


Whitehill & Bordon Community Travel Plan

Mode Share, Shift, and Targets

Contents

Mode Share, Shift, and Targets	1
Introduction	3
Background	3
Baseline Data	4
Mode-shift Data	4
Aims, Objectives and Targets	6
Aims.....	6
Travel Plan Targets	7
Monitoring and Evaluation	9
Monitoring	9
Table 1: Census Mode-share data 2011-2021	4
Table 2: Mode-shift Targets until 2035	7
Table 3: Monitoring and Evaluation Target Areas	9
Figure 1: Mode-split of Commuters 2024	5
Figure 2: Mode-split of the most frequent journeys across Whitehill and Bordon 2024	5
Figure 3: Whitehill and Bordon Transport Strategy Vision	6

Document Production Record

Issue	Purpose/Status	Prepared by	Checked	Approved	Date
01	DRAFT FOR CLIENT REVIEW	EC	JR		21.10.25
02	FINAL FOR CLIENT ISSUE	EC	JH	CW	10.12.25

Introduction

Background

Alongside the Main Report and Action Plan, this document forms part of the Whitehill and Bordon Community Travel Plan, setting out the proposed targets and measures.

Although a masterplan was agreed in 2010, travel patterns of residents have changed over time, alongside changes to National and Local transport policy. With [Hampshire County Council's \(HCC's\) Local Transport Plan 4](#) in place, the revised Whitehill and Bordon Community Travel Plan seeks to promote sustainable travel to the local community and support the delivery of the Whitehill and Bordon Transport Strategy.

This document sets out a package of future community travel aims and targets with measurable outcomes for the Whitehill and Bordon Area, to promote sustainable travel and reduce reliance on single-occupancy vehicles.

Data and Statistics

The data used within the Whitehill and Bordon Community Travel Plan and this appendix includes:

- [Whitehill and Bordon Transport Strategy](#)
- 2022 Travel Survey, and [2024 Travel Survey](#)
- 2011 and 2021 Census data
- Commuter Survey
- [MyJourney School Survey](#)
- Modeshift STARS
- School Census travel data.

Policies and Framework

This document has been written with respect to the below policies:

- [Whitehill and Bordon Transport Strategy](#)
- [East Hampshire Local Cycling and Walking Infrastructure Plan](#), *'a long-term approach to developing local cycling and walking networks'*
- [Healthy Streets Guidance](#), *'prioritising people's health and wellbeing when designing, managing, and using public spaces'*

- [Local Transport Plan 4](#), ‘A carbon-neutral, resilient and inclusive transport system’
 - [A Guide to Travel Plans](#)
 - [National Planning Policy Framework](#), ‘to meet the needs of the present without compromising the ability of future generations to meet their own needs’

The above-mentioned policies and frameworks are in place to assist in identifying the opportunities for the effective promotion and delivery of sustainable transport initiatives across Whitehill and Bordon and providing to people a choice of high-quality travel options.

Baseline Data

Background

For a comprehensive analysis of traffic data and travel patterns in the town, please refer to the Whitehill & Bordon Transport Strategy.

Mode-shift Data

The Census data from 2011 and 2021 below in table 1 shows the comparative commuter mode-share for Whitehill and Bordon against East Hampshire, Hampshire, and England.

Mode	Whitehill and Bordon		East Hampshire		Hampshire		England	
	2011	2021	2011	2021	2011	2021	2011	2021
Car/Van	75%	63%	72%	52%	72%	52%	62%	48%
On Foot	10%	5%	9%	6%	9%	6%	11%	8%
Cycle	3%	1%	2%	1%	3%	2%	3%	2%
Train	3%	1%	5%	1%	4%	1%	5%	2%
Bus/minibus	2%	1%	1%	1%	3%	2%	7%	4%
Other modes	2%	1%	2%	1%	2%	2%	6%	4%
Work from Home	6%	28%	9%	37%	6%	35%	5%	32%

Table 1: Census Mode-share data 2011-2021

The table above shows the decline in car and van usage across the decade 2011-2021, with an achieved 10% reduction for East Hampshire and Hampshire. This is also supported by the increase in volume of home workers.

