

Wellesley

ALDERSHOT

RESIDENTIAL TRAVEL PLAN

DECEMBER 2012



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Quality Management

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WELLESLEY, ALDERSHOT URBAN EXTENSION

Residential Travel Plan

12/12/2012

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Executive Summary

Overview

This Residential Travel Plan accompanies a 'Hybrid' planning application submitted by Grainger plc to Rushmoor Borough Council (RBC) for the development of land within Aldershot known as the Aldershot Urban Extension (AUE), hereafter referred to as 'Wellesley'.

Grainger plc seeks outline planning permission for residential development of up to 3,850 dwellings with associated infrastructure including access, and Maida Zone - Phase 1 detail for 228 dwellings at Wellesley (the Hybrid Application). This Residential Travel Plan should be read in conjunction with the corresponding application forms and drawings, along with the suite of documents that support this Hybrid Application. For further details on the Hybrid Application please refer to the Planning Statement.

Wellesley is identified within RBC's Core Strategy as 'an urban extension...providing a sustainable mixed community'. As such, this RTP will help to embed sustainable travel practices into the heart of the new community and to promote and encourage increased travel by sustainable forms of transport, such as walking, cycling and public transport, for all journey purposes.

The location of Wellesley is shown on **Figure 1**.

The development site is a highly sustainable location and benefits from a strong relationship with Aldershot Town Centre, and local access to existing schools, areas of open space and existing and proposed employment areas. A network of pedestrian/cycle links already exists in the vicinity of the site which can be extended into and supplemented by the development to support non-car travel.

Furthermore, the development proposals support high quality public transport provision, particularly to and from Aldershot town centre and Farnborough in accordance with the Aldershot Urban Extension SPD. The development will deliver a range of transport benefits not just to users of the site, but to the wider community, through off-site highway improvements, improved pedestrian and cycle networks, and overall enhancements to the public transport services and infrastructure.

Residential Travel Plan Framework

This RTP has been developed in consultation with Hampshire County Council, Rushmoor Borough Council (RBC), Surrey County Council and the Highways Agency. It complies with both national and Hampshire County Council Travel Plan policies and guidance. In particular, this RTP accords with the detailed principles of the Aldershot Urban Extension Supplementary Planning Document (SPD), detailed in Sections 2.3.15 to 2.3.17 of this RTP. Furthermore, this RTP recognises the potential benefits from a mixed-use development in being able to reduce the overall need to travel outside of Wellesley to access community facilities and local services.

A Travel Plan Coordinator will oversee the implementation and management of the RTP, working closely with the local authority and other key stakeholders, to ensure that measures are delivered on time, that effective monitoring is undertaken to determine the plan's influence on residents travel patterns.

Funding

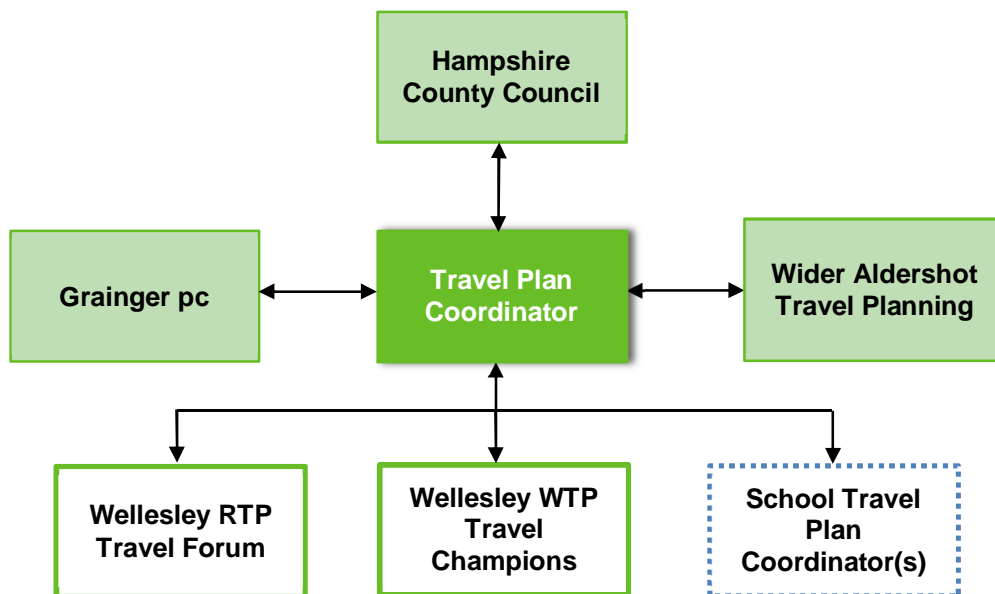
Grainger plc will fund the delivery of all site-wide measures detailed within this RTP in Chapter 8, including site-wide management and monitoring processes.

Management

To deliver the WTP effectively, it will be coordinated through a management structure. This group will be responsible for the implementation and review process of the WTP and will include:

- Grainger plc;
- The Wellesley Travel Plan Coordinator; and
- Representatives from each occupier (Travel Champions).

Wellesley RTP Management Structure



1 Introduction

1.1 Preamble

- 1.1.1 This Residential Travel Plan (RTP) accompanies a 'Hybrid' planning application submitted by Grainger plc to Rushmoor Borough Council (RBC) for the development of land within Aldershot known as the Aldershot Urban Extension (AUE), hereafter referred to as 'Wellesley'.
- 1.1.2 Grainger plc seeks outline planning permission for residential development of up to 3,850 dwellings with associated infrastructure including access, and Maida Zone - Phase 1 detail for 228 dwellings at Wellesley (the Hybrid Application). This RTP should be read in conjunction with the corresponding application forms and drawings, along with the suite of documents that support this Hybrid Application. For further details on the Hybrid Application please refer to the Planning Statement.
- 1.1.3 The location of Wellesley is shown on **Figure 1**.
- 1.1.4 This Residential Travel Plan (RTP) forms part of the Smarter Choices Strategy for the development site, alongside a Workplace Travel Plan Framework, and has been prepared in line with Hampshire County Council's (HCC) 'Guide to Development Related Travel Plans' (January 2009).
- 1.1.5 The travel plans set out clear objectives and include a multi-modal package of measures to encourage all users for each of the land uses (residents, employers, employees, pupils and visitors) of the urban extension to adopt sustainable, low carbon travel behaviour where possible and practical.
- 1.1.6 At the request of HCC, School Travel Plans for the urban extension will not be produced by Grainger plc. Instead these will be produced and monitored by HCC and will be funded from a contribution by Grainger plc. Further details are provided in Chapter 6.

1.2 Background

- 1.2.1 In 2001, development proposals were announced by the Ministry of Defence as part of the Strategic Defence Review for the large scale redevelopment of the Aldershot Military town. Known as Project Allenby/Connaught, it identified 150 hectares (370 acres) of land to the north of Aldershot town centre as surplus to military requirements available for redevelopment.
- 1.2.2 In 2002, Supplementary Planning Guidance for the Aldershot Military town was adopted by Rushmoor Borough council. The document provided guidance for development proposals affecting the entire Military town. In December 2003, a week-long 'Enquiry by Design' (EbD) consultation workshop run by English Partnerships and the Prince's Foundation took place. The event explored several issues involving urban design, energy efficiency, transport links and sustainability which helped form a draft masterplan. After a six week public consultation period (8 Jan 2008 to 18 Feb 2008) Rushmoor Borough Council adopted a finalised SPD, "*Aldershot Urban Extension SPD*" (AUE SPD) on 10 March 2009.
- 1.2.3 This RTP has also been developed having full regard to the following Principles set down within the AUE SPD:
- STA10 – An overarching RTP will be required as part of any planning application for development of the urban extension
 - STA12 – Sustainable Travel Marketing: maximise patronage of bus services as an alternative to private car-based travel for local journeys through marketing to local residents, schools and businesses

1.3 Development Proposals

1.3.1 Wellesley is primarily residential, but looks to provide a number of ancillary and complimentary services available to both new residents and the existing local community. The development proposals consist of:

- 3,850 new homes (35% affordable homes);
- Refurbishment of six listed buildings including Head Quarters 4th Division (HQ 4th Division) and the Cambridge Military Hospital (CMH) as well as a number of local listed buildings;
- Heritage Trail;
- Two Primary Schools;
- Day care facilities;
- A local neighbourhood centre, including a bus interchange (bus stops), new offices, Public House and restaurant, and local shops;
- Household Waste Recycling Facility (HWRF);
- Employment
- 110Ha of SANGS (Suitable Alternative Natural Greenspace);
- New play areas and a local park;
- Allotments; and
- Public access to sports fields.

