



Hampshire County Council

WHITEHILL AND BORDON TRANSPORT STRATEGY





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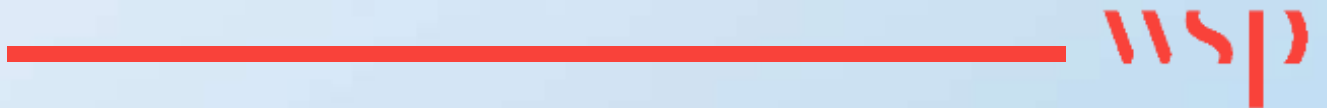
Shortlisting scoring criteria

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Delivery plan

1

Introduction



1 Introduction

1.1 Background

- 1.1.1 Hampshire County Council (HCC) have commissioned WSP to develop an updated Transport Strategy for the area of Whitehill and Bordon.
- 1.1.2 An existing transport strategy, setting out a package of schemes, was produced in 2013. This was to mitigate the impact of extensive development following the closure of the Bordon Camp military base in the area. Many of the largest schemes that were identified in the 2013 transport strategy have been delivered.
- 1.1.3 In addition, a new Local Transport Plan 4 (LTP4) was adopted by Hampshire County Council in February 2024. The Local Transport Plan is the strategic document for all aspects of transport and the new LTP4 places a greater focus on delivering a carbon neutral, resilient and inclusive transport system designed around people.
- 1.1.4 With significant changes in population, travel patterns and a changing policy focus, a new strategy for Whitehill and Bordon is being created to reflect current priorities. The new strategy will:
- Apply the principles and policies of the Hampshire Local Transport Plan (LTP4);
 - Inform the priorities for the spend of the remaining Section 106 (S106) funding from the development.

2 Policy

2.1 Introduction

- 2.1.1 National, regional and local policy were reviewed to determine the context for investment in transport infrastructure in Whitehill and Bordon.
- 2.1.2 More detail information on the policy documents that were reviewed can be found in Appendix A. Figure 2-1 shows where the Whitehill and Bordon Transport Strategy fits alongside current policy.

Figure 2-1 - Whitehill and Bordon Policy Tree



2.2 National Policy

- 2.2.1 The Department for Transport's (DfT's) Transport Investment Strategy (TIS) identifies that reducing congestion and strengthening connectivity are both crucial for boosting the economy. It focuses upon the role of transport investment in supporting the housing market, such as the A325 Relief Road, in helping to unlock development of Whitehill and Bordon.
- 2.2.2 The DfT's Transport Decarbonisation Plan sets out the commitment to decarbonising all forms of transport in support of achieving the UK's target of net zero emissions by 2050. Key commitments include ambitions for 50% of journeys in towns and cities to be cycled or walked by 2030, and the delivery of 4000 zero emissions buses. The plan also recognises that many longer journeys and those living in rural areas will depend more heavily on roads.
- 2.2.1 The National Bus Back Better Strategy sets out the government's ambitions to make radical improvements to bus services and infrastructure. Increased funding for buses, creation of Enhanced Partnerships, and support for the purchase of zero emission buses will increase bus patronage, lower operating costs and improve the reliability of the bus network.

2.2.2 The DfT's Cycling and Walking Investment Strategy and the DfT's Gear Change describes a bold vision to achieve a step-change in cycling and walking across the country, aiming to make cycling and walking the first natural choice for short journeys. The documents were supported by Local Transport Note 1/20 (LTN 1/20) which provided more detail on the suitable level of infrastructure provision, based on traffic volumes and speed.

2.3 Regional Policy

2.3.1 Transport for the South East (TfSE) was established in 2017 and is the Sub-National Transport Board (STB) covering Bordon and surrounding areas in the southeast of England.

2.3.2 The TfSE Transport Strategy sets out a vision to grow the southeast's economy by delivering a safe, sustainable, and integrated transport system that makes the southeast more productive and competitive, improves the quality of life for all residents, and protects and enhances its natural and built environment.

2.3.3 TfSE have also produced a Strategic Investment Plan (SIP) for delivering its strategy and a Future Mobility Strategy for the area.

2.4 Local Policy

Local Transport Plan

2.4.1 HCC's Local Transport Plan 4 (LTP4) was adopted in February 2024. It sets the vision for transport in Hampshire to 2050 as:

"A carbon neutral, resilient and inclusive transport system designed around - and with - people, which: supports health, wellbeing and quality of life for all; supports a connected economy and creates successful and prosperous places; and respects and seeks to enhance Hampshire's unique natural and built environment."

2.4.2 The LTP4 has been developed to reflect HCCs climate emergency and carbon neutrality principals to avoid, reduce, replace, and offset carbon emissions. It is based on two guiding principles:

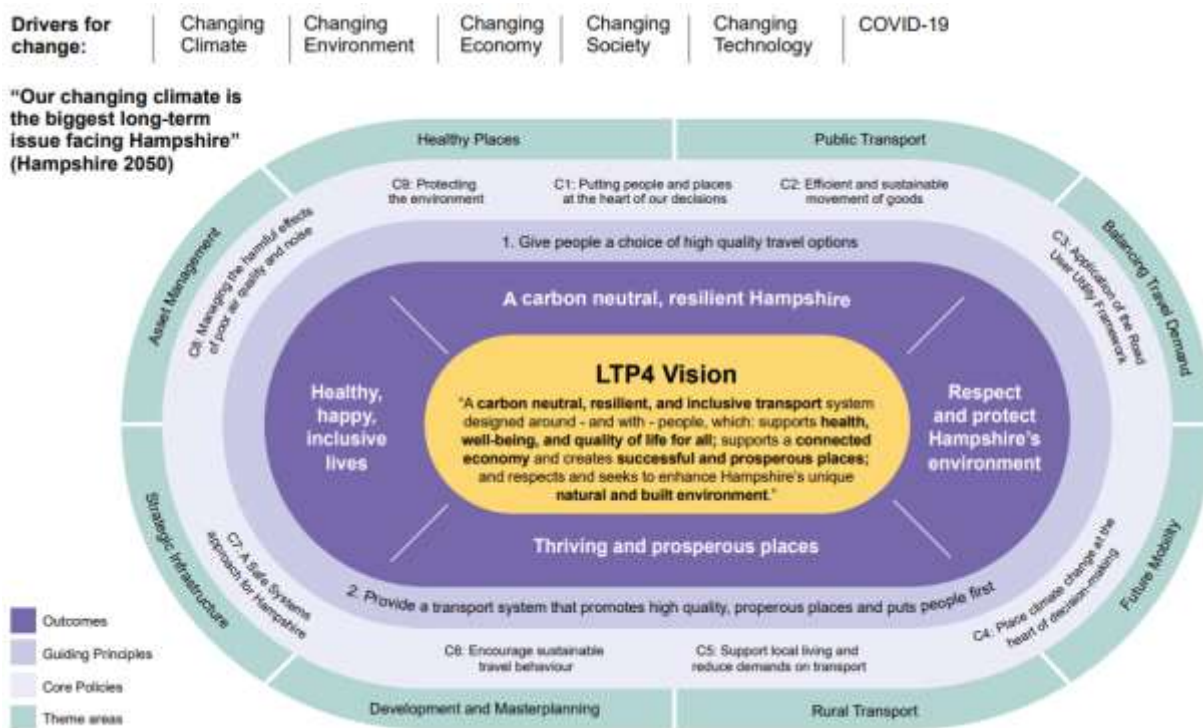
1. Give people a choice of high-quality travel options, and
2. Provide a transport system that promotes high quality, prosperous places and puts people first.

2.4.3 The LTP4 seeks to develop a transport system that:

- Supports a vibrant economy;
- Is safe and healthy to use;
- Does not pollute the environment with poor air quality and noise;
- Removes severance (where traffic flow impedes the movement of pedestrians and cyclists) and disparities within the county's streets and communities; and
- Allows residents to live healthier and more empowered lives.

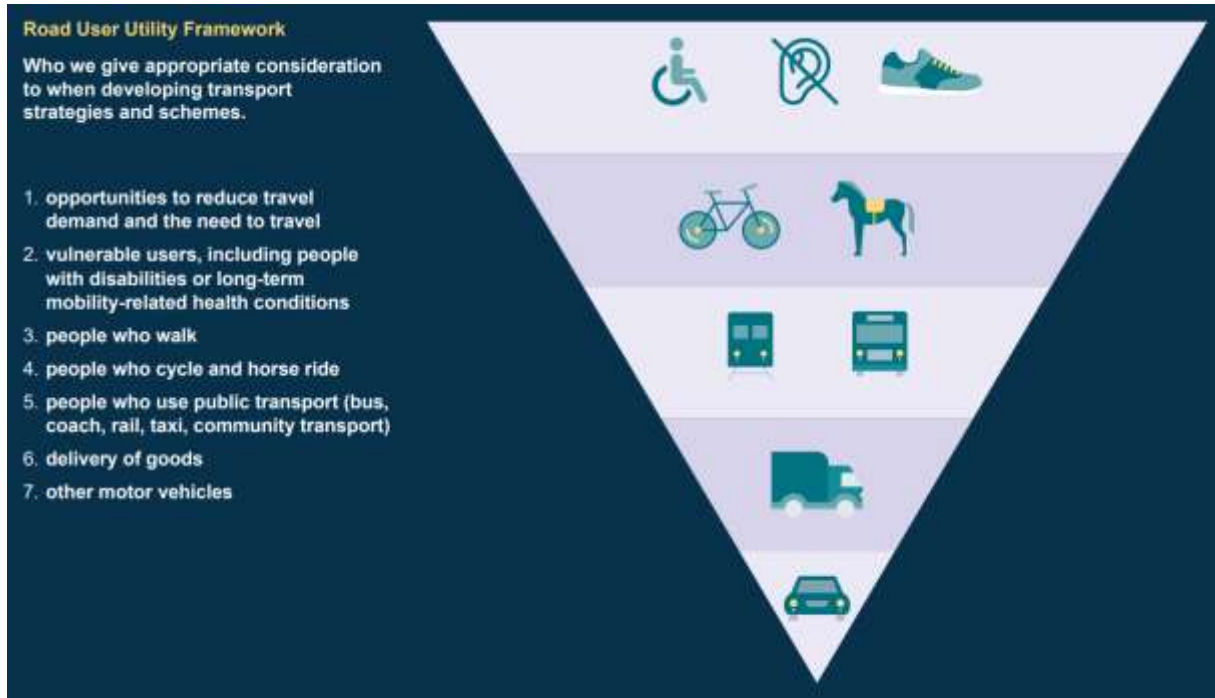
2.4.4 Figure 2-2 provides an overview of the outcomes, guiding principles, core policies and theme areas which make up the LTP4.

Figure 2-2 - HCC's LTP4 at a glance



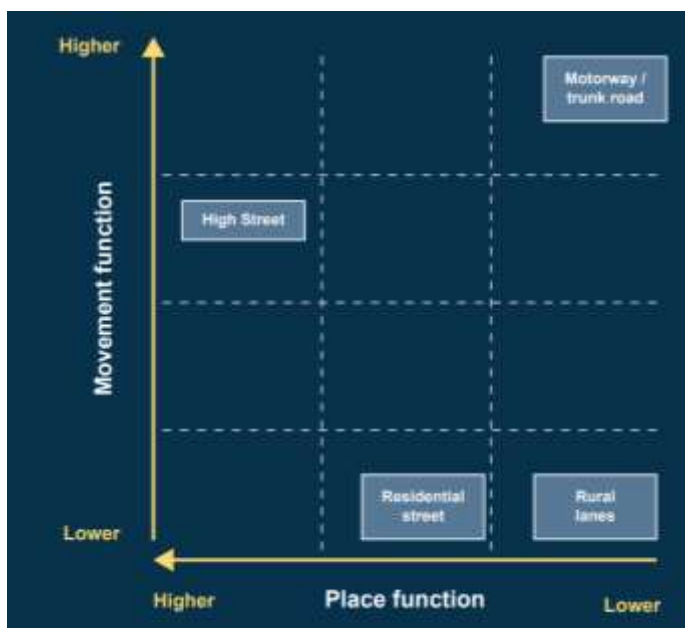
2.4.5 The LTP4 includes a Road Utility Framework to inform the development of transport strategies and schemes. This places walking and wheeling, followed by cycling and equestrians at the top of a hierarchy, as shown in Figure 2-3.

Figure 2-3 - HCC LTP4 Road User Utility Framework



- 2.4.6 In addition, the LTP4 includes a Movement and Place Framework. This identifies the relative balance between movement and places in different locations and should inform decisions about the type of intervention required on different streets based on its function. The Hampshire LTP4 Movement and Place Framework, as shown in Figure 2-4, follows a similar approach to what is set out in the Manual for Streets.

Figure 2-4 - LTP4 Movement and Place Framework



2.4.7 The LTP4 provides the primary policy document for informing and shaping the Whitehill and Bordon Transport Strategy.

Local Plan

2.4.8 East Hampshire District Council (EHDC) is the Local Planning Authority covering Whitehill and Bordon. A draft Local Plan Regulation 18 was published in January 2024.

2.4.9 The vision for EHDC's Local Plan is:

“By 2040 and beyond, our residents will live in healthy, accessible and inclusive communities, where quality affordable homes, local facilities and employment opportunities in sustainable locations provide our communities with green and welcoming places to live, work and play and respond positively to the climate emergency”.

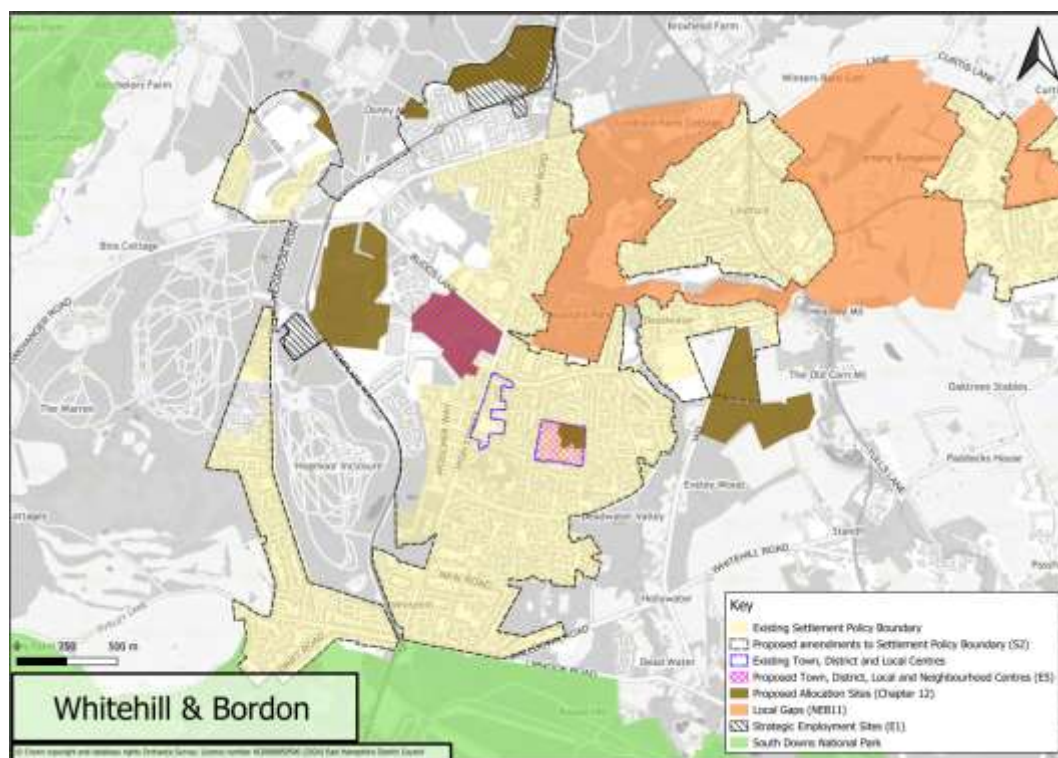
2.4.10 The Local Plan identifies 8,816 homes in the East Hampshire Area and 266 in the South Downs National Park. In Whitehill and Bordon, 677 homes are proposed in this time.

2.4.11 The Local Planning Authority aims to provide 28.2 ha of employment land in the Local Plan Area. The following areas in Whitehill and Bordon are designated as Strategic Employment Sites and given the highest protection and safeguarding from loss to non-employment uses:

- Asmodee, Templars Way
- Land at Lion Court, Farnham Road
- Tech Forest and land to the North, Louisburg Avenue
- Bordon Innovation Centre (BASE), Barbados Road
- Bordon Future Skills Centre, Hudson Road

2.4.12 The new town centre in Whitehill and Bordon also has employment development opportunities.

Figure 2-5 - Existing and proposed development in Whitehill and Bordon



Bus Service Improvement Plan

- 2.4.13 HCC, in collaboration with bus operators and neighbouring Local Transport Authorities (Southampton City Council, Portsmouth City Council and Surrey County Council), have developed a Bus Service Improvement Plan (BSIP) along with an Enhanced Partnership to implement the BSIP.
- 2.4.14 The objectives of the BSIP are aligned to the LTP4 principle of giving people a choice of high-quality transport options.
- 2.4.15 Although a specific target for Whitehill and Bordon is not mentioned, it is expected that the Whitehill and Bordon would benefit from the following BSIP Countywide targets:
- Based on the assumption that the bus passenger numbers will return to around 80% of pre-Covid-19 levels by the end of March 2023, the BSIP aims to recover bus passenger numbers to 100% of pre-Covid-19 levels by March 2025. Thereafter, bus passenger numbers are estimated to increase by 10% between April 2025-March 2030.
 - Improve bus passenger satisfaction by 5% from a base of 89% in 2019/20 to 94% by March 2025.

2.5 Existing Town Policies

- 2.5.1 The relocation of the Bordon Army Barracks presented a unique opportunity to regenerate Whitehill and Bordon in a sustainable way that meets the needs of the local plan.

2.5.2 The Whitehill and Bordon Eco-Town Masterplan (2010) provided the framework for ensuring the area is successfully regenerated and delivers the towns vision which is as follows:

“Our vision for Whitehill and Bordon Eco-Town will put the outstanding natural environment at the heart of the regeneration. The Eco-Town vision means that new facilities, leisure opportunities, jobs, education, infrastructure and housing will be provided to enhance this unique area and create a model sustainable community that is recognised locally, regionally and nationally”.

2.5.3 The Masterplan sets out the area wide plan for delivering 4000 new homes and regeneration of the town centre, including the new A325 Relief Road, traffic management along the A325 and a new transport hub in the town. Initial proposals for a new railway station were later rescinded.

2.5.4 Along with the Masterplan, in 2010 HCC published the previous Transport Strategy for Whitehill and Bordon in recognition of the anticipated growth. This was intended to be flexible and to be revised as the town grows and as such this Transport Strategy document will replace it.

2.5.5 Following the 2010 Transport Strategy in 2013 there were a number of emerging strategies and studies, including:

- The Whitehill and Bordon Traffic Management Strategy. The purpose of this strategy was to discourage the use of the traffic along inappropriate routes. Interventions were both physical and softer, reducing the impact of the new Eco-Town on local villages and communities.
- The Whitehill and Bordon Eco-Town Parking Strategy. The purpose of the strategy was to assess the level of parking required on and off site, and to manage car-based travel demand in the transition towards an exemplar sustainable development.
- The Whitehill and Bordon Walking and Cycling Strategy. This outlined provision for walking and cycling, to encourage current and future residents of Whitehill, Bordon and Lindford to make journeys on foot or by bicycle as opposed to car. The strategy aimed for a phased implementation of a comprehensive and cohesive network of pedestrian and cycle links and facilities.
- Whitehill and Bordon Eco-Town Public Transport Strategy. This outlined the framework for a future public transport system; identifying the improvements needed to challenge and change attitudes to public transport amongst current residents; reducing the dominance of the private car in current travel patterns; minimising any negative transport impacts of the town’s regeneration on local communities and the environment and; above all, to make it a real possibility to live in Whitehill and Bordon without having to own a car.

3 Current conditions

3.1 Demographics

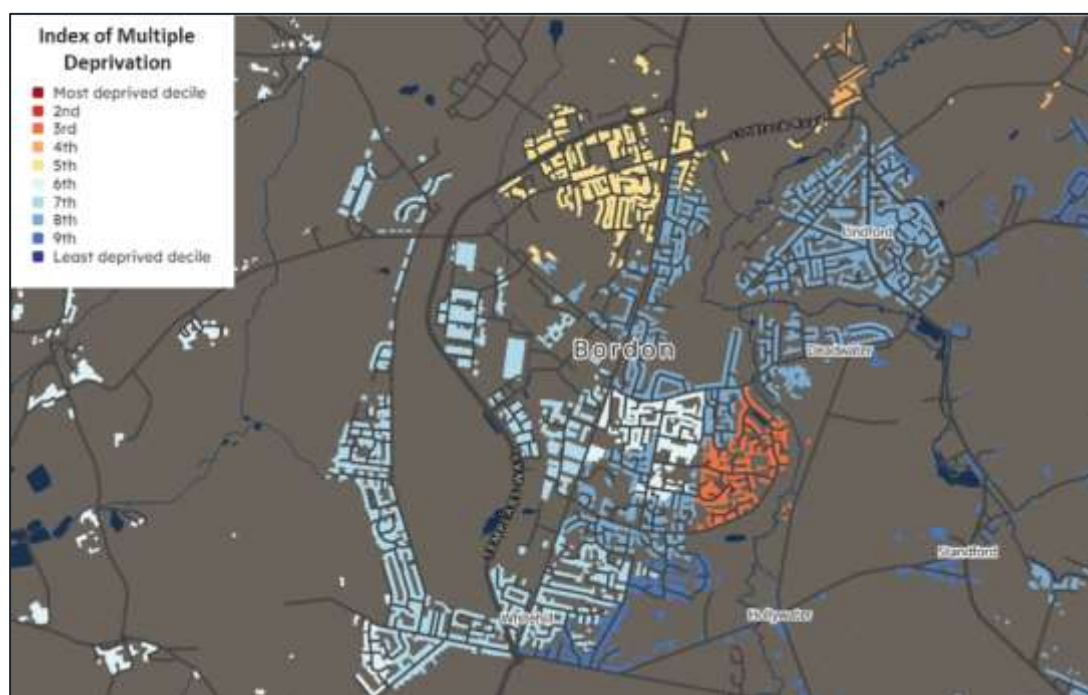
- 3.1.1 Census data shows the population of Whitehill and Bordon in 2021 to be 21,129. Nearly half of the population are aged between 30 and 64, while children aged under 15 years represent 18% of the population, and those aged 65 represent 16%.
- 3.1.2 The table below shows that Whitehill and Bordon has a younger population than across East Hampshire, Hampshire, and England. For example, the 16% of residents aged 65 and over is much lower than the Hampshire County average of 22%

Table 3-1 Comparison of age distribution of Whitehill and Bordon and regional averages

Age	Whitehill and Bordon	East Hampshire	Hampshire	England
Below 15 years	18%	16%	17%	17%
15 - 29 years	17%	15%	16%	18%
30 - 44 years	21%	17%	19%	20%
45 - 64 years	28%	29%	27%	26%
65 and over	16%	23%	22%	18%

- 3.1.3 Generally, residents of the town are less deprived. There are however areas with higher levels of deprivation. This includes an area to the east adjacent Hollybrook Park that is within the third most deprived decile of England.

