

WHITEHILL BORDON



TOWN

Emerging Transport Strategy

March 2010



Hampshire
County Council

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Foreword

The designation of Whitehill Bordon as one of the Country's first four Eco Towns provides an exciting opportunity for essential re-development of the town, regenerating its core and creating a town that people can be proud of for years to come. The departure of the Ministry of Defence (MoD) presents a significant challenge for the future of the town that carries with it a number of risks, but through the Eco Town programme and the continued joint working of local authorities, service providers and Government, we can deliver a town that provides for the future needs of a 21st century modern town.

A high-quality transport system is essential to support the town's expansion, and to the future success and economic viability of the town. To ensure that the right investment in infrastructure and services is brought forward, the County Council and its partners are working hard to develop a Transport Strategy to guide the development of the town over the next 25 years. Integral to the strategy is to reduce the need to travel, particularly by car, and re-focus the transport system, giving priority to non-car based transport. This emerging Transport Strategy accepts that the car will still play an important role in connecting future populations and providing for their transport needs, and promotes innovative and forward-thinking strategies to maximise connectivity and reduce any negative impacts of the car, particularly pollution, air quality and congestion.

This is a long-term project and its success will rely upon the continued commitment to the project at all levels of government. We are embarking on the first steps towards creating a town that offers real opportunity, and while there is a long way to go, these positive moves leave Whitehill Bordon well placed for the future.



Cllr Melville Kendal
Executive Member for Environment
Hampshire County Council

Executive Summary

This emerging Transport Strategy sets out a framework for the future Whitehill Bordon transport system that provides for the needs of the future resident population, and enhances the viability of the town. It aims to support population growth and reduce the negative aspects of existing car-dominated travel patterns. The emerging Transport Strategy demonstrates how existing transport trends have informed and influenced future proposals, and also shows that if the targets set out are achieved the transport demands of the new greatly expanded town can be accommodated on the network without significant adverse impact.

In order to achieve an exemplary development, continued partnership working with stakeholders and government is required. Significant improvements to the existing transport systems will be essential if we are to **Reduce the Need to Travel, Manage Car Demand** and **Enable Sustainable Travel**. In order to achieve this a number of strategies and improvements are required;

- **Integrated Planning and Transport** – co-locating facilities with population
- **Provision of a Transport Hub** – iconic centre for town transport, providing transport interchange and travel information
- **Smarter Choices** – intensive implementation of Smarter Choices including Personalised Journey Planning, Information Systems, Travel Plans and incentives
- **Innovative Street Design** – employment of the latest design guidance to ensure streets are multi-functioning ‘places’ which allow for safe and easy access for all modes
- Creation of a **high-quality public transport system** – Three-level public transport system will offer a real alternative to the car for Town, Local and Sub-regional travel, using the latest technology in vehicles and communication systems
- Investigate the **potential for direct rail** connection to the town
- Creation of a **Public Transport Corridor** on the existing A325 alignment along with continued investigations on the potential utilisation of the disused rail corridor
- Construction of **‘Commercial Street’** - removing through-traffic from the town centre
- Construction of an interconnecting **network of streets** within the town
- **Improved walking and cycling facilities** - creation of a ‘Green Grid’ of town-wide walking and cycling routes, and interconnecting sub-regional links to local destinations
- Establishment of **Eco Cycle Hire** and **Eco Car Share** schemes, and an **Eco Car Club** – to offer alternatives to the car, and private car ownership
- **Improvements to the highway network** – targeted improvement of the local highway network which maximise the use of existing assets and which manage traffic and travel
- Implementation of a **Traffic Management Strategy** – a deterrent based strategy to reduce the impact of car borne travel on local villages and communities
- Creation of a **Parking Strategy** – innovative approach to car parking, at the trip origin and destination
- Creation of a **Freight Strategy** – to influence and manage necessary freight travel

Whitehill Bordon offers an opportunity to implement a high-quality integrated and modern transport system, and to enable growth without significant adverse environmental and community impact.

Chapter 1 – Introduction

This document sets out an emerging Transport Strategy that is designed to accommodate the transport implications of the future growth of Whitehill Bordon as an Eco Town, and provide a framework for delivery of future transportation improvements.

The document will remain as a **draft and emerging Transport Strategy** until the conclusion of a number of related studies and after the consideration of the revised Masterplan. Over time, the Transport Strategy will provide a flexible and ‘live’ document, for revision and re-consultation at stages throughout the town’s growth.

The emerging Transport Strategy considers multi-modal movement within, through and to/from Whitehill Bordon in order to manage and reduce negative transport impacts of the Eco Town on local communities and the environment.

This document has been informed by a number of previous and ongoing studies, working together to provide one co-ordinated strategy for the town. Of particular relevance, this strategy has drawn from:

- Alan Baxter Transport Strategy (Draft)
- Mott Macdonald Community Transport Study
- Mott Gifford Rail Pre-Feasibility Study (Draft)
- Mott Gifford Sub-regional Bus Study (Draft)
- Mott Gifford Park and Ride Study (Draft)
- Draft WSP Travel Plan
- WSP Transport Assessment

This emerging Transport Strategy has also been formulated following close partnership working with local authorities and stakeholders, and draws on a range of influences including those developed through a number of transport workshop events and the Eco Towns Challenge Panel meeting with the DCLG and DfT. Set out below are further studies and work now planned and under way that will help to develop and refine the emerging Transport Strategy. Following completion of this continuing work, a finalised Transport Strategy will be produced.

- **Rail Feasibility Study** – DCLG-backed study to build on HCC Pre-feasibility and to consider the business case and delivery opportunities for direct rail
- **Smarter Choices Study** – DfT-funded work to refine Smarter Choices toolkit
- **Walking and Cycling Strategy** – to refine route options and progress feasibility design of the Green Grid and local walking and cycling connections
- **Parking Strategy** – To develop a strategy for both residential and non-residential parking
- **Freight Strategy** – To develop a strategy to manage freight movements
- **Evidence Base** – Development of a Transport Model and a robust evidence base that can support future strategy decisions
- **Traffic Management Strategy** – To develop a strategy to deter and mitigate inappropriate car travel on local roads and through local communities

Chapter 2 – Vision and Objectives

To support the significant growth planned in the town over the next 25 years, significant improvements will be required to support and improve the town's transport systems. The Transport Vision for Whitehill Bordon is to

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

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

- Support exemplar sustainable economic regeneration and town growth
- Improve the environment by reducing congestion and pollution
- Enable sustainable movement by developing high quality public transport, walking and cycling alternatives to the private car
- Balance the needs for people to travel against the importance of protecting the environment
- Reduce journey length and the need to travel outside of the town
- Manage car demand within, through and outside of the town maximising the use of existing assets

The following chapters outline the existing challenge of the Eco Town proposals, and provide a clear and co-ordinated strategy for delivering the high standards required of an Eco Town, and a transport system that future residents will be proud of.

Chapter 3 – Context

Historic town development

Whitehill and Bordon is a settlement of some 14,000 inhabitants, developed around the existing army garrison, which originated in the early twentieth century. The development of the former railway network also coincided with this growth and in the early 1900s railway links were constructed to link the town to Bentley and Longmoor, connecting with the London South West railway.