1.4 Wellesley Residential Travel Plan

1.4.1 This RTP has been developed in consultation with Hampshire County Council, Rushmoor Borough Council, Surrey County Council and the Highways Agency. It complies with both national and Hampshire County Council Travel Plan policies and guidance. Furthermore, this RTP recognises the potential benefits from a mixed-use development in being able to reduce the overall need to travel outside of Wellesley to access community facilities and local services.

1.4.2 This RTP is a requirement of the planning application process, to support the aims of sustainable development and to help mitigate the transport demands and potential traffic impacts of the development proposals. In addition to recognising the need to comply with planning requirements and obligations, Grainger plc is committed to maximising the quality of life for new residents and the surrounding community in Aldershot.

1.4.3 Each of the proposed land uses on the development site requires its own Travel Plan. These are:

- Residential (this document);
- Workplace (accompanying this document); and
- School (to be developed and monitored by HCC).

-
- 1.4.4 This presents the opportunity to ensure a joined up approach to travel planning at Wellesley, to work towards common goals and so that each of the different land uses can benefit from a management structure that encompasses all aspects of the site. As such, a site-wide Travel Plan Coordinator will be appointed to oversee all aspects of travel planning on the development site. This will include working with employers and their Workplace Travel Plans and with HCC and Head teachers in relation to the adopted School Travel Plans.
- 1.4.5 There will also be site wide measures that will be implemented which will be of benefit in supporting and promoting sustainable travel for each of the land uses. For example, a network of connected, convenient and well signposted walking and cycling routes have been identified within the development masterplan and accompanying Transport Assessment Report.
- 1.4.6 The Travel Plan initiatives recommended for Wellesley, as part of this document, will be funded by Grainger plc and will complement the package of sustainable transport measures which form part of the Section 106 agreement. This includes the provision of a site-wide Travel Plan Coordinator.

1.5 Structure of the Residential Travel Plan

- 1.5.1 This document sets out the criteria by which a Travel Plan for Wellesley will be delivered and how it aims to contribute to local and national objectives for sustainable travel.
- 1.5.2 This Travel Plan document is set out in a further nine Chapters as follows:
- Chapter 2: Policy Context;
 - Chapter 3: Travel Plan Aims and Objectives;
 - Chapter 4: Existing Situation;
 - Chapter 5: Development Proposals
 - Chapter 6: Travel Plan Promotion and Measures;
 - Chapter 7: Travel Plan Management;
 - Chapter 8: Targets and Monitoring;
 - Chapter 9: Implementation Action Plan; and
 - Chapter 10: Summary.

2 Policy Context

2.1 Introduction

- 2.1.1 The sustainability of new development has become of paramount importance and a significant amount of guidance has been produced on promoting lower carbon transport options such as walking, cycling and public transport, whilst advocating a reduction of the use of the private car. This section outlines the national and local policy context and best practice guidance under which this RTP has been prepared.

2.2 National Policy Guidance

National Planning Policy Framework (NPPF), (DCLG, March 2012)

- 2.2.1 Adopted on 27 March 2012, and replacing all previous Planning Policy Guidance Notes and Statements, the National Planning Policy Framework (NPPF) seeks to reduce the complexity and improve the accessibility of the planning system, whilst protecting the environment and encouraging growth in a sustainable manner.
- 2.2.2 Transport forms one of the 12 core land use planning principles set out by the NPPF. This principle directs that locations which are sustainable or which can be made sustainable should become the focus for significant development. Opportunities to utilise sustainable modes to their fullest, such as public transport, walking and cycling should be actively taken and these considerations are discussed in this Transport Assessment.
- 2.2.3 As encouraged in the NPPF, Wellesley has been planned in such a way that gives people a real choice regarding their mode of travel. Its proximity to local facilities ensures that sustainable modes can be considered a favourable option for local journeys.
- 2.2.4 Travel Plans are noted in Paragraph 36 of NPPF as an important mechanism to facilitate measures to increase sustainability. As such, there is a requirement for developments which create a “significant” amount of trips to produce a Travel Plan. This Travel Plan supports the proposals and ensures the transport strategy is monitored and managed.

Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (DfT White Paper, 2011)

- 2.2.5 The Government’s Transport White Paper entitled ‘Creating growth, cutting carbon: Making sustainable local transport happen’ sets out the Government’s vision for a sustainable local transport system that supports the economy and reduces carbon emissions.
- 2.2.6 The Transport White Paper states that action taken locally is best placed to support economic growth and deliver near term reduction in transport-related carbon emissions. This can be achieved by providing people with options to choose sustainable modes for everyday local transport choices to, for example, help boost economic growth by facilitating access to local jobs.
- 2.2.7 Travel Plans are noted as being a key means for promoting travel choices to a wide audience and encouraging a change in travel behaviour towards greater use of sustainable modes of travel.

Delivering a Sustainable Transport System (DfT, 2008)

- 2.2.8 This publication outlines Government's five goals for transport, focusing on the challenge of delivering strong economic growth while at the same time reducing greenhouse gas emissions.
- 2.2.9 These five overarching goals are:
- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks;
 - To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change;
 - To contribute to better safety security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health
 - To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society; and
 - To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.
- 2.2.10 Travel Plans provide an opportunity to support these goals by highlighting and promoting the availability of low carbon transport options to residents and visitors, thereby reducing carbon emissions associated with low journeys.

Making Residential Travel Plans Work: Guidelines for New Development (DfT, 2007)

- 2.2.11 Developed to assist both developers and local authorities, this document sets out some key principles to follow in the preparation of meaningful travel plan documents for new developments. At the heart of the document is the need to build in accessibility to all members of the community, by ensuring that travel plans are tailored to individual sites, addressing all aspects of life that create the need to travel.
- 2.2.12 The Travel Plan Pyramid, below, has been developed to illustrate the key elements of a successful travel plan, which should be built on firm foundations of good location and design.



Good Practice Guidelines: Delivering Travel Plans through the Planning System – (DfT, 2009)

2.2.13 This document defines a travel plan as:

- A long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed

2.2.14 The purpose of reviewing the document is to ensure that it remains relevant and effective.

2.2.15 Travel Plans are important for new developments in order to:

- Promote sustainable travel and help to reduce single occupancy car use;
- Encourage effective use of current transport networks;
- Support increased choice of travel modes;
- Promote and achieve access by sustainable modes;
- Respond to growing concern about the environment, congestion, pollution and poverty of access; and
- Promote a partnership between the authority and the developer in creating and shaping 'place'.

2.3 Key Local Guidance

Hampshire County Council – Local Transport Plan 3 (LTP3)

- 2.3.1 LTP3 contains two main elements, a long-term strategy covering the period from April 2011 to 2031 and a short term three year implementation plan.
- 2.3.2 The overall vision for LTP3 is a transport strategy that will help Hampshire County Council (HCC) realise:
“safe, efficient and reliable ways to get around a prospering and sustainable Hampshire”.
- 2.3.3 Chapter 5 of LTP3 identifies a number of larger settlements that are likely to experience growth that will create additional demand for social and physical infrastructure, as well as transport. These areas are Andover, Basingstoke, Farnborough and Aldershot.
- 2.3.4 Some of the potential options for the Farnborough and Aldershot areas include:
- Targeted measures to improve capacity at congestion bottlenecks and optimise management of the highway network;
 - Delivery of the Aldershot and Farnborough Town Access Plans;
 - Investment in developing walking and cycling routes;
 - Enhancement of existing Quality Bus Partnerships and development of new ones;
 - Mitigation of the travel impacts arising from new development, particularly the Aldershot Urban Extension;
 - Measures to reduce peak time congestion, such as promotion of workplace travel planning and more flexible working arrangements;
 - Continued development of Farnborough Main station into a bus/rail interchange;
 - Encouragement of greater use of smaller rail stations in the Blackwater Valley for local journeys
 - Investigation of car club development.

