 50 spaces at the Quebec site. Half of these have been deducted from the relevant 'Green Views' and 'Green Streets' residential parking demands, whilst the other half will be deducted from employment-related demand. The assumption of a 10% reduction in parking demand triggered by the introduction of car clubs, as achieved in Hammarby Sjöstad, has also been presented.

7.6.4 Along with other measures explored in Chapter 6 such as the provision of parking barns, the recommended level of provision would be consistent with that shown in Table 6.3, where an average 0.7 unallocated spaces per dwelling is provided.

7.6.5 It is recommended that residential spaces are provided as unallocated, at least 50% of the overall provision should be contained in discrete parking barns or underground parking, with the aforementioned shared allocation, and supported by 6 car club locations as shown illustrated on Figure 6.7.

RECOMMENDED EMPLOYMENT PARKING PROVISION

7.6.6 Assessment of unfettered employment-related parking demand for Whitehill & Bordon indicated that 2071 spaces would be required across the proposed employment sites. In summary of the proposed measures outlined in Chapter 6, Table 7.2 presents their likely impact on the unfettered demand.

Table 7.2: Overall Employment Site Parking Provision

Unfettered Demand		Impact of Measures				TOTAL (Fettered)
		Shared Use	Car Clubs	Trip Internalisation	Travel Plan (i.e. Car Share)	
Louisburg	613	-35	-31	-123	-61	363
Edge of Town Centre	399	-55	-20	-80	-40	204
Viking	231	-20	-12	-46	-23	130
Quebec	153	-25	-8	-31	-15	74
Employment in Extended Town Centre	787	-55	-34	-135	-68	495
TOTAL	2183	-190	-105	-415	-207	1266

7.6.7 Table 7.2 includes 50% of the reductions for the shared use allocation between employment and residential, and employment with retail/leisure. A 5% employment-related parking demand reduction comparable to that achieved by the introduction of car clubs in Hammarby Sjöstad has also been applied. Trip Internalisation would result in a 20% reduction as shown, with Travel Plans expected to lower private car use by 10% through measures such as car sharing and promotion of sustainable travel methods.

7.6.8 Employment-related car parking should be placed in discrete Parking Barns or underground car parks where possible, with the specified shared use allocation made. Workplace parking levies should be applicable to all new employment development, which will aid in the achievement of the fettered demand presented in Table 7.2.

RECOMMENDED RETAIL / LEISURE PARKING PROVISION

7.6.9 Assessment of the parking demand for retail and leisure uses indicated an unfettered requirement of 579 spaces within the extended town centre, which excludes the provision for town centre commuting trips which has been assessed above. Effects of several factors are shown in Table 7.3, with the resulting total fettered demand also presented.

Table 7.3: Overall Retail / Leisure Parking Provision

Unfettered Demand	Impact of Measures			TOTAL (Fettered)
	Cross - Visitation	Shared Use	Trip Internalisation	
579	-115	-55	-115	294

7.6.10 Through a reduction of 20% for cross-visitation, 55 spaces available for shared use allocation between employment and retail/leisure uses, and 20% reduction applied for trip internalisation. This reduces the unfettered retail/leisure demand from 579 spaces in the extended town centre, to 294 spaces.

7.7 OVERALL PARKING PROVISION

7.7.1 Summarising the above recommendations for parking provision, Table 7.4 outlines the fettered demand and the resulting parking standard for each land use.

Table 7.4: Overall Parking Provision for Proposed Eco-town

Land Use		Units / Jobs	Fettered Demand	Parking Standard
Residential	'Green Views'	1600 units	798	0.50 per unit
	'Green Streets'	1850 units	1386	0.75 per unit
	'Green Roots'	550 units	618	1.12 per unit
Employment Sites	Louisburg	1098 jobs	363	0.33 per employee
	Edge of Town Centre	698 jobs	204	0.29 per employee
	Viking	412 jobs	130	0.32 per employee
	Quebec	274 jobs	74	0.27 per employee
Retail	Extended Town Centre	2068 jobs	788	0.38 per employee/shopper

7.7.2 By implementing the recommended measures explored within this Parking Strategy, it is deemed realistic that this level of provision will be sustainable and provide necessary support to the overall eco-vision of Whitehill & Bordon.

7.8 PARKING STRATEGY DELIVERABILITY

7.8.1 Taking into consideration the findings of the Savill's Viability Appraisal, it is evident that reduced parking provision targets of this parking strategy are unlikely to be achieved instantaneously. Viability advice stipulated the importance of parking to support the commercial return on new development. Therefore, early adoption of stringent parking policies would be inadvisable. Instead, it is recommended that the opportunity is taken to reduce overall development parking provision gradually over time through a series of measures included in this Parking Strategy. This section describes how this

can be achieved against development phasing to satisfy commercial viability and the long term trip targets associated with the Eco-Town development.

7.8.2 Setting a good example and providing incentives to lower car ownership from the outset will be imperative in achieving long-term targets. The provision of discreet parking methods such as parking barns, shared use parking for complimentary land uses and unallocated parking can all be tied in with initial phases of development, with residential parking charges introduced at first occupation. Though the Viability Appraisal envisages a reduction in housing value due to these methods of parking provision, exemplar case studies show that reduced parking provision can be achieved and attitudes will change with time.