Whitehill and Bordon developed along the A325 in the form of Edwardian 'Ribbon' developments, leading to two separate places along the main road with no sense of centre. During the second half of the twentieth century there was relatively little development of the town, other than the barracks. The railway passenger service closed in 1957 and the freight service closed in 1966.

Whitehill and Bordon today

The current town has a population of 14,000 people and 6,000 homes. Lower-income earners and first-time buyers are attracted to the town due to the relatively low house prices and cost of living. There is a large military presence, with over 1,600 jobs associated with the barracks.

The town is accessed via the A325, which connects the A3 with the A31 via Farnham. The A325 at Bordon carries approximately 16,000 vehicles per day, with approximately 40% of this classified as through traffic. These flows are forecast to reduce by 8% following the opening of the A3 Hindhead Tunnel in 2011. The existing town creates over 60,000 trips per day. The main mode of travel to work is the car, with car driver trips accounting for 74% of trips. Only 4% of trips are made by public transport, although 15% of people walk to work. Other modes of travel account for the remainder of trips.

The town currently offers limited facilities in terms of employment (outside the garrison) retail and community provision, and suffers from a poor public perception. There is also limited public transport provision, reflected in the high rate of out-commuting and dispersal of trips, low levels of public transport usage and heavy reliance on the private car.

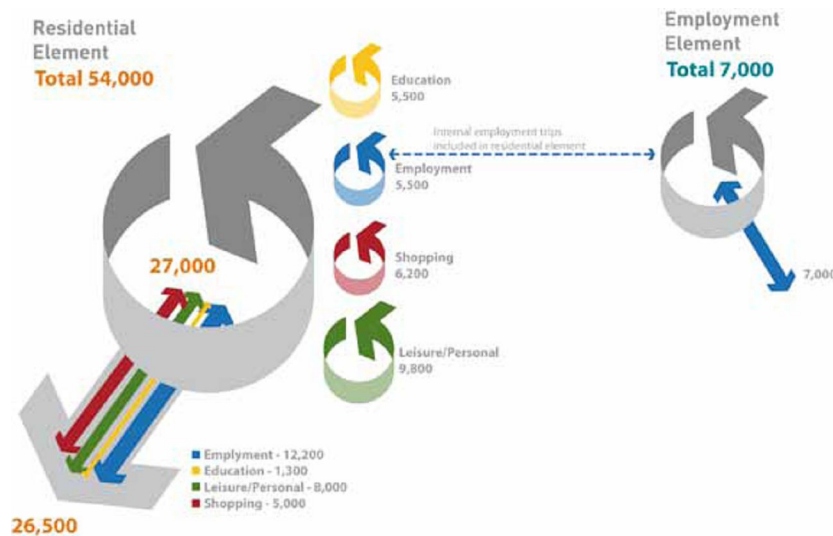
The proposed development for the Eco Town is for up to 5,300 homes on 258 hectares of public sector land that has become available as a result of the Ministry of Defence's (MOD) plans to vacate Bordon Barracks. The population will more than double to approximately 30,000, making it the largest settlement in East Hampshire. The plans include proposals for a new town centre closer to the High Street, significant new employment, improved community facilities and new education facilities.

Whitehill and Bordon currently has no direct railway service and public transport provision is limited. There are currently two bus routes serving destinations north to Alton, Farnham and Aldershot and south towards Liphook and Haslemere. These routes operate on an hourly frequency, which is not conducive to encouraging greater use.

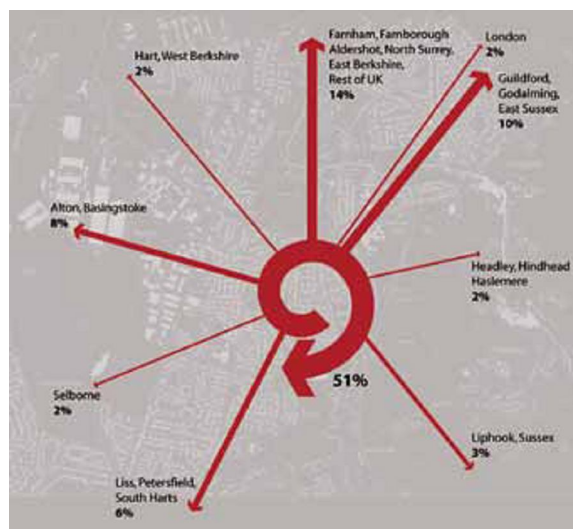
Chapter 4 – Challenges and Policy

Whitehill Bordon Eco Town aims to be an 'exemplar' town in reducing the use and reliance on the private car and encouraging sustainable travel patterns, so that by 2036 it is hoped that a maximum of 25% of journeys are undertaken by car.

Achieving this target will require a significant change in travel behaviour for the existing population of the town and for those moving into the area. Currently 74% of the existing population travel to work by car, with only 2% doing so by bus, which is reflective of the sub-standard public transport provision currently available. A high proportion of existing trips are internal to the town, with 51% of trips being contained within the town. This is in large part due to the military presence in town and the way in which the military operate.



Analysis of existing travel patterns (see below) have shown that when people do travel outside of the town, trips are primarily spread between a number of destinations including the Blackwater Valley to the north, Portsmouth and south Hampshire to the south and Alton, Basingstoke and Petersfield more locally.



Aspirations for major development at Whitehill Bordon is set out within the '**South East Plan**', which designates Whitehill Bordon as a Strategic Development Area that should provide up to 5,500 houses. The Plan also supports the provision of employment opportunities in the town centre and improved access to facilities in the new development. The recent inclusion of Whitehill Bordon on the Government's Eco Towns programme has set the significant challenge of changing existing transport behaviour and achieving the environmental targets set out in the '**Eco Towns PPS**'. Particular requirements of Eco Town development include;

- Enabling at least 50% of trips originating in the town to be made by non-car modes, with the potential to increase this to 60% over time.
- Inclusion of good design principles, drawing from Manual for Streets, Building for Life and community travel planning principles
- Demonstration of how transport choice messages, infrastructure and services will be provided from 'day one'
- Close future monitoring of the carbon impact of transport as part of a low-carbon approach to travel
- Inclusion of measures to ensure that travel demand from private vehicles does not cause congestion on local roads
- Inclusion of measures to support children walking and cycling safely and easily to school
- All homes provided within a maximum walking distance of 800m to the nearest school

'**Delivering a Sustainable Transport System**' (DaSTS), the most recent Government guidance on transport policy, sets out the long-term transport planning goals of supporting economic growth by delivering reliable transport networks, and tackling climate change by reducing transport emissions. In order to respond to the transport challenges and meet the Eco Towns targets, the strategy will need to align with DaSTS, which requires that transport measures should be innovative, affordable, deliverable and maximise use of existing capacity.