Figure 3-1 Index of Multiple Deprivation in Whitehill and Bordon (2019)

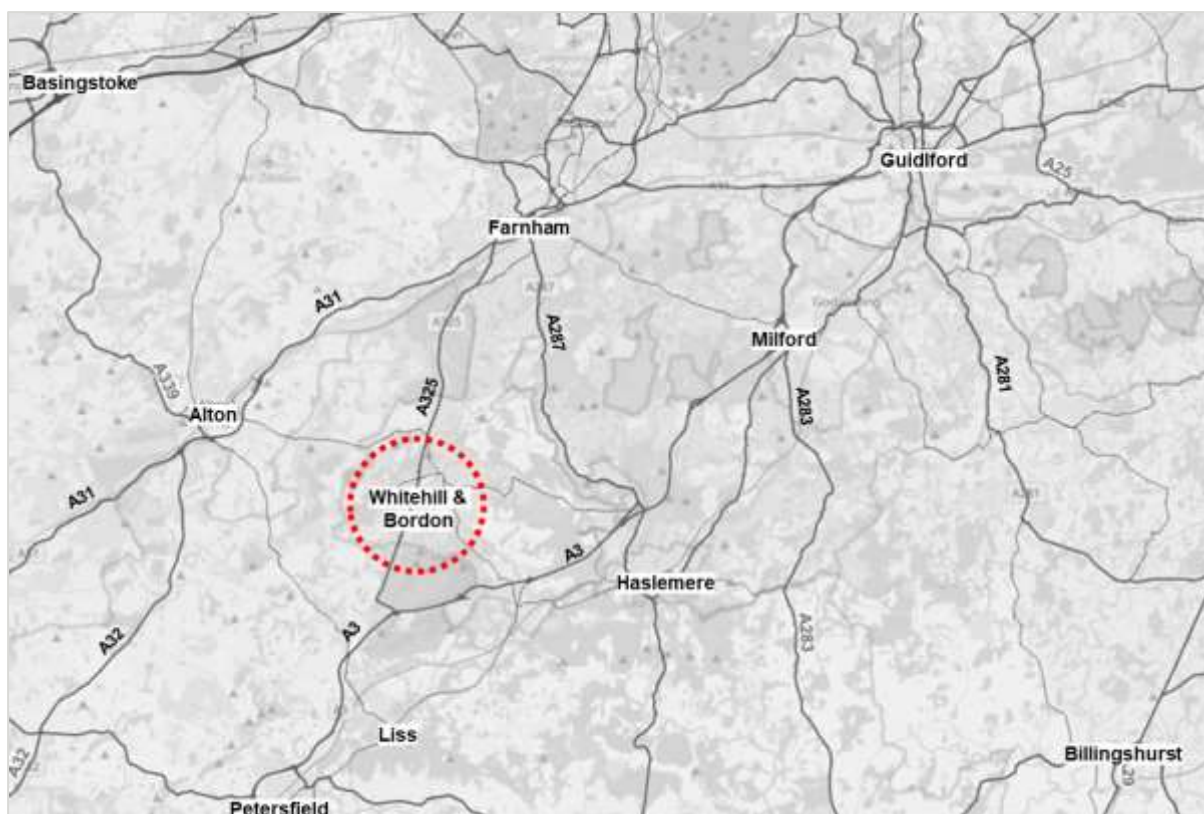


3.2 Transport network

Road

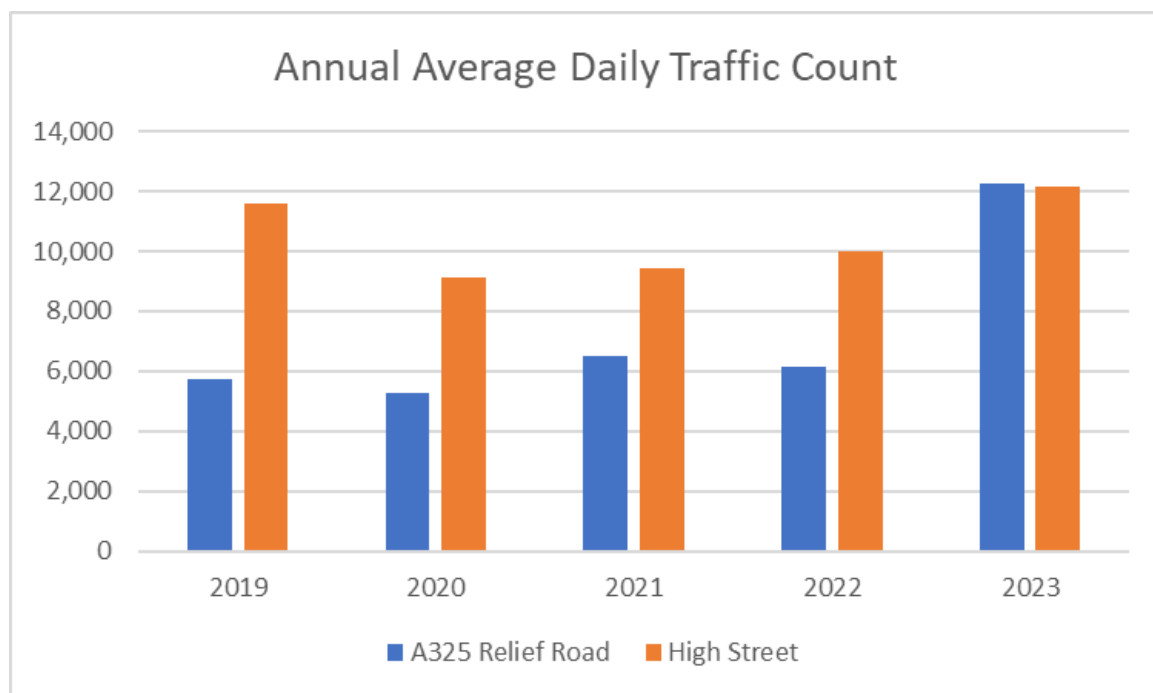
- 3.2.1 Whitehill and Bordon is located between the A3 to the south which runs from London to Portsmouth and the A31 to the north which runs from Guildford to Winchester as shown on Figure 3-2. Whitehill and Bordon is located on the A325 which links the A3 and A31 between Liss and Farnham.
- 3.2.2 The A325 which previously ran through the town was diverted to a Relief Road by-passing the town to the west. The Relief Road is a total length of 4.1 km and was opened in its entirety in January 2019. The previous A325 and High Street has since been downgraded to a C Road (C114).

Figure 3-2 Location of Whitehill and Bordon along with the local road network



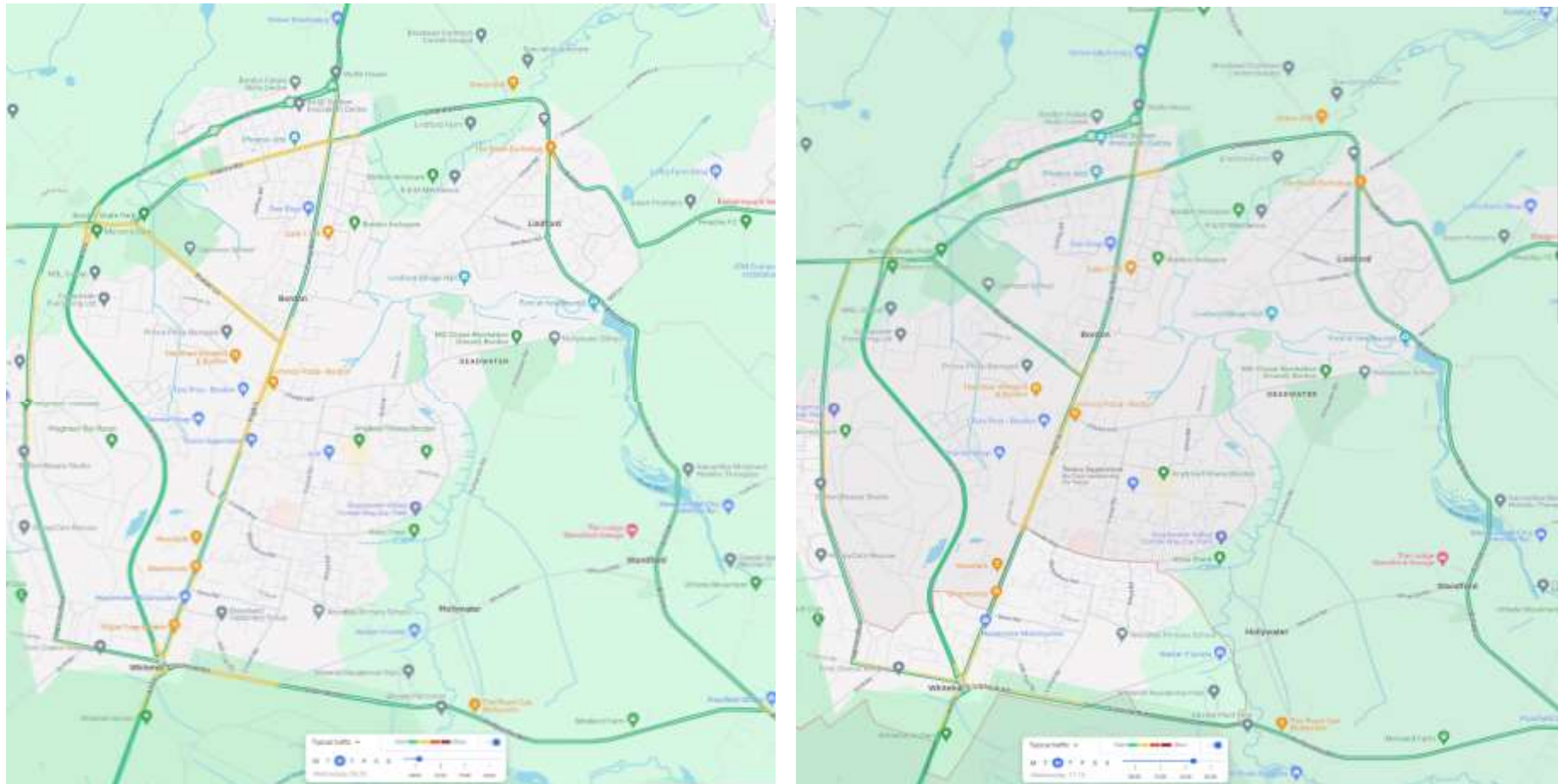
- 3.2.3 Figure 3-3 shows the Annual Average Daily Traffic Count (AADT) along the Relief Road and High Street for past five years. The Covid-19 pandemic and associated orders not to travel impacted traffic flows in 2020 and 2021. The A325 now carries the same volume of traffic as the High Street, with flows of 12,000 vehicles per year on both road in 2023.
- 3.2.4 The traffic flows on both roads would be above the threshold of 6,000 vehicles set out in LTN 1/20 for when dedicated segregated facilities for walking and cycling are required.

Figure 3-3 - AADT on the A325 Relief Road versus the High Street



- 3.2.5 Figure 3-4 displays highway congestion experienced in Whitehill and Bordon for an average Wednesday AM and PM. Green links represent routes with little or no congestion, with yellow, orange or red indicating greater levels of congestion and delay.
- 3.2.6 The roads in Whitehill and Bordon are predominantly green, with some yellow in peak periods. The High Street experiences some congestion between Budds Lane and Conde Way during both the AM and PM peak hours. Station Road and Budds Lane are congested during AM peak. The A325 Relief Road is largely free flowing apart from minimal congestion at the southern roundabout with Liphook Road and the crossroads with Oakhanger Road. This indicates capacity to encourage more traffic onto the Relief Road and away from the town centre.

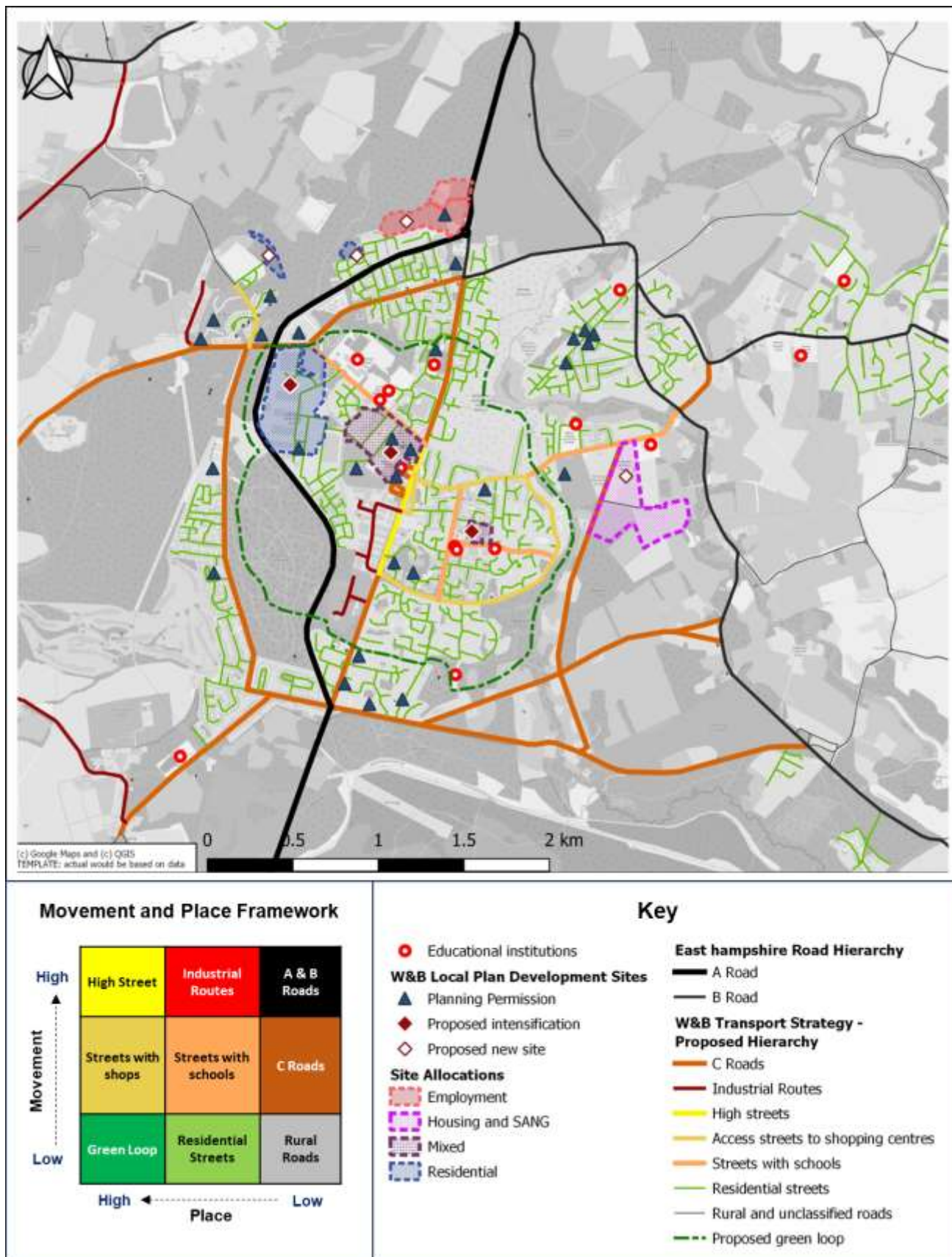
Figure 3-4 - Whitehill and Bordon highway congestion for a typical Wednesday AM and PM



Source: Google maps

- 3.2.7 The LTP4 Movement and Place Framework as mentioned in Figure 2-4 in Section 2.4 has been applied to Whitehill and Bordon, and colour coded to indicate where each road sits within the framework.
- 3.2.8 This designation shows a figure-of-eight shape of streets to the northwest (Budds Lane/Station Road) and southeast (Conde Way) of the High Street which have a higher place function, and therefore where it is considered that greater focus should be given to quality of place and the environment for walking, wheeling and cycling.

Figure 3-5 HCC's LTP4 Movement and Place framework applied to Whitehill and Bordon



Bus

- 3.2.9 The area is served by Stagecoach South and Hampshire Community Transport, which provide routes to Aldershot, Liphook, Haslemere, Alton, Farnborough, Petersfield and Basingstoke. Table 3-2 presents details of regular bus services through the area.
- 3.2.10 Bus 18 runs hourly from Aldershot Princes Gardens via Farnham to Bordon, while bus 13 provides an hourly service from Basingstoke to Whitehill via Alton all day except Sundays. Hampshire Community Transport is operating every half hour in Bordon Town. Bus 23 operates between Liphook Sainsburys and Haslemere Town Hall, five services per day on weekdays, 3 services on Saturdays and half hourly on Sunday mornings.
- 3.2.11 Bus 113 Liphook Sainsburys - Holybourne Alton College, bus 418 Whitehill Bus Turning Circle - Farnborough Green Sixth Form College, and bus 737 Havant and South Downs College - Petersfield - Bordon are not easily accessible. All of these locations offer only one service per day throughout the week and none on weekends.
- 3.2.12 Based on the data from Hampshire Enhanced Partnership Plan and BSIP for local bus services (April 2023), currently, the Bordon to Haslemere bus service (routes 13,18 and 23) are supported by the Local Transport Authority. Of which routes 13 and 18 operate with 35% support from HCC, including some Home to School Transport funding. While route 23 is fully supported by HCC. Additionally, the Bordon Town '28' Taxishare is a Demand Responsive Transport service (DRT), fully supported by HCC and additional grants which operates on an all-day timetable. Other bus routes operating in Whitehill and Bordon are fully commercial.

Table 3-2 - Regular bus service in East Hampshire

Service	Route	Operator	Weekdays	Saturday	Sunday
13	Basingstoke – Alton- Whitehill	Stagecoach South	Hourly 7:50–19:50 with additional 6:35 service	Hourly 7:50–19:50 with additional 6:35 service	No Service
18	Aldershot Princes Gardens - Bordon	Stagecoach South	Hourly 09:02-14:02,16:12-20:17 with additional 5:52,6:52,8:22 and 15:22 services	Hourly 6:22-20:17	Every two hours 08:06-18:06
23	Liphook Sainsburys - Haslemere Town Hall	Stagecoach South	5 services per day	3 services per day	Every half hour 10:00-13:30

Service	Route	Operator	Weekdays	Saturday	Sunday
28	Bordon Town Service	Hampshire Community Transport	Every half hour 10:00-13:30	Every half hour 10:00-13:30	Every half hour 10:00-13:30
113	Liphook Sainsburys - Holybourne Alton College	Stagecoach South	1 service at 08:40	No Service	No Service
418	Whitehill Bus Turning Circle - Farnborough Green Sixth Form College	Stagecoach South	1 Service at 07:25	No Service	No Service
737	Havant and South Downs College - Petersfield - Bordon	Stagecoach South	1 Service at 16:40	No Service	No Service

Community Transport in East Hampshire

3.2.13 Apart from regular bus services in Whitehill and Bordon, Connect Call and Go East Hampshire is an on-demand service in the district for anyone whose transport needs are not met by public transport. Connect Call and Go is an HCC scheme which is operated in East Hampshire by Community First. Currently the following services are being provided as part of the scheme:

- 1 bus to Alton on Tuesday each week from Bordon and surrounding villages.
- 2 buses to Petersfield on Wednesday of each week from Bordon and surrounding villages.
- Last Saturday of the month there are Call and Go Outings service to various destinations for example Portsmouth, Worthing, Garden Centres, Reading, at a cost of £12 return journey.
- Local health stops such as GP surgeries.

Whitehill and Bordon and environs – Town Hoppa Proposal (January 2023)

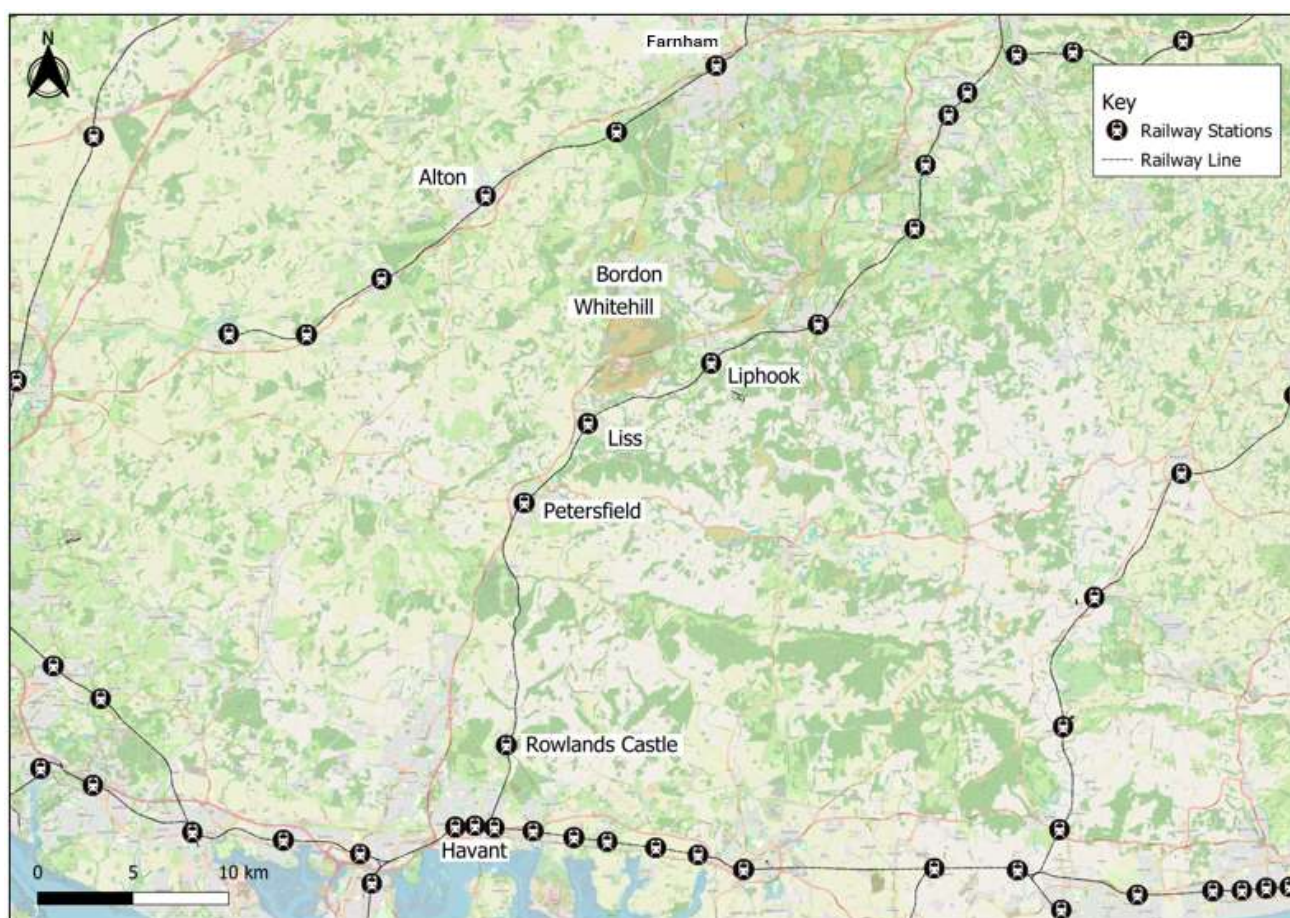
3.2.14 In January 2023 a study was undertaken to propose a Town Hoppa for Whitehill and Bordon and its surrounding area, to move people around the town, and to the communities living on the eastern side of the town, to the rest of the town including the new town centre.

- 3.2.15 Whitehill and Bordon Regeneration Company (WBRC) has proposed a pilot project of a looped local bus service in partnership with a local bus provider.
- 3.2.16 It would involve two electric buses servicing two routes in the town with regular connections to Headley, Chocolate Frog (towards Oakhanger) and Country Market. Services would initially run seven days a week between 09:00 – 17:00.