Based on the results of the most recent (2024) travel surveys undertaken in the town and as set out in Figure 1 & Figure 2 below, according to the 2024 travel survey, motor vehicles are the most-used mode of transport both for commuting and across all journey purposes.

This data has been used as the baseline data for the Travel Plan targets.

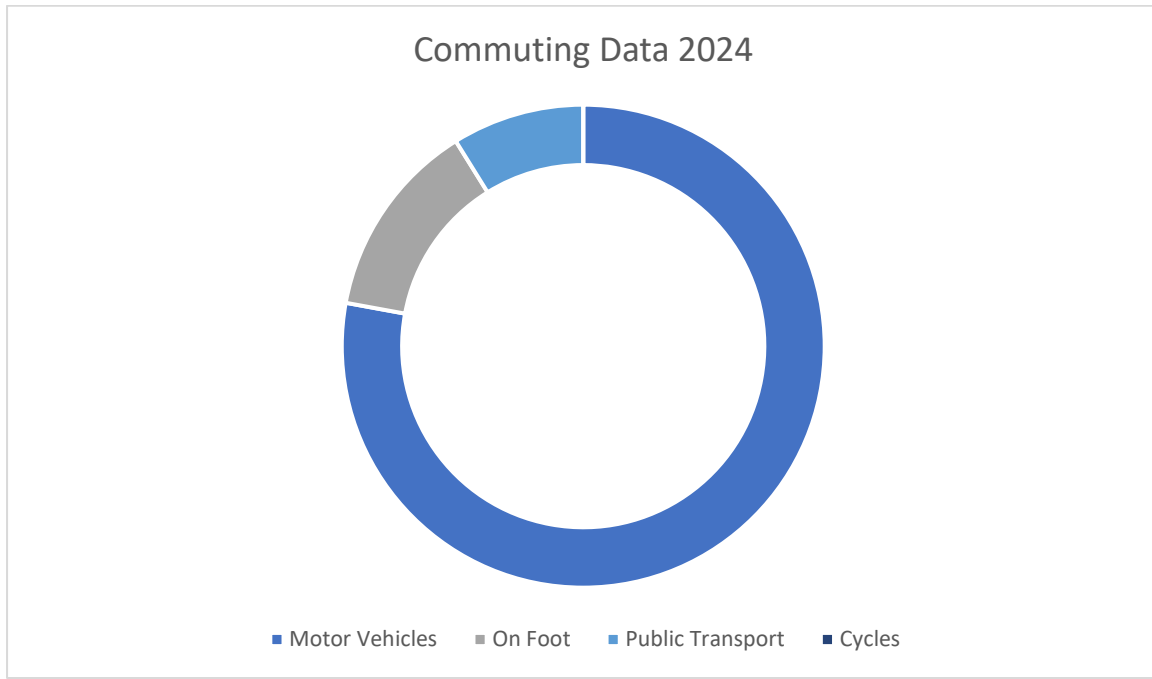


Figure 1: Mode-split of Commuters 2024

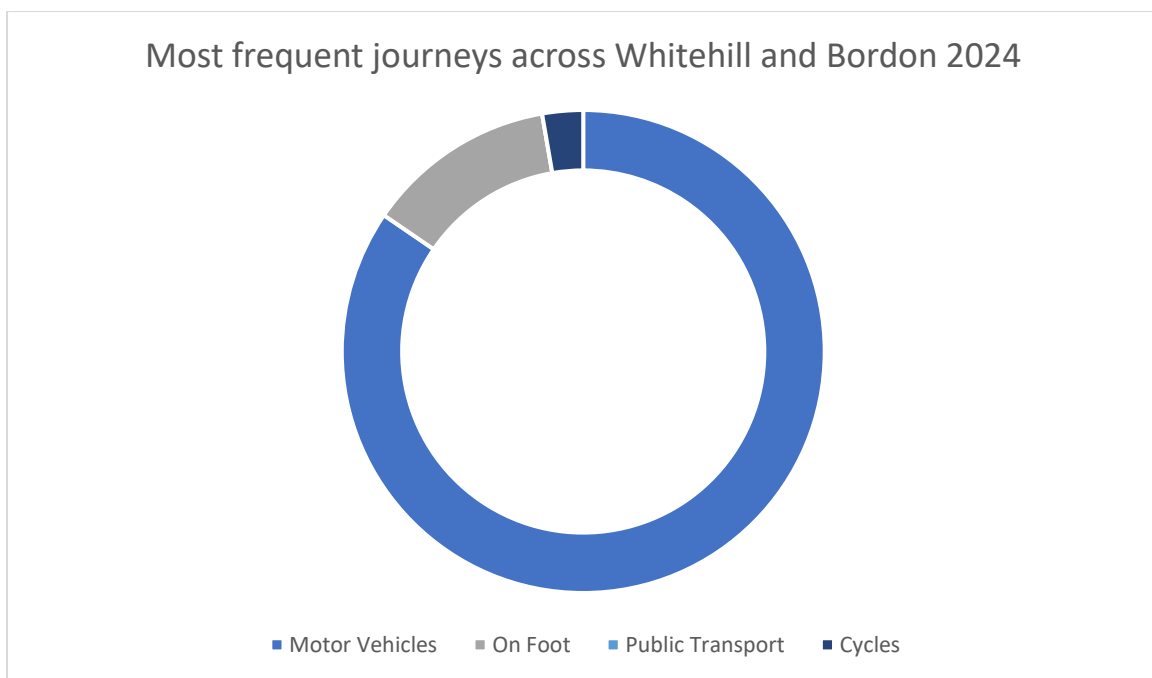


Figure 2: Mode-split of the most frequent journeys across Whitehill and Bordon 2024

Aims, Objectives and Targets

Aims

The overall aim of the Whitehill and Bordon Community Travel Plan is to reduce the number of single-occupancy car trips associated with Whitehill and Bordon, through promoting sustainable modes of travel, such as walking, wheeling, cycling, and public transport.

The vision in the County Council’s transport policy (LTP4) is to produce a ‘carbon neutral, resilient and inclusive transport system designed around 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 environment’.

The Whitehill & Bordon Transport Strategy refined this vision into 5 specific aims underpinned by a Delivery Plan focused around 4 main strands.