Surrey County Council (SCC) Local Transport Plan

- 2.3.5 The overall vision for Surrey Local Transport Plan is noted below:
“To help people to meet their transport and travel needs effectively, reliably, safely and sustainably within Surrey; in order to promote economic vibrancy, protect and enhance the environment and improve the quality of life”
- 2.3.6 Based on the vision of The Surrey Transport Plan, SCC has determined four main objectives:
- Effective transport: To facilitate end-to-end journeys for residents, business and visitors by maintaining the road network, delivering public transport services and, where appropriate, providing enhancements
 - Reliable transport: To improve the journey time reliability of travel in Surrey
 - Safe transport: To improve road safety and the security of the travelling public in Surrey
 - Sustainable transport: To provide an integrated transport system that protects the environment, keeps people healthy and provides for lower carbon transport choices

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- 2.3.7 SCC has a Travel Planning Strategy; to provide travel-planning measures, interventions and self-help support to schools and workplaces in Surrey to make informed choices about their travel.

The Aldershot Town Access Plan (Draft, 2012)

- 2.3.8 The draft Aldershot Town Access Plan (TAP) sets out a vision for how access to facilities and services in Aldershot Town Centre will be improved. The TAP has been developed jointly by Hampshire County Council and Rushmoor Borough Council.
- 2.3.9 The plan identifies issues of accessibility and transport in Aldershot Town Centre and sets out an action plan of potential transport and access improvement measures which could be delivered, subject to available funding.
- 2.3.10 One of the key aims of the TAP is to encourage access by sustainable modes i.e. walking, cycling and public transport.
- 2.3.11 The aims and objectives of the TAP are taken into account in the following Travel Plan and consideration is paid to how Wellesley can support the TAP.

Rushmoor Borough Council (RBC) Core Strategy

- 2.3.12 Rushmoor Borough Council (RBC) adopted its Core Strategy in October 2011, which they believe will successfully deliver sustainable development in the Borough up to 2027.
- 2.3.13 Within Section 5 Vision and Objectives, the vision of the Core Strategy, under the title of Rushmoor Plan Vision – Rushmoor 2027 details the view of Wellesley.
- “An urban extension to Aldershot on surplus public sector land will be delivered, providing a sustainable mixed community of about 4,250 new homes of which a significant proportion will be affordable. This development will provide an exceptional living environment and provide opportunities for improved integration between the military and civilian communities”*
- 2.3.14 In order for RBC to deliver on the vision, it has listed a series of objectives of which, Objectives B (sustainable urban extension) and K (sustainable solutions to movement) are of the greatest importance for the Aldershot Urban Extension and are reflected through this document.

Rushmoor Borough Council (RBC) Aldershot Urban Extension - SPD

- 2.3.15 Rushmoor Borough Council (RBC) has produced a supplementary planning document (SPD) specifically for the Aldershot Urban Extension (Wellesley) proposal. The SPD was adopted on 10 March 2009.
- 2.3.16 Section 7: Transport and Access details the objectives set out by RBC and has split these into relevant sections covering 17 principles. The main objective of section 7: Transport and Access is as follows.
- “To deliver sustainable access and ease of movement, both to and within the urban extension, through the provision of excellent public transport services, and well designed and convenient walking and cycling routes”*

2.3.17 The 17 principles and their main aims and objectives featured in Section 7 are detailed in full within the accompanying Transport Assessment Report. This Travel Plan has been developed to accord with the following principles:

- Principle STA1: Managing Travel Demand
- Principle STA2: Connectivity and Permeability
- Principle STA3: Inclusive Mobility
- Principle STA4: Walking and Cycling
- Principle STA5: Key Trip-Attractors
- Principle STA11: Travel Plans – Overarching Workplace Travel Plan
- Principle STA12: Sustainable Travel Marketing

2.4 Summary

2.4.1 The purpose of this chapter has been to present the key elements of a national and local policy framework that will be supported by the introduction of a Residential Travel Plans for Wellesley.

2.4.2 National, regional and local policies emphasise the need to promote sustainable travel and reduce the amount of trips undertaken by private car for all journey purposes. They encourage developments to provide the opportunity for residents, employees and school children to travel by public transport, cycle or walk for everyday trips.

2.4.3 Travel Planning at this development will directly contribute to both national and local planning and transport policy objectives for promoting a full range of transport options at new developments. This will actively contribute towards delivering sustainable communities and improving people's accessibility to local services and amenities by non-car forms of transport.

3 Travel Plan Aim and Objectives

3.1 Introduction

- 3.1.1 As has been shown in the policy review in Chapter 2, delivering sustainable development and travel patterns is an important objective of both national and local planning and transport policy. This can be achieved by introducing positive measures to encourage modal shift from cars to more low carbon travel options, such as walking, cycling, local bus services and car sharing.

3.2 Travel Plan Aim

- 3.2.1 The aim of this Travel Plan is to provide a tool for the provision of appropriate measures to encourage residents and visitors of Wellesley to switch to lower carbon transport options. This will contribute to a more sustainable development, providing added benefits to the wider community.

3.3 Travel Plan Objectives

- 3.3.1 In light of the objectives set out in the Transport Assessment and the aims of both national and local policy, the Travel Plan objectives are set out below;
1. To support the development of Wellesley as a sustainable community;
 2. To understand the likely travel patterns for all users of the site;
 3. To facilitate and encourage greater use of sustainable transport options in preference to the use of the private car, including walking, cycling and public transport;
 4. To promote community integration;
 5. To protect and enhance the environment in and around the site;
 6. To promote a lifestyle to residents, which includes healthy, low carbon living;
 7. To provide sustainability in all ways including cost, health and environment – reducing the impact on traffic congestion and air quality; and
 8. Continually develop, implement, monitor, evaluate and review the progress of the Travel Plan towards achieving the targets.
- 3.3.2 The above objectives will be achieved by introducing a package of measures that focus on promoting travel to and from the site by sustainable transport as an alternative to the private car. This will encourage residents and visitors to consider lower carbon travel alternatives in everyday journeys.

4 Existing Situation

4.1 Introduction

- 4.1.1 This section sets out existing conditions of the site in relation to public transport, walking and cycling. This is undertaken in order to fully understand the existing opportunities for the promotion of sustainable travel to and from the site and for assessing which additional ‘tools’ will be required to achieve the objectives set out within the previous chapter. This information is essential for all users of the site including residents, visitors and staff (of the ancillary uses).
- 4.1.2 Furthermore, this chapter provides a summary of the detailed accessibility assessment undertaken as part of the accompanying Transport Assessment Report (TAR). The summary provides an overview of the levels of accessibility to local facilities for education, employment, retail and leisure. This chapter provides a summary of this assessment.

4.2 Site Location

- 4.2.1 Aldershot is situated in the Borough of Rushmoor in north-east Hampshire. Wellesley is located approximately 0.9km to the north of Aldershot town centre; the exact location of the site is shown on **Figure 1**. The land is currently owned by the Ministry of Defence (MoD). The site is located north of the A323 which runs directly through Aldershot town centre. The site is bordered by the A325 to the west, extending as far east as Alison’s Road / Thornhill Road. To the north, the site is bordered by the Basingstoke Canal and to the east the site is bordered by the A331.

4.3 Public Transport

- 4.3.1 This section details the current provision for journeys by bus and by rail.

Journeys by Bus

- 4.3.2 A number of bus services operated by Stagecoach South exist in the vicinity of the site, providing a mix of local and inter-urban travel opportunities. Stagecoach’s flagship Gold Line 1 service operates directly through Wellesley on Queens Avenue, providing a high frequency connection to Aldershot town centre, Farnborough and Camberley. Other operators in the Aldershot area include Fleet Buzz and National Express, who operate one additional service.
- 4.3.3 Aldershot has an extensive and integrated bus network which allows users to travel between Wellesley and destinations including Bordon, Camberley, Farnborough, Farnham, Guildford, Haslemere, Reading and Yateley. **Figure 2** illustrates the existing bus services operating in and around Aldershot.
- 4.3.4 A summary of local bus services operating from Aldershot Bus Station is provided in Table 4.1. The existing bus stops which are located in the vicinity of the site are also shown on **Figure 2**.

