

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Executive Member for Economy, Transport and Environment
Date:	11 July 2014
Title:	Freight Strategy for Whitehill & Bordon
Reference:	5934
Report From:	Director of Economy, Transport and Environment

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1. Executive Summary

1.1. The purpose of this paper is to seek approval to adopt the Freight Strategy for Whitehill & Bordon under the adopted emerging Transport Strategy for the regeneration of the town. The package of measures presented in the Strategy has been developed following extensive assessment of background data and consultation with interested parties and the public.

1.2. This paper seeks to

- set out the background to the project;
- provide a brief description of the package of measures recommended to manage freight movements in the local area;
- summarise the results of the public consultation; and
- briefly consider the future direction of the project (next steps).

2. Contextual information

Freight: Challenges and Opportunities

2.1. The existing town, and particularly the MoD activities in the Whitehill & Bordon area, already generate relatively significant freight movements, with HGV's and lorries servicing and supplying the town and Garrison facilities. The A325, as a key road link between the A3 and A31 (and then the M3) also already carries a significant level of freight traffic.

2.2. Nearly all freight in and around Whitehill & Bordon is moved by road. The recent economic downturn has led to a fall in the volume of goods moved by road in the UK, but there has not been a corresponding reduction in the number of freight vehicle movements due to the increase in home deliveries and 'just in time' logistics. Although there has been a trend towards the use

of larger HGVs, this has been counterbalanced by rising van traffic. The situation locally is broadly consistent with national statistics.

- 2.3. The rural nature of the roads surrounding Whitehill & Bordon means that freight movements have a noticeable impact on the highway network. The A325 carries approximately 1,200 HGVs per day, and the B3004 (between Alton and Sleaford) and the B3006 through Selborne both carry more than 500 HGVs per day. Other unclassified roads can form HGV access routes to rural industrial estates and farms. These movements can affect residents' amenity through increased noise, vibration and air pollution.

Strategy Objectives

- 2.4. Freight movements will increase as the regeneration of Whitehill & Bordon proceeds, both to service new retail and industrial uses as well as construction traffic associated with housing developments. The overarching aim of the Strategy is to manage this growth, so that the impacts on local communities and the environment is minimised whilst maximising the contribution of the freight and logistics sector to the town's economic competitiveness.
- 2.5. Specific Strategy objectives were identified and refined at the workshop held on Wednesday 26th June 2013 at the Eco-Station for interested parties. These objectives are:
 - reduce HGV movements on unsuitable roads;
 - minimise the impact of freight movements on local communities, by reducing severance, improving road safety and reducing noise and disturbance;
 - provide good quality information with regards to freight, to include the recipient, haulier and other affected interested parties;
 - minimise congestion by improving the efficiency of freight distribution; and
 - minimise the impact of freight movements on the environment by reducing air quality and noise impacts.

Proposed Options

- 2.6. A range of options for managing freight movements in Whitehill & Bordon were considered and sifted during strategy development. These were based on the following:
 - new vehicle weight limits;
 - new highway infrastructure (in addition to the Relief Road); and
 - local Freight Quality Partnership (FQP).
- 2.7. It was noted that a 7.5 tonne weight limit already covers an extensive area in the vicinity of Whitehill & Bordon. Furthermore it is unlikely under the present circumstances that funding for the provision of significant new highway infrastructure beyond the delivery of the Whitehill & Bordon Relief

Road and local junction improvements will be available during the period covered by the masterplan, i.e. to 2036. In terms of the feasibility of an FQP it was found that local freight-generating businesses did not experience any particular problems locally which affect their operations, so membership of an FQP would be of little benefit to them.

- 2.8. The Strategy therefore focuses on the provision of better signage and information for HGV drivers on the most suitable access routes in the first instance, complemented by a toolkit of measures to manage freight movements in the Whitehill & Bordon area, as outlined below.

Recommended Freight Strategy Package

- 2.9. The recommended package of measures is considered realistic and deliverable, with the aim of making it as easy as possible for freight vehicle drivers to stay on main roads for as long as possible, and to make deliveries with minimal impact on other users. The key element of this package is an advisory HGV route network consisting of three tiers:

- **strategic** roads for long distance journeys;
- **local** roads for journeys with an origin or destination in Whitehill & Bordon; and
- **access** roads for access to/from the specific origin or destination only.