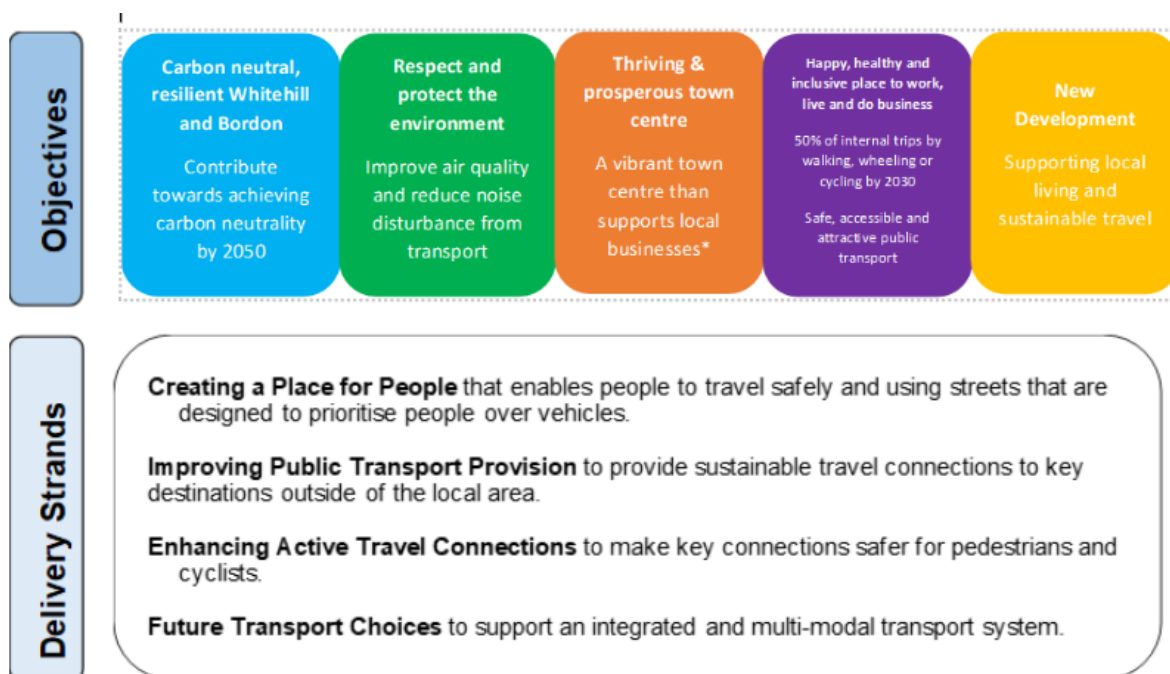


Figure 3: Whitehill and Bordon Transport Strategy Vision

Travel Plan Targets

A range of targets have been identified to promote sustainable travel, such as walking, cycling and public transport use, and reducing the reliance on single-occupancy car journeys. These will benefit the entire community—residents, employees, school children, staff, and visitors—not just those in new developments.

LTP4 has a target of a 10% reduction in total car vehicle kilometres between 2019 and 2030 and while this has been used to inform the development of the targets in this plan, the targets themselves are more specific to the locality.

Targets are recommended across 5 broad areas: -

- Reducing the proportion of people who live in the town and regularly drive to work;
- Increasing the proportion of people regularly walking for trips around the town (once a week or more);
- Growing public transport usage (bus & train);
- Increase in schools taking up active travel to school measures;
- Increasing the proportion of children who walk or cycle to and from school;
 - Reducing the proportion of through traffic using the High Street;
 - Increasing satisfaction with the environment of the town as a place for cycling;

Target area	Baseline Data	Target in 5 years	Target in 10 years	Shift
Live and work in the town and drive to work	71% (2022)	69%	65%	- 6%
Walk at least weekly	49% (2022)	51%	56%	+ 7%
Use bus services at least monthly	13% (2022)	17%	20%	+7%
Satisfaction with cycling	23% (2022)	30%	35%	+ 12%
Traffic levels (Relief Road vs High Street)	1.46:1.00 (2019)	1.49:1.00 (2024 actual)	1.55:1.00	≈7%

Table 2: Mode-shift Targets until 2035

School Target area	Baseline Data	Target in 5 years	Target in 10 years	Shift
Number of schools engaging with Hampshire County Council's School Travel Planning Team	5 out of 8 (62.5%) (2025)	7 out of 9 ¹ (77.77%)	9 out of 9 (100%)	+48%