Table 4.1 Bus Services and Frequencies (Source: Operator Timetables June 2012)

SERVICE	ROUTE	Days of Operation	FREQUENCY			First & Last
			AM Peak (mins)	Off Peak (mins)	PM Peak / Evenings	
Local Services						
Gold Route 1 – Stagecoach	Aldershot – Farnborough Main – Camberley	Mon - Sun	Every 7 – 8 mins	Every 10 mins	Every 10 mins / ½ hourly	05:25 / 23:30 – Mon-Fri 06:30 / 23:30 – Sat 08:00 / 21:30 - Sun
3 – Stagecoach	Aldershot - Yateley - Aldershot	Mon – Sat	2 per hr	2 per hr	2 per hr	06:00 / 18:40 – Mon-Fri 07:55 / 18:10 – Sat
4 & 5 – Stagecoach	Northtown - Aldershot - Farnham	Mon – Sun (Sunday – Aldershot to Farnham only)	4 services	4 per hour	4 services / 1 per hr	06:54 / 23:17 – Mon-Fri 07:00 / 23:17 – Sat
15 – Stagecoach	Aldershot - Tice Meadow - Heron Wood	Mon - Sat	Every 15 mins	Every 15 mins	Every 30 mins	07:13 / 18:35 Mon-Fri 07:25 / 17:50 - Sat
17, 18 & 19 – Stagecoach	Aldershot / Farnham / Haslemere	Mon – Sun – 17	1 per hr	1 per hr	1 per hr / 1 per hr	08:30 / 18:40 – Mon-Fri
		Mon – Sat – 18	1 per hr	1 per hr	1 per hr	6:20 / 19:10 – Mon-Fri
		Mon – Fri – 19	1 service	1 per hr	1 per hr	06:30 / 17:50 Mon-Fri
20 – Stagecoach	Aldershot - Guildford	Mon – Sun	4 per hr	4 per hr	4 per hr / 1 per hr	06:15 / 23:03 – Mon-Fri 07:00 / 23:03 – Sat 07:50 / 18:03 - Sun
41 – Countryliner	Farnborough - North Camp - Ash	Mon – Fri	1 service	1 per hr	1 per hr / None	07:37 / 17:09
65 – Stagecoach	Aldershot - Guildford	Mon – Sat	3 services	1 per hr	2 services	07:25 / 16:50
56	Aldershot - Farnborough 6 th Form	Mon – Fri	1 service	n/a	1 service	07:50 / 17:10
70 – Fleet Buzz	Aldershot - Elvetham Heath	Mon – Fri	1 service	1 per hr	1 service	07:50 / 18:05

- 4.3.5 As shown in Table 4.1 above, Stagecoach's Gold Route 1 is the most frequent service operating every 10 minutes during the day and every 7 to 8 minutes during the AM peak along Queen's Avenue through the Wellesley development area. As this route serves Aldershot and Farnborough Main Rail Stations, it is an important commuter service providing excellent transport links to onward destinations served by mainline rail, including London Waterloo, Basingstoke, Alton and Guildford. London Waterloo can be reached by rail from Aldershot in less than one hour.
- 4.3.6 Route 1 is branded as a "Gold" service and forms part of a high investment Quality Bus Partnership between Stagecoach and the local authorities. Currently the vehicles used to operate the route have capacity for 41 seated and 7 standing passengers. They utilise low emissions engines and offer quality interiors, Wifi connections and gold livery.
- 4.3.7 Existing bus stops within the site include Steele's Road, Hospital Road and Queen's Avenue. The services running from Steele's Road bus stop have been summarised in Table 4.2 below.

Table 4.2: Bus Services and Frequencies from Steele's Road (Queen's Avenue)

Service	Route	Days of Operation	Frequency Weekday			First & Last Service
			AM Peak (mins)	Off Peak (mins)	PM Peak / Evenings	
Local Services						
1 - Stagecoach	Aldershot - Farnborough Main - Camberley	Mon - Sun	Every 10 mins	Every 10 mins	Every 10 mins / ½ hourly	05:29 / 23:34 – Mon-Fri 06:35 / 23:34 – Sat 08:03 / 21:33 - Sun
401 - Stagecoach	Weybournes All Hallows School - Camberley	Mon - Fri	0	0	1 service	15:33
414 - Stagecoach	Southwood - All Hallows School	Mon - Fri	1 service	0	0	08:28
415 - Stagecoach	Fox Lane - All Hallows School	Mon - Fri	1 service	0	0	08:33

- 4.3.8 The provision of routes operating close to the proposed development and which stop at Aldershot bus station ensures there is a great deal of potential for multi-modal journeys. These services will act as an inducement for visitors and employees to consider sustainable travel choices.

Journeys by Train

- 4.3.9 The nearest rail station to Wellesley is Aldershot Rail Station, located approximately 1.6km, equating to a 15-20min walk, south of the proposed development. To the north east there is also North Camp Rail Station, 4.2km from the site, and Ash Vale Rail Station, 5km from the site. As Aldershot Rail Station is the closest to the site, this has been used as the main train access point and has been looked at in more detail.
- 4.3.10 Aldershot Rail Station is operated by South West Trains who operate services to a number of local and national destinations including Alton, Guildford, Ascot and London Waterloo. As described above regular bus services link the site with the rail station, which is located adjacent to Aldershot bus station. Bus shelters are provided adjacent to the station building.
- 4.3.11 Aldershot Rail Station is staffed between the hours 05:30 to 01:15 – Monday to Saturday, and 05:15 to 01:15 on Sundays. The office opening hours are 06:20 to 21:18 Monday to Saturday and 07:35 to 18:55 on Sunday. Self-service ticket machines are available and the station has a covered waiting room, payphone, taxi rank and toilet facilities.
- 4.3.12 For disabled users, the rail station has partial step free access. Platform 1 is fully accessible to wheelchair users. Platforms 2 and 3 are step free only when accompanied by a member of staff. The station also has two disabled parking spaces.

- 4.3.13 Secure covered cycle parking is also available at the station totalling six lockers. There are also 24 un-covered cycle racks. The station has partially covered platforms with seats provided, and real time electronic timetable displays.
- 4.3.14 The average journey time to London Waterloo is 55 minutes from Aldershot Rail Station. A summary of average journey times and peak hour frequencies for direct services to and from Aldershot are shown in Table 4.3.

Table 4.3 Summary of Rail Services from Aldershot Rail Station

ROUTE	OUTBOUND (AM journey)		INBOUND (PM return journey)	
	AM Peak Direct (0700-0800)	Journey Time (minutes)	PM Peak Direct (1700-1800)	Journey Time (minutes)
	Aldershot – London Waterloo	2	47:30	2
Aldershot – Alton	2	20:00	2	20:00
Aldershot – Ascot	2	28:00	1	31:00
Aldershot – Guildford	2	17:00	2	17:00
Aldershot – Ash Vale	5	04:00	4	05:00
Aldershot – Farnham	2	05:00	2	06:00
Aldershot – Woking	3	17:00	2	19:00

Source: National Rail website – June 2012

- 4.3.15 As can be seen from Table 4.2 above, Aldershot Rail Station has good connections with a mainline London station with two services per hour outbound in the morning peak hour and two inbound services in the evening peak hour, providing excellent opportunities to encourage business trips to and from Wellesley by rail.
- 4.3.16 The direct train service towards Woking also provides a link with Clapham Junction, Portsmouth, Weymouth and Basingstoke. With the direct line to Guildford, this provides access to Reading, Redhill and Gatwick Airport. Although it is not a direct service, Gatwick Airport can be reached in approximately 1hr 20mins.