7.8.3 It has been assumed that decriminalised parking will be introduced prior to first occupation of the new Eco-Town, with Controlled Parking Zones focussed around areas closest to new development where reduced parking standards are planned. In combination with Council retained ownership of local parking facilities this will provide scope for the gradual reduction of parking provision over time. Travel Planning policy will also play a key role in achieving targets to lower car ownership and encourage more sustainable travel choices.

7.8.4 The Whitehill & Bordon Masterplan outlines the timescales for development coming forward in four phases, with the first phase covering the period until the expected MoD withdrawal in 2015, and three further phases spanning years 2015-2019, 2020-2024 and 2025 onwards. Quantum of development assumed for each phase is as follows:

- Phase 1 – 350 homes and 687 jobs provided solely by the Quebec and Viking employment sites;
- Phase 2 – 1400 homes and 2404 jobs provided by approximately half of the Extended Town Centre and partly by the Louisburg Eco-business Park;
- Phase 3 – 1400 homes and 773 jobs provided by the Edge of Town Centre employment site and completion of the Louisburg Eco-business Park; and
- Phase 4 – 850 homes and 687 jobs provided by the completion of the Extended Town Centre.

7.8.5 Table 7.5 illustrates a potential approach for delivering the parking strategy, including quantum of parking throughout these phases.

Table 7.5: Delivery Phasing for Parking Provision

Phase		Residential		Employment		Extended Town Centre
		Units	Provision	Jobs	Provision	Provision
1	Provision	350	295	687	201	0
	Shared Use	90				
	Parking Standard	1.10		0.42		
2	Provision	1400	1072	2404	635	180
	Shared Use	65				
	Parking Standard	0.81		0.29		
3	Provision	1400	800	773	30	0
	Shared Use	170				
	Parking Standard	0.69		0.26		
4	Provision	850	255	687	20	114
	Shared Use	55				
	Parking Standard	0.36		0.11		
TOTAL		2802	771 (at employment sites)		294	
			495 (at extended TC) →			
Resulting Parking Standard		0.70 per dwelling		0.28 per employee		0.14 per shopper

7.8.6 At each stage of the phasing, any shared use opportunities between complimentary employment and residential uses have been taken into consideration for the level of parking provision. It should be noted that employment use includes parking demand related to commuting trips as part of the Extended Town Centre. Table 7.5 shows that levels of provision become more stringent through the development delivery stages, due to the more generous provision during the early stages. As peoples' attitudes begin to change, levels of provision will be reduced across all land uses; a strategy enabled through retaining ownership of parking supply.

7.8.7 It is recommended that to support the achievement of the parking strategy a monitoring programme is maintained to gauge trends in car ownership and trip making patterns. This could be introduced as a measure associated with adoption of the development travel plan and would provide a tool for on-going review of policy objectives and development outcomes.

Appendix F Consultation Responses (Based on Revised Masterplan)