No. of schools achieving at least bronze level Modeshift STARS accreditation	5 out of 8 (62.5%) (2025)	7 out of 9 (77.77%)	9 out of 9 (100%)	+48%
Schools in Whitehill and Bordon offering Bikeability training	4 out of 8 (50%) (2025)	7 out of 9 (77.77%)	9 out of 9 (100%)	+50%

Table 3: School mode-shift targets until 2035

¹ It is anticipated that one new primary school is to be built in Whitehill and Bordon for opening in 2028.

Monitoring and Evaluation

Monitoring

Monitoring and evaluation of the progress in achieving the targets will be through a combination of: -

- Annual insights surveys which capture both quantitative and qualitative data on public transport and active travel usage;
- Feedback and survey data gathered as part of the My Journey travel planning activity provided to schools and in support of community led events;
- Traffic counts gathered from data collected permanent counter sites around the town and through annual traffic surveys that the county commission.

Target Area	Monitoring and Evaluation data source	Frequency
Live and work in the town and drive to work	Bi-Annual Travel and Insight Survey Travel Surveys My Journey Hampshire	Every 2 years (Baseline 2022)
Walk at least weekly	Bi-Annual Travel and Insight Survey Travel Surveys My Journey Hampshire	Every 2 years (Baseline 2022)
Use bus services at least monthly	Bi-Annual Travel and Insight Survey Travel Surveys My Journey Hampshire	Every 2 years (Baseline 2022)
Satisfaction with cycling	Bi-Annual Travel and Insight Survey Travel Surveys My Journey Hampshire	Every 2 years (Baseline 2022)
Journey to school by non-car modes	Modeshift Stars surveys and accreditation Uptake of bikeability training in all schools	Annual
Traffic levels (High Street vs Relief Road)	Permanent and non-permanent traffic count surveys (see site plans) Road traffic statistics - Local authority: Hampshire – Site 91009	On-going (Baseline 2019)

Table 4: Monitoring and Evaluation Target Areas