Rail

- 3.2.17 An overview of the rail network in Hampshire is shown in Figure 3-6. There is no railway station within Whitehill or Bordon, although there are stations within close proximity that many residents use for longer distance travel by rail.

Figure 3-6 - Railway network



- 3.2.18 The nearest station is in Liphook, approximately 5.5 miles away and with car parking for 74 vehicles. This provides a connection to Portsmouth and London Waterloo with services every 30 to 60 minutes. Farnham station to the north is also located near to Whitehill and Bordon, with trains every half hour to London Waterloo, Guildford and Alton.

3.2.19 Table 3-3 and 3-4 presents details of train services from nearby stations. The final column demonstrates where services in each direction arrive at similar times. Locations where there is little gap between services in different locations provide the greatest potential to provide bus rail interchange that would serve passengers heading to or from the train.

Table 3-3 – London Waterloo- Basingstoke Train service

Station	Trains per hour	Key destinations	Gap between up and down services
Alton	2	London Waterloo	5-7 minutes
Farnham	2	Alton	0-1 minute
Farnham	2	London Waterloo	3 minutes

Table 3-4 – London Waterloo- Portsmouth Harbour Train service

Station	Trains per hour	Key destinations	Gap between up and down services
Liphook	1	London Waterloo	4-8 minutes
Liphook	1	Portsmouth Harbour	9 minutes
Liss	1	London Waterloo	15 minutes
Liss	1	Portsmouth Harbour	20 minutes
Petersfield	2	London Waterloo	6 minutes
Petersfield	2	Portsmouth Harbour	15 minutes
Rowlands Castle	1	London Waterloo	23 minutes
Rowlands Castle	1	Portsmouth Harbour	35-37minutes
Havant	2	Portsmouth and Southsea	7 minutes
Havant	2	Southampton Central	12 minutes
Havant	3	Portsmouth Harbour	15-20 minutes

Station	Trains per hour	Key destinations	Gap between up and down services
Havant	2	Brighton	10 minutes
Havant	2	London Victoria	8 minutes
Havant	2	London Waterloo	6 minutes

3.2.20 The Whitehill and Bordon Eco-Town Masterplan (2010) initially included proposals for a new rail station. The Governance for Railway Investment Projects 3 Study investigated this further in 2012. However, due to the 'medium' and 'poor' value for money ranking, the report concluded that securing funding for the proposed scheme would be challenging considering the limited availability of public funding combined with competition from alternative schemes which are classed as 'High' and 'Very High' value for money.

Active travel

- 3.2.21 A walking and cycling strategy was prepared as part of the 2010 Transport Strategy to support the Masterplan for development of Whitehill and Bordon.
- 3.2.22 The Whitehill and Bordon Eco-town Walking and Cycling Strategy (2013) outlined the provision for improving the walking and cycling routes aimed at encouraging the residents of Whitehill and Bordon and Lindford to make a greater proportion of their journeys on foot or by bicycle within the settlement areas, along with providing an attractive range of leisure routes around the town.
- 3.2.23 The study found the following gaps and issues in the active travel infrastructure within the town:
- Quality of existing routes within the Green Grid and Green Loop
 - Severance issues due to A325
 - Injury collisions involving children
 - Permeability and legibility of the active travel routes
 - Appropriate crossing points
 - Topography of the town
- 3.2.24 The recommendations of the strategy were categorised into short-, medium- and long-term plans to provide the following key facilities in the area:
- Provision of a primary network of pedestrian and cycle routes to provide a continuous loop around the Eco-town for walking and cycling. This would link major employment areas, the proposed town centre, existing and proposed residential areas and Lindford.

- A secondary network of pedestrian routes that provides an attractive set of leisure routes. Such as linkages through natural areas, proposed Suitable Alternative Natural Greenspaces (SANGs) and the Deadwater Valley Local Nature Reserve.
- The primary and secondary network of routes will form part of the Masterplan's proposed Green Grid and Green Loop.
- New links to improve walking and cycling connectivity on the existing highway network around Whitehill and Bordon.
- A change in character for the (prior) A325 to encourage its use as a main route for walking and cycling.
- New crossing points to provide easier access across main routes.
- Dedicated route facilities to provide better signage, encourage their greater use and to provide rest points.
- A consistent approach to walking and cycling networks across existing and proposed areas of the Whitehill and Bordon settlement areas.

3.2.25 Figure 3-7 below shows the recommendations of the Walking and Cycling Strategy for Whitehill and Bordon along with what has and has not been delivered in Table 3-3. There is more detail on what has/has not been delivered elsewhere in Section 4.3.

Figure 3-7 The Green Grid Green Loop existing and planner routes

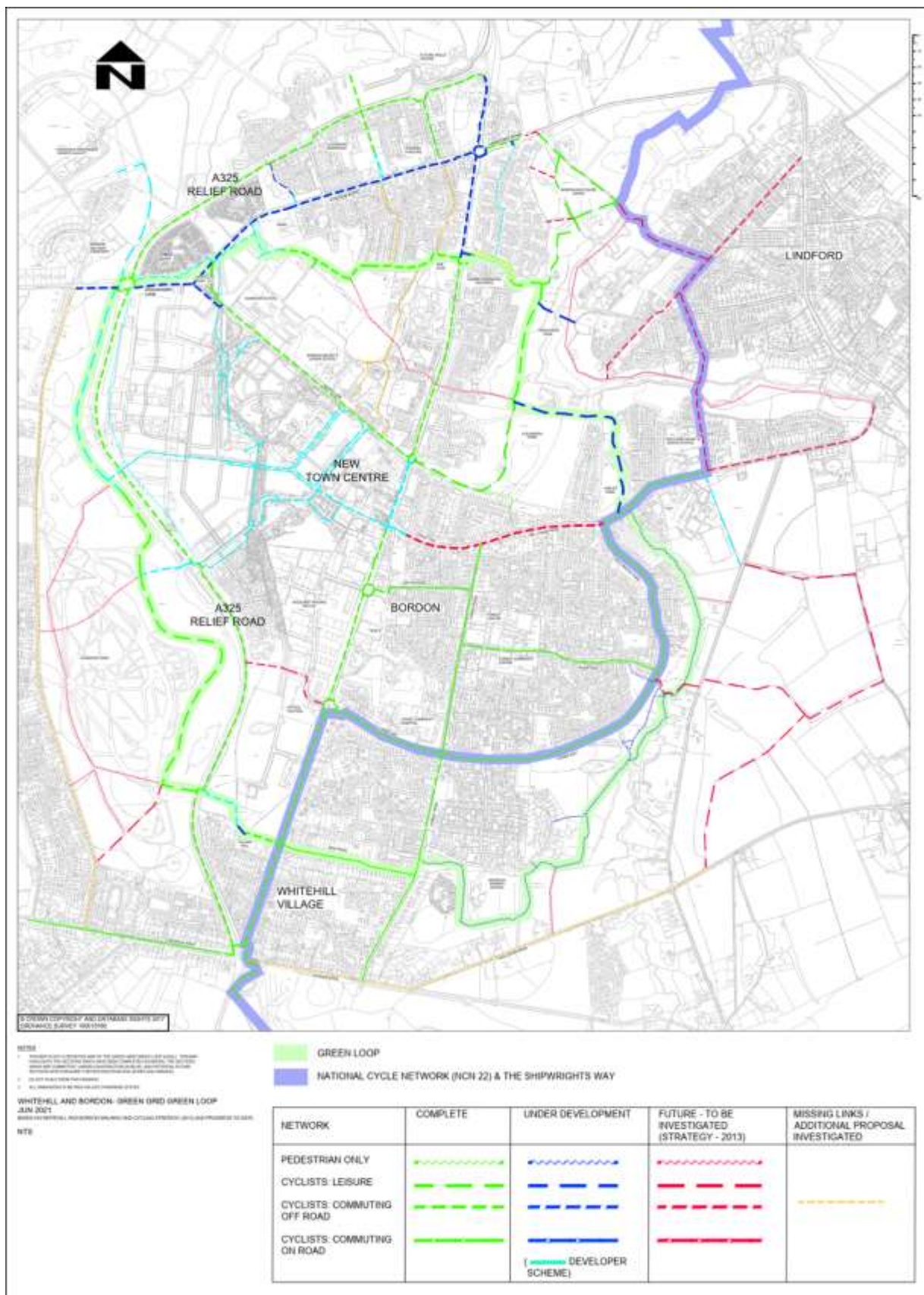


Table 3-3 - Delivery status of GGGL**Connecting existing pedestrian and cycle facilities in the town**

Completed	To be constructed
A325 Relief Road - Cycle Crossing Widening	Hogmoor Road – Cycle Route
Oakhanger Road / Budds Lane / Station Road (West) – Shared Use Path- First phase is substantially complete with some minor snagging works still on-going.	Oakhanger Road / Budds Lane / Station Road (West) – Shared Use Path – Second phase from Maple Fields to Station Road crossroads, including links on the C114
C114 High Street – Ennerdale Road to Woolmer Way	
C114 High Street / Woolmer Way (Tesco) Junction	
C114 High Street / Conde Way Roundabout	
Petersfield Road - Parallel Crossing	
Hogmoor Road Footway	
Ennerdale Road	

Off-highway footpath and cycle paths in collaboration with HCC's Countryside Services Team

Completed	To be constructed
Alexandra Park - shared use cycle/footpath	Route to Lindford
Whitehill Village Hall- shared use path	Lindford Link - Shared Use Path from Alexandra Park to Lindford.
South East Loop; Bordon Enclosure to Mill Chase Road	
South East Loop (Deadwater); Mill Chase Road to Forest Road	
South East Loop Northern Section (Jubilee Park) –	
Hollybrook Park Road and Apollo Drive	
Viking Park – shared use path	

Collision Data

3.2.26 Based on collision data from the HCC Road Safety team, 119 collisions were reported between 1 Jan 2019 and 30 November 2023 resulting in 156 casualties which has been summarised below in Table 3-4 classified based on their severity.

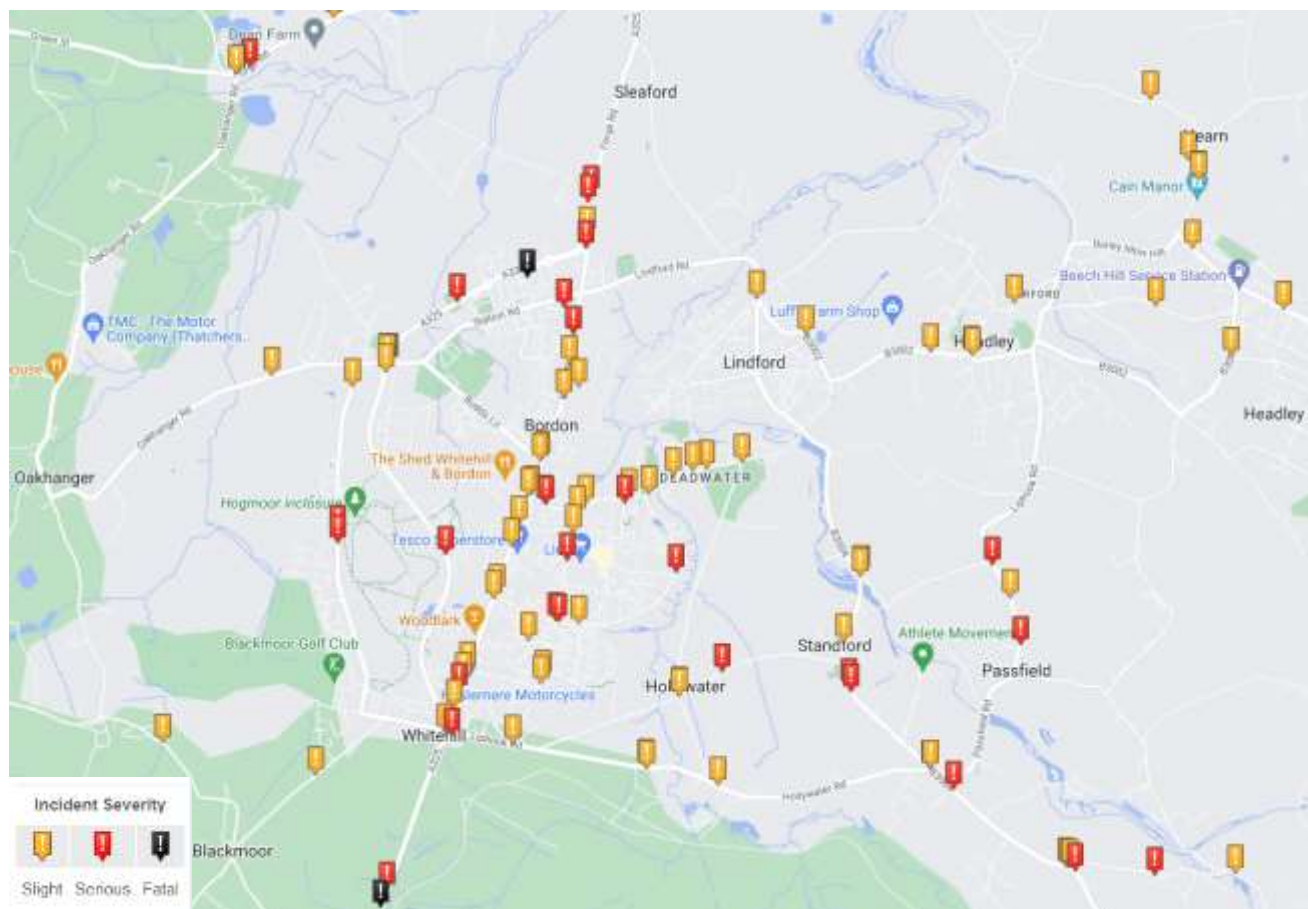
Table 3-4 Summary of collisions between 1 Jan 2019 and 30 November 2023 based on their severity.

	2019	2020	2021	2022	2023	Total
Fatal	0	0	1	0	0	1
Serious	6	8	5	5	8	32
Slight	20	9	16	23	18	86
Total	26	17	22	28	26	119

3.2.27 Data from Table 3-4 shows a dip in the total number of collisions in 2020 due to the Covid-19 pandemic. However, these numbers have increased post pandemic with the total number of collisions in 2022 surpassing the 2019 values. While there has been an increase in the number of slightly severe collisions in 2022 compared to 2019, a decreasing trend is observed in 2021 and 2022 for serious collisions. A similar trend is observed between the corresponding casualty numbers.

3.2.28 Figure 3-6 geographically displays the recorded injury collisions in and around Whitehill and Bordon, for the 2018-2022.

Figure 3-8 - Recorded highway collisions by severity in Whitehill and Bordon, 2018-2022



Source: Crashmap

- 3.2.29 The majority of the reported collisions occurred on Petersfield Road/High Street/Camp Road. In the last five years, five serious collisions and 15 minor collisions were reported here. However, seven of these were in 2018 before the Relief Road opened in January 2019. While the Relief Road has removed some traffic from this route, it is hoped that the measures in this strategy can encourage more use of the Relief Road rather than the town centre route of Petersfield Road/High Street/Camp Road.
- 3.2.30 Nevertheless, one fatal, two serious and five minor collisions were reported on A325 (Relief Road) between when it opened in 2019 and 2022. Often when schemes open there is a spike in collisions, but these are expected to settle.

3.3 Travel patterns

Mode Choice

- 3.3.1 Table 3-5 below shows a comparison of method of travel to work census data between 2011 and 2021 for Whitehill and Bordon, East Hampshire, Hampshire, and England.

- 3.3.2 The 2021 census was undertaken during the Covid-19 pandemic and as such there is a decrease in all commuting movements and a significant increase in working from home. Although there is likely to be a shift back towards pre-Covid travel behaviours, higher levels of hybrid and home working are expected to remain commonplace.

Table 3-5 – Comparison of method of travel to work between 2011 and 2021

Method used to travel to work	Whitehill and Bordon		East Hampshire		Hampshire		England	
	2011	2021	2011	2021	2011	2021	2011	2021
Car	75%	63%	72%	52%	72%	52%	62%	48%
On foot	10%	5%	9%	6%	9%	6%	11%	8%
Bicycle	3%	1%	2%	1%	3%	2%	3%	2%
Train	3%	1%	5%	1%	4%	1%	5%	2%
Bus, minibus or coach	2%	1%	1%	1%	3%	2%	7%	4%
Other modes	2%	1%	2%	1%	2%	2%	6%	4%
Work mainly at from home	6%	28%	9%	37%	6%	35%	5%	32%

- 3.3.3 Pre-pandemic levels of walking and cycling were higher in Whitehill and Bordon than East Hampshire and Hampshire averages. However, the 2021 level of trips by bus are lower than the East Hampshire District and Hampshire County levels.
- 3.3.4 A consultation on Low Car Design in Whitehill and Bordon was undertaken in 2023. A survey was used to gather feedback, and this included questions on mode of travel around the area, together with frequency and journey purpose. The responses received to these questions are presented below in Figure 3-9 and Figure 3-10.
- 3.3.5 The results showed that the car/van was the most frequently used mode of travel for a range of journey purposes. Walking was the next most popular mode of travel. Leisure and health saw the largest share of journey purpose for walking.
- 3.3.6 Car/van and walking were the most popular modes of travel for use on a regular basis, with many respondents using these modes daily. There were few respondents who used a bicycle on a regular basis, but there were slightly more who used this mode once a week.
- 3.3.7 The consultation also identified the following factors which are likely to lead to a mode shift in the town:
- More bus routes serving different destinations inside and outside of Whitehill and Bordon;
 - Improved frequency of bus services; and
 - Better availability of daily facilities such as jobs, shops, health within Whitehill and Bordon.

Figure 3-9 - Consultation response on mode vs purpose in Whitehill and Bordon

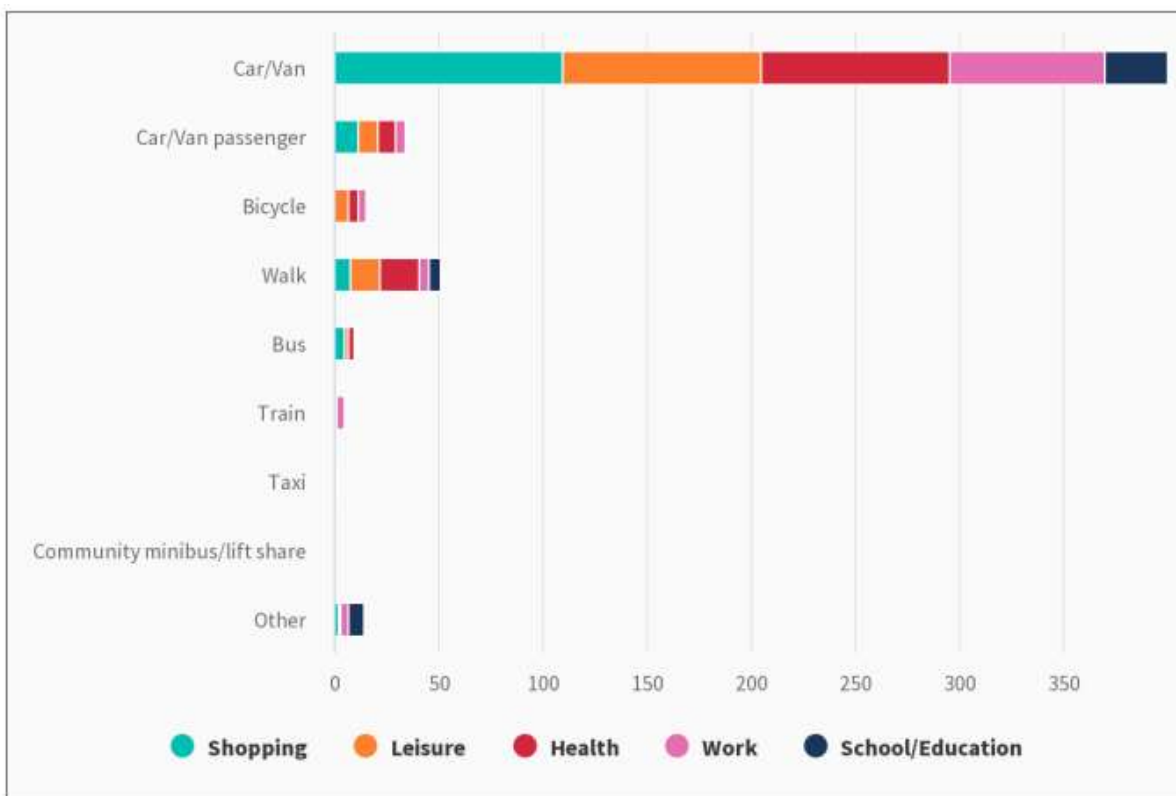
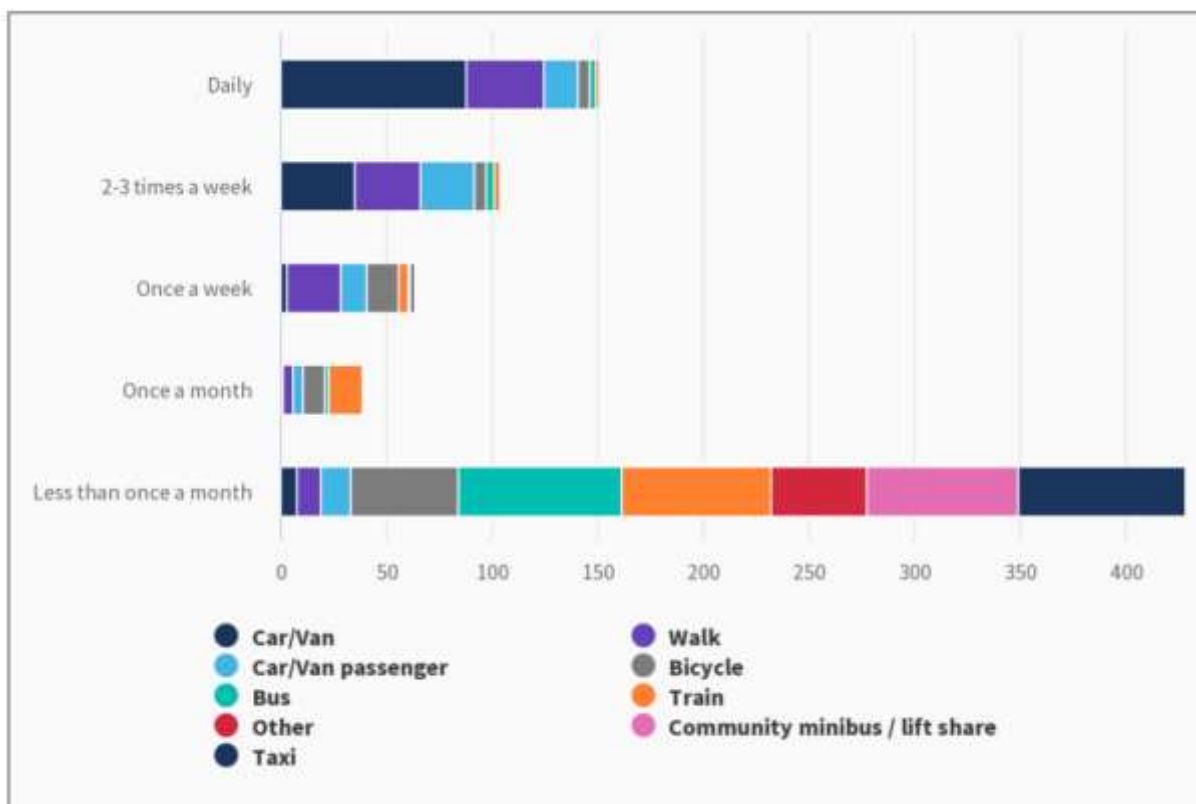


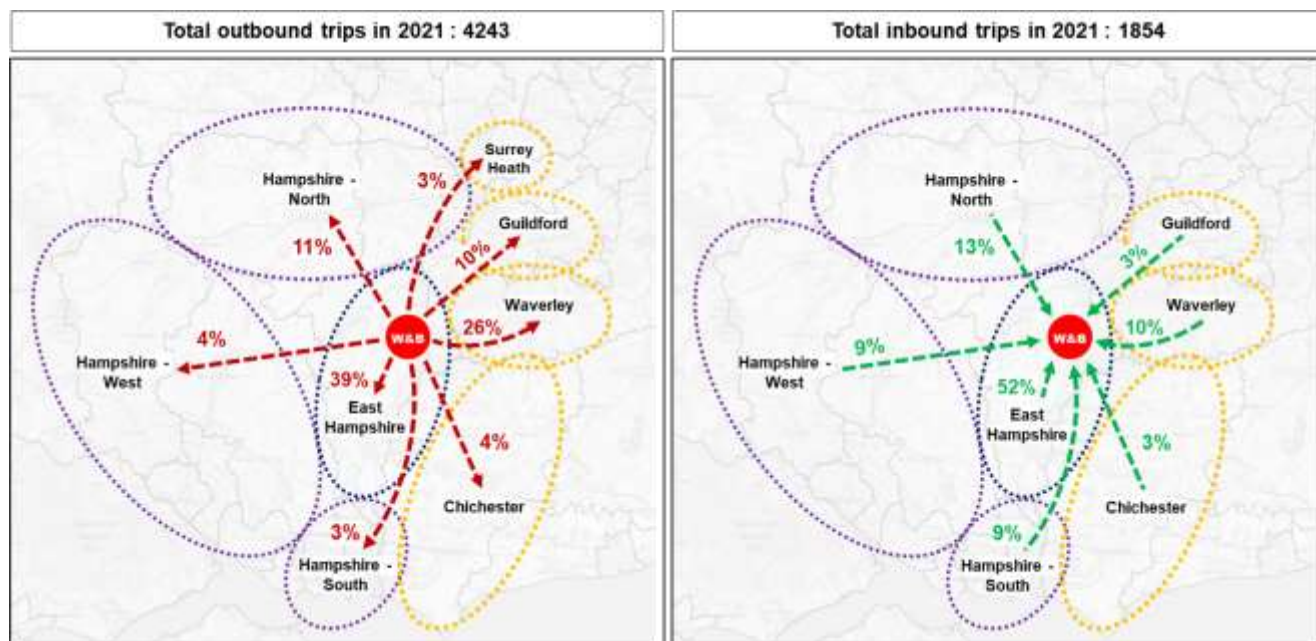
Figure 3-10 - Consultation response on mode vs frequency of travel in Whitehill and Bordon



Travel Destinations

3.3.8 Based on the analysis of Census 2021 data, the figure below shows the main commuting movements made by the residents in Whitehill and Bordon.