The emerging '**East Hampshire LDF Core Strategy**' acknowledges the challenges Whitehill Bordon faces in meeting the Eco Town targets and builds upon the established Whitehill Bordon '**Green Town Vision**' in identifying the need to create a thriving and vibrant community with a strong mix of housing, commercial, community and employment uses. Consideration within the emerging Transport Strategy will also be given to the principles of the '**Hampshire Local Transport Plan (LTP)**'. Within the current LTP, Whitehill Bordon sits within the Central Hampshire Transport Strategy area which seeks to provide a more sustainable approach to transport provision and to reduce the need to travel where possible. For Whitehill Bordon, it aims to improve accessibility to a range of services and improve public transport access from the surrounding rural settlements to the town. An accessibility study was carried out in 2007 to understand these issues more closely and resulted in identification of a number of improvements to the local infrastructure to encourage more walking, cycling and public transport use.

The development of the third round of Local Transport Plans is currently under way, with LTP3 expected to be in place from 2011. Hampshire County Council are working with partners to develop a long-term strategic overview that will guide a series of three-year implementation plans, which will deliver transport improvements within the framework of DaSTS and the South East Plan. The Eco Town Transport Strategy will be central to future thinking in LTP3.

Chapter 5 – Transport Proposals

Overview and Principles

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

Reducing the Need to Travel outside the town – By providing the appropriate jobs and facilities within the town itself, travel to surrounding towns and service centres can be significantly replaced by more local journeys, and trip lengths reduced. Minimising both the number of trips and their length will provide positive benefits to the operation of the local roads and to the environment.

Managing Car Demand within and outside to the town – While acknowledging that the car will play an important role in the operation of the future town, pro-active management of car trips within and external to the town can minimise the negative impacts of car travel, and appropriately mitigate and overcome adverse implications of car use.

Enabling Sustainable Transport for all trips – Transport within the town will be re-prioritised away from the car and high quality public transport systems and walking and cycling routes will be provided to enable easy and safe access to facilities and jobs. New approaches to sustainable transport will be employed to promote a shift away from the private car.

Central to the success of the Eco Town will be the provision of a high-quality integrated and accessible transport system that is sustainable in the long term.

This Transport Strategy considers future interventions and initiatives that will enable the planned development to be accommodated without significant adverse impact on the local highway network and the environment. Different but co-ordinated responses are required in order to provide for transport within the town and at the sub-regional level, each supporting an ethos of sustainable travel from the outset. Additionally, the emerging Transport Strategy seeks to manage demand for transport within and outside the town, and proposes a series of demand management tools and interventions designed to reduce the need to travel and to promote the use of more sustainable transport modes.

There is recognition that not all transport demand in the future town will be 'new' demand, and that there will be a replacement of existing travel with the departure of the MoD operations. However, the challenge for Whitehill Bordon is to provide an exemplary transport system that encourages existing and future residents travel to make sustainable transport choices.

Whitehill Bordon offers an opportunity to re-focus the town's transport system away from the car, removing the need to use the car for most journeys. Providing for a shift away from car trips will address a number of key problems including local traffic congestion, air quality and the environmental impact of transport within and surrounding the town, particularly at identified environmentally sensitive locations.

Integration of planning and transport

Integral to the success of the Eco Town is the long-term integration of transportation and planning. The **Masterplan** promotes the location of facilities where they are needed, to facilitate sustainable travel and locate the facilities people need within the town, reducing the need for external trips and ensuring that all transport within the town can easily and comfortably be made by sustainable modes.

To achieve and exceed the challenging targets set for Eco Town development, internalisation of trips within the town is imperative. The future co-location of community facilities, retail, employment and education facilities in close proximity to both the existing and future residential populations will allow for a high proportion of trips to be contained to the town rather than looking to alternative service centres. Reducing the need to travel, and length of trips, is the key thrust of the emerging Transport Strategy. By retaining high levels of trips within the town, the potential impact of the development on the wider transport network, particularly on the A325, A31 and A3, will be minimised, and the impact on both the environment and surrounding communities will be reduced.

The Masterplan seeks to integrate new facilities and jobs with existing infrastructure and opportunities, making best use of the existing facilities and attractions. Additional facilities are designed to suit the future demographic profile of the town, ensuring sufficient retail, education and commercial facilities are available to serve the expanding population, but also to ensure that these facilities are located on the doorstep, maximising containment. With high levels of containment comes high potential for non car-based trips to replace traditional car journeys.

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

A **Transport Hub** will be provided, which in addition to offering high-quality transport interchange facilities, will also act as a fully functioning transport and community information centre, where residents can get up-to-date multi-modal transport information and transport advice from customer service staff. The Hub will provide:

- State-of-the-art journey planning
- Information on travel links within and outside the town
- A centre for the Eco Car Club
- An Eco Cycle Hire Centre
- Real-time passenger information on bus routes and rail connections

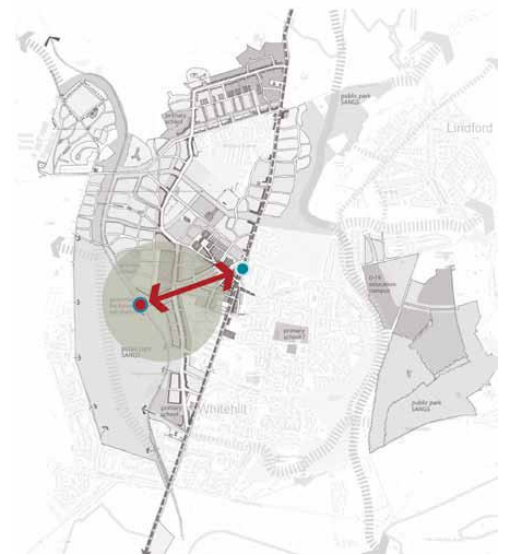
The Hub will be an iconic building in the heart of the town centre where all bus routes serving the town will stop. The Hub will be an example of transport and planning needs being considered together, and will place transport services at the centre of the new town.



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

Well Connected Places

The Eco Town proposes the provision of attractive and safe linkages between the town's facilities, using modern best practice advice on **street design** contained within the Department for Transport's "Manual for Streets" policy guidance. This will ensure that people can move easily within the town on foot, by cycle and using public transport. Strong links between transport modes are also promoted, with a **movement corridor** identified in the Masterplan between the Transport Hub and the potential rail station site, ensuring that modal interchange of the future can be served.



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

Public Transport

An Eco Town requires the highest-quality public transport system, and the current provision within the town falls short of this. The Transport Strategy adopts an innovative but achievable approach to public transport provision, and one which allows for future adaptation and growth as travel demand and lifestyle patterns become established. Existing travel patterns have been examined and have informed the current travel desire lines, focussing on commuter trips but also recognising the nature and demand for other types of travel. This work has identified likely routings for future services, and has informed the future public transport strategy for the town.