AMEC Review (Eco-town Team)	Lindford Parish Council	Alan Metcalfe	Consultation Responses	Standing Conference	Comment	Response
✓		✓	✓	✓	Depreciation of housing value where car parking is restricted, particularly residential provision	An initial commercial viability assessment has been undertaken and identified this as a risk, however, the recommended residential parking provision has been revised and brought to a position that is higher than existing car ownership levels but lower than existing parking standards set by Hampshire County Council, therefore not undermining the viability of the project.
			✓		Restrictions on overall parking provision may have detrimental impact on attractiveness to visitors/shoppers and business investors	The proposed car parking provision is based on meeting the car park demand.
✓	✓	✓		✓	Parking restrictions do not discourage car ownership and lead to overspill parking and conflict	The Parking Strategy identifies that illegal on-street parking and abuse of parking restrictions currently occurs in the town. The Strategy identifies that in order to provide parking for the new development areas, adequate parking needs to be provided, and that this parking needs to be provided in ways which prevent on-street parking. This will mean provision of parking facilities that people want to use, combined with parking enforcement of informal illegal on-street parking. Controlled Parking Zones (CPZs) could be a mechanism to limit overspill.
✓					With restrictions aimed at the destination as opposed to origin (the home), it should be recognised that excessive parking can detract from an area's appearance	Parking provision will meet the demand in an innovative way.
✓					Workplace levies, decriminalised parking regimes and council tax incentives etc will have a significant cost in setting up	Any set up costs will be included in the strategy costs.
✓		✓			Introduction of parking charges can be an issue for private, free of charge car parks i.e. supermarkets	Private car park management enforcement can address any problems caused by the public parking regime.
✓				✓	Sharing car parks between different uses can be difficult to achieve	The Strategy identifies the parking efficiency that can be achieved by considering some shared use of parking facilities, where geographically achievable. Car parking itself consumes a significant amount of space, and where there are complimentary land uses in close geographical proximity, there is potential for shared use of parking facilities. This makes best use of the land, with parking spaces used for longer periods of the day.
✓					Notion of 1.5 spaces per dwelling fine for communal parking areas of high density housing, difficult to achieve for med to low density. Semi-detached and detached (likely mix for majority of Bordon) require one or two spaces per plot.	This provides an overall average standard that will be dependent on a plot by plot basis and the proposed housing mix.
✓					Car clubs generally operate in densely populated urban areas. Circa £10,000 subsidy required per annum per car, and 25 members per car. With a reduction of around 500 spaces, an estimated 20 cars needed equating to £200,000 per annum subsidy - difficult to maintain	The level of subsidy required depends on a range of factors including the size of the scheme implemented. The Eco-town's overarching Transport Strategy proposals promote many features and factors which increase the likely level of success of a Car Club and any associated subsidy, which it is acknowledged would be required. These factors include the density of development, the mix of residential, employment and retail land uses, the provision of public transport services, and the level of car parking demand management; attributes which the Eco-town is demonstrating.
✓					Shared use parking would result in little reduction in the requirement for spaces as the accumulated number of cars increase with the increased length of stay	The efficient use of spaces is achievable where complimentary land use mixes are located and with appropriate time constraints.
✓					Overall financial impact of viability of proposals would need to be considered in detail based upon the overall commercial viability of project	Agreed, part of an overarching assessment.
	✓				Restricting retail parking and hiking parking charges will anger people and cause them to use facilities further afield	Other sustainable travel methods will be available. Parking charges will be set at a comparable rate to those provided at facilities further afield, and therefore, bearing in mind rising fuel costs, more local facilities will be more attractive.
		✓			Unrealistic to expect residents to use Centre car parks rather than convenient provision at home or nearby streets	The type of parking provision will vary depending on land use and location within the Masterplan, and only where convenient shared use parking will be promoted such as residential units within the town centre or in proximity to employment areas. These would also serve as parking provision for second cars and not as the principal parking space for many residential units. Parking barns, if considered appropriate, will also only be located within accessible locations.
		✓	✓	✓	2001 Census Data now out of date, considerable development in previous 11 years	The census data was only used to benchmark the proposed car parking standards.
		✓			Concerns over reduced parking provision for existing residents	No reduction in existing residential parking provision proposed.
		✓			Double the recommended residential provision would be more realistic, and the employment parking doesn't provide for 5,500 jobs as proposed in MP (table	The residential parking standard is related to the demand that will be generated by the residential uses. The employment car parking provision has been based on the Masterplan total of 5,500 jobs. This car parking provision takes into account its relationship to alternative land uses, the provision of alternative modes of transport and the internalisation of trips within the development.
		✓			Para 1.4.2 - Whitehill & Bordon Transport Policy 12 states an "appropriate level of parking" will be provided, which is an attempt to avoid setting realistic proposals	This statement has been extracted from the Whitehill & Bordon transport policy which affirms that the recommended provision will come as a result of an assessment undertaken by the Car Parking Strategy.
		✓			Concerns that improved bus services will not coincide with phased reduced parking provision, and that this PT provision will not be enough	The Public Transport Strategy is proposed to be delivered at the commencement of the development.
		✓			No reasonable proposals are made for reducing existing residential provision from 3 spaces to 1 or less	There are no changes proposed for parking provision at existing dwellings. CPZ's will limit overspill parking.
		✓	✓		Concerns for resi use of shared use parking - access/security of parking, more expensive insurance for parking in employment areas, further details on enforcement required, arrangement for changeover between uses?	The strategy identifies the potential that shared use car parking could deliver and further work will be needed to understand the delivery issues associated with it.