Farnborough (Main) Rail Station

- 4.3.17 At Farnborough (Main) Rail Station, trains are operated by South West Trains to a number of local and national destinations including Fleet, Woking, Basingstoke, Surbiton and London Waterloo. Regular bus services, including Gold route 1, link the railway station with Old Dean, Camberley, Fleet and Aldershot, passing adjacent to Wellesley. Bus shelters are provided adjacent to the station entrance.
- 4.3.18 Self-service ticket machines are available and the station has a covered waiting room, toilets, payphone, coffee shop, a help point, real time electronic display, taxi rank and vending machine.

- 4.3.19 In terms of disabled accessibility, the railway station has full step free access throughout. Both platforms are fully accessible to wheelchair users, with lifts/ footbridge provided for access to Platform 1. The station also has six disabled parking spaces, for which parking charges apply.
- 4.3.20 Table 4.3 shows that Farnborough (Main) rail station has good connections with a mainline London station with four services per hour outbound in the morning peak hour, and four inbound services in the evening peak hour, providing excellent access to employment and leisure opportunities further afield. The average journey time to London Waterloo is 45 minutes. A summary of average journey times and peak hour frequencies for direct services to and from Farnborough (Main) are also shown in Table 4.4 below.
- 4.3.21 The direct line to Basingstoke provides a link with Exeter and South Wales, whilst the direct line to Woking provides access to Heathrow Airport and Portsmouth.

Table 4.4 Summary of Rail Services from Farnborough Main

Route	Outbound (AM journey)		Inbound (PM return journey)	
	AM Peak	Journey Time (minutes)	PM Peak	Journey Time (minutes)
	Direct (0700-0800)		Direct (1700-1800)	
Farnborough – London Waterloo	4	38-43	4	34-53
Farnborough – Basingstoke	4	13-25	4	24-28
Farnborough – Woking	3	10-12	3	9-12
Farnborough – Brookwood	2	7	2	7
Farnborough – Fleet	3	5-6	4	5-6

*Source – www.nationalrail.co.uk June 2012

North Camp Rail Station

- 4.3.1 North Camp rail station is operated by First Great Western. Rail services are provided to a number of local and national destinations including Ash, Farnborough North, Guildford, Reading and Gatwick Airport. Regular bus services link the railway station with Ash and Farnborough, however there are no direct services to Wellesley. Bus stops are located 40m west of the station entrance.
- 4.3.2 Self-service ticket machines are available and the station has a covered ticket office, sheltered waiting areas on both platforms, payphone, real time electronic display and vending machine.
- 4.3.3 For disabled users, the railway station has partial step free access. Platform 2 is fully accessible to wheelchair users. Platform 1 is accessed via the level crossing and a short ramp. The station also has disabled parking provision which is free of charge.
- 4.3.4 Table 4.4 below shows that North Camp rail station provides a direct connection with one of London's largest airports with two services per hour outbound in the morning peak hour, and three inbound services in the evening peak hour. This provides the opportunity for access to a wider range of employment and leisure destinations and opportunities. The average journey time to Gatwick Airport is 63 minutes from North Camp rail station. A summary of average journey times and peak hour frequencies for direct services to and from North Camp is also shown in Table 4.4.

- 4.3.5 The direct services to Reading provide an onward link with Oxford, Birmingham and London Waterloo and direct services to Guildford provide access to Alton, Portsmouth and Brighton.

Table 4.5 Summary of Rail Services from North Camp

Route	Outbound (AM journey)		Inbound (PM return journey)	
	AM Peak Direct (0700-0800)	Journey Time (minutes)	PM Peak Direct (1700-1800)	Journey Time (minutes)
North Camp – Gatwick Airport	2	55-79	2	56-58
North Camp – Reading	2	27-31	4	26-31
North Camp – Guildford	3	13	3	11-16
North Camp – Ash	3	4	2	4
North Camp – Farnborough North	1	4	3	4

*Source – www.nationalrail.co.uk (June 2012)

- 4.3.6 This review of local rail services has shown the wide variety of options for travel by rail to a range of destinations for employment, retail and leisure purposes. This provides an excellent opportunity to promote and encourage trips by rail as part of a longer journey for all journey purposes to and from Wellesley.

4.4 Pedestrian and Cycle Network

- 4.4.1 Existing footways and cycleways, in addition to proposed enhancements are shown on **Figure 3**.

Existing Pedestrian Facilities

- 4.4.2 A comprehensive and coherent network of footways runs adjacent to the majority of residential roads which are situated to the south and running through the proposed residential development. Access can be gained towards local facilities within Aldershot town centre by a number of these roads, including Hospital Hill, Gun Hill, Middle Hill, and Ordnance Road. Footways are lit and the majority are well maintained.

- 4.4.3 The network of footways within and adjacent to the site provide access to various local facilities such as Aldershot and Farnborough town centres, Connaught School and Wavell School, Lynchford Road shops and Ash Vale Railway Station. The key routes have been audited and the results of this audit are described in detail within the Transport Assessment Report. A summary of these routes is provided below:

- **Queens Avenue and Hospital Hill** provide the main north to south route through the existing site, linking Aldershot town centre to the south and The Wavell School and Lynchford Road to the north. The route includes wide footways and an on-road cycle route along part of its length. The footways are generally well maintained and street lighting is provided along its entire length.

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- **Alison's Road and Thornhill Road** link Farnborough Road and Clubhouse Road to the west with Government Road and Ordnance Road to the east. At present this forms the main east to west traffic route through the existing MOD site and as part of the development will provide access to SANGs, the existing cycle route on Farnborough Road and towards Ash Vale railway station. Alison's Road and Thornhill Road have a good provision of footway and street lighting along the majority of the route.
 - **Ordnance Road** runs along the eastern side of the development, linking Thornhill Road and Government Road to the A323. As a result, it is likely that this route would be used as access to and from Aldershot town centre and railway station from this part of Wellesley. Generally, the surface quality of the footway along Ordnance Road is good and there is street lighting along the entire route. However, there are no on-road or off-road cycle facilities provided.
 - **Gun Hill** links Hospital Road with the A323 and Aldershot town centre. It is also the address of Talavera Junior School. Footway provision along this route is good (2m wide) and there is street lighting.
 - **Middle Hill** links Hospital Road with the A323, and provides a direct pedestrian route to Aldershot town centre. Middle Hill is a residential street which forms part of Talavera Park and as a result has a good provision of footways (2m wide) and street lighting.
 - **Knollys Road and Badajos Road** link Hospital Hill and Willems Avenue, providing a route between Wellesley and Tesco Superstore. Due to the residential nature of this route, footway provision is generally good and there is street lighting along the entire route.
 - The **A325 Farnborough Road** links Aldershot and Farnborough along the western edge of Wellesley, with existing pedestrian and cycle access points at Knollys Road and Alison's Road. Each of these access points join the existing shared-use path on the eastern side of the A325, which links the southern edge of Aldershot and Farnborough town centre. This route is likely to become well used by pedestrians and cyclists wishing to access the sports pitches and SANG areas to the west of Wellesley, Aldershot town centre (via Willems Avenue), The Wavell School, Farnborough College, and Farnborough town centre and railway station.
 - The **A323 Wellington Avenue / Ash Road routes** east to west between Aldershot town centre and the existing MOD site, linking the A325 Farnborough Road with the A331. Due to the north to south links between Wellesley and Aldershot town centre, it is not anticipated that the A323 will be heavily used in connection with Wellesley other than to access Connaught School or Ash Road Industrial Estate. There is a good standard of footway and street lighting along the entire route, but no on-road or off-road provision for cyclists.
 - **Government Road** is located to the north east of the main development site linking Ordnance Road and Thornhill Road to Lakeside Road in Surrey. In the future this route will be used to access the Camp Farm Lake SANG.
 - **Lynchford Road** is located at the northern end of Queens Avenue, providing an east to west connection between A325 Farnborough Road, A331 and North Camp Railway Station. In addition to being used as an access route for pedestrians and cyclists wishing to access the railway station at North Camp, Lynchford Road also contains a number of shops which are likely to be used by residents of Wellesley.

- 4.4.4 These routes will help provide residents and visitors of Wellesley with a high quality pedestrian and cycle network that will connect dwellings with key local facilities and, therefore, help to support and encourage more journeys on foot and by bicycle.