Bus Travel

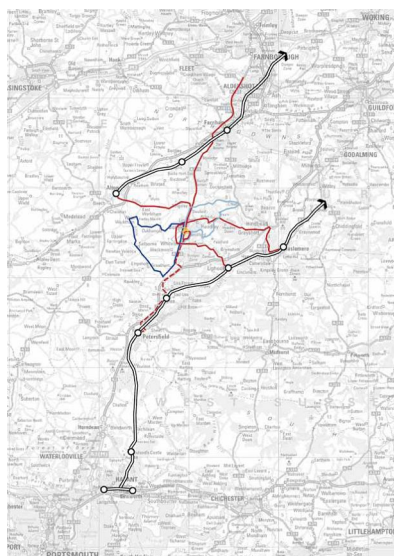
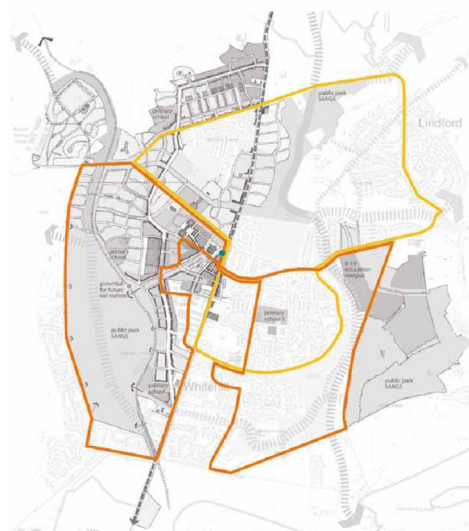
The bus plays an important role within any transport system because of its capacity to flexibly provide for travel desire. Within Whitehill Bordon, the bus will be central to transport provision from day one. The target for bus travel within the town is 17% of all journeys, which is an ambitious target, and one that will require a combination of high-quality bus services and committed transport strategies and marketing to achieve.

Although promoting internalisation and reducing the need to travel is central to the emerging strategy, there will remain a demand for travel to and from surrounding towns and larger centres such as Portsmouth, Guildford and Basingstoke. Similarly, with the growth and additional facilities provided within the town, Whitehill Bordon will become a destination in its own right, attracting trips from surrounding communities. To support the future growth, a three-level bus strategy will be implemented at the Town, Local and Sub-Regional Level.;

Town – A circular town service will be provided operating high-frequency services (every 10-15 minutes) between residential areas and the town's facilities, providing links for residents to jobs, leisure, education and retail facilities.

Local – A series of local services will provide links between Whitehill Bordon and the local market towns of East Hampshire, including Alton, Petersfield and Liphook, and also to Farnham. These services will serve travel demand to and from the town, which given its forecast growth is likely to become the future focus of the district, and will provide high-quality connections to the rail network. These services are likely to combine demand-responsive services with conventional bus and mini-bus provision, and operate services every 20 – 30 minutes.

Sub-Regional – New and improved links will connect Whitehill Bordon with regional centres of commerce and retail, including the Blackwater Valley, Basingstoke and Guildford. Limited stop services every 20-30 minutes will provide an attractive alternative to the private car for travel needs beyond the town.



Initial assessments of the requirements for service provision, routing and frequency have been undertaken, along with economic viability assessments. This will be the subject of further discussion with transport operators and stakeholders before the bus strategy can be finalised..

In addition to providing frequent, attractive, demand-driven bus services, significant improvements will be made to bus infrastructure to change the perception of public transport in the town. **Modern and interactive bus waiting facilities** will be provided within close proximity to resident populations and facilities. **Real-time information** will be integrated at each stop, providing up-to-date information to passengers.



Bus priority measures will be designed into the town's street design, with advantage for bus travel provided over the car, particularly along the public transport corridor that will be created on the existing alignment of the A325. Bus priority will be provided at junctions, and bus lanes and bus-only links designed into the development. Access control will be considered on the existing A325 alignment, permitting only non-car and public transport journeys to travel through the town on this route. Opportunities also exist to upgrade the sub-regional connection to Rapid Transit corridors, with potential routes utilising the disused Bordon – Bentley rail corridor or provision of dedicated routing adjacent to the A325, to improve speed, journey time reliability and route attractiveness. These options will be the subject of further feasibility work as the strategy develops.

The Eco Town bus services will operate modern, accessible and environmentally friendly vehicles showcasing the latest technology available. Further consideration, and engagement with transport operators, is required before specific technology and bus specification can be finalised, but each of the town's hierarchy of bus services will use only the highest-quality fuel-efficient vehicles, designed to reduce the negative impacts of road based transport. This may include electric buses for local journeys, and hybrid, fuel cell or alternative fuel vehicles for local and sub-regional links. Each bus will be individually branded in accordance with the Travel Plan and subsidy and discount fares will be made available to support initial stages of the town's development into an Eco Town, after which commercially-run non-subsidy services would be established.



Rail Connection

Ensuring strong links between the town and the rail network is an important element of the emerging Transport Strategy. Initially the high-quality bus services provided early in the development will link the town's residents to mainline rail services at Liphook, Farnham and Alton. These services will synchronise with rail timings, and provide a convenient intermodal connection to the rail network. **Smart-Ticketing** will be implemented in association with transport operators to provide a seamless journey for the passenger, and discounts will be offered to incentivise public transport travel.

In the longer term, there is the potential to **re-establish a direct heavy rail connection** to the town. Feasibility studies are being undertaken to consider and assess this in greater detail, along with the potential for light rail. Initial considerations have focussed on the engineering constraints of delivering a direct rail connection, and a number of connection options have been identified, including connections to Bentley, Liss, Liphook and Alton. Further work will be undertaken in association with DCLG and Network Rail, along with other stakeholders, and will consider in greater detail the social, environmental, operational and land constraints involved in delivering a direct connection. Following this assessment a business case for the rail connection will be developed.



The Eco Town Masterplan proposes the safeguarding of land for future rail connection and has identified a preliminary location for a potential station site. Whilst it may be some years before a rail connection to the town is possible, the emerging Transport Strategy allows for its provision in later stages.

Public Transport Promotion

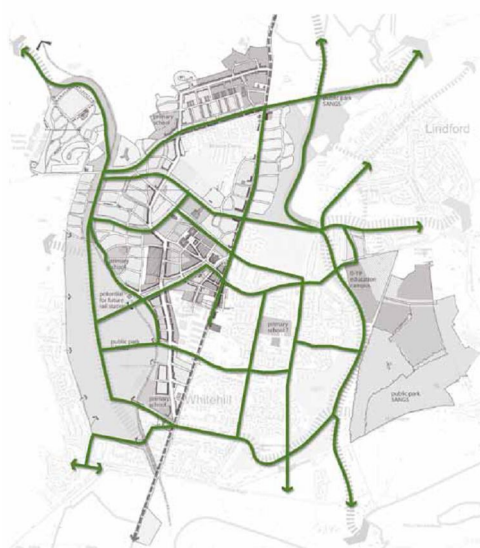
To maximise public transport usage 'Smarter Choices' measures will be required to support the improvements to services outlined. Co-ordinated through the **Town Transport Team** and identified in the Travel Plan, the supporting strategy to public transport promotion will include:

- Real-time passenger information at the Hub, Home and bus stop
- Provision of discount travel fares and taster tickets
- Introduction of smart-ticketing across services and modes
- Provision of simplified and accessible information provision
- Intensive public transport marketing and branding of services
- Personalised journey planning

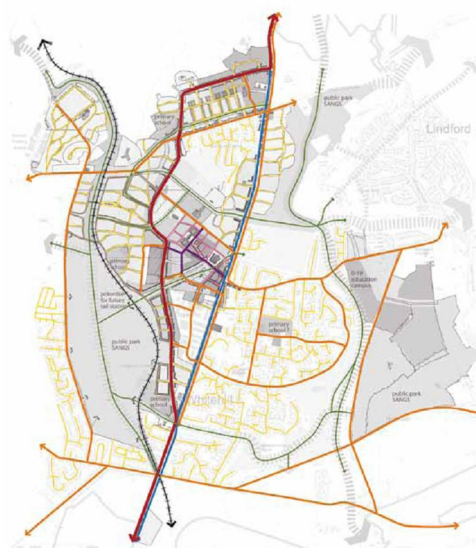
Walking and Cycling

Walking and cycling have the greatest potential to replace car trips within the town, with all resident population being located within easy walking and cycling distances of the town centre and core town facilities. Education, retail and commuting trips can all be undertaken by walking and cycling, but this will only happen if neighbourhoods are made genuinely walkable, and the attractive walking and cycling routes provided which are well lit and safe and offer a real alternative to short car journeys. The target is to achieve 25% of trips within the town made by walking and cycling modes.