			✓	✓	Parking densities should not be assumed using a whole town averaging approach. Do not agree that areas should be allocated more, simply because there are larger houses- assumed differential applied for social class	The different character areas of the Masterplan have different densities of housing. The levels of parking set out in the Strategy respond directly to the likely mix of housing units in each character area. Different housing densities generate different travel demands, hence parking requirement.
			✓		Do Parking Strategy recommendations include disabled provision, resulting in even less employment provision?	Disabled parking has been included within the parking strategy recommendations. TRICS Trip Generation database has been used as a guidance for likely parking demand arising from all employment uses, which includes disabled provision.
			✓		Report assumes all new residents will be active/happy to walk and cycle/mobile	The development will be designed to maximise opportunities for sustainable travel and will ensure that the mobility impaired are not disadvantaged.
			✓		Para 7.8.3- "To monitor trends during development..." sounds like locking the door after horse has bolted. Too late for falling strategy, and will be an excuse to change objectives and development outcomes	The strategy needs to be responsive to change and lessons will be learnt as the development is built out.
			✓		Only solution to worsening on-street parking congestion and pollution is a reduction in housing numbers	The strategy is based on the adopted Masterplan and sets out a sufficient parking provision for the proposed land uses. Measures to include the management of on-street parking are also included.
			✓		What parking has been considered for external visitors attracted to the new town?	Visitor parking has been included within the parking strategy recommendations. TRICS Trip Generation database has been used as a guidance for likely parking demand arising from all visitors, whether local or from further afield.
			✓		Parking for the Eco-station almost non-existent	The strategy considers the parking standards for the proposed land uses.
			✓		Will a new car park be required and if so where will it be placed?	The strategy identifies that a new town centre car park will be required. The detail and location of this car park will be identified as part of the detailed design of the town centre and included within the subsequent town centre planning application.
			✓		Are car parking permits and charges to be introduced across the old and new town?	Permit parking is one of many measures, in the future, which could be used to control parking.
			✓		Has visitor car parking for residents been factored in?	TRICS Trips Generation used to assess visitor demand to be incorporated in shared provision.
			✓		Will shared-use parking be imposed on existing businesses? (only Coomers is detailed in report)	No, shared use parking has only been recommended for new development. Coomers is not assumed to share its parking provision as part of the parking strategy.
			✓		Edge of town parking is only indicated around the future town centre. Is this correct or does it also apply to the Policy Zone edge?	Edge of town centre parking is assigned to the proposed development at the 'edge of town centre' site only
			✓		Aspiration of parking in Eco-town unsupported by evidence	A set of case studies for developments with similar sustainable aspirations has been compiled to identify best practice that can be adapted to the Whitehill & Bordon masterplan and the standards have been based on the likely demand.
			✓		Para 1.14 - reference to integrated low carbon transport system refers to buses? Concerns that bus network cannot be in the "forefront of innovative thinking" and that buses are too unpopular to be relied upon as a car alternative	This comment relates to the Public Transport Strategy.
			✓		Setting parking charges similar to Alton/Petersfield will deter shoppers who come for free parking	There is a significant level of development proposed for the town centre. With the new retail offer, it is likely that visitors will be prepared to pay fees similar to those at neighbouring town centres.
			✓		Charging tariffs at public car parks will need to wait until new shopping centre car park is developed and owned by local authority	Acknowledged.
			✓		The suggestion of residential parking permits is wholly inappropriate, Bordon isn't a high-income city	Permit parking is one of a number of possible parking management tools that could be used.
			✓		Case Studies non-representative, much smaller than WB proposals and close to or within cities where facilities are already provided	The selected Case Studies draw out individual initiatives that work elsewhere and could be adapted to any scale of development
			✓		Graylingwell Park in Chichester lacks parking provision, which is much better served by public transport and local amenities than Bordon	Graylingwell Park demonstrates that reduced car parking standards for residential developments in town centre locations within easy access to low and high order services plus good quality public transport and walking and cycling networks are appropriate. The Masterplan seeks to achieve such an environment.
			✓		2 car parking spaces are wanted/needed for people in rural areas	The proposed residential standard provides an overall average standard that will be dependent on a plot by plot basis and the proposed housing mix.
			✓		Concerns that parking away from homes i.e. in parking barns, would be impractical for single parents and shopping, cleaning cars, crime/safety and insurance costs, charging an electric car	The type of parking provision will vary depending on land use and location within the Masterplan and whilst remote parking sites are promoted they are not the only form of provision. The availability, type and practicality of use of parking provision will form part of the future residents' decision making process when deciding where to live within the development. Additionally Electric car ports are likely to be provided at destination points such as employment or retail areas which would solve this issue for those without the ability to do this at home.
			✓		Unallocated on-street parking not favourable as spaces get taken	Evidence shows unallocated on-street parking delivers the most efficient use of such parking and forms part of the parking provision solution proposed.
				✓	The Strategy fails to consider the impact of lower emissions vehicles	The Strategy focuses on identifying the levels and nature of car parking provision and was not intended to focus on how low-emissions vehicles can be promoted. However, the Strategy does identify that incentives should be provided for environmentally friendly vehicles, through reduced parking charges and through their use in future car clubs, along with the provision of electric vehicle charging points.