Existing Cycle Facilities

- 4.4.5 Rushmoor Borough Council (RBC) has specifically identified three cycle routes in the Aldershot area. These can be seen on **Figure 3** and are described below:

- Queens Avenue
 - There is an on road cycle route along Queens Avenue and an off road cycle route along Farnborough Road. Both routes head towards Aldershot town centre and also support connections to North Camp and Farnborough.
- Wellington Avenue
 - There are on and off road cycle routes around Wellington Avenue, in addition to on road cycle routes along Station Road. Around Sheridan Close there is a small section of a designated cycle route which uses both on and off road cycle lanes.
- Lower Farnham Road
 - There is an on road cycle route along Ash Road, leading into an off road cycle lane along Lower Farnham Road. A quieter on road cycle lane goes along Tongham Road for connections to Connaught School and through to an off road cycle route heading towards Tongham. There is also a small on and off road cycle route very close to Boxhalls Lane.

4.5 Accessibility

- 4.5.1 The accompanying Transport Assessment Report provides a detailed overview of accessibility for pedestrians and cyclists between Wellesley and key local facilities for education, employment, leisure and retail purposes. Table 4.6 below provides a summary of the key local facilities, their distance from the heart of the site and the journey times on foot, by bicycle and by public transport. For geographical context, this information is shown on **Figure 4** for walking and **Figure 5** for cycling.

Table 4.6 Summary of Pedestrian and Cycle Accessibility to Local Facilities and Journey Times on Foot, By Bicycle and By Bus from Wellesley

NEAREST FACILITY	Distance	ON FOOT	BY BIKE	Bus
		Journey Time On Foot	Journey Time by Bike	
Schools and Colleges				
Queen Mary's Nursery	0.3km	4m	1m	
Talevera County Infant School	0.5km	6m	2m	
Belle Vue Infant School	1.3km	16m	4m	
St Joseph's Catholic Primary School	1.6km	20m	5m	

Beaumont Junior	1.1km	14m	3m	Route 1 20 minutes
Newport Junior School	1.6km			Route 1 or 3 30 minutes
Wavell School	2.9km	36m	9m	Route 1 Inc 600m walk 22 minutes
Farnborough College of Technology	3.8km	48m	15m	Route 1 20 minutes
University College for Creative Arts, Farnham	8.5km	1hr46m	30m	Routes 1 or 46 38 – 40 minutes
Employment				
Aldershot Town Centre		15-20m	4m	
Aldershot rail station for access to employment further afield				
Southwood Business Park	8km	1hr40m	24m	
Invincible Road Industrial Estate	5.8km	1hr13m	17	
Farnborough Airport	2.9km	36m	10-15m	
Frimley Park Hospital	8.2km	1hr43m	25m	Route 1 40 minutes
Gresham Industrial Estate / Fairfax Industrial Estate	Off North Lane	44m	10-15m	Routes 1 or 5 22 minutes
Retail Facilities				
Aldershot Town Centre – Welling- ton Shopping Centre and The Gal- leries	1..5km	16m	4m	Route 1 10-15minutes
Tesco	1.1km	14m	3m	Route 1 + 500m walk 20 minutes
Convenience Stores – Victoria Road	0.8km		10m	
Kingsmead Shopping Centre, Farn- borough	5.1km	64m	15m	Route 1 23 minutes
Leisure & Community Facilities				
Connaught Leisure Centre	4.3km	54m	13m	

Hollybush Park	3.2km	40m		
Aldershot Town Football Club	1.4km	18m	4m	Route 1 20 minutes
Aldershot Ski Centre	1.8km	20m	5m	

4.6 Hampshire 'My Journey' (HSTT) Programme

- 4.6.1 Hampshire County Council is aiming to reduce congestion with a sustainable transport and travel awareness campaign - 'My Journey' - which will be funded from the £4.1m grant received from the Government's Local Sustainable Transport Fund.
- 4.6.2 The 'My Journey' campaign will highlight the many activities planned as part of the Hampshire Sustainable Transport Towns project, which aims to increase people's use of sustainable and public transport and reduce congestion on our roads by ten per cent. Initially, 'My Journey' activities will be carried out in Aldershot, Andover, Basingstoke, Farnborough, Fleet and Winchester.
- 4.6.3 The continuation of this programme would provide an excellent opportunity for initiatives to be promoted at Wellesley.

4.7 Town Access Plans

- 4.7.1 The draft Aldershot Town Access Plan (TAP) sets out a vision for how access to facilities and services in Aldershot Town Centre will be improved. The TAP has been developed jointly by Hampshire County Council and Rushmoor Borough Council.
- 4.7.2 The plan identifies issues of accessibility and transport in Aldershot Town Centre and sets out an action plan of potential transport and access improvement measures which could be delivered, subject to available funding. Once delivered, these facilities will benefit occupants of Wellesley by supporting safe and sustainable travel to and from the site and the town centre.

4.8 Summary of Opportunities

- 4.8.1 It is evident that the site enjoys good accessibility to local facilities, many of which can be accessed by sustainable modes of travel. In addition, the proposed ancillary land uses on the site will further increase the level of accessibility to key land uses including convenience retail, which could be particularly important for reducing car trips made during lunchtime periods.
- 4.8.2 The design of the site, coupled with the Parking and Public Transport Strategies will further help to provide for and encourage sustainable travel habits from the outset.
- Furthermore, this review has shown that the following additional opportunities exist to support sustainable travel to, from and within the site:
 - Frequent bus services operating in the vicinity of the development site
 - providing opportunity for residents in the wider local area to access the site for employment
 - providing access to the rail station to promote business travel to and from central London and other local and regional destinations; and
 - Frequent rail services to and from London Waterloo for business travel;

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- Rail service connections providing access to Gatwick Airport, should this be required for business travel;
 - Excellent facilities at Aldershot rail station for arrival and exit by all modes:
 - Bus stops located adjacent to rail station;
 - Secure cycle parking facilities; and
 - Disabled access.
 - Comprehensive network of existing pedestrian and cycle ways, providing access to on-site employment locations for residents of the site and wider local area;
 - Hampshire 'My Journey' programme: and
 - Range of convenience retail facilities within a 15 minute journey time on foot and by bicycle from the centre of the development site – to encourage localised convenience trips by sustainable modes, particularly during lunch breaks.

4.8.3 These opportunities will be built upon within this travel plan to support resident's options for travelling using healthy, sustainable and low carbon options as an alternative to travelling alone by car.

5 Development Proposals

5.1 Introduction

- 5.1.1 The Travel Plan Pyramid (Making Residential Travel Plans Work: Guidelines for New Development, DfT, 2007) shows that a good development related Residential Travel Plan is built on the foundations of a **good location**; proximity to existing facilities and services and **site design**; public transport infrastructure, facilities to reduce the need to travel, parking provision and off-site measures.
- 5.1.2 This chapter provides a summary of the development proposals, detailed in full within the Transport Assessment Report, which illustrate that Wellesley has been designed with location and facilities to reduce the need to travel at its heart.

5.2 Wellesley Proposals

- 5.2.1 The development proposals for Wellesley comprise:
- 3,850 new homes
 - 35% affordable homes
 - Refurbishment of six listed buildings including 4th Div Head Quarters and the Cambridge Military Hospital as well as a number of local listed buildings
 - A new heritage trail
 - Two new primary schools
 - Day care facilities
 - A local centre new offices providing new offices, Public House and restaurant, and local shops
 - Community and leisure facilities
 - Household Waste Recycling Facility (HWRF)
 - Employment
 - 110Ha of SANGS (Suitable Alternative Natural Greenspace)
 - New play areas (NEAP) and a local park
 - Allotments
 - Public Access to sports fields.
- 5.2.2 Through the provision of the mix of land uses at Wellesley and detailed above, the Transport Assessment Report details how this will result in a high level of internalisation i.e. trips beginning and ending within the development for a range of trip purposes, including for leisure, employment and education.
- 5.2.3 By allowing future residents access to two new primary schools, day care facilities, a neighbourhood centre, employment and retail uses within the development area, the need to travel externally by car is reduced. The land use proposals outlined above therefore have a strong potential to support more sustainable, low carbon travel patterns.