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



The Green Grid



Well Connected Streets

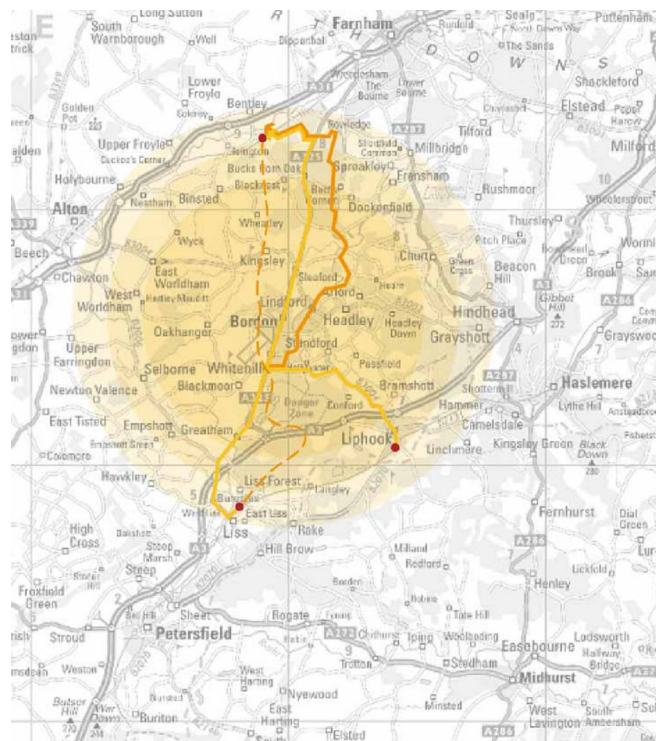
Street design within the town will be designed to accommodate the needs of pedestrians and cyclists through a comprehensive network of streets. The principles of “Manual for Streets” will be adopted where possible and inclusive street environments will be created that provide for all modes of movement.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

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

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

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

For trips outside the town, cycling offers an alternative option to the use of Public Transport and the car, particularly for leisure and commuting trips. A walking and cycling strategy for the town and its environs will be developed, to identify, detail and prioritise improvements to better link the town by cycle. These routes will link with existing opportunities, such as those promoted by Sustrans and those already available within the Alice Holt Forest. Initial consideration of potential town cycle connections suggests the potential to develop routes linking the town with the rail network at Liss, Bentley and Liphook, along with other leisure routes.



To support high-quality pedestrian and cycling routes within and outside of the town, modern and secure **cycle parking facilities** will be provided within the town, both in close proximity to major trip attractors and employment areas, but also within residential areas. New residential

dwellings will be provided with integral on-plot cycle parking facilities, and a programme of retro-fitting existing homes with cycle parking will be implemented. All new employment development will be required to provide changing and showering facilities.



Through the **Travel Plan**, walking and cycling will be promoted, with a number of initiatives implemented aimed at increasing foot and cycle travel within the town. The Travel Plan will provide a range of incentives including;

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

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

Managing Car Usage

There will remain a demand for car trips both within and outside the town, and it is acknowledged that the car will play an important role in future town travel. Demand will be pro-actively managed in a co-ordinated manner, and road transport must also play its role in reducing carbon emissions. Continuing advancement in transport and fuel technology offers opportunities to address some environmental problems through managed and improved car use.

The characteristics of the regional highway network mean that a significant proportion of traffic on the A325 serves no purpose within the town and causes a number of negative impacts, including severance, congestion and pollution. The Eco Town development would remove this traffic from the heart of the new town through the creation of a '**Commercial Street**' running through the new development area from Conde Way and linking with the A325 north of the Fire Station cross-roads. The current **A325 will be 'designed down'**, with traffic restriction along its length to deter and prevent through-traffic, to reduce traffic speed and to promote a sharing of space that places non-motorised travel first. Bus-only links will be provided, and frontage development promoted to provide the town with a central heart. The removal of heavy

Using the Transport Model, a **Traffic Management Strategy** will be produced. It will aim to mitigate any negative impact on local communities and deter traffic from using inappropriate rural roads surrounding the town. The strategy will focus on innovative use of traffic management measures, managing through-traffic and reducing any perceived advantage in the use of local rural roads. These traffic management measures will reinforce the road hierarchy developed for the town and influence driver behaviour, with the aim of reducing speeds and increasing safety.

Car Parking

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

A series of 'car-free' and 'car-reduced zones' within the town will be created and innovative approaches to residential parking will be introduced to maximise efficiency of parking provision and minimise land requirements. Car parking will be provided in visible central locations for the Eco Car Club, and opportunities to share parking between land uses will be investigated. Limiting car parking at the workplace will be considered and a balanced strategy which takes account of viability and the sustainability agenda will be developed, giving priority to car sharers and environmentally friendly vehicles in parking allocation.

An initial assessment of the potential that **Park and Ride** may play within the town has been undertaken, and this will be considered within the final parking strategy.

Smarter Choices

To support physical improvements to the sustainable transport systems within the town, the emerging Transport Strategy for the Eco Town embraces an intensive and innovative approach to the implementation of **Smarter Choices** initiatives. Targeted, flexible and appropriate Smarter Choices initiatives can be successful in reducing travel demand, and creating a shift away from the car to sustainable travel and lifestyle patterns. This brings benefits in reducing current and future congestion, and minimising the environmental impact of transport on the environment.

In Whitehill Bordon, a **Town Transport Team** will be set up to oversee and implement the Smarter Choice initiatives in the town, based at the Transport Hub. The role of the Transport Manager will be to implement and oversee the town Travel Plans, to work with local education providers, transport operators, residents and businesses to integrate sustainable working and living patterns into future town operations. A Town Travel Plan will be implemented, bringing together and providing management of individual travel plans for major retailers, employers and education providers.

The Town Travel Plan will promote sustainable transport through a flexible combination of measures including:

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

A web site and town 'Eco Travel' logo will support each Smarter Choices initiative, and will help to provide a co-ordinated and focussed promotion of sustainable transport.

A long-term Smarter Choices campaign will be aimed at tackling transport problems in the town, bringing existing and new developments together and fostering community cohesion. The success of the Travel Plan will be carefully monitored and regularly reviewed by the Town Transport Team, working closely with the District and County Councils.