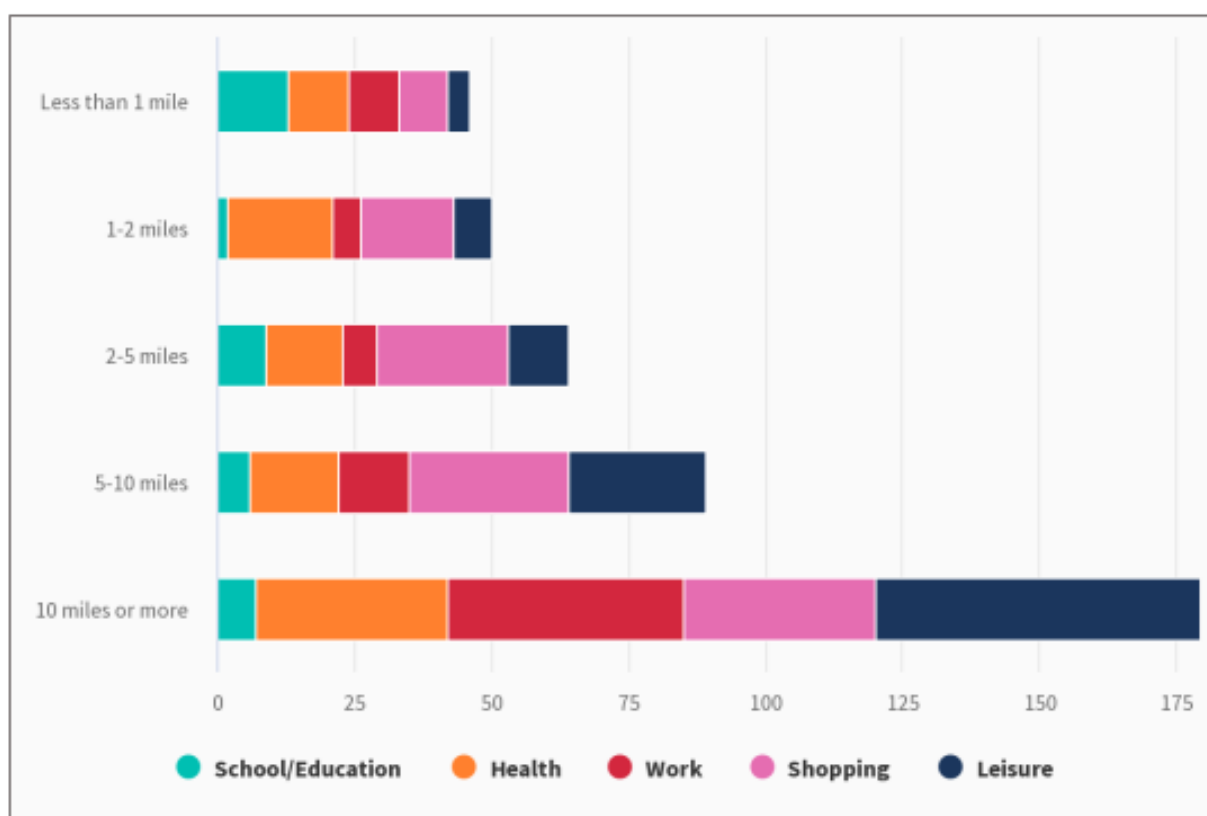
Figure 3-11 - Outbound and inbound commuting trips in Whitehill and Bordon



- 3.3.9 The Census data shows that around one in five commuting trips originating within Whitehill and Bordon are local trips destined within the town while the remaining commute out of Whitehill and Bordon.
- 3.3.10 The Census data also shows that there were more people commuting out of Whitehill and Bordon for work than there were commuting into the area. Over 4,200 people commuted out of the town, while approximately 1,850 people travelled into the town for work.
- 3.3.11 Over 60% of the outbound journeys from Whitehill and Bordon were to other areas in East Hampshire and the neighbouring borough of Waverley, while more than half of the inbound journeys originated from other areas within East Hampshire.
- 3.3.12 Other areas that Whitehill and Bordon residents commute to are northern areas of Hampshire, including Rushmoor, Hart, and Basingstoke and Dean, as well as the borough of Guildford.
- 3.3.13 There are smaller proportions that travel to Surrey Heath, Chichester and western and southern areas of Hampshire. It is also observed that several inbound commuting trips to Whitehill and Bordon also originate from these areas except Surrey Heath.
- 3.3.14 Comparing 2011 and 2021 data also highlights that while the total number of residents commuting out reduced by 19%, there was a greater reduction of 32% in the number of people travelling to Whitehill and Bordon for work.

- 3.3.15 Results from the Low Car Design consultation report provided an insight on the trip distances for different purposes as shown in Figure 3-12.
- 3.3.16 Travel for educational purposes most often involved journeys of less than one mile, whereas travelling for work or leisure purposes most often involved journeys of ten miles or more, highlighting the rural nature of Whitehill and Bordon.
- 3.3.17 When travelling one to two miles, responses indicate that the majority of respondents are doing so for health and shopping purposes. Shopping is the main reason for travelling distances of between two and ten miles.
- 3.3.18 The data for Whitehill and Bordon is broadly consistent with National trends based on the National Travel Survey 2021 (Table NTS0303) indicate that most people travel less than one mile for education/education escort (20%) and shopping (21%), whereas the larger distances of ten miles or more are undertaken mostly for commuting purposes.
- 3.3.19 There are however a higher proportion of longer distance trips for shopping and health travel purposes in Whitehill and Bordon than the national average.

Figure 3-12 - Low Car Design consultation response for purpose vs distance travelled.

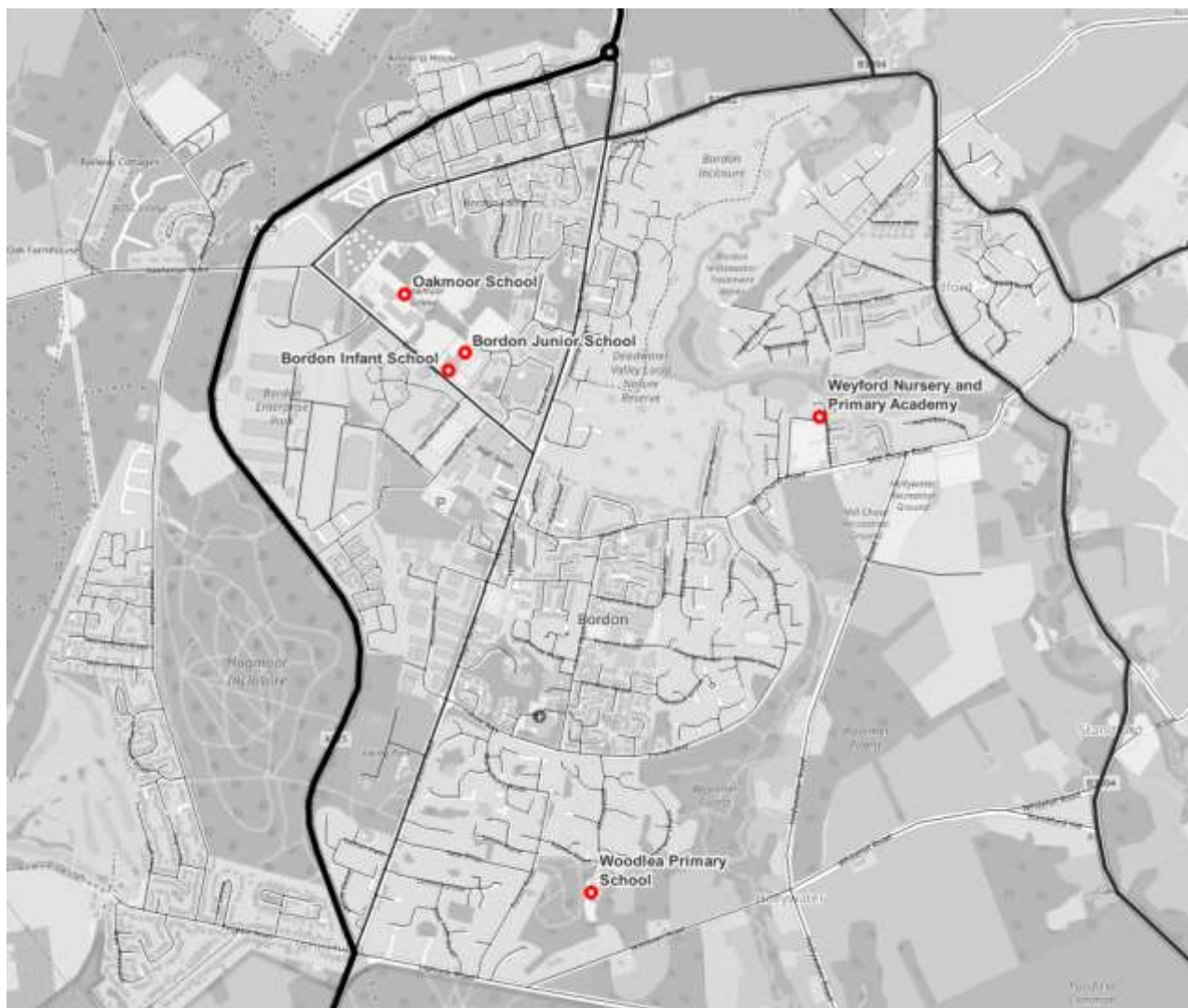


School Travel

- 3.3.20 School travel data from four schools in the area have been collected by HCC, namely Bordon Infant and Junior School, Oakmoor School, Woodlea Primary School and Weyford Nursey and Primary Academy School.

3.3.21 Figure 3-13 shows the location of the schools within Whitehill and Bordon considered in this analysis. The Oakmoor Secondary School and Bordon Infant and Junior School are located on Budds Lane west of Camp Road while the Weyford Nursery and Primary Academy School is located in the eastern Bordon area. The Woodlea Primary School is located on Atholl Road south of the town.

Figure 3-13 - Location of schools within Whitehill and Bordon

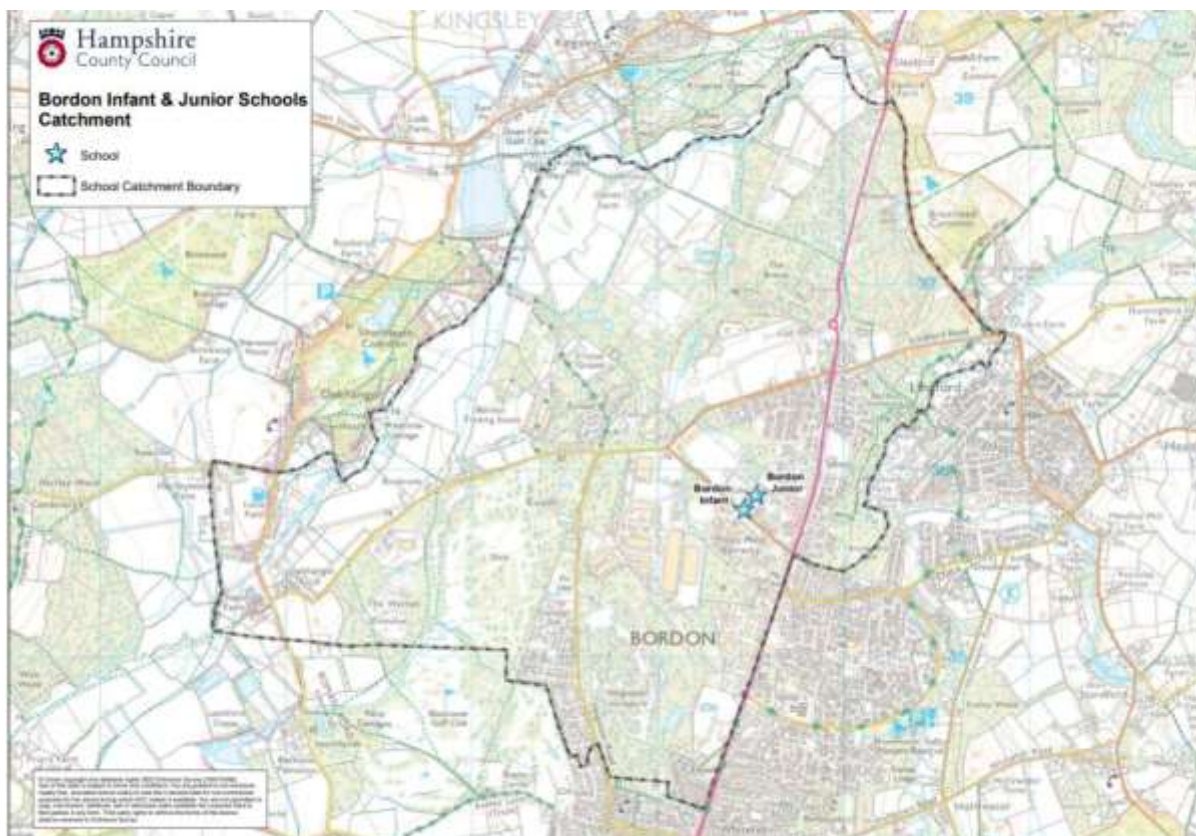


3.3.22 The catchment areas of the four schools are summarised below.

Bordon Infant and Primary School

3.3.23 The school primarily serves western and northern areas of Bordon. Figure 3-14 below shows the catchment area of the Infant and Junior School.

Figure 3-14 - Bordon Infant and Junior School Catchment Map

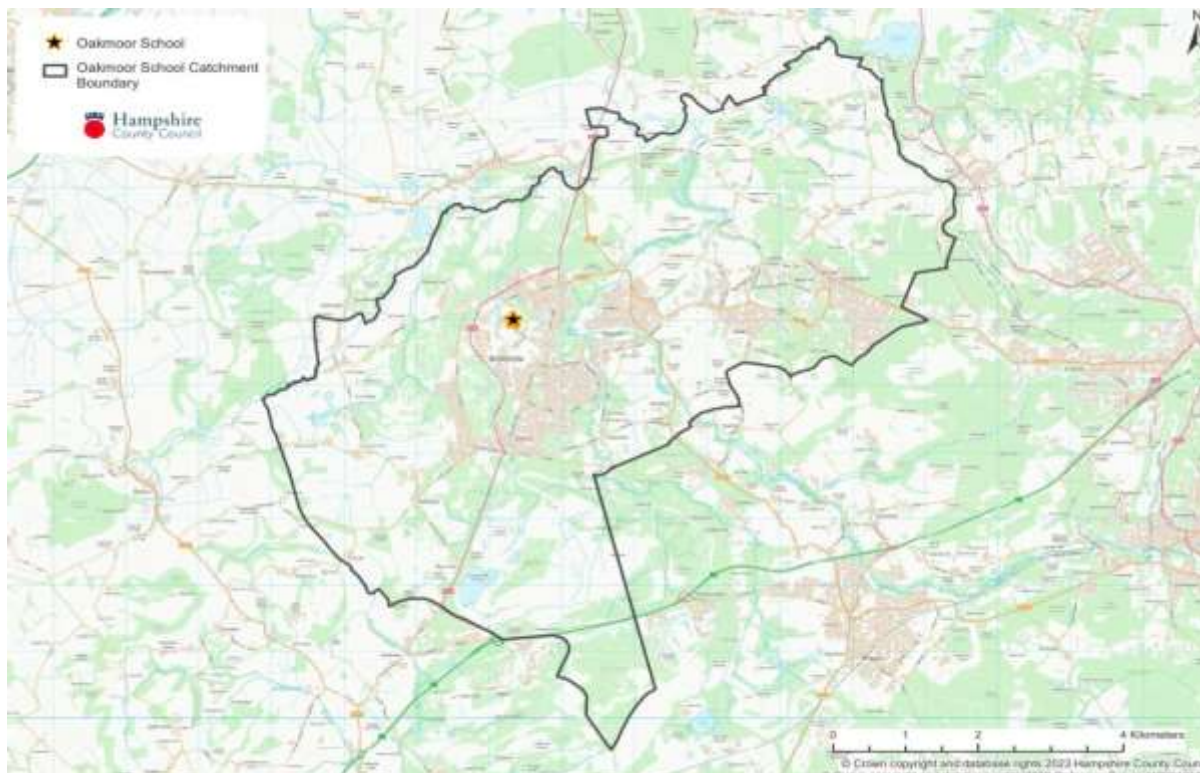


Oakmoor School

3.3.24 The catchment area covers Whitehill and Bordon as well as the surrounding villages of Lindford, Headley, Headley Down, Blackmoor, Greatham, Oakhanger, Woolmer Forest and Longmoor Camp and caters for children coming from the following linked primary schools:

- Bordon Junior School
- The Holme Primary School
- St Matthew's Church Of England (Aided) Primary School
- Blackmoor
- Weyford Nursery and Primary Academy
- Woodlea Primary School

3.3.25 Figure 3-15 below shows the catchment area of the Oakmoor School.

Figure 3-15 - Catchment area of Oakmoor School

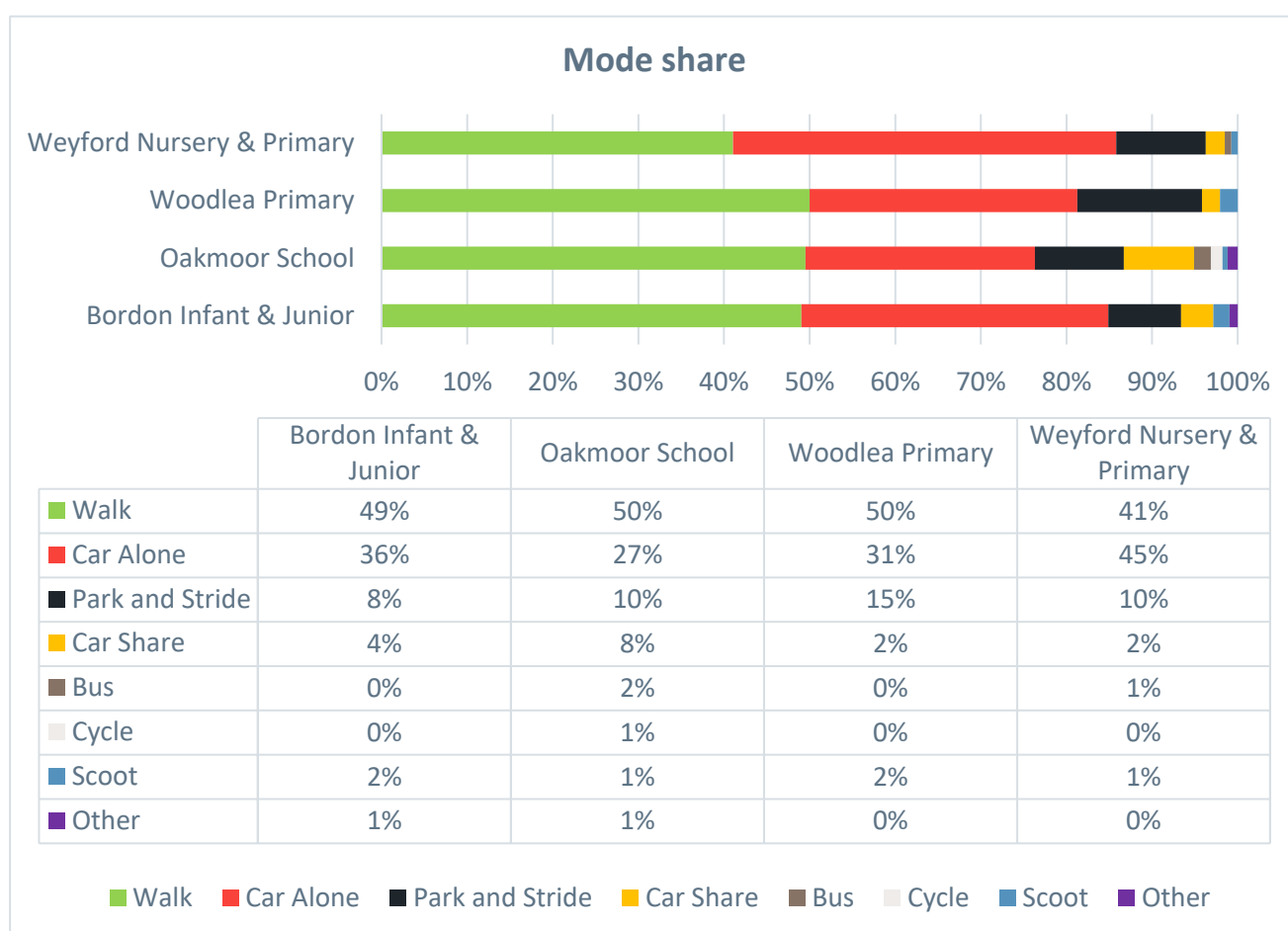
- 3.3.26 Although an expansion of the Oakmoor School is proposed, the school catchment boundaries are unlikely to change due to the expansion. However, it is expected that the number of students in the school will increase as a result of the re-development of the town within the existing catchment area.
- 3.3.27 Specific catchment data for the other two schools (Woodlea Primary School, Weyford Nursery and Primary Academy School) was not available. However, based on the data from the responses provided as part of the School Travel Survey Analysis, it was observed that around 90% of the students live within a distance of three miles from the school.