5.3 Wellesley – Maida Zone, Phase 1

- 5.3.1 In parallel to the outline planning application (OPA) for the full Wellesley development, a detailed planning application for Maida Zone - Phase 1 of the scheme will also be submitted. This hybrid application has been taken forward to highlight and provide an example of the development principles that will form the basis of the whole Wellesley site.
- 5.3.2 The Maida Zone - Phase 1 parcel, shown on **Figure 6**, will look to deliver up to 228 dwellings with associated accesses and internal road networks. The Maida Zone - Phase 1 scheme will look to be accessed off Queen's Avenue. The development description for Maida Zone - Phase 1 is outlined below;
- *Full planning application for the development of Maida Zone - Phase 1 comprising 228 dwellings, demolition of buildings, internal roads, garages, driveways, pathways, boundary treatment, pedestrian/ cycleways, associated parking spaces, SuDS, associated amenity space, hard and soft landscape works and full details of engineering operations associated with infrastructure requirements and service provision for this phase.*
- 5.3.3 This RTP has been developed to support the detailed planning application for Maida Zone - Phase 1, but also provides an overarching strategy to support the ongoing development of Wellesley to full completion in 2026. As such, the following chapters, which identify measures, management, targets and monitoring, have been developed having the full development in mind.

5.4 Parking Standards

- 5.4.1 Parking standards for Wellesley are defined within the accompanying Transport Assessment Report.

5.5 Public Transport

- 5.5.1 A Public Transport Strategy has been prepared to accompany the Transport Assessment Report, which provides information on a preferred strategy for enhancing local bus service provision to, from and within the development. The Public Transport Strategy outlines these proposals in detail, but in summary proposes a phased core bus service which will accommodate trips between Wellesley and central Aldershot, (including the rail station) and Farnborough (including the rail station), is presented below:
- 2013/14 to 2017/18 - Utilisation of existing Gold Route 1;
 - 2018/19 to 2019/20 - Utilisation of existing Gold Route 1 and provision of new 30 minute service via Queens Avenue to Aldershot, Farnborough (Main) Rail Station; and
 - 2020/21 onwards - Utilisation of existing Gold Route 1 and provision of new 20 minute service via Wellesley development to Aldershot, Farnborough (Main) Rail Station
- 5.5.2 In addition, the Public Transport Strategy has developed a phased approach to provide for secondary educational trips within Wellesley, being:
- 2013/14 to 2016/17 - Utilisation of existing Gold Route 1 and Service 15;
 - 2017/18 to 2023/24 - Utilisation of existing Gold Route 1 and Service 15 combined with provision of a contracted double decker specifically for school journeys; and
 - 2024/25 onwards - Utilisation of existing Gold Route 1 and Service 15 combined with a contracted double decker and a mini-bus specifically for school journeys.

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- 5.5.3 The combination of these bus services will help to support trips for leisure, employment, retail and education, within, to and from Wellesley.

5.6 Walking and Cycling Strategy

- 5.6.1 Based on the assessments of the existing pedestrian and cycle network a strategy of improvements is proposed that removes barriers between the site and key trip attractors and encourages walking and cycling to these locations through the provision of safe and attractive routes. This strategy includes access routes between Wellesley and Suitable Alternative Natural Greenspace (SANGS) which are included as part of the master plan, and aims to provide a comprehensive pedestrian and cycle network both within the masterplan and to and from surrounding areas. Furthermore, pedestrian and cycle schemes discussed in the Aldershot Town Access Plan (TAP) that are relevant to the development have been identified.
- 5.6.2 A plan of the pedestrian and cycle network strategy is shown on **Figure 7**.
- 5.6.3 Throughout Wellesley, a series of primary and secondary pedestrian and cycle routes will be constructed as part of the proposed highway network to provide excellent links both within the site and to key trip attractors in the surrounding area. Queen's Avenue, Alison's Road and Thornhill Road will provide shared-use paths of adequate width to safely cater for pedestrian and cycle use. In addition to these routes provided adjacent to the highway, a shared-use path will be constructed along the existing Stanhope Lines between Farnborough Road to the west and Gallwey Road to the east.
- 5.6.4 The secondary network will consist of all other highway links within Wellesley, including footways of at least 2m wide and will be suitable for on-road cycling without dedicated cycle lanes. These will be designed using principles contained within Manual for Streets, providing attractive routes for walking and cycling with excellent permeability.
- 5.6.5 In addition to the provision of a primary and secondary pedestrian and cycle network a comprehensive wayfinding strategy will also be developed to direct users between various parts of Wellesley and destinations such as Aldershot town centre and railway station, Aldershot Health Centre, Tesco, Westgate, The Wavell School and Connaught School.

5.7 Inclusive Mobility

- 5.7.1 In accordance with Principle STA3 of the Rushmoor Borough Council (RBC) Aldershot Urban Extension Supplementary Planning Document, which requires that "all public, commercial and education uses within the urban extension are accessible for people with disabilities", Wellesley is being designed with all users in mind, particularly those with mobility impairments. Access points to all buildings will be compliant with the Equality Act 2010 and public transport vehicles will be provided with low floor access.

6 Travel Plan Promotion and Measures

6.1 Introduction

- 6.1.1 Having outlined the aim and objectives of the RTP and examined the opportunities presented by the development site for facilitating trips on foot, by bike and by bus, there are potentially a wide range of different measures that can be implemented to meet them.
- 6.1.2 This section outlines the range of measures that will be implemented as part of this plan. The measures presented are anticipated to be relevant to the scale of development and have the greatest potential for encouraging the use of sustainable transport modes amongst residents. They have been identified having regard to the Residential Travel Plan Pyramid, discussed in Chapter 2 and reproduced below. An indication of where each component of the pyramid has been discussed is provided alongside.



- 6.1.3 The development proposals discussed in Chapter 5, which sets out the sustainable travel infrastructure that be provided on site, shows that this RTP is based the firm foundations of sustainable location and a high quality, sustainable travel focussed built environment. The remainder of this chapter discusses the additional measures that build up the remaining tiers of the pyramid in relation to 'Coordinator', 'Services and Facilities' and 'Promotional Strategy'.

Coordinator
To develop further measures and
oversee the plan on an ongoing basis

6.2 Management - Coordinator

- 6.2.1 Defining a management structure for the RTP is critical to its effective implementation and ongoing success. Further details on this are provided in Chapter 7. Grainer plc will appoint a Travel Plan Coordinator (TPC) to oversee all aspects of the RTP through development completion and to the end of the monitoring process. Furthermore, this TPC will provide advice and assistance for the Workplace Travel Plans adopted on site and will work with HCC in relation to School Travel Plans. Developing a close link with HCC, public transport operators and community stakeholders will help with identifying town-wide opportunities and linking travel plan initiatives with other sites.

6.3 Services and Facilities

Services & Facilities
public transport; car clubs;
parking management; sub-site
travel plans etc.

Residential sales staff training

- 6.3.1 Training will be provided to all sales staff that will be responsible for meeting with prospective residents at Wellesley. The training will focus on ensuring all sales staff are familiar with the objectives of the RTP and are able to communicate to a prospective buyer the sustainable travel opportunities available.
- 6.3.2 This will help to promote the sustainable characteristics of the site to prospective buyers and help to ensure that all new residents of the development are aware that sustainable travel information will be available to them, including prior to occupation.
- 6.3.3 Sales and marketing literature aimed at prospective buyers of homes will highlight the sustainable nature of the development in terms of its location and connectivity to the surrounding local area.

Sustainable travel information pack

- 6.3.4 Upon occupation of the development, residents will receive a 'Sustainable Travel Information Pack'. Through the information provided in the pack, residents of the development will be in a better position to make informed choices about how they choose to travel to and from the development. The pack will include;
- An overview of the objectives and structure of the RTP, why the scheme is in place, and what advice is available on sustainable travel options;
 - The benefits that having a travel plan brings, to individuals, the community and to the environment;
 - What incentives are being offered to residents to encourage sustainable travel;
 - Contact details of the TPC, should they have any transport or travel problems, or ideas they wish to discuss;
 - Up to date public bus and rail timetables. If necessary these will be simplified and produced as pocket guides to make them easier to use and to carry in everyday travel;
 - How to access and register with the countywide car share database;

- Pedestrian and cycle route maps from the development to and from the surrounding area, including access to the nearest local facilities (such as schools, doctors and dentist surgeries, the post office etc.), the bus and rail stations;
- Detail relating to the Wellesley Travel Apps, and how to request a pedometer as an alternative;
- Details of local taxi companies;
- Details of local retail outlets that provide home delivery services;
- Details on how to get involved in the on-line discussion forums through the Portal;
- Trial travel vouchers application form;
- Brief summary note about the status of local School Travel Plans, including any noteworthy initiatives that have been or are planned to be implemented; and
- Information on which broadband providers are available from the exchange serving the site and their residential unit.