Freight strategy

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

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

Summary Table of Emerging Transport Strategy Proposals

| Measure | Description | Aim |
|--------------------------------------|---|--|
| Masterplan | Co-location of facilities, services and population | Reducing the Need to Travel / Managing Car Demand / Encouraging Sustainable Travel |
| A325 Re-design | Designing down of the existing A325 to deter traffic movement, to create a quality of space and to make easily accessible by all modes of travel | Managing Car Demand / Encouraging Sustainable Travel |
| Innovative Street Design | High-Quality Manual for Streets-led street design throughout the town to provide for all users of the street - to include home zones, car-free and car-reduced areas and shared space | Managing Car Demand / Encouraging Sustainable Travel |
| Connected Network of Streets | Construction of an interconnecting network of streets to disperse and distribute traffic | Managing Car Demand |
| Commercial Street | Construction of a Commercial Street parallel to the A325, to remove through-traffic from the town centre and provide access to the new development areas. | Managing Car Demand |
| Eco Car Club | Introduction of an Eco Car Club, using environmentally friendly vehicles, available at discount prices to residents of the Eco Town | Managing Car Demand |
| Highway Improvements | Targeted highway improvements to add capacity where needed and to manage the transport network to maximise benefit. | Managing Car Demand |
| ITS Systems | Utilisation of ITS technology to manage town travel, provide interactive information and parking advice. | Managing Car Demand |
| Transport Hub | Iconic transport Hub in the centre of the town - provides for transport modal interchange and as a centre for town transport needs | Encouraging Sustainable Travel |
| Movement Corridor | Provision of a non-car movement corridor between the Transport Hub and the potential rail station - potential for innovative people-moving system | Encouraging Sustainable Travel |
| Eco Car Share | Creation of an Eco Car Share scheme to encourage car sharing for essential car trips, particularly commuter trips outside of the town | Encouraging Sustainable Travel |
| Potential for Direct Rail Connection | Investigate the potential for direct rail connection to Whitehill Bordon, both for light and heavy rail, including the development of the business case to support rail provision and routing. | Encouraging Sustainable Travel |
| High-Quality Bus System | Establishment of a high-quality three-tier bus system, providing regular and attractive services at the Town, Local and Sub-regional level, utilising environmentally friendly vehicles. | Encouraging Sustainable Travel |
| Bus Infrastructure | Provision of improved bus infrastructure throughout the town to include improved bus waiting facilities, storage depot, high-quality modern and interactive waiting facilities | Encouraging Sustainable Travel |
| Bus Priority Measures | Public transport priority improvements at junctions and along key corridors, including the wider A325 and the disused rail corridor. Consideration of bus-only highways, bus gates and bus lanes. | Encouraging Sustainable Travel |
| Real-Time Passenger Information | Provision of a fully interactive high-quality Real-Time Information System, available at the stop, the Hub and at Home. | Encouraging Sustainable Travel |
| Smart-Ticketing | Installation of smart-ticketing system to allow seamless transfer between mode, linked with the Eco Car Club, the Eco Cycle Hire scheme, the three-tier bus system and the rail network | Encouraging Sustainable Travel |
| Walking and Cycling Improvements | Improvement of existing and creation of new walking and cycling links between to local communities, including potential cycle links to Alton, Bentley and Liphook to connect to rail | Encouraging Sustainable Travel |

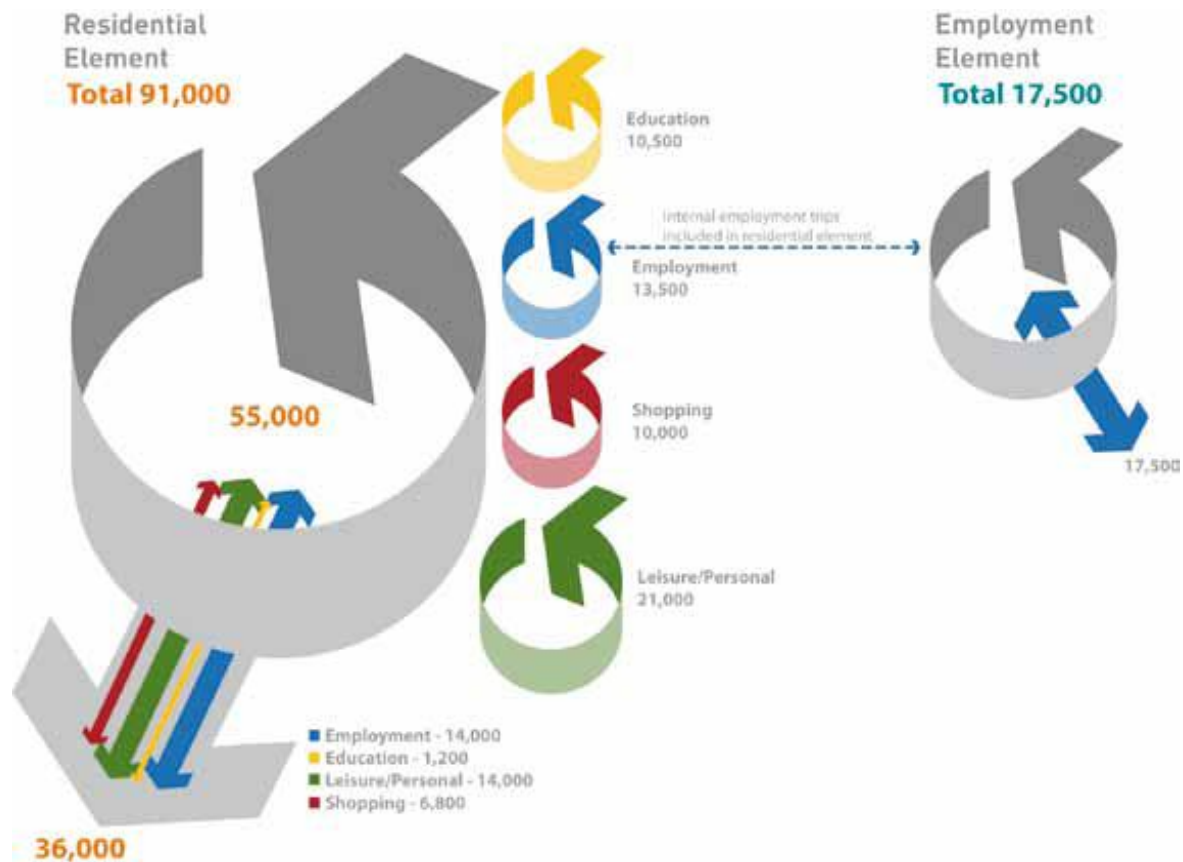
| | | |
|-----------------------------------|---|--------------------------------|
| Green Grid | Establishment of a Green Grid of pedestrian and cycle links within and around the town, where safe and attractive walking and cycling facilities are provided | Encouraging Sustainable Travel |
| Eco Cycle Hire Scheme | Provision of a Cycle Hire scheme, providing the latest electric cycles, alongside conventional pedal cycles, conveniently located around the town | Encouraging Sustainable Travel |
| Cycle Parking | Provision of secure high-quality cycle parking facilities in the town, and at the home. | Encouraging Sustainable Travel |
| Smarter Choice Measures | Intensive application of Smarter Choice Measures - including personalised Journey Planning, Information dissemination, travel events, vouchers and incentives | Encouraging sustainable travel |
| Town Transport Team | Establishment of the Town Travel Team to co-ordinate, promote and implement the Transport Strategy at the local level. | Encouraging sustainable travel |
| Changing and Showering Facilities | Provision of showering and changing facilities in the workplace | Encouraging sustainable travel |
| Travel Plan | Establishment of a Town Travel Plan to co-ordinate the sustainable mode and Smarter Choices agenda, to encompass individual travel plans for major employers and travel generators, including education | Encouraging sustainable travel |
| Broadband Provision | Installation of Broadband within homes | Reducing the Need to Travel |
| Remote Working Facilities | Provision of working space within the town | Reducing the Need to Travel |