- 2.10. The above hierarchy will be communicated by high quality information and consistent signing. The use of four key supporting tools is recommended:

- **Designing for freight in new developments** by minimising the need for freight vehicles to reverse and by providing well-designed loading/unloading facilities to avoid conflicts with other users;
- The submission of **workplace travel plans** for all new applications for employment uses over an agreed threshold, to incorporate **Construction Logistics Plans** and **Delivery and Servicing Plans** to cover the design, construction and operational phases of developments;
- **Reducing the impact of home delivery services** by encouraging measures such as the installation of **electronic locker banks** to reduce the number of failed deliveries and consideration of the viability of a **rapid electric vehicle charging point** in Whitehill & Bordon, suitable for use by commercial and private vehicles alike; and
- **Monitoring and enforcement** – the town's regeneration will incorporate a **traffic monitoring programme**, data from which will be disaggregated to identify the volume of freight vehicle movements on key roads. This data will be reviewed on a regular basis to monitor progress against the objectives of the Freight Strategy.

- 2.11. By implementing the above package, the necessary delivery of goods and services required for Whitehill & Bordon's regeneration can be managed, and the positive and negative economic, social and environmental impacts associated with freight movements can be addressed in a balanced manner.

3. Finance

- 3.1. Adoption of an advisory HGV route network will require capital expenditure in relation to the provision of new signing. The majority of these costs would be considered when the design of the development Relief Road and associated local junction improvements required of the development are brought forward.
- 3.2. Designing for freight within new developments and workplace travel plans can be delivered by developers and occupiers as part of the planning process. Measures to reduce the impact of home delivery services can be built into new developments with the co-operation of private companies.

4. Performance

- 4.1. The effectiveness of the recommended Strategy measures in achieving the identified objectives will be monitored using data from the traffic monitoring programme (as set out in the Framework Travel Plan). This data will be regularly reviewed to identify trends in freight movements in and around Whitehill & Bordon.

5. Future direction

- 5.1. The Freight Strategy measures will be incorporated within the Whitehill & Bordon Travel Plan, which will be delivered by the wider development. This will form the delivery mechanism for the Freight Strategy as well as all the other transport strategies which support the Emerging Transport Strategy.

6. Recommendation

- 6.1. That the July 2014 Freight Strategy be adopted under the 2011 Whitehill & Bordon Emerging Transport Strategy.

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	yes
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Other Significant Links

Links to previous Member decisions:		
<u>Title</u>	<u>Reference</u>	<u>Date</u>
Whitehill & Bordon Emerging Transport Strategy	3183	06/11/2011
Direct links to specific legislation or Government Directives		
<u>Title</u>	<u>Date</u>	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

<u>Document</u>	<u>Location</u>
Whitehill & Bordon Masterplan	www.whitehillbordon.com

IMPACT ASSESSMENTS:

1. Equalities Impact Assessment:

- 1.1 The proposals in this report have been developed with due regard to the requirements of the Equality Act 2010, including the Public Sector Equality Duty and the Council's equality objectives. The website contains a summary [assessment of the impacts](#) on "*Developing Hampshire's Highway Network and Transport System*"
- 1.2 It is considered that the issues covered by this report will not have impacts requiring further specific actions by the Council above those already established in its existing policies and working procedures.

2. Impact on Crime and Disorder:

- 2.1. Not applicable.

3. Climate Change:

- 3.1. How does what is being proposed impact on our carbon footprint / energy consumption?

The package of Freight Strategy measures is part of the overall transport strategy for Whitehill & Bordon which will improve accessibility to and within the town by all modes and reduce the negative impacts of transport on the environment, the community and the highway network. Encouraging freight vehicle drivers to stay on main roads for as long as possible, and to minimise the impact of deliveries on other users, will reduce carbon emissions.

- 3.2. How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

The Freight Strategy focuses on tackling climate change by identifying tools to make freight vehicle deliveries more efficient – this will manage the level of pollution generated by the deliveries necessary for Whitehill & Bordon's growth and regeneration.