Appendix G Superseded Residential Parking Recommendations

Removed Recommendations
(superseded following Strategy Recommendations Consultation)

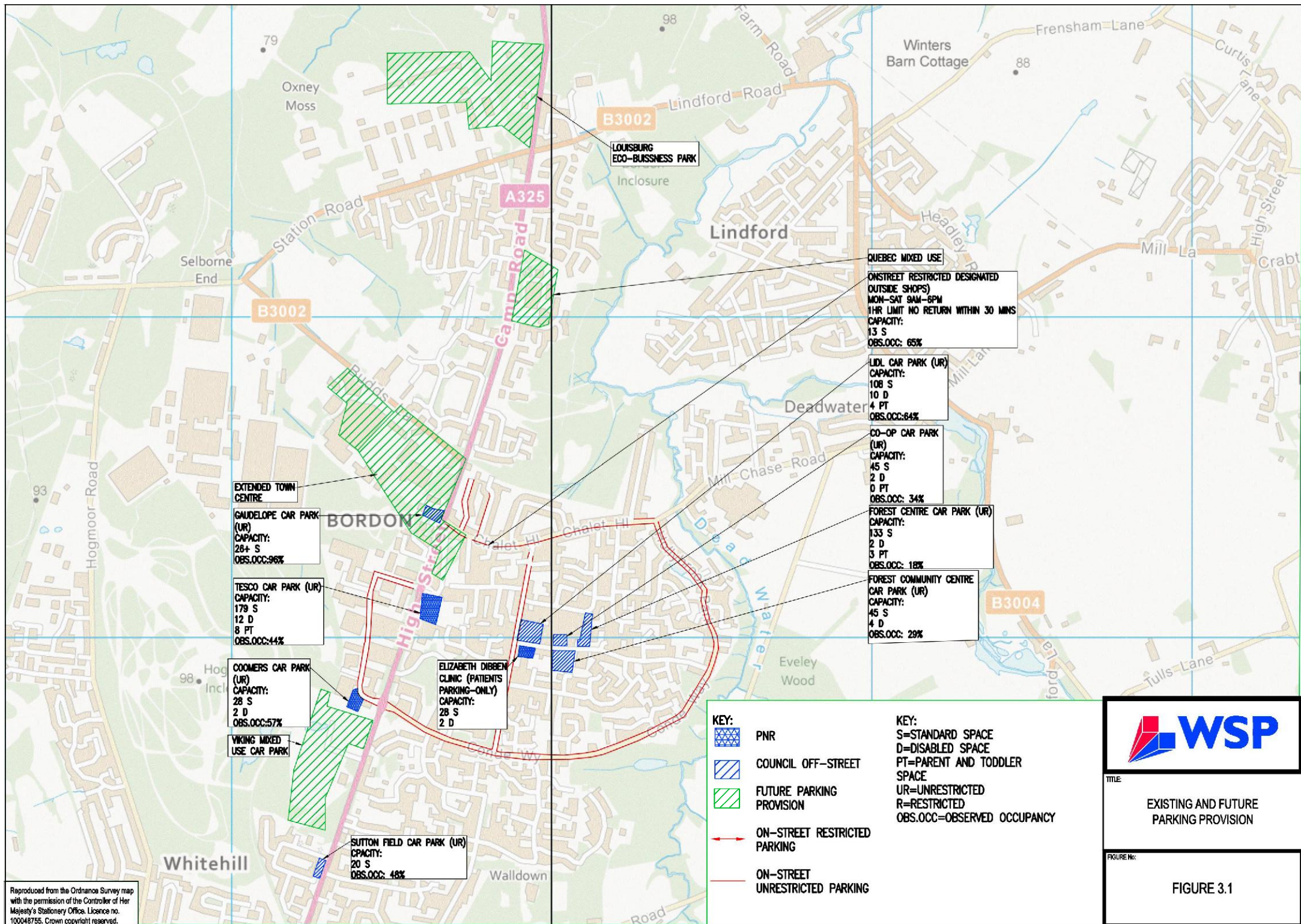

Table 7.15: Fettered Car Ownership for Proposed Residential Development (Option 1)

Dwelling Type		Town Centre	Parkland	Satellite	Rural/ Woodland	Overall
House	Dwellings	362	1248	885	343	2838
	<i>Average car ownership levels per dwelling</i>	1.25	1.40	1.60	1.85	-
	Cars	453	1747	1416	635	4250
Flat	Dwellings	844	220	98	-	1162
	<i>Average car ownership levels per dwelling</i>	0.62	0.90	0.95	-	-
	Cars	523	198	93	-	814
Total		976	1945	1509	635	5065

Table 7.16: Fettered Car Ownership for Proposed Residential Development (Option 2)

Dwelling Type		Town Centre	Parkland	Satellite	Rural/ Woodland	Overall
House	Dwellings	844	1248	885	343	3320
	<i>Average car ownership levels per dwelling</i>	1.25	1.40	1.60	1.85	-
	Cars	1055	1747	1416	635	4972
Flat	Dwellings	362	220	98	-	680
	<i>Average car ownership levels per dwelling</i>	0.62	0.90	0.95	-	-
	Cars	224	198	93	-	474
Total		1279	1945	1509	635	5368