| Future Work | Description | Aim |
|------------------------------|---|--|
| Rail Feasibility Study | DCLG-backed study to build upon previous Pre-Feasibility work and to evaluate the business case for direct rail connection to the town, along determining with delivery opportunities. | Encouraging sustainable travel |
| Smarter Choices Study | DfT-backed work to develop and determine the content of the Smarter Choices toolkit | Encouraging sustainable travel |
| Walking and cycling Strategy | Work to define and develop opportunities for walking and cycling within and connecting the town, including the Green Grid. Strategy to consider route prioritisation, feasibility design and finding potential | Encouraging sustainable travel |
| Parking Strategy | Strategy to define the car parking provision and control within the town, both at the origin and destination, to include assessment of potential for Park and Ride, town centre parking, residential parking provision and type, parking barns and the workplace parking levies | Managing Car Demand |
| Traffic Management Strategy | A strategy to develop and deliver traffic management improvement works on roads leading to and from the town to discourage through traffic from using inappropriate roads, to include feasibility design. | Managing Car Demand |
| Freight Strategy | A strategy to consider and detail the opportunities for Freight Transport to and from the town, including the potential for freight partnership co-ordinated deliveries, local delivery services and HGV routing and control | Managing Car Demand |
| Evidence Base | Development of the Evidence Base for the Eco Town proposals, including survey work and the building of a Transport Model to test and assess transport strategy interventions and assumptions and provide a sound basis against which to make future decisions. | Reducing the Need to Travel / Managing Car Demand / Encouraging Sustainable Travel |

Chapter 6 - What we will deliver

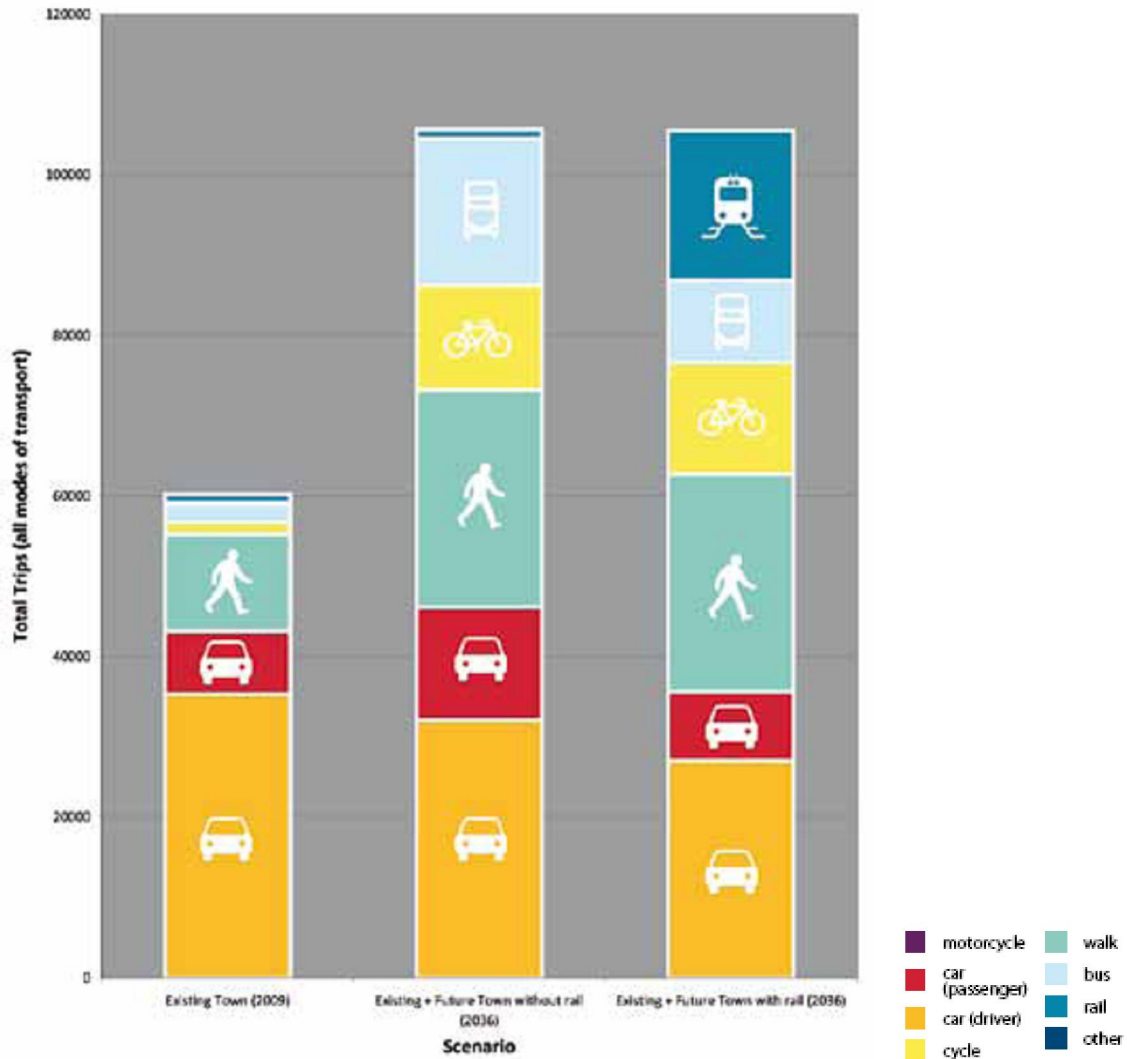
Along with the significant amount of planned development will come greater demand for transport. Total travel demand generated by the future town will be up to 80% more than currently exists. Influencing the way in which this travel is undertaken is key to the success of the emerging Transport Strategy.

With sufficient partnership, creativity and funding the emerging Transport Strategy will deliver real transport change within Whitehill Bordon and will create an 'exemplar' town that provides as far as possible for sustainable travel and greatly reduced reliance on the private car.



Providing that the town is able to attract the jobs, retail facilities and services to support the expanding population and promote containment, the integrated transport strategy set out in this document will ensure that the majority of this travel demand can be provided for by means of transport other than the private car.