Mode split for school travel

- 3.3.28 HCC School Travel Survey responses from the four schools mentioned above was consolidated to analyse the mode share for educational purpose.
- 3.3.29 Figure 3-16 below shows the percentage mode share for each of the four schools. Comparative analysis between the schools shows that the walking (41-50%) and car alone (27-45%) categories constitute the maximum mode share, followed by park and stride, and car sharing. These four modes comprise of more than 95% of the total mode share of each school while other lesser used modes include bus, cycle, scoot and other.

- 3.3.30 The walking levels among the four schools is lowest at Weyford Nursery and Primary Academy School with around four out of ten students walking to school. In comparison, all the other schools have nearly five out of ten students walking to school. Counteracting this, the number of students travelling in individual cars is significantly higher for Weyford Nursery and Primary Academy School compared to the other schools, especially Oakmoor School.
- 3.3.31 Additionally, use of car sharing for school travel is higher for Oakmoor School with the percentage of car sharing at Oakmoor School being twice that of Bordon Infant and Junior School and four times that of Woodlea Primary School and Weyford Nursery and Primary School.

Figure 3-16 - Mode share percentage for each school



Preferred mode of school travel

- 3.3.32 The percentage values of the respondents' preferred mode of travel have been tabulated in Table 3-6. The difference between the preferred and existing mode share is tabulated in Table 3-7. The data shows that majority of the respondents would prefer to walk to school instead of using a car whether that is car alone, park and stride or car sharing. Cycle, scoot and bus also see a positive in the difference between existing mode and the preferred mode. This shows that there is appetite for sustainable and active travel.

Table 3-6 - Preferred mode share of the respondents

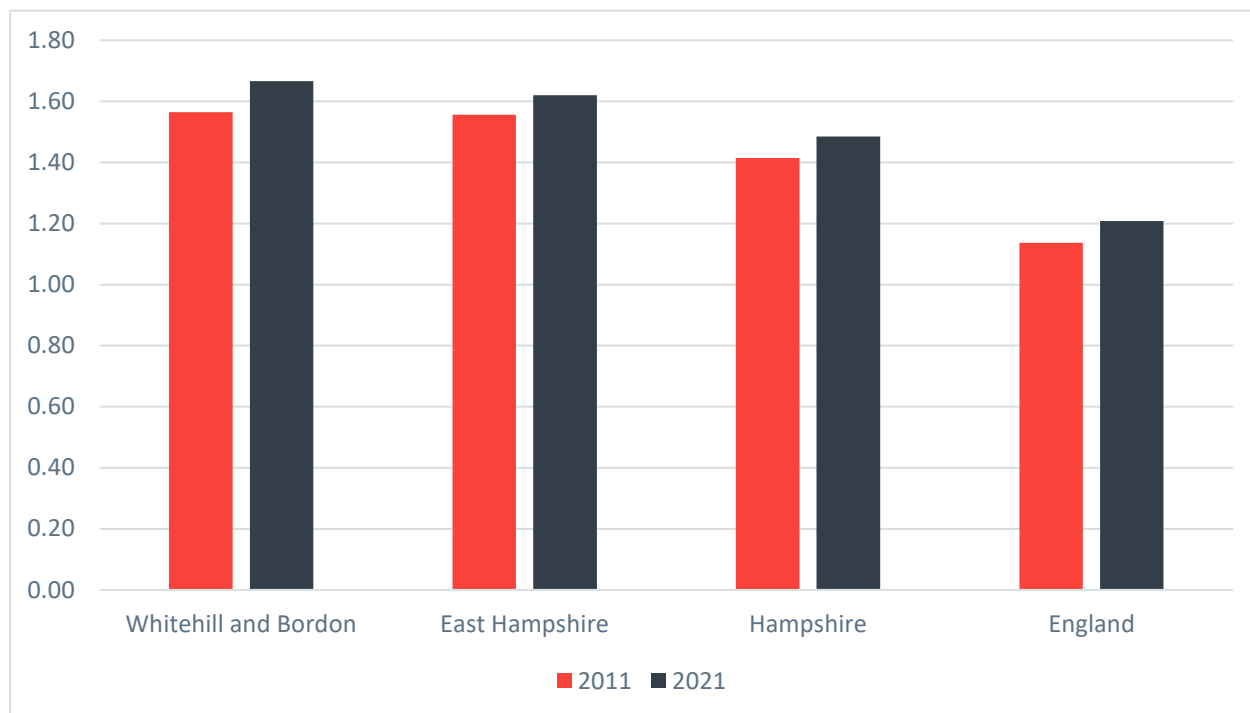
Mode	Bordon Infant and Junior	Oakmoor School	Woodlea Primary	Weyford Nursery and Primary
Walk	61%	50%	65%	43%
Car Alone	18%	24%	10%	32%
Park and Stride	7%	7%	10%	10%
Cycle	5%	7%	10%	7%
Car Share	2%	6%	0%	3%
Bus	2%	0%	2%	1%
Scoot	3%	0%	2%	4%
Other	3%	5%	0%	0%

Table 3-7 - Difference between preferred mode share and existing mode share

Mode	Bordon Infant and Junior	Oakmoor School	Woodlea Primary	Weyford Nursery and Primary
Walk	12%	0%	15%	2%
Car Alone	-18%	-3%	-21%	-13%
Park and Stride	-2%	-3%	-4%	-1%
Cycle	5%	5%	10%	7%
Car Share	-2%	-2%	-2%	1%
Bus	2%	-2%	2%	0%
Scoot	1%	0%	0%	4%
Other	2%	4%	0%	0%

Car Ownership

- 3.3.33 Figure 3-17 shows the comparison of average of car ownership between 2011 and 2021 in Whitehill and Bordon with East Hampshire district, Hampshire and England averages.
- 3.3.34 Whitehill and Bordon and East Hampshire district was observed to have similar levels of car ownership while car ownership levels in Hampshire County and England overall were lower in both census years, 2011 and 2021. This is most likely due to the rural nature of the East Hampshire district.

Figure 3-17 - Comparison of weighted average of car ownership between 2011 and 2021.

3.3.35 Nationally, although car ownership has increased over the last decade, each car is now used less. Fewer young people are also learning to drive and the increase in car ownership is not matched by a proportionate rise in car usage.

Air Quality

3.3.36 In fulfilment of Part IV of the Environment Act 1995 Local Air Quality Management, EHDC provide an Air Quality Annual Status Report. EHDC declared a climate emergency in July 2019 and adopted a Climate and Environment Strategy in August 2020. As part of this strategy, a number of projects were initiated including those below:

- Whitehill and Bordon Green, Healthy and Connected programme;
- District wide promotion of low carbon and cycling through “Enhance East Hants”;
- Procurement of Electric Vehicles (EV) and installation of EV charging network.

3.3.37 Whitehill and Bordon does not currently have any declared AQMAs.

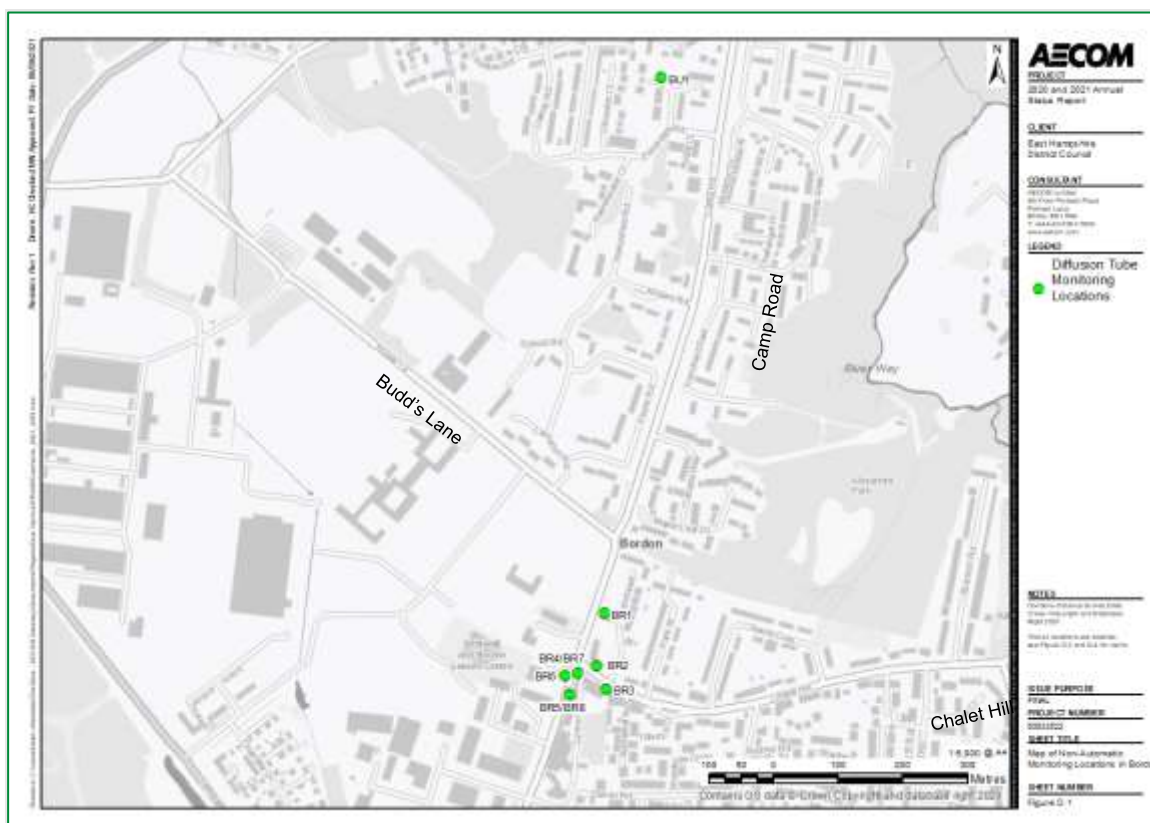
3.3.38 To monitor air quality, Whitehill and Bordon has ten Nitrous Dioxide (NO₂) monitoring sites in total – nine sites in Bordon and one site in Whitehill. Among the nine sites in Bordon, some of the sites (BR4 and BR7, and BR5 and BR8) have duplicate locations due to the differences in monitoring heights of these sites.

3.3.39 Figure 3-18 and Figure 3-19 below show the locations of the sites in Whitehill and Bordon.

Figure 3-18 - Map of Non-Automatic Air Quality Monitoring Sites in Whitehill

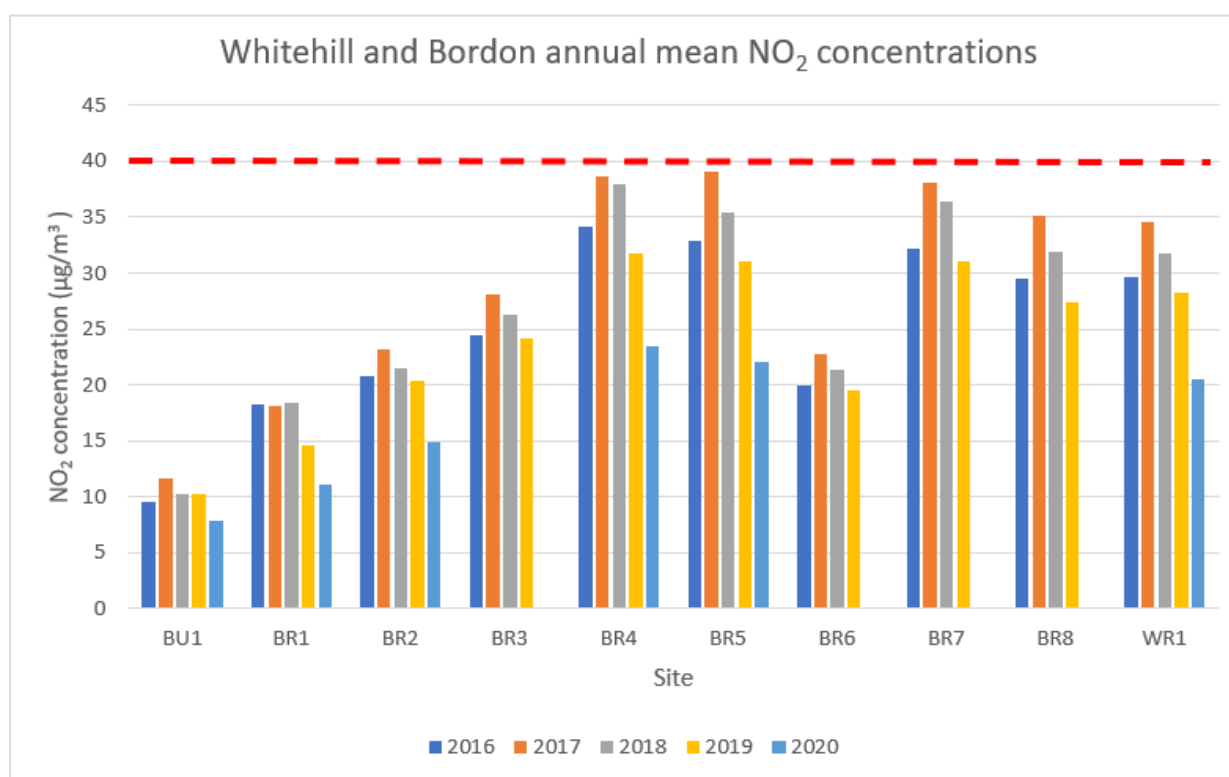


Figure 3-19 - Map of Non-Automatic Air Quality Monitoring Sites in Bordon



- 3.3.40 Figure 3-20 shows the adjusted monitored NO₂ annual mean concentrations for the past five years for sites in Whitehill (WR) and Bordon (BU, BR). In comparison with the air quality objective of 40µg/m³ NO₂ concentration as set by the UK legal annual limit. Monitoring locations BR4, BR5 and BR7 in Bordon town centre recorded concentrations within 10% of the annual mean NO₂ air quality objective in 2017/2018.
- 3.3.41 However, the A325 Relief Road was opened in 2019 to divert traffic away from the Bordon town centre, which has resulted in improved air quality. Concentrations have remained well below the threshold in these locations during 2019 and even further below in 2020, but 2020 will have been impacted by Covid-19 pandemic restrictions.

Figure 3-20 - Trends in annual mean NO₂ concentrations at Whitehill and Bordon monitoring sites



4 Developing the Strategy

4.1 Vision and Objectives

The key themes in the LTP4 provided the basis of vision and objectives for the Whitehill and Bordon Transport Strategy. It was decided to use the LTP4 vision as the Whitehill and Bordon Transport Strategy vision since the LTP4 provides the primary policy document for informing and shaping the Whitehill and Bordon Transport Strategy. It's vision is completely relevant and applicable to Whitehill and Bordon and is as follows:

“A carbon neutral, resilient and inclusive transport system designed around - and with - people, which: supports health, wellbeing and quality of life for all; supports a connected economy and creates successful and prosperous places; and respects and seeks to enhance Hampshire's unique natural and built environment.”

- 4.1.1 The proposed vision and objectives for the Whitehill and Bordon Transport Strategy includes a mix of SMART (Specific, Measurable, Achievable, Relevant and Time bound) and qualitative objectives.
- 4.1.2 These were adapted to be specific to Whitehill and Bordon, including a greater focus around sustainable new development. The objectives were further streamlined to provide a concise framework for the sifting the long list of measures.
- 4.1.3 This provided a mixed basis for shortlisting the schemes and helped inform the development of monitoring metrics. The objectives are as follows:

Figure 4-1 – Transport Strategy Vision and Objectives



4.2 Section 106 (S106) Funding and Long Listing

- 4.2.1 The starting point for developing the strategy was to identify a long list of potential schemes that can be funded from S106.

4.2.2 S106 funding is paid by developers where required to mitigate the impact of development. In terms of transport, S106 funding in Whitehill and Bordon can be used for the following interventions:

- Any off-site junction improvements;
- Any traffic management measures;
- Any Travel Plan measures;
- Increased frequency of existing bus services serving the development and new bus stops for the service;
- Any off-site pedestrian/cycle path improvements; and
- And A325 works.

4.2.3 The long list of measures was produced from:

- Existing / proposed Whitehill and Bordon Transport schemes that are yet to be delivered;
- Interventions identified in internal stakeholder workshops; and
- Interventions identified in external stakeholder workshops.

4.3 Schemes Delivered to Date

4.3.1 S106 funding has been used to deliver a range of schemes in Whitehill and Bordon, including active travel, bus improvements, A325 mitigation and traffic management schemes.

4.3.2 The delivered schemes to date are summarised below:

- Arrival Square – infrastructure improvements to improve access to the new town centre, connect new and existing residents to the local area and encourage through traffic to use the A325 Relief Road.
- A325 Relief Road – New highway providing an alternative route around the town centre for through traffic, including walking and cycling provision. Delivered in partnership with local developers, Homes England and EM3 Local Partnership.
- Hogmoor Road to Oakwood Court footway improvement.
- Cycle crossing improvements on A325 Relief Road.
- Budds Lane traffic management and active travel improvements scheme.
- High Street, Chalet Hill and Woolmer Way Junction improvements.
- Petersfield Road, Sutton Field Road/A325, Firgrove Road/Liphook Road Junction improvements.

4.3.3 S106 funding was also used to deliver the Green Grid Green Loop (GGGL) in partnership East Hampshire District Council. This is a pedestrian and cycle network around Whitehill and Bordon made up of two sections. The Green Loop is a 7-mile loop encircling and connecting the new and existing town, and the Green Grid is a secondary network of footpaths and cycle routes connecting the town to the Green Loop. The GGGL existing and planned routes are shown in Table 3-3. The aims of the projects were to;

- Knit together the existing and new areas of town – creating easier access for non-motorised users that better integrates new developments with established settlements and creating a more cohesive townscape.
- Support better health by enabling active travel (more walking and cycling).
- Enable sustainable growth by promoting sustainable travel.

4.4 Stakeholder Engagement

- 4.4.1 Internal and external stakeholder engagement was undertaken to gain a further understanding of the area, the strengths, weaknesses, opportunities, and threats were discussed and any suggested schemes. These directly informed the strategy long listing. Notes from all sessions are presented in Appendix B.
- 4.4.2 Internal stakeholder engagement with HCC officer's took place on the 21 and 22 February 2024 via Microsoft Teams. This was a virtual workshop session with 13 attendees from the following teams:
- Strategic Transport;
 - Integrated Transport;
 - Public Transport;
 - Monitoring and Evaluation;
 - Community Travel Planning;
 - Traffic Management;
 - Scheme Development;
 - Capital Programme Monitoring;
 - Transport Delivery; and
 - Highways Development Planning.
- 4.4.3 The key themes that emerged from the session were;
- Active travel crossing provision;
 - Traffic levels on streets;
 - Public transport enhancements;
 - Infrastructure improvements and maintenance;
 - Parking provision and standards;
 - Car club/car sharing;
 - Behaviour change/travel planning;
 - Improving traffic management;
 - The role of the A325 Relief Road;
 - The town centre;
 - Modal filters; and
 - The community travel plan.
- 4.4.4 External stakeholder engagement, took place on the 12 March, 2 April and 19 July 2024 via Microsoft Teams. The following stakeholders attended:
- East Hampshire district council – sustainable growth strategy team and regeneration and placemaking team;
 - Whitehill and Bordon Regeneration Company;
 - Councillors from Whitehill Town Council; and
 - Councillors from Hampshire County Council.
- 4.4.5 Other stakeholders invited to the engagement sessions included the Ministry of Defence – Defence Infrastructure Organisation, Homes England and Enterprise M3 Local Enterprise Partnership.

4.4.6 Key points discussed included:

- Planning for public transport;
- Having a phased strategy that recognise the changing nature of Whitehill and Bordon as it develops;
- The aspiration for the town centre to be a destination as well as a place to live, work and play;
- Parking standards;
- DRT;
- Modal filters;
- Access to Hospitals;
- Equal opportunities for all including access to further education opportunities;
- Access to evening activities if not delivered in the town;
- Integrating the new and existing areas; and
- Micromobility.

4.5 Short listing

4.5.1 A long list of schemes for Whitehill and Bordon were collated from existing pipeline schemes, stakeholder input and evidence driven interventions.

4.5.2 The criteria for scoring and sifting the long list of schemes was developed using the vision, objectives and LTP4. This was used to identify a short list of schemes which formed the basis of the transport strategy. A view was also taken on the deliverability of measures, to assist the development of a realistic and deliverable strategy.

4.5.3 An illustration of the process for scoring the schemes is set out in Table 4-1, and an overview of the scoring criteria is provided in Appendix C.

Table 4-1 - Transport Strategy Scoring Criteria

	Carbon neutral, resilient W&B	Respect and protect the environment	Thriving and prosperous town centre	Healthy, happy and inclusive place	New Development	Deliverability
Scheme 1						
Scheme 2						
Scheme 3						
....						
Scheme N						

- 4.5.4 The scored list of measures provided the basis for identifying the priorities for the delivery plan. This was then considered alongside the funding.
- 4.5.5 In some instances where there were multiple measures in a single location, for example Station Road, the strategy has identified what is considered to be the most suitable measure in that area.
- 4.5.6 The delivery plan was developed based upon estimated costs of schemes at the time of writing. It should be recognised that the cost of projects may change due to external pressures. To provide resilience against such changes, there is a flexible sum included towards some measures and a figure set aside for future transport measures. If initial measures turn out to be higher than expected a view on priorities for the remaining S106 may need to be made.
- 4.5.7 Care was also taken to ensure a balanced strategy that included measures across a range of travel modes and locations in Whitehill and Bordon.

5 Transport Strategy and Delivery Plan

- 5.1.1 The delivery plan sets out the key schemes for delivering the vision and objectives of the Transport Strategy.
- 5.1.2 The delivery plan consists of four key strands, which can be supported by a range of complementary measures.
- 5.1.3 The four strands are:
- **Creating a Place for People** that enables people to travel safely using streets that are designed to prioritise people over vehicles.
 - **Improving Public Transport Provision** to provide sustainable travel connections to key destinations outside of the local area.
 - **Enhancing Active Travel Connections** to make travelling around the local area safer for pedestrians and cyclists.
 - **Future Transport Choices** to support an integrated and multi-modal transport system.
- 5.1.4 Complementary measures, such as updating the Whitehill and Bordon Travel Plan, will supplement the four key strands of the delivery plan as well as influence travel behaviour.
- Creating a Place for People**
- 5.1.5 We want to make the town a place where the character of streets is aligned to the network hierarchy based on the movement and place function. This means creating streets in the central parts of the town that prioritise people and a more pleasant environment.
- 5.1.6 The A325 Relief Road means through traffic can bypass the town centre. Reflecting the changed movement function for streets within the town, **redesigning the Station Road / Camp Road junction** to provide a smaller footprint that better caters for walking and cycling will help to create an environment that is less vehicle dominant and gateway that sets the streetscape for one of the main routes leading into the town centre.
- 5.1.7 Introducing a **modal filter on Station Road** to reduce the movement of vehicles will help to change the character of Station Road and enhance the feeling of place. Limiting through traffic represents the most cost-effective way to change the character of the street, and significantly cheaper than the provision of new crossings or civil engineering changes. Such a change could also be trialled under an experimental Traffic Order to test the principle and/or most appropriate location for such filters. Measures to reduce traffic on **Budds Lane**, by either removing through traffic or making it one way would also support this.
- 5.1.8 **Investing in the High Street** to further reduce through traffic and lower vehicle speeds will create a **traffic calmed area** that is safer for people to walk, cycle and spend time. This will be supported by **improving existing walking, cycling and vehicle parking facilities** to create an environment that prioritises people.