Figures

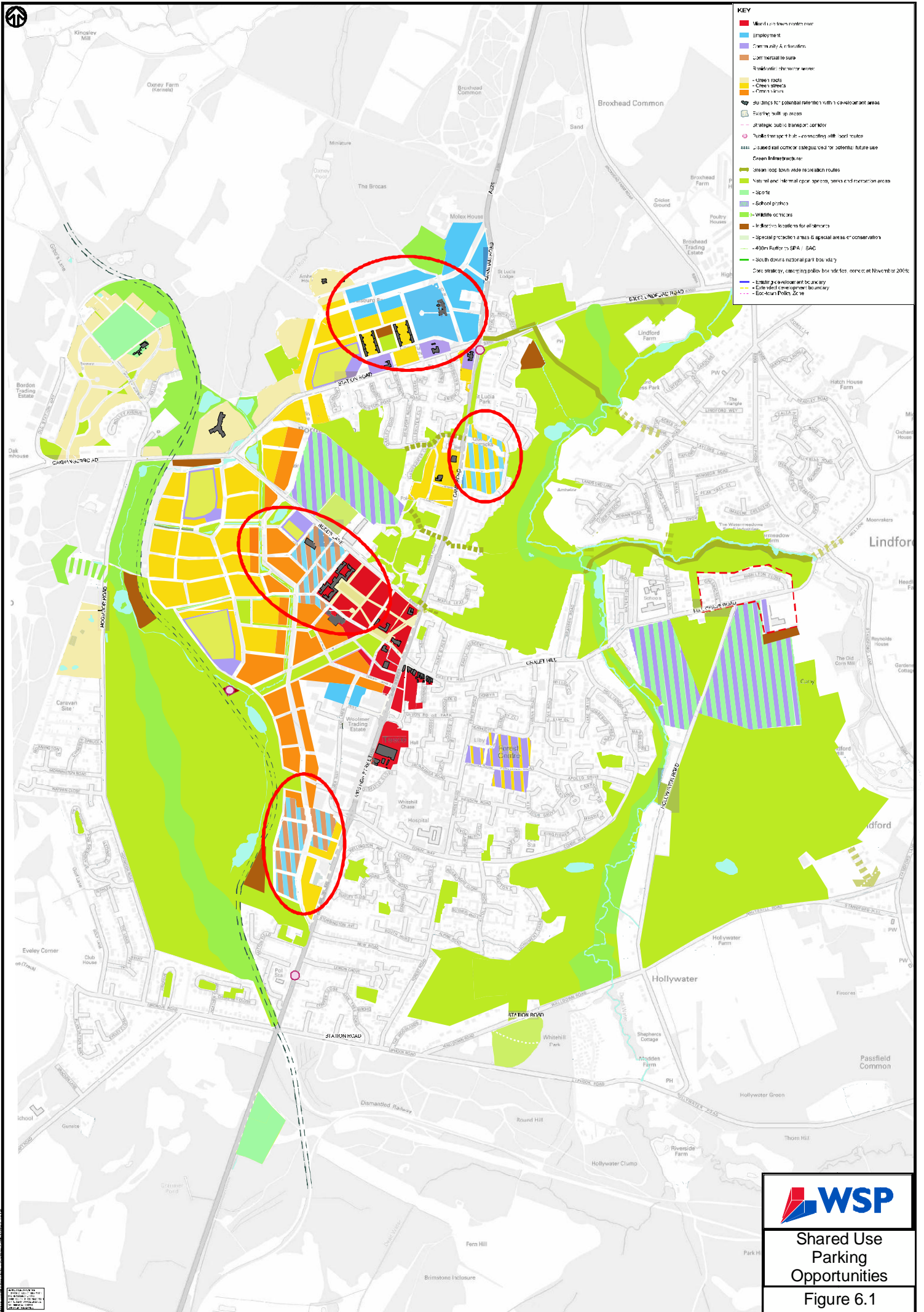
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EXISTING AND FUTURE PARKING PROVISION