Achieving the targets for transport mode splits, particularly the reduction in car travel to 25% of trips originating within the town, will mean that total traffic generated by the town in 2036 can be contained to levels below that which currently exist.



Containment of private car trips below existing levels will ensure that the environmental impact created by the town’s development will be minimised, while there will be no negative impact of transport on the environmentally sensitive areas surrounding the town.

Equally, congestion will be minimised, meaning that with the significant improvements to public transport that will bring wider benefits outside the town, the transport impact of the Eco Town can be successfully mitigated.

Further work, set out previously in this document, is currently being undertaken to establish the potential to achieve these targets and to consider the potential impact on the environment and local communities should these targets not be met. The findings of this work will feed into the future Transport Strategy, and inform future infrastructure requirements.

Chapter 7 – Partnership Working and Engagement

Critical to the success of the Eco Town in achieving its Vision and Objectives will be continued and close working between a range of different organisations and bodies. Key Stakeholders include:

- Hampshire County Council
- East Hampshire District Council
- Whitehill Town Council
- Surrey County Council
- Highways Agency
- Ministry of Defence
- Government Office of the South East
- Network Rail
- Bus Operators
- Train Operators
- Community Groups
- Voluntary Sectors
- Local business groups
- Resident Groups

The Eco Town governance structure currently being developed will ensure that co-ordinated and regular partnership working occurs at all levels. Collaborative working and involvement will ensure:

- Ensure community involvement and strategy ownership from the outset
- Provide leadership and direction throughout the delivery of the town's development
- Ensure that relative priorities are considered and balanced
- Provide a vehicle for delivery of future transport infrastructure and service improvements.

Chapter 8 – Strategy Delivery

Implementation Plan

Infrastructure and services to support the Eco Town will need to be carefully phased throughout the development of the town, to provide support that meets evolving demand and to establish new travel patterns befitting an 'exemplar' Eco Town development. It is critical that essential services and infrastructure are provided in the early stages, or before, the major development of the town occurs, in order to set the template for new resident behaviour and to begin to shift the travel patterns of existing residents.

A series of 'Quick Win' projects, representing early implementation of a number of items detailed in the emerging transport strategy, will be brought forward in conjunction with Eco Town funding. Precise measures to be implemented at this early stage are not yet determined, but are likely to include:

- Provision of Phase 1 of the Transport Hub
- Employment of the Town Transport Manager
- Improvement to bus services, infrastructure and trial of new technologies
- Pedestrian and cycle improvements, and Eco Cycle Hire scheme
- Establishment of town Eco Car Club and Car Share schemes

In order to deliver a state-of-the-art integrated transport system, and to provide the initiatives and services required to support the Eco Town and meet the Eco Town standards, a variety of funding streams will be required to deliver the strategy. These include;

- Existing Local and Regional Funding Streams (i.e RFA, CIF, TIF, RIF)
- DCLG Eco Towns Growth Fund
- Local Transport Plan Allocation
- Private Sector Funding (S106 / 278, Community Infrastructure Levy, tariffs)
- Annual Community Charge / Levy
- Private Investment (Local Authorities, transport operators / providers, local business)

Monitoring and Reporting

To ensure that the Eco Town targets are met or exceeded, and to appraise and inform the future and emerging Transport Strategy, close monitoring of transport trends and behaviour will be required. This will be co-ordinated under the Town Travel Plan, and carried out by the Town Transport Team.

Total travel demand will be monitored through bi-annual census surveys, co-ordinated through communication systems outlined in the Travel Plan. These will provide detail on transport trends as the town develops at both the home and workplace. These surveys will be supported by use of new and already available technology such as ANPR cameras to measure and monitor town through traffic and traffic generation. Using the surveys the Travel Plan will be able to monitor total travel demand, modal split and shift, and make estimations as to the carbon impact

of the Transport Strategy. Cycle Counters will be installed on the Green Grid and at locations within the town, and multi-modal travel surveys will be undertaken periodically.

To assist measurement of transport trends, the success of the initiatives outlined in the emerging Transport Strategy will also be closely monitored, to enable any modifications to the Transport Strategy to be considered in later stages of the development and as the town evolves. The patronage of bus services will be an important way to determine appropriate service provision and timetabling, and membership of the Eco Car Club, Eco Car share and Eco Cycle Club will also be measured regularly.

Further / Ongoing Work

To inform the emerging transport strategy, a number of further pieces of work will be undertaken.

Rail Feasibility Study – To develop the engineering pre-feasibility study, and provide the full assessment and business case appraisal of future direct rail connection for the town.

Development of a Town Transport Model – A Transport Model to quantify and test the impact of the Eco Town, and to inform the future Transport Strategy and Infrastructure requirements of the town.

Development of the Transport Assessment – A detailed Transport Assessment to provide a sound evidence base for future planning decisions.

Walking and Cycling Strategy – A strategy to provide high-quality walking and cycling routes in and to/from the town.

Smarter Choices Study – A strategy for the Smarter Choices and demand management approach to the Eco Town.

Parking Strategy – A strategy for car parking provision and control within the town, at both the origin and destination.

Freight Strategy – A strategy to manage and control deliveries in a sustainable way.

Chapter 9 – Conclusion

By integrating planning and transport from the outset, and by working in partnership with local authorities, key stakeholders and local communities, Whitehill Bordon offers an opportunity to revolutionise travel within the town, rebalancing priorities away from the private car. It will deliver important and visible improvements, reducing the negative impacts of existing behaviour on the environment, the community and the local transport network.

This emerging Transport Strategy is a developing document that draws from ongoing work and sets the framework for a future transport system. It provides for the needs of the future population, enhancing the ability of the town to support population growth and reducing the negative side of existing travel patterns.

The emerging Transport Strategy demonstrates how existing transport trends have informed and influenced future proposals, and also shows that if the targets set out are achieved, the transport demands of the new greatly expanded town can be accommodated on the network without significant adverse impact.

Achievement of these targets however will require continued partnership working with stakeholders and Government, and require significant improvement in existing transport systems to ensure that an integrated and modern transport system is provided that offers real choice to town residents and encourages a shift away from the private car. Significant improvements to walking and cycling will support the implementation of a state-of-the-art public transport system, and the future potential for direct rail will be explored and pursued.

To compliment improvements to non-car based transport, the strategy seeks to reduce travel demand by ensuring that the facilities local people want to use and get to are located within the town, and that there are easily accessible and sustainable ways to get to them. Smarter Choices measures will be intensively implemented to inform and encourage uptake of the transport alternatives, including a car club, car share schemes and eco-bike clubs.

The private car will continue to play an important role in the future town, and the emerging Transport Strategy seeks to pro-actively manage car demand, providing improvements which maximise the existing network where required, removing undesirable through traffic from the heart of the town, and dispersing car trips onto a network of permeable and inter-connected streets.

The measures and improvements set out in the emerging Transport Strategy apply not just to the new population, but extend across the whole town, and offer real opportunity for local people to integrate and travel in a convenient and comfortable manner.

Whitehill Bordon offers an opportunity to design and implement a high-quality, integrated, sustainable and modern transport system. It will enable growth to take place in an affordable, deliverable and innovative way that maximises existing assets and opportunities without damaging the environment or the local community.