5.1.9 The High Street and town centre areas are also a space to encourage people to spend more time. Subject to suitable maintenance arrangements, local biodiversity will be enhanced through **introducing planters and green seating areas**.

Improving Public Transport Provision

5.1.10 Public transport will be improved by increasing the frequency of existing services to improve the attractiveness of bus travel and influence travel behaviour of new and existing residents.

5.1.11 The priority for this will be **enhancing the 18 service to Farnham to a half hourly frequency**, with an aspiration for future enhancements as the population increases.

5.1.12 The potential to time buses to meet rail services and **enable bus/rail interchange at Farnham Railway Station** will be explored with operators. This will require additional time in the timetable so that buses arrive and leave a few minutes before/after rail departure, ensuring that bus to rail interchange is made quick and seamless for passengers.

5.1.13 To complement additional bus service frequency, there will be **upgrades to bus stop facilities** in the town. This includes provision of secure cycle parking, bus shelters, seating, Wi-Fi and real time information at the busiest stops. We will also work with operators to improve the attractiveness of public transport vehicles, including lower emission vehicles and on board facilities. The promotion and/or marketing targeted to using the bus would also help to further maximise the benefit of improved services.

5.1.14 Enhancements to junctions and streets, such as Station Road/Camp Road junction and the High Street mentioned in “Creating a Place for People”, should seek to retain bus access as part of any changes, to reflect the importance of public transport alongside active travel within the town.

5.1.15 As Whitehill and Bordon continues to grow, the potential to introduce a **town bus service will be explored**. It is anticipated this will be a longer term measure and would only be progressed if a commercially viable town service could be sustained.

Enhancing Active Travel Connections

5.1.16 Enhancing the active travel network and crossings facilities will enable residents to walk and cycle within their local area, supporting a healthy, happy and inclusive environment for all.

5.1.17 **Improving walking and cycling crossing facilities along the A325 Relief Road** will ensure convenient access from areas beyond the A325, including residential areas, employment and the new sports Pavilion, towards the town centre. This will benefit residents living along Hogmoor Road and north of Bordon, as well as people looking to access local green spaces, including Whitehill Common.

5.1.18 Oakhanger Road and Budds Lane is one of the main routes connecting settlements and villages to the west of Whitehill and Bordon with the town centre. **Upgrading pedestrian and cycle facilities at Oakhanger Road and Budds Lane junction** will complement existing schemes in creating a safe and direct active travel route into the town centre.

- 5.1.19 **Completing the Green Grid Green Loop** (GGGL) will create a more cohesive townscape that joins new and existing areas with the town centre by non-motorised travel. Part of the route has been delivered, to create a connected network the priority routes should be Chalet Hill, Mill Chase Road, Chase Road and A325 Relief Road to Woolmer Way / High Street roundabout.
- 5.1.20 Alongside the upgraded active travel facilities, **new wayfinding signage** will enable people to navigate through the town to their destination as well as highlight the other destinations that are accessible by walking and cycling.

Future Transport Choices

- 5.1.21 With changing travel habits, the strategy will be able to support emerging travel choices such as car club schemes and micromobility.
- 5.1.22 Recognising Whitehill and Bordon's rural location, access to a car is likely to remain important. Car hire schemes, such as Car Club vehicles, can provide ad-hoc car access and a cost-effective alternative to single, or multiple car ownership. Funding will be reserved to support the **introduction of car club vehicles in future**.
- 5.1.23 Micromobility (such as on street cycle/e-cycle or e-scooters) can support walking, cycling and wheeling becoming the first choice for local journeys. The current population of Whitehill and Bordon is unlikely to sustain a viable micromobility scheme. However, as the population continues to grow, and shared transport choices become increasingly popular, a scheme could be viable in the future and funding to support the **future introduction of a micromobility scheme**, potentially linked with other operations in Hampshire, is proposed.
- 5.1.24 While considered longer term measures and more viable after 2030, the **space for shared vehicles/micro mobility will need to be safeguarded** in new development to ensure suitable locations are available for future schemes to be rolled out across the town.

Complimentary Measures

- 5.1.25 With the introduction of an updated transport strategy for the town, HCC will **refresh the Community Travel Plan** to reflect the updated vision and objectives and continue to supplement infrastructure changes with sustainable travel information and promotion. Messaging should also be targeted to coincide with scheme delivery to maximise the impact of changes.
- 5.1.26 It is recognised that for many residents car will be essential, and suitable provision in new developments is required to avoid streetscapes dominated by parked cars. Nevertheless, a one size fits all approach is not always appropriate and there are locations, particularly within the town centre, where a balance needs to be sought to encourage higher densities that can contribute to a successful town centre. Parking standards are set by the Local Planning Authority, East Hampshire district council, and it is recommended that **lower parking standards are considered for development within close proximity of the town centre**, and where appropriate on adjacent streets.

- 5.1.27 The delivery of sustainable travel improvements set out in the strategy will help to give residents and visitors an improved set of travel choices. To further encourage the balance towards sustainable travel and away from the private car it would be appropriate to reduce the attractiveness of town centre parking (in the area bounded by High Street, Budds Lane and Mulberry Walk), through either rationalisation of spaces and/or reviewing parking charges. Any revenue generated from on-street parking is ring fenced under Section 55 of the Road Traffic Regulation Act for maintenance and environmental improvements.
- 5.1.28 Table 5-1 shows the timescales for delivering the schemes in the delivery plan as discussed above. This is also in Appendix D along with estimated costs and the percentage of the budget.
- 5.1.29 See page 51 for an overview of the transport strategy, including vision, objectives, delivery strands and strategy plan.

Table 5-1 – Timescales for delivering the proposed Delivery Plan

Key Strand	Scheme	<3 Years	3-5 Years	>5 Years
Enhancing Active Travel Connections	Crossing provision and improvements along the A325			
Enhancing Active Travel Connections	Oakhanger Road junction improvements with pedestrian and cycle facilities			
Creating a Place for People	Station Road/Camp Road Junction			
Creating a Place for People	Station Road modal filter / Budds Lane traffic reduction			
Improving Public Transport Provision	Increase frequency of 18/13 services (subject to funding)			
Improving Public Transport Provision	Enhancements to bus/rail interchange at Farnham station			
Creating a Place for People	High Street traffic calming to reduce vehicle speeds and improve walking, cycle and vehicle parking			
Improving Public Transport Provision	Enhancement of bus stop facilities, including cycle parking			
Enhancing Active Travel Connections	Green Grid priorities – completion of network			
Complementary Measures	Wayfinding signage			
Future Transport Choices	Shared Mobility- Car club			
Future Transport Choices	Micromobility – E-Scooters / E-Bikes			
Complementary Measures	Refresh of Community Travel Plan			
Complementary Measures	Lower parking standards in close proximity of town centre			
Future Transport Choices	Safeguarding of spaces for Car Club / Micromobility operators			

Vision

“A carbon neutral, resilient and inclusive transport system designed around – and with – people, which: supports health, wellbeing and quality of life for all; supports a connected economy and creates successful and prosperous places; and respects and seeks to enhance the natural and built environment.”

Objectives

<p>Carbon neutral, resilient Whitehill and Bordon</p> <p>Contribute towards achieving carbon neutrality by 2050</p>	<p>Respect and protect the environment</p> <p>Improve air quality and reduce noise disturbance from transport</p>	<p>Thriving & prosperous town centre</p> <p>A vibrant town centre than supports local businesses*</p>	<p>Happy, healthy and inclusive place to work, live and do business</p> <p>50% of internal trips by walking, wheeling or cycling by 2030</p> <p>Safe, accessible and attractive public transport</p>	<p>New Development</p> <p>Supporting local living and sustainable travel</p>
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Delivery Strands

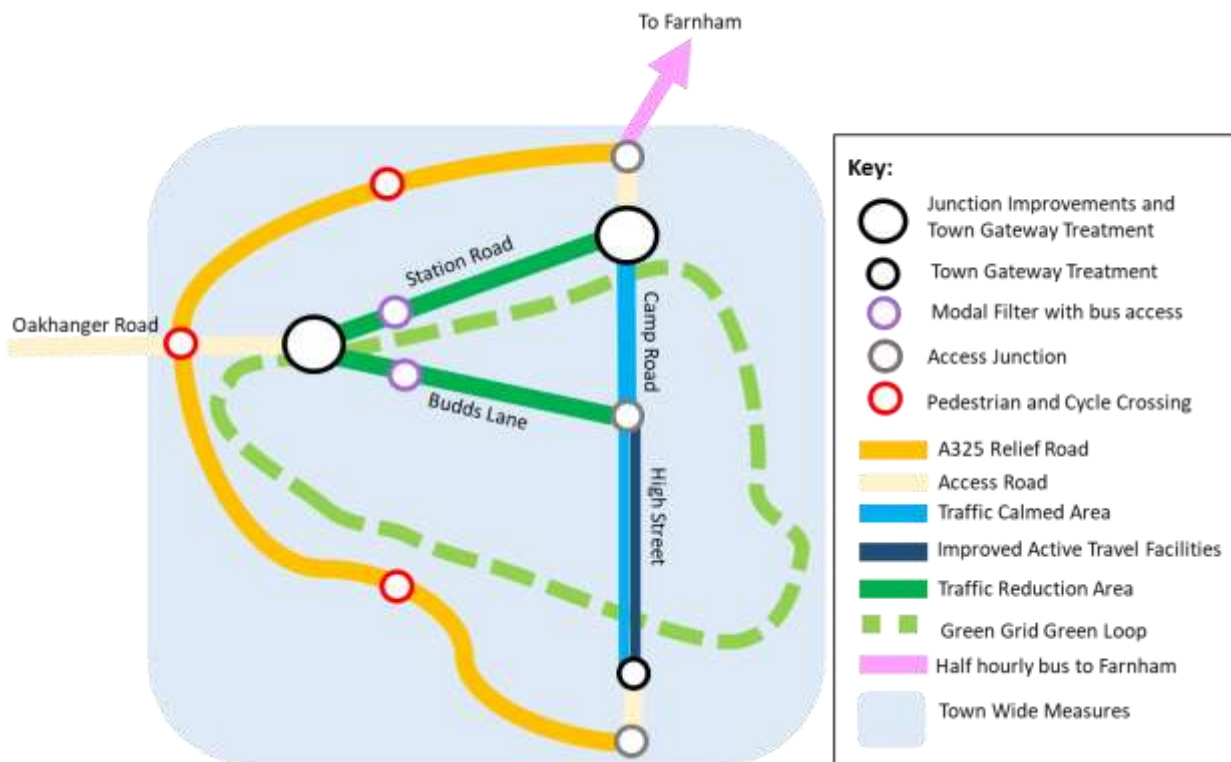
Creating a Place for People that enables people to travel safely and using streets that are designed to prioritise people over vehicles.

Improving Public Transport Provision to provide sustainable travel connections to key destinations outside of the local area.

Enhancing Active Travel Connections to make key connections safer for pedestrians and cyclists.

Future Transport Choices to support an integrated and multi-modal transport system.

Strategy Plan



6 Monitoring and Evaluation

- 6.1.1 To assess the objectives of the Transport Strategy monitoring is required. The objectives, targets and data to be collected are presented in the table below along with the rationale for inclusion and the frequency of data collection.
- 6.1.2 It is recognised that while all monitoring data sources listed below are relevant, their availability may change and budget constraints due to external pressure may mean that not all measures can be monitored or collected. It is recommended that at least one measure per objective is monitored in this instance.

Table 6-1 – Monitoring and Evaluation plan

	 Carbon neutral, resilient Whitehill and Bordon Contribute towards achieving carbon neutrality by 2050	 Respect and protect the environment Improve air quality and reduce noise disturbance from transport	 Thriving & prosperous town centre A vibrant town centre that supports local business*	 Healthy, happy and inclusive place to live, work and do business 50% of internal trip made by walking, wheeling or cycling by 2030 Safe, accessible and attractive public transport facilities	 New Development Supporting local living and sustainable travel	Rationale for inclusion	Indicative frequency of data collection
User surveys / public opinion surveys Travel plan surveys School Travel Plan surveys	Supporting Indicator	Supporting Indicator	Very Strong Relevance	Very Strong Relevance	Very Strong Relevance	To identify the effectiveness and acceptance of crossing improvements, traffic calming, usage of active travel facilities, travel plan and wayfinding. To assess increased frequency of bus, improved connectivity and stop facility improvements. To evaluate the effectiveness and acceptance of changes to parking standards as well as provision for cycles, micromobility and car club. To identify any mode shift as a result of measures.	Travel Plan: every 2 years. School travel surveys: every 2 years.
Pedestrian and cycle counts	Strong Relevance	Supporting Indicator	Supporting Indicator	Very Strong Relevance	Strong Relevance	To identify the effectiveness of crossing improvements, traffic calming and usage of active travel facilities.	Cycle counts: continuous at permanent sites Ped/cycle counts: ad hoc, 1 year and 5 years after scheme implementation
Bus patronage data	Moderate Relevance	Supporting Indicator	Supporting Indicator	Very Strong Relevance	Moderate Relevance	To identify the effectiveness of higher frequency service and usage peaks	Annually. To be confirmed if the operator can supply this.
Rail and bus timetables from operator	Supporting Indicator	Supporting Indicator		Very Strong Relevance		To assess the synchronisation of bus and rail services.	Ad hoc

Objective Target Data to be collected / used	 Carbon neutral, resilient Whitehill and Bordon Contribute towards achieving carbon neutrality by 2050	 Respect and protect the environment Improve air quality and reduce noise disturbance from transport	 Thriving & prosperous town centre A vibrant town centre that supports local business*	 Healthy, happy and inclusive place to live, work and do business 50% of internal trip made by walking, wheeling or cycling by 2030 Safe, accessible and attractive public transport facilities	 New Development Supporting local living and sustainable travel	Rationale for inclusion	Indicative frequency of data collection
Automatic Travel counts/Manual Classified Counts: Station Road/Budds Lane A325 versus C114		Very Strong Relevance	Strong Relevance	Very Strong Relevance	Moderate Relevance	To identify the impact of addition of modal filters at Station Road junction. Movement of trips to relief road, and associated air quality benefits from change in flow.	Permanent sites: continuous Temporary sites: Ad hoc 1 year and 5 years after scheme implementation
Journey time and speed survey		Strong Relevance	Strong Relevance	Strong Relevance		To evaluate the reduction of vehicular speeds as a result of traffic calming and the desire to increase the journey time on the C114 compared to the A325.	1 year and 5 years after scheme implementation
Collision reporting: HCC Road Safety team				Very Strong Relevance		To evaluate improvements in road safety.	Every 3-5 years.
Census data: Method of travel to work Travel destinations: Inbound and outbound commuting trips Car ownership	Very Strong Relevance		Very Strong Relevance	Very Strong Relevance		To evaluate mode shift for commuting. To assess any reductions in car ownership which could be as a result of car club implementation or increased offer of alternatives.	Every 10 years
Micromobility usage data from provider	Strong Relevance	Strong Relevance		Very Strong Relevance		To identify the effectiveness and acceptance of the car club / micromobility services.	Ad hoc. To be confirmed if the operator can supply this.
HCC Economic data: employment and housing figures			Very Strong Relevance	Strong Relevance	Strong Relevance	To assess support of new development.	Annual reports
East Hampshire Local Air Quality Management		Very Strong Relevance				To assess air quality improvements in the town centre.	Annual reports

Appendix A

Review of existing policy

National Policy

Decarbonising Transport, Transport Decarbonisation Plan (TDP) (DfT, 2021) and Net Zero Strategy (HM Government, 2021)

The DfT's TDP sets out a commitment to decarbonising all forms of transport in support of the UK's targets for net zero emissions by 2050. The plan recognises that the continued majority of longer journeys will be made by road and that rural, remote areas will always depend more heavily on roads.

The Government's Net Zero Strategy sets out a vision for 2050 that "every place will have its own net zero emission transport network serving the unique needs of its communities" and that "Sustainability will be at the heart of levelling up". Alongside key policy commitments for vehicle technology and sales, the strategy sets out to:

- increase average road vehicle occupancy;
- increase the share of journeys taken by public transport, cycling and walking; and
- support decarbonisation by investing in local transport systems.

The Department for Environment, Food and Rural Affairs (DEFRA) Clean Air Strategy sets out the Government's plans for dealing with all sources of air pollution, making Britain's air healthier to breathe, protecting nature and boosting the economy.

In line with this policy the proposed transport strategy aims to help improve the air quality and environment in Whitehill and Bordon by contributing to increased active travel and supporting the decarbonisation of the local transport system.

Transport Investment Strategy (TIS) (DfT, 2017)

The TIS sets out to create a reliable, well-managed and safe transport network with journeys that are easy, fast, and comfortable. The strategy recognises the need to improve productivity and rebalance growth across the UK including within England's coastal communities. The TIS articulates reducing congestion and strengthening connectivity are both crucial for boosting the economy. This includes the UK's position on the global stage where effective international can support access to new markets. The strategy also focuses upon the role of transport investment in supporting the housing market as is recognised in Whitehill and Bordon.

DfT: Cycling and Walking Investment Strategy (2022)

The Government's long-term ambition is to make cycling and walking the natural choices for shorter journeys or as part of a longer journey by 2040. The Infrastructure Act 2015 introduced a duty to the Secretary of State for Transport to bring forward a Cycling and Walking Investment Strategy (CWIS) in England that must specify objectives to be achieved and financial resources available.



The first CWIS covered the period 2016/17-18/19 and has resulted in the preparation of Local Cycling and Walking Infrastructure Plans (LCWIPs), which have developed networks of proposed cycle and walking infrastructure for some areas that can form the basis for long term infrastructure planning and investment.

The CWIS2 covers the period from April 2021 to March 2025. The objectives, aims and targets set out in CWIS1 combined with the vision set out in Gear Change (2020) were used to inform the revised set of objectives to 2025.

The revised aims and targets to be achieved by 2025 are:

- increase the percentage of short journeys in towns and cities that are walked or cycled from 41% in 2018 to 2019 to 46% in 2025;
- increase walking activity, where walking activity is measured as the total number of walking stages per person per year, to 365 stages per person per year in 2025;
- double cycling, where cycling activity is measured as the estimated total number of cycling stages made each year, from 0.8 billion stages in 2013 to 1.6 billion stages in 2025;
- increase the percentage of children aged five out of ten who usually walk to school from 49% in 2014 to 55% in 2025.

While Whitehill and Bordon has a very good walking and cycling network, the strategy aims to increase active travel for short trips in the town.

Gear Change: A Bold Vision for Cycling and Walking (DfT, 2020)

The DfT's Gear Change seeks to achieve "the most radical change in travel patterns since the arrival of mass-motoring." Gear Change has a number of key themes which are:

- Better streets for cycling and people;
- Putting cycle and walking at the heart of transport, place-making and health policy;
- Empowering and encouraging Local Authorities; and
- Enabling people to cycle and protecting them when they do.

The document has a particular focus on changing travel habits for school travel and also provides a basis for the development, implementation and design standards required for new walking and cycling provision.

Bus Back Better, National Bus Strategy for England (DfT, 2021)

The strategy explains how the Government plans to get more people travelling by bus with buses that are more frequent, more reliable, easier to understand and use, better co-ordinated and cheaper. There is an expectation set for ambition in the development of bus priority schemes, with plans for bus lanes on any roads where there is a frequent bus service, congestion, and physical space to install one.

The proposals for Whitehill and Bordon strategy include increasing bus frequency and connectivity.



Regional Policy

Transport for the South-East (TfSE, 2020)

TfSE was established in 2017 to determine what transport infrastructure is needed to boost the southeast region's economy. The partnership is made up of 16 local authorities, five local enterprise partnerships plus representatives of district and borough authorities, protected landscapes, and national delivery agencies. Its role is to add strategic value by making sure that funding and strategy decisions about transport in the southeast are informed by local knowledge and priorities.

The TfSE's Transport Strategy sets out a vision to grow the southeast's economy by delivering a safe, sustainable, and integrated transport system that makes the southeast more productive and competitive, improves the quality of life for all residents, and protects and enhances its natural and built environment.

Strategic Investment Plan (TfSE, 2023)

TfSE's Strategic Investment Plan (SIP) was adopted in March 2023 and sets out TfSE's thirty-year vision for the region – it aligns with and supports government priorities to rapidly decarbonise the transport system, improve public health outcomes, reduce congestion, and improve road safety, level up left-behind communities and facilitate sustainable economic growth in the south east.

Although the SIP does not specifically mention Whitehill and Bordon, it does mention Berkshire, Hampshire and Surrey Inter-urban Bus Enhancements within the package of interventions with potential Mass Transit Interventions connecting Bordon with Alton and Haslemere.

Local Policy

Hampshire County Council (HCC) Local Transport Plan 3 (LTP3) (HCC, 2022)

The HCC LTP3 set the Council's vision for transport in Hampshire between 2011 and 2031 as: "safe, efficient and reliable ways to get around a prospering and sustainable Hampshire".

It has been superseded by HCC's LTP4 (2024-2050) which was adopted in February 2024.

The main themes of the LTP3 were:

- Supporting the economy through resilient highways;
- Management of traffic;
- The role of public transport;
- Quality of life and place;
- Transport and growth areas.

The main LTP3 priorities were:

- To support economic growth by ensuring the safety, soundness and efficiency of the transport network in Hampshire.



- Provide a safe, well-maintained, and more resilient road network in Hampshire as the basic transport infrastructure of the county on which all forms of transport directly or indirectly depend, and the key to continued casualty reduction.
- Manage traffic to maximise the efficiency of existing network capacity, improving journey time reliability and reducing emissions, thereby supporting the efficient and sustainable movement of people and goods.

The previous Whitehill and Bordon Transport Strategy (2010) was developed under the LTP3. The updated Transport strategy has been developed in line with the LTP4.

East Hampshire Local Plan

East Hampshire district council (EHDC) is the Local Planning Authority. A draft Local Plan Regulation 18 was published in January 2024. It covers areas in East Hampshire outside of the South Downs National Park.