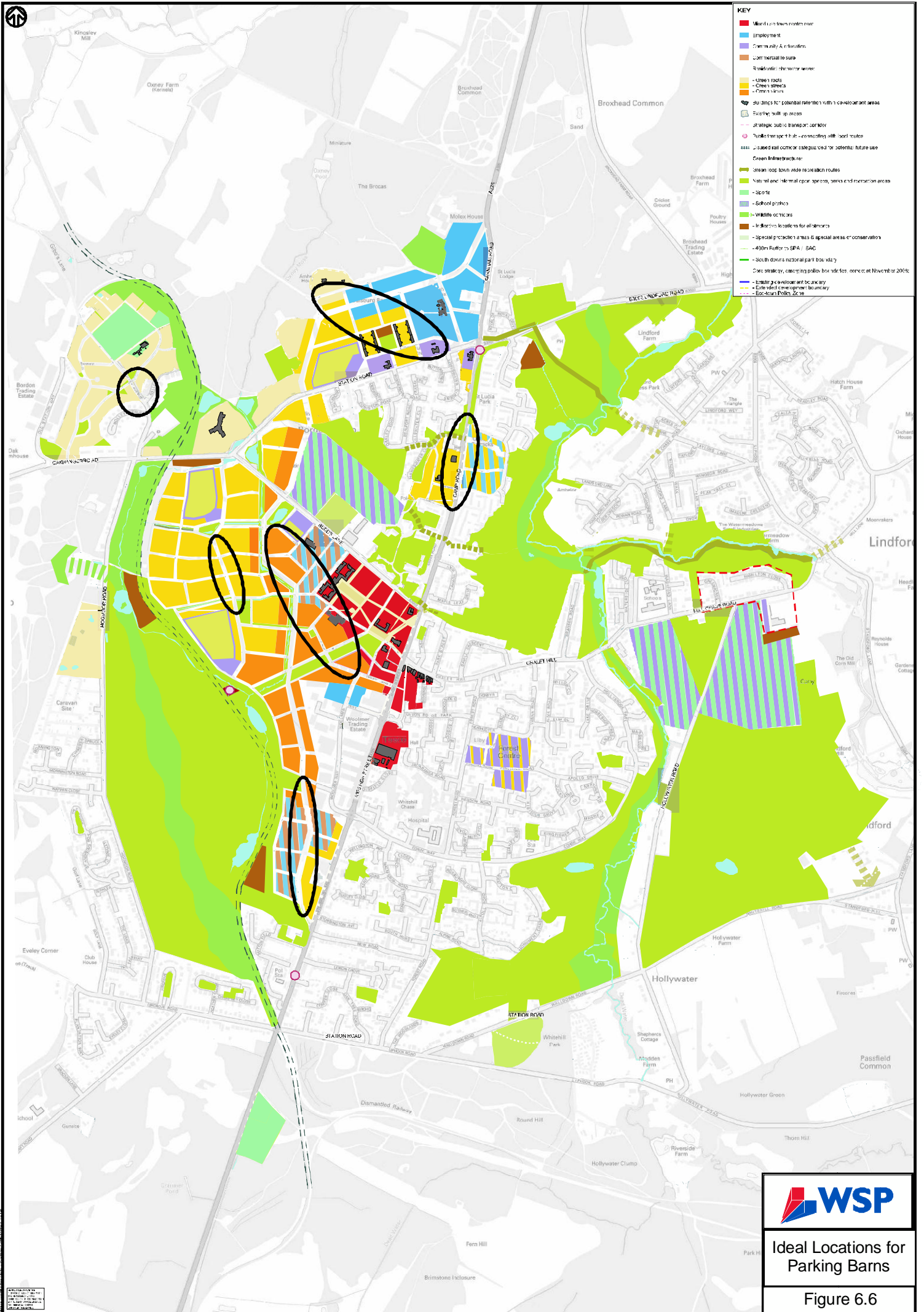
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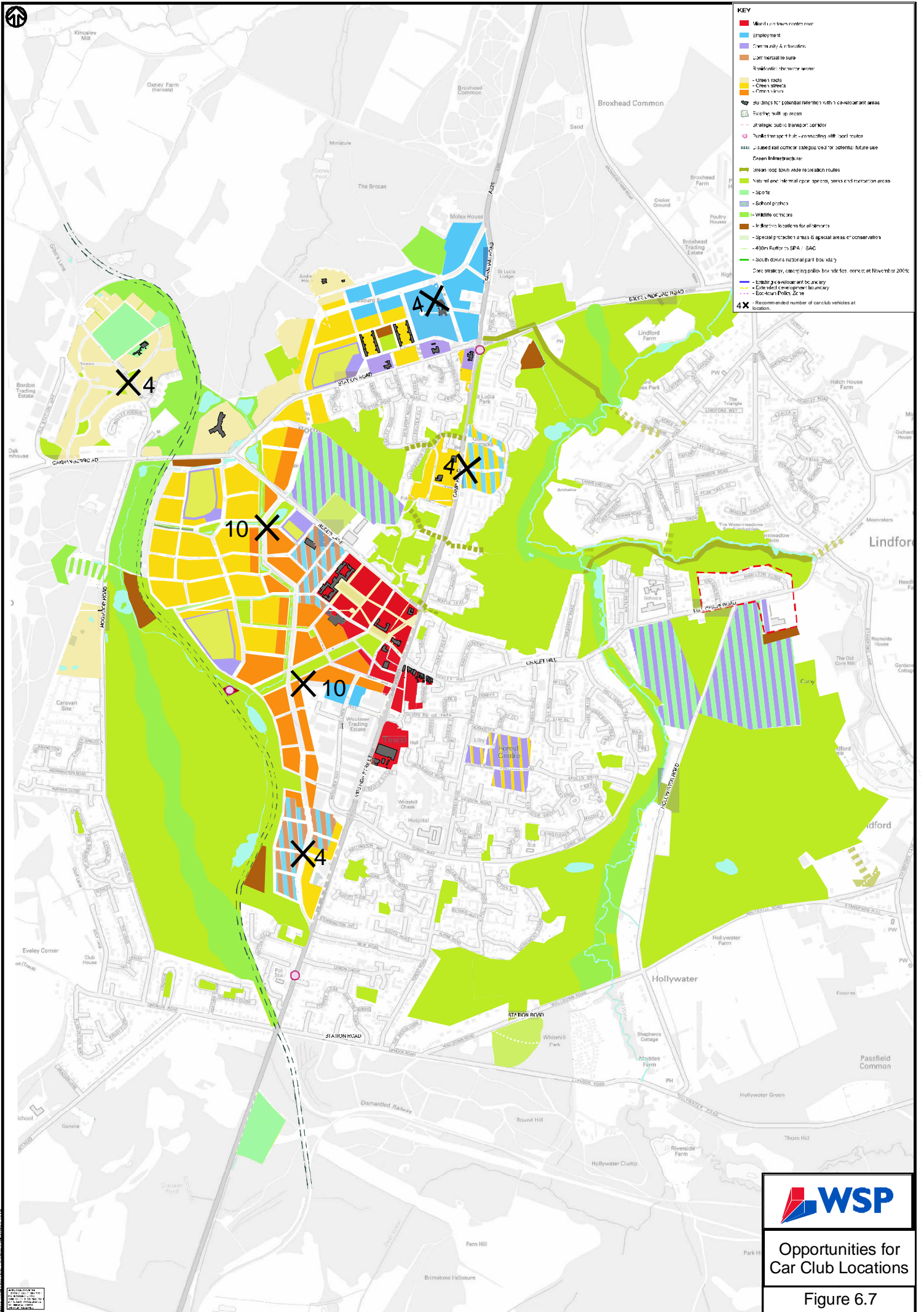
FIGURE 3.1