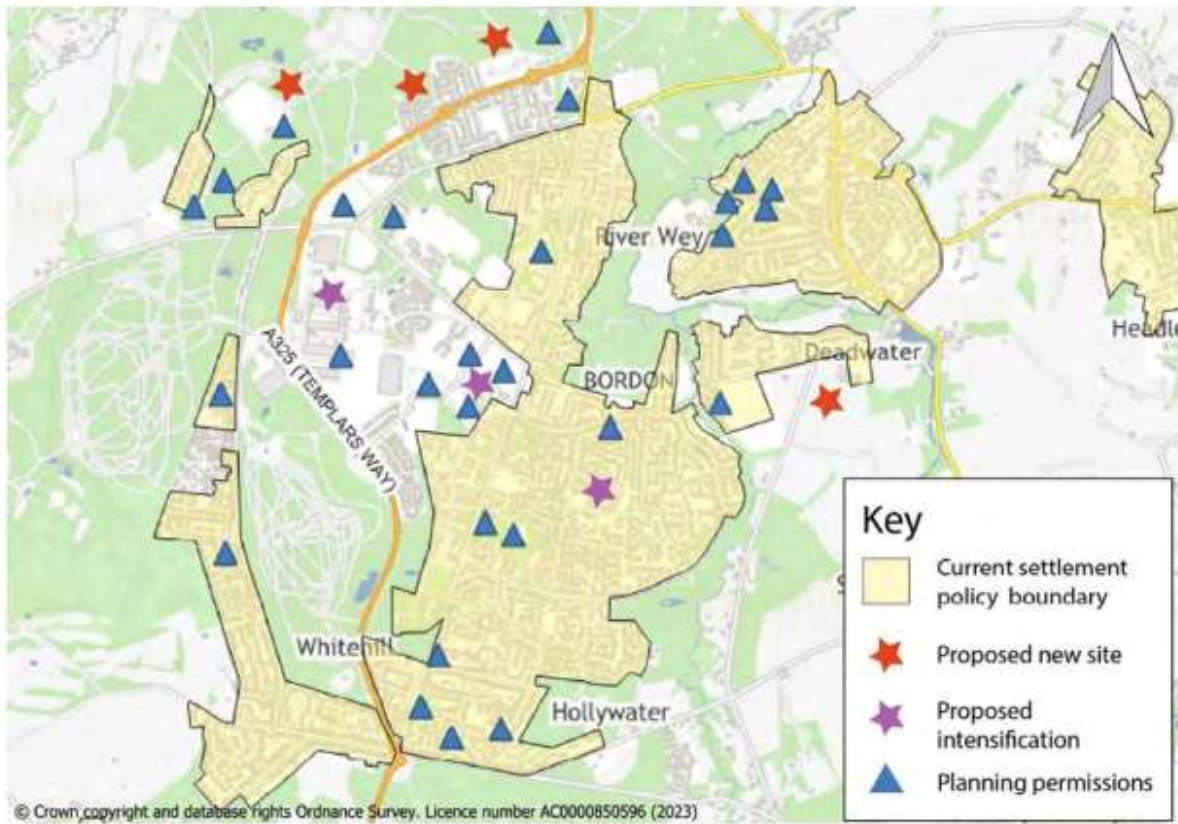
The Local Plan's vision for East Hampshire is "By 2040 and beyond, our residents will live in healthy, accessible and inclusive communities, where quality affordable homes, local facilities and employment opportunities in sustainable locations provide our communities with green and welcoming places to live, work and play and respond positively to the climate emergency".

The Local Plan sets three main objectives.

- Providing sustainable levels of growth through the Local Plan.
- Providing better quality, greener development in the right locations.
- Prioritising the health and well-being of communities in delivering what's needed to support new development.

EHDC plans to deliver 9,082 homes between 2021 and 2040. Of these 8,816 homes are planned for East Hampshire Local Plan Area and 266 in the South Downs National Park. In Whitehill and Bordon, 677 homes are proposed. The location of outstanding proposed housing sites in Whitehill and Bordon (including Lindford) is illustrated in Figure A-1

Figure A-1 - Location of outstanding housing permissions and proposed sites in Whitehill and Bordon (including Lindford) (East Hampshire Local Plan 2024)



The Local Planning Authority plans to provide sufficient employment land in the Local Plan Area, a provision for around 28.2 ha of land. The following areas in Whitehill and Bordon are designated as Strategic Employment Sites, alongside the new town centre, and given the highest protection and safeguarding against loss to non-employment uses:

- Asmodee, Templars Way
- Land at Lion Court, Farnham Road
- Tech Forest and land to the North, Louisburg Avenue
- Bordon Innovation Centre (BASE), Barbados Road
- Bordon Future Skills Centre, Hudson Road

Local Plan aim to deliver a new town centre at Whitehill and Bordon. To ensure the long-term vitality and viability of the designated centres, a ‘town centre first’ approach will be applied to proposals for retail, leisure and other main town centre uses.

The Local Plan will focus development to be located in the most sustainable parts of the Local Plan Area where the greatest opportunities occur for residents to “live locally”, reducing the need to travel by the private car and instead engage in greater amounts of shorter journeys by walking and cycling.

Sustainable transport policy in East Hampshire, as set out by the Local Plan is as follows:

- Travel by the sustainable modes of walking and cycling will be prioritised in the location and design of new development.
- Greater engagement in active travel modes will be implemented in the Local Plan by allocating future development in locations that present opportunities for travel by walking and cycling.
- The Local Planning Authority is working with HCC to update the LCWIP. The revised LCWIP will detail prioritised walking and cycling networks as well as schemes.
- Development will provide a safe and secure on-site movement layout that minimises conflicts between road traffic, cyclists and pedestrians, whilst considering the needs of people with disabilities, and also accommodating the efficient delivery of goods, materials and supplies.
- Appropriate parking provision for all potential users is to be included in new development in accordance with the minimum parking standards.
- A travel plan will be provided for the development proposal and the developments projected transport impacts will be assessed by provision of a transport statement or transport assessment. Any developments with detrimental highway impacts will then need to demonstrate how they will mitigate the impacts from the development itself and/or its cumulative impacts.
- The Local Planning Authority will work with statutory consultees and transport partners, including the highways authorities of HCC and National Highways (NH), as well as adjoining County Councils, public transport operators, and the Local Enterprise Partnership (LEP) to transport and accessibility issues in the Local Plan Area.

Whitehill and Bordon Eco-Town Masterplan (2010, Revised 2012)

The relocation of the Bordon Army Barracks presented a unique opportunity to regenerate Whitehill and Bordon in a sustainable way that meets the needs of the local plan. This included introducing new facilities, better infrastructure, a thriving new town centre, improved public transport and a better mix of housing, employment and local shops. The masterplan provided the framework for ensuring the area was successfully regenerated and delivered the towns vision which was as follows:

“Our vision for Whitehill and Bordon Eco-Town will put the outstanding natural environment at the heart of the regeneration. The Eco-Town vision means that new facilities, leisure opportunities, jobs, education, infrastructure and housing will be provided to enhance this unique area and create a model sustainable community that is recognised locally, regionally and nationally”.

The Masterplan set out the area wide plan for delivering 4000 new homes and regeneration of the town centre, including a new Relief Road, traffic management along the A325 a new transport hub in the town and a new railway station.

The masterplan also included multiple targets such as:

- The whole town will be carbon neutral by 2036.
- 50% of journeys will not be made by car and in the longer-term hoping to achieve the highest levels of sustainable travel through a variety of measures.

The masterplan identified a new high quality public transport system that would be supplemented with a new direct rail link to Whitehill and Bordon. The rail link was later rescinded. It would be delivered alongside a redeveloped local street network.

Whitehill and Bordon Emerging Transport Strategy (2010)

In 2010 Hampshire County Council published a Transport Strategy for Whitehill and Bordon. Recognising the level of anticipated growth over the next 25 years, the strategy was intended to be flexible and would be revised as the town continued to grow. This was so the strategy could remain as a suitable framework for delivering future transport improvements that support the population and enhances the vitality of the town. As such the strategy has been updated in this strategy document.

The aim of the strategy was to create an exemplary, modern ecotown with a multi-modal transport system that reduced the negative impacts of existing car-dominated travel patterns.

There were three overarching objectives within the strategy. The first was to reduce the need to travel to areas outside of the town by providing appropriate jobs and facilities within the local area.

The second objective was to manage car demand within and to the outside of the town with pro-active car management to reduce adverse impacts of the car, including local traffic congestion, poor air quality and environmental impacts in environmentally sensitive areas.

The third objective was to enable sustainable transport for all trips by prioritising a high-quality public transport system interconnected with walking and cycling routes instead of private car use.

This would be achieved through a variety of interventions including:

- Integrating planning and transport so that people and facilities are co-located.
- Creating a Transport Hub with high level travel information and interchange options.
- Enabling Smarter Choices through personalised journey planning, local delivery facilities, improving digital access and remote working, travel plans and incentives.
- Creating well connected places through:
 - Innovative Street Design to ensure streets are multi-functioning places that are safe and accessible for all; and
 - Developing movement corridors that connect the transport hub and new railway station.
- High quality public transport system including:
 - A 10–15-minute bus frequency through the town and a 20–30-minute bus service to the local and sub-regional areas, supplemented by demand responsive transport.
 - Bus stops that are modern and interactive with real time information
 - Bus priority measures through the town to increase the attractiveness of bus travel.
 - Potential direct rail to the town with smart ticketing to enable seamless rail/bus journeys.
- An active travel network that caters to all, is highly permeable, easy to navigate and meets desire lines supplemented with car demand management, creating a safer environment for active travel.
- Managing car demand by:
 - Creating a 'Commercial Street' with no through traffic through the town centre.
 - Making the A325 a corridor that prevents car travel through restricting through movement.

- Introduction of Eco Cycle Hire, Eco Car Share and Eco Car Club to offer alternatives to the private car and car ownership, and
- Creation and implementation of a Traffic Management Strategy, Parking Strategy and Freight Strategy.

Whitehill and Bordon Traffic Management Strategy (2013)

The Traffic Management Strategy was produced to support the 2010 Transport Strategy. The purpose of this strategy was to discourage the use of the traffic along inappropriate routes through physical and softer interventions, reducing the impact of the new Eco-Town on local villages and communities.

The strategy identified a number of corridors where it aimed to reduce the impact of the traffic generated by the Eco-Town, this included discouraging the use of the inappropriate routes, enforcing speed limits and improving the pedestrian environment.

The corridors identified potential improvements to be:

- A325 – including junction improvements, pedestrian crossings, public realm improvements, reduced speed limits and village gateway treatment.
- Inner Relief Road – a new link road offering an alternative route for through traffic, removing non-local traffic through the town centre.
- B3004 to Alton – reducing traffic speeds through speed enforcement and improving pedestrian crossing facilities to reduce severance.
- B3004 to Liphook – reducing the speed of traffic and improving safety.
- B3002 to Hindhead – reducing traffic speeds, improving pedestrian crossing facilities and discouraging the use of inappropriate minor routes.
- Blacknest and Bentley – reducing traffic speeds to increase journey times to make the route less attractive to through traffic. Signage and freight routing strategies will be used to further discourage through traffic.
- Oakhanger Area – reducing through traffic through reducing traffic speeds, increasing journey times and enhancing village environment, this includes signage and freight strategies to further reduce through traffic.
- Blackmoor and Selborne Area – reduce level of traffic using routes and impact of traffic in Selborne and Blackmoor, including signage and freight routing strategies.
- Greatham – slowing vehicle speeds and increasing journey times along Petersfield Road to discourage use.
- Whitehill and Bordon Area – discourage traffic from using alternative routes around the town through environmental improve schemes to improve the pedestrian environment, reduced speed limits and village gateway treatment.

Whitehill and Bordon Eco-Town Parking Strategy (2013)

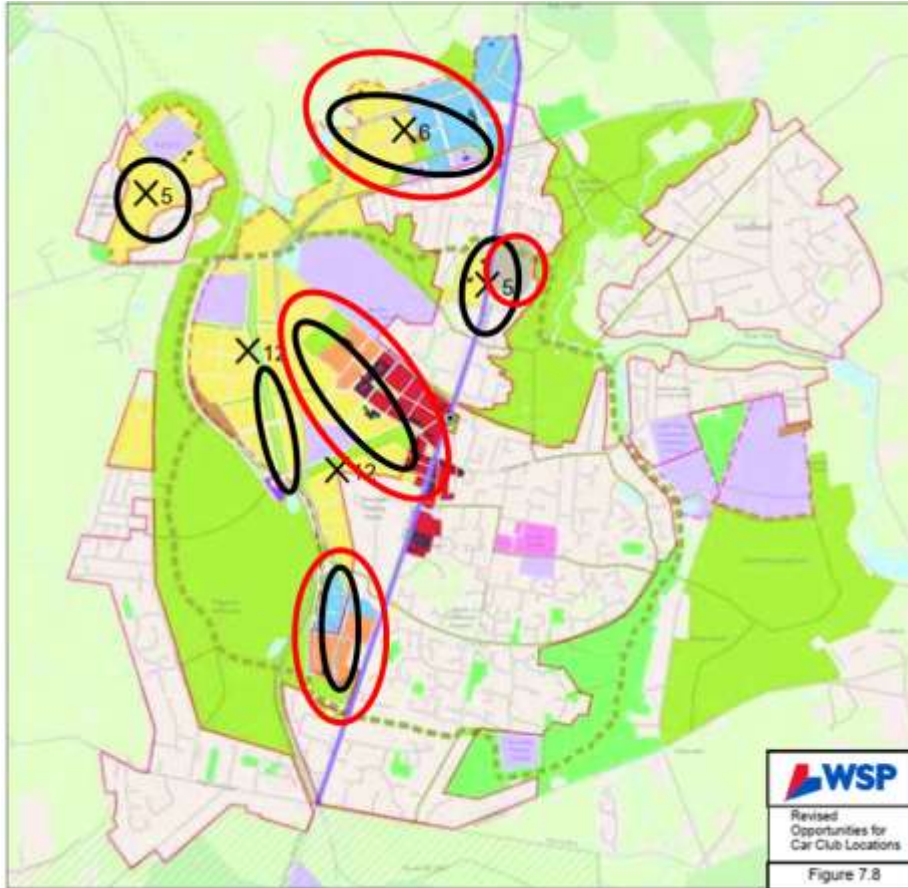
A parking strategy was produced to support the 2010 Transport Strategy. The purpose of the strategy was to assess the level of parking required on and off site and to manage car-based travel demand in the transition towards an exemplar sustainable development.

The recommendations for the strategy were identified through evidence gathering, consultation and understanding how to deliver the Framework Masterplan. The following measures were considered the most effective at reducing parking demand for the new eco-town:

- 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 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 for example residential and employment uses;
- To develop proposals for a decriminalised parking regime in Whitehill and 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 and Bordon car parks which supports the aim to reduce private car use whilst maximising the viability of the town the town centre, concentrating short stay spaces in the town centre for access to its facilities and long stay spaces at the edge of town;
- To improve and implement signage both for drivers by roads 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 one or two cars respectively.

Below shows the opportunities for shared use parking (red circles), parking barn locations (black circles), and car club locations with number of vehicles.

Figure A-2 - Parking Plan (Whitehill and Bordon Parking Strategy 2013)



The measures above should be implemented alongside the measures below to encourage alternative sustainable travel choices.

- Variable Message Signs (VMS) – provides motorists with real time information on the locations of available parking spaces within the town centre, enabling them to make more informed parking choices and make efficient use of remaining parking spaces to prevent needless circulation.
- Ownership and Control of Parking Supply – retaining control enables the Council control parking supply, influencing demand and parking space turnover which can ultimately influence car use and ownership.
- Parking Tariff Structure – used to control the use and length of stay in car park whilst retaining the attraction to internal and external shoppers to the town centre. This will be through unified approach across the car parks to control the tariff and length of stay.

Whitehill and Bordon walking and cycling strategy (2013)

In 2013 HCC published Walking and Cycling Strategy to support the 2010 Transport Strategy and the 2012 Masterplan for Whitehill and Bordon Eco-town. The Walking and Cycling Strategy outlined provision for walking and cycling, which encouraged current and future residents of Whitehill and Bordon and Lindford to make journeys on foot or by bicycle in preference to car. The aim of the strategy was to develop a phased strategy for the implementation of a comprehensive and cohesive network of pedestrian and cycle links and facilities in Whitehill and Bordon (and Lindford).

The Transport Policies CSWB11 and CSWB12 set a framework for the development of the Walking and Cycling Strategy. A continuous, multi-functional corridor of green-spaces and watercourses known as the green loop and green grid that will unite new and existing communities making the town more permeable to people and wildlife was proposed. The green loop and green grid would provide a network of pedestrian and cycle routes throughout the town linking up existing town-wide and long-distance routes via new streets and footpaths. The green loop and green grid will link all facilities together.

The following opportunities were proposed for promoting cycling:

- Provision of safe and secure cycle parking facilities adjacent to, or at the front door of residential units, employment and commercial hubs and transport interchanges, providing an immediate option instead of the car;
- Improved cycle infrastructure on the road network including good surfaces and safe, well-lit routes including a main cycle route along the existing High Street;
- Promotion of facilities for taking cycles on buses and trains;
- Provision of showers, changing rooms and lockers at work places, delivered through commercial Travel Plan obligations;
- Community bike rental initiatives and 'bikeability' training, along with incentives such as cycle purchase schemes and discounted equipment;
- Delivery bike loan schemes from local supermarkets to transport goods home without a car; and
- The enhancement and extension of cycle route networks connecting Whitehill and Bordon to the National Cycle Network.

Specific themes and objectives within the Masterplan that have been taken forward within the development of the Walking and Cycling Strategy were as follows:

- Ensuring sustainable movement to and from all land uses within the Eco-town, particularly via walking and cycling;
- Making walking and cycling a more attractive mode within Whitehill and Bordon via the introduction of new facilities for example crossing points, bike stands;
- Developing cohesive networks for walking and cycling to ensure that all areas, old and new, of Whitehill and Bordon are accessible by sustainable modes;
- Developing the Green Loop and Green Grid to connect all facilities town wide.

Whitehill and Bordon Eco-Town Public Transport Strategy (2013)

The Public Transport Strategy for Whitehill and Bordon was produced to support the 2010 Transport Strategy. It outlined a framework for the future public transport system, identifying the improvements needed to challenge and change attitudes to public transport amongst current residents, reduce the dominance of the private car in current travel patterns, minimise any negative transport impacts of the town's regeneration on local communities and the environment and, above all, to make it a real possibility to live in Whitehill and Bordon without having to own a car.

The Public Transport Strategy sets out a package of recommended interventions which focused on delivering improved accessibility to existing rail stations in the local area by a variety of modes, together with high quality bus services to cater for movement between homes, employment and recreational destinations. These bus services would be implemented at three levels:

- Town – the provision of a circular town service, hourly in the early stages of Whitehill and Bordon's regeneration but with the feasibility of delivering frequency improvements (to every 30 minutes or better) under ongoing review as residential/employment development progresses;
- Local – along the main transport corridors linking Whitehill and Bordon with nearby towns, local villages will be served by conventional scheduled bus services providing a combined frequency ranging between every 15 to 30 minutes when the development is fully built out. Settlements away from the main transport corridors will be served by demand-responsive provision, connecting to the wider public transport network as well as to key destinations in Whitehill and Bordon (for example shopping, healthcare and education);
- Sub-regional – new and improved links will connect Whitehill and Bordon with major regional employment and shopping centres, including the Blackwater Valley, Basingstoke and Guildford, providing a combined frequency ranging from a maximum of every 15 minutes to a minimum of every 60 minutes when the development is fully built out. Many of these services will operate on an express limited stop basis, providing journey times competitive with the private car.

The recommended public transport package sought to achieve a balance between new and improved public transport services, and investment in supporting measures such as improved infrastructure and information/marketing, with the aim of achieving significant future growth in public transport usage.

Supporting Measures

- Improved Bus Stops: The Transport Hub would be constructed at an early stage of the town's regeneration.
- Improvements to the Local Highway Network
- Information/Marketing: Real time information to smart phones, Real time information to workplaces, Real time information at bus stops, Printed travel information, Branded web site, Bus route branding, Free public transport tickets, Smart ticketing, Wi-Fi enabled bus fleet, Next stop audio visual announcements.

Whitehill and Bordon Freight Strategy (2013)

The Freight Strategy for Whitehill and Bordon was produced to support the 2010 Transport Strategy. It identified a toolkit of measures to pro-actively manage the necessary delivery of goods and services required by the town, as well as reducing the negative impacts of larger vehicles making non-local trips through the town. The aim of the freight strategy was ‘to minimise the impact of the freight and logistics sector on local communities and the environment whilst maximising its contribution to enhancing the economic competitiveness of the town.’

The five overarching objectives within the strategy are listed below.

- 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 stakeholders.
- Minimise congestion by improving the efficiency of freight distribution.

Minimise the impact of freight movements on the environment by reducing air quality and noise impacts.

Whitehill and Bordon and environs – Town Hoppa Proposal (January 2023)

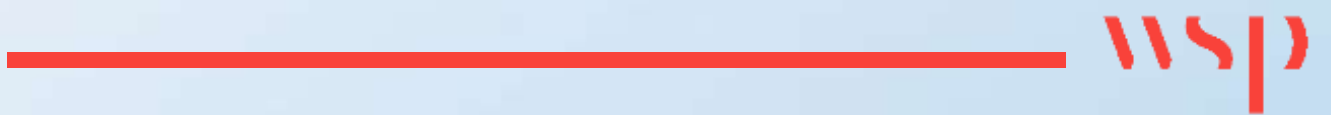
In January 2023 a study was undertaken to propose a Town Hoppa for Whitehill and Bordon and its surrounding area. This set out that due to the growing footfall in Whitehill and Bordon, additional public transport services are required to move people around the town connecting the new and existing facilities, and the communities living on the eastern side of the town with the rest of the town including the new town centre. Hence, Whitehill and Bordon Regeneration Company (WBRC) proposed a pilot project of a looped local bus service in partnership with a local bus provider. The project was proposed to be funded by the S106 monies and the initial pilot of 18 months was anticipated to require £275,000 subject to approval from EHDC and HCC.

The Whitehill and Bordon pilot service proposal is summarised as follows:

- Two new pure electric buses servicing two routes in the town with regular connections to Headley, Chocolate Frog (towards Oakhanger) and Country Market. Buses will be parked and charged at the town centre adjacent to The Shed.
- Both buses will have capacity for eight seats and be wheelchair accessible
- Service would initially run seven days a week between 09:00 – 17:00. This will be adjusted during the pilot period to meet customer demand and extensive promotion and customer surveys will be undertaken to tailor the service to community needs.
- Tariff is currently proposed as £3.00 for a single journey and concessions for bus passes will be accepted (subject to approval by HCC).
- Service is bookable via phone but will also pick up customers at bus stops along the routes proposed.
- The service would run on a schedule to be agreed whilst allowing time for charging, although any pre-bookings would be serviced directly.



The buses would be maintained and managed by Waverley Hoppa Community Transport.



Appendix B

Stakeholder engagement notes

The agenda for each stakeholder workshop was as follows

- Welcome and introduction
- Study background
- Breakout exercise
- Schemes discussion
- Next Steps and close

Meeting: Whitehill and Bordon Transport Strategy HCC Internal Officers Workshops

21 February Midday

Breakout Room A notes

- Historically, has been a lot of recent investment – close to £50m last decade. Homes England involved and successful in securing LEP money (~£30m).
- Lots of the Grey infrastructure now delivered- new strategy should be about services and people- and potentially shifting the Hampshire focus away from Whitehill and Bordon.

Town Centre

- Should recognise good work done to date and that the developer has done a really good job in getting a town centre off the ground.
- A view from some that although LTP4 is the policy- focus should be safeguarding and promoting a vibrant town centre. Links to parking.
- Possible thought that strategy should be about how improvements to ped/cycle facilities and creation of places can help to further support the town and town centre business.

Parking

- Key areas to consider:
- Charges at Council owned car parks;
- What policies might be appropriate for development sites.
- Interaction of car parking charges with how aligns with promoting sustainable travel raised.
- Also raised that need parking in the town to be attractive to help get a town centre off the ground.

Shared mobility/Car club

- Being looked at. Some emerging ideas elsewhere in Hampshire- but appears embryonic.
- Officers keen, but would be question marks about if sufficient size settlement to support such an operation (note – possibly not!)

Public Transport

- Historically- developer keen on minibuses- but not deliverable -so led by commercial operator.
- Current hourly frequency services are not attractive. Ideally would be every 20 mins or every 15 mins (note- is it half hourly- based on two hourly services?)
- Discussion about bus priority- but recognised not much delay in Whitehill and Bordon! A point about the appearance of priority can also help!
- Importance of bus stop facilities, including Real time info, raised, and importance of integration into the bus network (cycle parking/links with micro-mobility)
- Qs to HCC about what discussion with Stagecoach- but unclear if anything had ever taken place.