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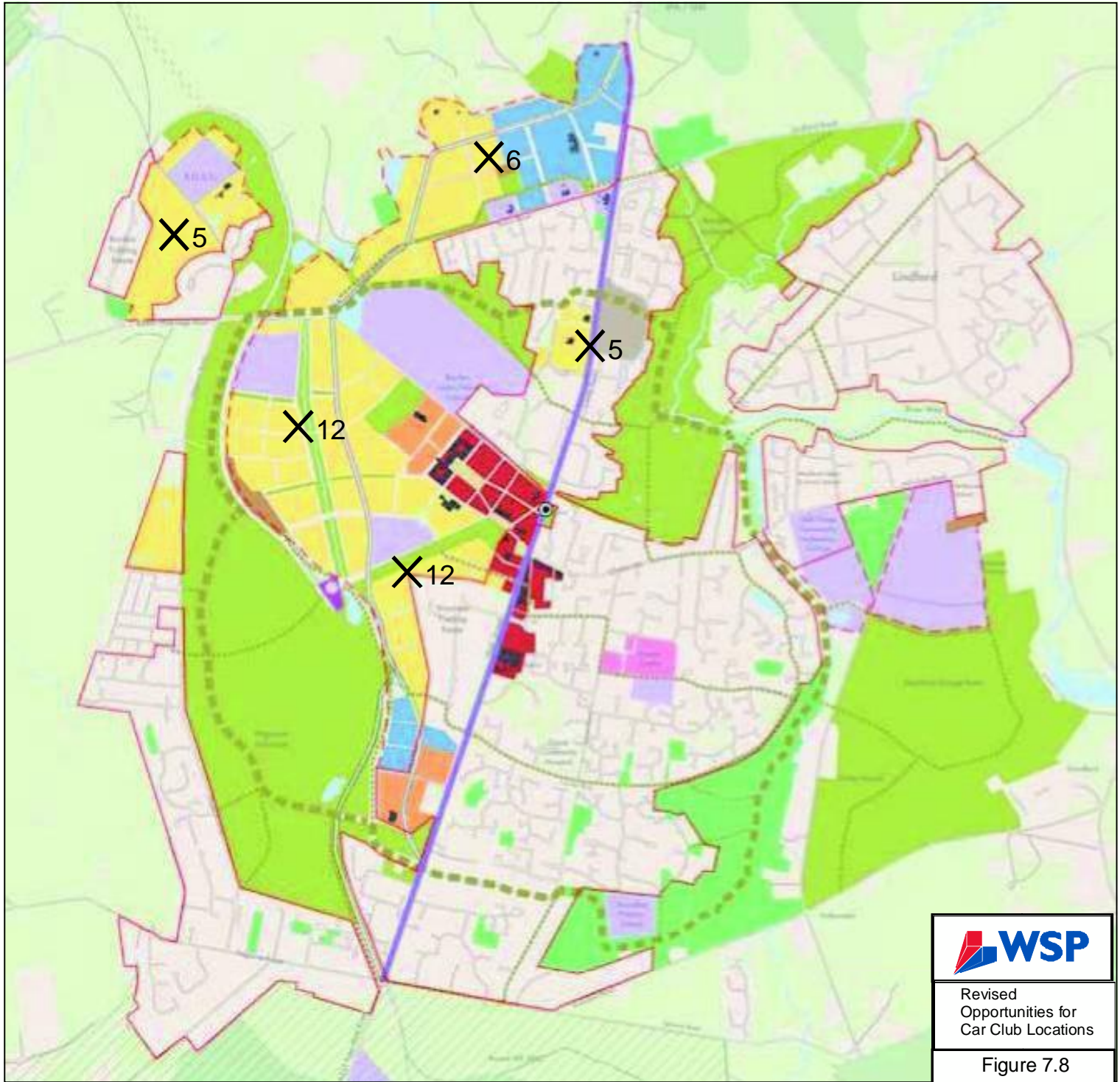
Shared Use
Parking
Opportunities
Figure 6.1





Opportunities for Car Club Locations

Figure 6.7



WSP
 Revised Opportunities for Car Club Locations
 Figure 7.8

The masterplan proposal map

- Mixed use town centre
- Employment
- Community / education / sports
- Residential areas
- Employment and housing
- Employment and commercial leisure
- Buildings for potential retention within development areas
- Traffic management
- Public transport hub - connecting with local bus routes
- Dismantled railway safeguarded for potential future use
- Options for potential inner relief road
- Indicative proposed rail station location
- X5 Recommended number of car club vehicles at location