- Demand Responsive Transport (DRT) discussed- HCC officers enthusiastic- but also recognised no commercially viable service in the UK- and best practice example in Sevenoaks needs £350K revenue support p/a.
- note. - Remains a Q of how much pump priming would be needed to secure enhanced service frequency to Farnham for example. Unconvinced that DRT is appropriate.

In summary

- Recognise the importance of the Town Centre. Need to ensure the vibrancy of this is secured before too many sticks.
- Parking policy- desire for change- but may need to recognise will need a phased approach.
- Plan for PT. a view not that attractive- is there a viable means of improving services?
- Travel Plan- needs to be renewed in line with new strategy.
- Shared Mobility- a desire for this (albeit may need to be slightly down the line)
- Strategy needs to be pragmatic.

Breakout Room B notes

Weaknesses/Threats

- Isolated, rural settlement, not huge, few services.
- Inherent weakness in Geography: About 15 miles from large developments which is a long time by bus. PT not a good fix for this. Huge expectation that it would. Main large settlements nearby - Portsmouth, Basingstoke, Farnham, Aldershot. Public are not getting on the bus.
- Historic want for a rail station.
- Still a bit of a dump?
- Is number of jobs in Whitehill and Bordon matching the local need? Are residents having to commute away to meet need? Are jobs which are there being taken by residents or creating inbound commuting?
- If it had not been a barracks probably would not have had so much development
- Investment in bypass could have led to more of a downgrade centrally but it did not.
- Industry up against Templar Way, lots of industry in centre of Whitehill and Bordon – is this staying or going?

Strengths

- The Shed is an attractor.
- Looks attractive to live. Nice new houses. Internally well connected for walking and cycling. Alice Holt and Hogmoor enclosure nearby which are great for walks. Lidl and Tesco.
- Young families moving there. With cars – coming out of London.
- If you live locally you are within 20 min walk from the centre.

Trends/Opportunities

- Active travel/home working locally then car/car share further afield.
- Re-focus strategy – active travel for short trips.
- Hollywater and Debwater complain about increased traffic and congestion on Hollywater Road from Whitehill Road and northbound to Mill Chase Road; lots of traffic from developments for example Mill Chase Road (Weyford Nursery).

High Street

- Take away some of the road space – it still feels like an A road.
- High street very wide could narrow it and have wider footways for example. Watch out for industrial deliveries and Tesco deliveries.
- Get DfT to redesignate bypass to MRN and not the High Street.
- Journey time on High Street route currently not slow enough compared to Relief Road. Perhaps a little quicker still even. Get local traffic to join A325 sooner rather than use high street.
- Posted 30mph limit but feels like 40mph.

Relief Road

- Couple of formal crossings but otherwise informal crossings. Ensure connection from new developments otherwise creates severance to new developments. Retrofit it to improve for walking and cycling.
- Dumbbell roundabout in south does try to kick you onto Relief Road and away from High Street.

Parking

- Parking near schools on roads nearby.
- Oakmoor school location has car parking in car parks at the shed 500m away but still chose to park opposite school and causing issues. Hollywater school.
- Parking management in new town centre to compliment strategy to move to active travel for short distance.

Active travel

- Investment in active travel including Station Road and Station Road/Lindford Road junction – ped facilities, modal filters, move traffic onto bypass.
- Beryl bikes, e-scooters.
- Cycle parking? Does it exist? Quality? Secure? Sheffield is good and easy to maintain. Two tiered are not accessible.
- Step free and healthy streets.
- Integrate shared paths at new developments better with other areas.

Car club/car sharing

- Longer distance – car sharing and car club.
- Car parking in town centre – parking charges to be free for short period of time so that school trips can use these – if they are putting in yellow lines and TROs around schools.

Public Transport

- Existing bus routes are good just long in journey time to get to where you want.
- Frequencies could be more improved.
- Do buses go into rail stations themselves?

Scheme Ideas

- Station Road active travel scheme – needs to be people focused.
- Breakdown the road hierarchy and change into movement and place framework and healthy streets framework
- Focus on main spine roads through developments for active travel.

- Older town centre – what is happening? Community centre? Keep community centre and active travel to this is – could remove a lot of car parking here – more houses?!
- Longer cycle routes – Liss, Hindhead, East/South, Lindford, Headley Down.
- Proposed cycle route Bordon to Haslemere through Liphook but severance over A3 – takes about an hour – on road and not cycle tracks mostly.
- East Hampshire LCWIP draft – not published.
- Encourage walking and cycling particularly in less deprived areas.

3 scheme discussion – temperature check on pipeline schemes

Station Road/Lindford Road

- Change objective not to cater for growth as this is counter-productive to pushing traffic to the Relief Road.
- Cannot cross the road – enable this current no formal provision.
- Option to close Station Road at the junction and put in modal filter and/or bus gate – force traffic to Relief Road. Support for this from officers.
- Appetite for improving wider Station Road area – yes from councillors, maybe not from residents and members.

Sleaford Lights

- Have traffic figures north of Whitehill and Bordon actually gone up? Increased working from home so is it needed? DfT counts – not increased in last few years. Ministry of Defence usage was probably fairly high. Transport Assessments have overestimated demand in other areas. Therefore, scheme probably not needed here.
- Collisions: many in last ten years but better in last five years so safety not really an issue since last scheme upgrade.
- Cycle way in middle is not nice.

A325 Sleaford to county boundary

- Flows have not increased from development therefore should not use developer funding for improvements here.
- Provision for cyclists to north? Connect Farnham.

Other comments

- Move away from capacity schemes.
- Economic challenges – new town centre. If strategy recommends parking fee, consider survival of town centre.

22 February 1pm

Breakout Room A notes

Highways

- Looking to get a ped crossing on A325 linked to Asmodee building.
- Want updated strategy so can be on front foot for emerging allocations.

Schools and Travel Planning

- Lots of change regarding schools.
- Budds Lane - location of schools. Can be an issue relating to school pick up and drop off. There is a Park and Stride in place - but due to close in August 2024.
- New application for a primary school, on Havannah Way to meet growing population of town.
- Lots of double yellow lines in vicinity, but still a question of what the wider parking plan for schools is.
- Drop off at schools a key issue.
- Principal of school streets would be supported. But has to be at zero cost to council (unclear what exactly zero cost means, but likely no ongoing revenue cost). There are three pilots across Hampshire, two progressing (one seamlessly one requiring a bit more support).
-
- Lots of previous work in the area. Sustrans, Living Streets and Better Points. Have been trialled- unclear if any data available.

Pedestrian/Cycle provision

- Desire for pedestrian crossing priority at Camp Road/Station Road.
- Pedestrian/crossing provision is generally inconsistent – Bridging these gaps felt to be particularly important to provide a minimum, consistent standard.
- Arrival Square- noted that have provided shared use rather than segregated pedestrian and cycle routes. Intention is pedestrians have priority, but cycles allowed. This is broadly the approach across the town. Note that standard of materials here likely to be too expensive for wider rollout.
- Note changes to Oakhayes Junction and Asmodee access.

Green Grid Loop

- Lack of provision from Hogmoor Road, including alongside Asmodee building. They will be providing a section along A325/Templars Way and then to crossing (informal).
- Gaps in wayfinding raised as an issue. This could be a simple action.
- Healthy streets idea for High Street.
- Pedestrian/cycle provision at Station Road is a priority and if possible keen to enhance sense of place. Flagship entry scheme.

Public Transport

- Initial vision of gold-plated minibus services, but in practice a long way below the aspirations with just a handful of commercial services and current provision below where want it to be.
- Bordon probably too small for a dedicated town service. There is also a bookable taxi style service.
- Some kind of community-based service could be feasible. Would need to be piloted. But care with risks of state aid.
- Future provision likely to be based on commercial services. Pre Covid there were discussions about extending or enhancing the 18 service/13 service that currently serve town.
- Aspiration would be for half hourly frequency on the commercial services.
- Note Solent Transport has Breeze. Potential longer-term aspirations.
- Integration with rail network tricky.
- Discussion about bus priority- but feeling not much delay in Whitehill and Bordon!

In summary

- Schools are growing and drop off is a key point to consider/action.

- Plan for public transport. How to enhance the 18 and commercial services.
- Crossings of the A325.
- Get on front foot to secure improvements.

Breakout Room B notes

Weaknesses/Threats

- Disabled people want more seating which is difficult to put in due to maintenance and do not want to locate seats outside of houses – part of walking strategy seating strategy.
- No rail station and never will be.

Strengths

- Lots of walking and cycling infrastructure not just on highway.
- Some narrowing on highway through Whitehill and Bordon with shared use paths.
- Active Community groups – walking group, living streets (sustainable travel).
- Amount of development means lots of potential for behavioural change and promoting infrastructure, more people susceptible to change since they have recently moved here and undergone change anyway.
- Communications release on Whitehill square was good – need to do more similar releases.
- Delivered some really great transport infrastructure which would not have been done without the regeneration project.

Trends/Opportunities

- Location and access to green space
- Infrastructure already delivered
- Link new developments with what is on their door step.
- Access to rail by bus or DRT?

Monitoring

- Focus more on work with regeneration company – travel planning and monitoring of this. Write into strategy how to use this and monitor it and how to use this. What is monitored and how to monitor going forwards.
- Have got temporary and permanent count sites in the area – evidence base.
- List of what we could monitor in Travel plan and monitoring reports from that.
- Tie in with monitoring sites already there.
- Engagement data as well as traffic data. Number of people taking up services. Explains more if actual behaviour change is happening. People's attitudes to different types of transport.
- Ask to use Sustrans in the area to inform their reports.

High Street

- Been looked at a few times.
- Take care due to large vehicles which need access.
- Look at how to push traffic onto the Relief Road.
- Make it more inconvenient without making it impossible – Modal filter.
- Keep access for all users but make the route longer.
- Micro-consolidation – have cargo bikes to do final leg? Not enough demand in Whitehill and Bordon for this.

- Feels like a road not a place – change the feel of it. Like Arrival Square.
- Arrival Square feels a little bleak – have more planters. Maintenance? For the district council or local community. Will be more different once town centre more open.

Town centre

- Locals not too happy – old competing with new.
- Old is dying, apart from supermarkets (Tesco and Lidl).
- New next to all new schools.
- Signage not updated how to refer to new vs old town centre

Relief Road

- Review pedestrian and cycle links across link road and cater for crossing especially if more traffic id encouraged on to it.
- Understand where needs upgraded crossings – high quality for all people.
- Purpose to shift traffic from town centre.

Parking

- School drop off parking to be accommodated into town centre parking – still up in the air. Free for half an hour. Have an area close to Budds Lane. Problem at the moment with cars on street.
- Ensure cycle parking is within parking strategy cater for e-bikes/e-cargo bikes if they are going to be used. Priority with LTP4. Security and lighting.

Active travel

- Behavioural change from car to bike.
- e-bike vs e-cargo bike – carry a child or shopping.
- Where is flagship infrastructure and tie in as much as possible to this from old/current development.
- Where is greatest potential for behaviour change – key route/residential sites.
- Identify the most unattractive roads – Station Road was previous main road and now move traffic away from this.
- Do Healthy streets assessment – make it more inconvenient to use car – modal filters!
- East Hampshire LCWIP – Bikeability scores. – Helen to share.
- Lindford Link over the water board walks – zig zag – not good for cycling? Second option more direct.

Car club/car sharing

- Survey drafted to go out to residents. Where they would like to see car club vehicles.
- Incentives alongside. How to drive demand to something (car club) that people have not done before.
- Would they use a car club or bike hire/e-bike more? Internal versus external trips.
- Behavioural change

Public Transport

- Last bus too early to get from college.
- Infrequent bus and delayed.
- Current consultation looking to make cuts.
- Look at over longer-term scale.

- Difficult location – rural and not really self-sustaining. Do with district councils and regeneration partner.
- Which service are residents missing? Is it to college/school or commuting?
- Realistic – try to survey/gap analysis what can they not access? Bring services to Whitehill and Bordon – will improve with development build out. Reduce need to travel.
- Travel survey results – could be useful.

Scheme Ideas

- Modal filters
- Buses and bus gates.

3 scheme discussion – temperature check on pipeline schemes

Station road

- Roundabout and how it interacts with Station Road important.
- Consider with scope to discourage traffic on route.
- Walking and cycling – crossroads better – need Station Road to be partially closed near the junction – initially not approved but seems to be more accepted.
- Primary concern of closure on Station Road pushes traffic to Budd Lane where schools are.
- Need better crossing provision here.
- Do not need to maintain capacity on C114.
- Bring sense of place from this location.
- Key – this is where people enter the new town centre – we want people walking and cycling from.
- Demographics – more working at home.
- Focus on local journeys.

Other comments

- Public Health involvement – new town – do they need input?
- Secured a number of interim arrangements – Parking, mobility strategy – in planning system.

Meeting: Whitehill and Bordon Transport Strategy HCC External Officers Workshop

12 March 9am

- A strategy that gives clarity around transport priorities would be helpful. Ideally the plan for each mode.
- Plan for Public Transport is particularly key. Including what is not feasible.
- Strategy could be phased- to recognise changing nature of Bordon as it develops (for example in the town centre)
- Would be useful to have multi-purpose mode data, not just Commute.
- Recognise semi-rural and with leisure centre, new town centre could be a destination. Aspiration is a place to live, work and play.
- Parking Standards. Developer felt was over provision and would want to see lower standards or more flexible.
- DRT. A Red Herring? Chunk of money spent on developing ideas by developer, not supported by HCC. Seems unfeasible.



- Modal filters on Station Road and/or Budds Lane supported. Can we tie this into the narrative around street hierarchy.
- EHDC and Development Company offered to review draft before published.

Meeting: Whitehill and Bordon Transport Strategy HCC External Councillors Workshop

17 July 3pm

Weaknesses/threats

- the new town centre is not built yet so it is not an attractor.
- no hospital, have to travel out of town. Best is by bus to Petersfield.
- no line to rail station, no clear station for people to go to.
- 6th form centre closed
- Liphook rail link bus which no longer runs enabled link to Petersfield and Guildford (hospital)
- Children in Liss go to Oakmoor school but need bus – can do train to Liphook and then bus but hard for younger children.
- Lack of evening entertainment in town, would be fine if there were late buses.
- Equal opportunities for all – young people can't get anywhere – limited on college. If the town doesn't offer college/cinema they need public transport to it.

Opportunity

- New town centre once built.

Emerging strategy

- Integrating the existing town with the new development is key
- Support for e-scooters & e-bikes
- Improving the frequency of the bus would be good – need to improve access to college, rail and commuter routes.
- Community travel plan is essential especially for new developments.
- Education & health is key and links to these – do the 18 & 13 go there?
- Farnham bus is long, Liphook or Liss is quicker.
- Not worth improving bus stop facilities if there are no buses.
- Is real-time info needed at bus stops if there are apps?

Follow up: why improve bus to Farnham/ Alton and not Liphook/Liss?

- *Farnham is the most likely location to justify an enhanced frequency of bus service, based on it being a higher draw for travel to work trips, and also likely retail. So going to half hourly should be more feasible, and certainly more so in the short term.*
- *Trains cross at Farnham, but do not at Liphook. That makes it easier to coordinate buses with rail services in both directions. Whereas at Liphook, where there is 4-9 minutes between trains in*



opposite directions, so difficult to coordinate with rail services in both directions (would either need a lot of time for the bus to wait at the station, or more likely just do so in one direction).

- *Travel by bus is only 5 minutes longer to Farnham than Liphook.*

The HCC Public Transport team will look further into which destination would be more popular when exploring which bus service(s) to improve.



Appendix C

Shortlisting scoring criteria

Theme 1: A carbon neutral, resilient Whitehill and Bordon

The initial assessment of the carbon impacts of schemes is based upon contribution of a scheme towards achieving carbon neutrality by 2050, scoring of which would be a sum of the scores received from the following two criteria:

Avoid – shift – improve

Score	Intervention Type	Examples
3	Avoid	Digital Infrastructure, road user charging, shared mobility
2	Shift	Sustainable travel improvement
1	Improve	Electrification
0	Neutral	No impact
-1	Induce	Highway capacity

User Emissions

Score	Impact	Examples
3	Large Positive	Combines measures in 1 and 2 below
2	Moderate	Pricing measures, reducing need to travel
1	Slight benefit	EV, shared mobility
0	Neutral	Urban active travel, Public Transport schemes
-1	Negative	Rural Leisure Trail/ Standard Park and Ride (for example, Park and Ride only)
-2	Moderate Negative	Development Access Road (multi modal)/Highway capacity at existing junctions/infrastructure
-3	Large negative	New Highway infrastructure through greenfield land

Theme 2: Respect and protect the environment in and around Whitehill and Bordon

The scoring for ability of the schemes to improve air quality and reduce noise disturbance from transport in and around Whitehill and Bordon is based on the following criteria.

Score	Impact	Criteria	Examples
3	Large Benefit	High probability that the scheme would reduce noise and improve air quality in the urban centre	Only active modes permitted in the urban centre
2	Moderate Benefit	Moderate probability that the scheme would reduce noise and improve air quality in the urban centre	Ultra-Low Emission Zone / Road pricing / Congestion charging
1	Slight Benefit	Slight probability the scheme would reduce noise and improve air quality in the urban centre	Low Emission Zone / PandR / shared mobility services inside the urban centre
0	Neutral	The scheme would likely have no impact	Scheme is not related
-1	Disbenefit	It is likely that the scheme would increase noise and degrade air quality in the urban centre	Narrowing of footways to provide on street parking

Theme 3: Thriving and prosperous town centre

The assessment of the schemes contributing to a vibrant town centre that supports local business is based upon the ability of the scheme to provide accessibility to the town centre along with suitable parking options near it.

Score	Criteria	Example
3	Scheme has a significant positive benefit for multiple modes	Transport interchange
2	Scheme is likely to have significant positive impact on one mode, or a slight positive impact on multiple modes	PandR improvements, new bus services, parking facility for multiple modes
1	Scheme is likely to have slight positive impact on the connectivity for one mode	Active travel facilities, increased bus frequencies
0	Scheme is likely to have no impacts	
-1	Scheme expected is likely to have slight negative impact on one mode	
-2	Scheme is likely to as significant negative impact on one mode, or negative impact on multiple modes,	
-3	Scheme is likely to have significant negative impact on strategic connectivity	

Theme 4: Healthy, happy and inclusive place to live, work and do business

The healthy, happy and inclusive place theme includes the following objectives:

- 50% of internal trip made by walking, wheeling or cycling by 2030
- Safe, accessible and attractive public transport facilities

The objective on 50% of internal trips being made by walking, wheeling or cycling by 2030 would be scored on the number of trip purposes (education, employment, shopping, leisure) the proposed scheme would likely benefit.

Score	Impact	Criteria
3	Large Benefit	The scheme significantly improves active travel connectivity for multiple trip purposes
2	Moderate Benefit	The scheme provides improvements (LTN 1/20 compliant) to significantly benefit a single trip purpose, or moderately benefiting multiple trip purposes
1	Slight Benefit	The scheme provides improvement to public transport and/or accessibility to public transport services. slight benefit to a single trip purpose
0	Neutral	The scheme has no impact
-1	Slight Disbenefit	The scheme decreases the accessibility via walk/cycle
-2	Moderate Disbenefit	The scheme is likely to increase traffic speeds
-3	Large Disbenefit	The scheme reduces accessibility to public transport and/or leads to increase in vehicular traffic

Safe, accessible and attractive public transport facilities objective would be scored based on the reduction in severance and car use and increase in public transport usage, based on the following parameters:

- Accessibility – easy access to goods, services and activities (for example new public transport connections, DDRT services, new physical or digital connections)
- Reduced severance (removal or reduction of significant movement barrier)
- Integration between modes and/or public space (multi modal access, urban realm enhancement)

Score	Intervention Type	Criteria
3	Large Positive	significant improvement in at least two of the parameters (for example improving accessibility and reducing severance)
2	Moderate Positive	Significant improvement in one of the parameters (for example new bus service to settlement, improved bus services such as bus frequency increase, bus lanes)
1	Slight Positive	Minor improvements (for example RTP1, bus stop improvements)
0	Neutral	Scheme will not impact PT accessibility
-3	Moderate Disbenefit	The intervention would remove an existing PT connection (for example new highway links, widening of carriageways)

Theme 5: New Development

The parameters for assessing the sustainability of the new developments and ability to induce an uptake of sustainable travel are:

- Preparation of Travel Plans
- Promotion of active travel (including walking, cycling, wheeling and using other mobility aids) to all services and facilities such as schools, health and community facilities through attractive infrastructure.
- Provision of a public transport system with adequate capacity to all the above-mentioned amenities especially in areas which are not accessible by active travel
- Reduction of travel distance and need of travel
- Improvement of existing transport infrastructure
- Enhancement of road safety
- Mitigation of adverse effects of proposed development on the strategic and local transport network

Based on the above-mentioned criteria, the schemes would be scored in the following manner:

Score	Impact	Criteria
3	Large Benefit	Fulfil three criteria for a site
2	Moderate Benefit	Fulfil two criteria for a site
1	Slight Benefit	Fulfil one criterion for a site
0	Neutral	Scheme is likely to have no impacts
-1	Slight Disbenefit	Negative impact on one criterion for a site
-2	Moderate Disbenefit	Negative impact on two criteria for a site
-3	Large Disbenefit	Negative impact three criteria for a site







Appendix D

Delivery plan



The table below shows the proposed delivery plan for the Whitehill and Bordon Transport Strategy, including which key strand the scheme sits under, the scheme description, timeline, estimated cost and percentage of budget.

Key Strands	Scheme	Timeline	Cost	Cost (£)	% of Budget
Creating a Place for People	Station Road/Camp Road Junction	< 3 years	Low-Medium	£1,000k	35%
Creating a Place for People	High Street traffic calming to reduce vehicle speeds and improve walking, cycle and vehicle parking	< 3 years	Low-Medim	£900k	
Creating a Place for People	Station Road modal filter / Budds Lane traffic reduction	< 3 years	Medium	£500k	
Improving Public Transport Provision	Increase frequency of 18/13 services (extent subject to funding)	3-5 years	High	£1.6m	35%
Improving Public Transport Provision	Enhancements to bus/rail interchange at Farnham, to align with rail network	3-5 years	High	£400k	
Improving Public Transport Provision	Enhancement of bus stop facilities, including cycle parking	3-5 years	Low-Medium	£400k	
Enhancing Active Travel Connections	Crossing provision and improvements along the A325	< 3 years	Medium	£500k	15%
Enhancing Active Travel Connections	Green Grid priorities – completion of network	3-5 years	Low	£150k	
Enhancing Active Travel Connections	Oakhanger Road junction improvements with pedestrian and cycle facilities	3-5 years		£400k	
Future Transport Choices	Micromobility – E-scooter / E-Bikes	>5 years	Medium	£500k	10%
Future Transport Choices	Protect highway spaces for Micromobility operators	>5 years	Low	£300K	
Future Transport Choices	Safeguarding of space for Car Club / Micromobility	>5 years	Low	£50k	
Complementary Measures	Refresh of Travel Plan	< 3 years	Low	£150k	5%
Complementary Measures	Wayfinding signage	3-5 years	Low	£100k	
Complementary Measures	Lower parking standards within close proximity of town centre	3-5 years	Low	£25k	



When reviewing the future funding distribution for transport measures it is important to recognise that there is an outstanding repayment to Hampshire County Council that was lent to secure the delivery of the relief road. The repayment, in the region of £1.4million, should be prioritised and secured at the earliest opportunity from the s106 instalments that are set to be received from the developer.



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