6.3.5 Information packs will be provided to all new occupiers for the first five years following occupation. This will include new occupiers to dwellings which are sold within this period. This will be achieved by liaison with residents and local estate agents. The TPC will be responsible for the compilation and maintenance of the information provided within the information packs.

Personal Travel Planning

- 6.3.6 An advisory leaflet will be provided in the Travel Information Pack to explain to new residents the available sustainable transport options advocated in the Travel Plan and that if they wish, they may contact the TPC directly to discuss specific travel needs. The TPC will then use the information discussed to prepare a 'Personal Travel Plan' for that resident free of charge. The Personal Travel Plan will be based on individual lifestyles and in light of the available transport options for stated everyday journeys.
- 6.3.7 This process will allow residents to consider how they currently travel and promote alternative methods for their journeys to work, school and when accessing other local amenities. Personalised journey planning will also make residents who might not otherwise use public transport realise there are local services available that can suit their needs.
- 6.3.8 The TPC is responsible for promoting the availability of this measure and residents will be encouraged to contact the TPC if they have any specific sustainable travel related queries.
- 6.3.9 Additionally, the site developers will equip all new houses with broadband compatible telephone connection points, to enable residents to subscribe to broadband services, which will help facilitate working from home, internet shopping and assist in identifying car share companions.

Online Sustainable Travel Portal

- 6.3.10 Grainger plc will be responsible for the creation of a dedicated online sustainable travel portal for Wellesley that will focus on providing appropriate, up-to-date information on sustainable travel options for accessing the development site. This will include detail relating to the employment and educational components of the site.

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- 6.3.11 The portal will serve as an interactive 'one-stop-shop' for the dissemination of site-wide sustainable travel information to residents, as well as acting as a source of information for visitors. Information on the website will include details of local public transport routes, local amenities and facilities, walking and cycle maps and a link to online car sharing opportunities.
- 6.3.12 The website will also provide links to other websites such as Traveline and Transport Direct so as to encourage residents to plan their journeys using sustainable transport.
- 6.3.13 Appropriately monitored discussion forums will also be set up to allow comments and discussions on travel and transport within the development. It is likely that Twitter and Facebook accounts will also be developed to enable the TPC to market events and receive feedback from residents.
- 6.3.14 Grainger plc will fund the portal, including management by the Travel Plan Coordinator and any upgrades and or alterations to the site as necessary and as required, throughout the build out of the site to completion. The current development schedule anticipates that this will be achieved by 2026. Prior to actual completion year, the Travel Plan Coordinator will work with Hampshire County Council and Rushmoor Borough Council to establish the ongoing benefit of the portal and how it might continue beyond this period.

Wellesley Smart Phone Travel App

- 6.3.15 The TPC will work to develop a Wellesley Travel App, utilising all available technology to enable employees, and residents, to gain instant access to helpful travel information. For example:
- A step counter and calorie counter for walkers;
 - 'QR' technology at bus stops which when scanned would provide real time bus information; and
 - 'QR' technology on wayfaring posts which when scanned would provide an interactive map, showing the users current location and highlighting local points of interest.
- 6.3.16 Residents without access to a smart phone, or those wishing to use an alternative to smart phone technology, will have the opportunity to request a pedometer from the Travel Plan Coordinator. This information, including information on how to contact the Travel Plan Coordinator, will be provided in the Sustainable Travel Information Pack.

Electric vehicle charging points

- 6.3.17 The technology behind electric vehicles is at a point where they now provide a much better range and level of performance than early incarnations. From being produced by specialist companies they have now moved to mass production by the world's major manufacturers, with fully electric cars being released by Nissan, Peugeot, and Renault by mid-2011 and other companies in the following years.
- 6.3.18 By providing a number of secure charging points within the development, at the neighbourhood centre, for example, those who feel that they need a vehicle may be encouraged to choose an electric car. This offers a social benefit of zero harmful emissions from the vehicle. There are personal benefits for the owner of the vehicle as it will be exempt from road tax and the London Congestion Charge. Since January 2011, the government has been offering a grant of up to £5000 to be used towards the purchase of a fully electric vehicle.
- 6.3.19 The installation of charging points within the neighbourhood centre, for example would put Wellesley at the forefront of the promotion of zero emission vehicle use in the locality.

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- 6.3.20 Therefore, Grainger plc will review the benefits and viability of introducing some electric charging points for vehicles within the development. This will serve as an added incentive for local residents to consider electric vehicles, thereby reducing vehicle emissions, as they will have opportunity to charge the vehicles at their end destination.

Measures to Promote Public Transport Use

Enhanced Public Transport Services

- 6.3.21 A Public Transport Strategy has been prepared to accompany the Transport Assessment Report, which provides information on a preferred strategy for enhancing local bus service provision to, from and within the development. The Public Transport Strategy outlines these proposals in detail, but in summary proposes a phased core bus service as follows:
- 2013 to 2017 - Utilisation of existing Gold Route 1;
 - 2018 to 2020 - Utilisation of existing Gold Route 1 and provision of new 30 minute service via Queens Avenue to Aldershot and Farnborough (Main) Rail Station; and
 - 2021 onwards - Utilisation of existing Gold Route 1 and provision of new 15 minute service via Wellesley development to Aldershot and Farnborough (Main) Rail Station
- 6.3.22 In addition, the Public Transport Strategy has developed a phased approach to provide for secondary educational trips within Wellesley, being:
- 2013/14 to 2016/17 - Utilisation of existing Gold Route 1 and Service 15;
 - 2017/18 to 2023/24 - Utilisation of existing Gold Route 1 and Service 15 combined with provision of a contracted double decker specifically for school journeys; and
 - 2024/25 onwards - Utilisation of existing Gold Route 1 and Service 15 combined with a contracted double decker and a mini-bus specifically for school journeys.
- 6.3.23 The combination of these bus services will help to support trips for leisure, employment, retail and education, within, to and from Wellesley.

Bus/Rail Service Information

- 6.3.24 Details of public transport services serving the development area will be publicised to all residents, including route, fares and timetable information. This information will be disseminated directly to residents via a range of media, but specifically via the Wellesley travel portal website and sustainable travel information packs.
- 6.3.25 It is possible that bus stops within Wellesley could use the current 'QR technology' so that users can simply scan the code access real time travel information associated specifically with that bus stop.

Trial Travel Vouchers

- 6.3.26 Many people have adverse perceptions of public transport which aren't based on personal experience or that are based on an experience that occurred some years ago before significant enhancements to public transport services occurred.
- 6.3.27 Travel vouchers are an excellent way of encouraging people to use different forms of public transport that they wouldn't ordinarily try. Trial travel vouchers may alter people's perceptions of public transport for the better, leading them to continue using public transport beyond the end of the trial period.
- 6.3.28 Therefore, residents will be offered a ticket for one month's free travel on local bus services operating via Wellesley, with the cost being met by Grainger plc. To be eligible for this, residents will be required to complete and return a form provided by the TPC. These forms will be included with the Travel Information Pack, with a letter explaining the scheme and detailing which tickets they can claim. Detailed discussions will be held with HCC prior to occupation to determine the exact method by which residents can then enjoy free travel on local bus services.

Promoting Cycling and Walking

Site-Specific Walking and Cycling Maps

- 6.3.29 To demonstrate to residents how local facilities and services can be reached on foot or by bicycle, site-specific walking and cycling maps will be produced by the TPC and distributed along with the Travel Information Packs to all residents.
- 6.3.30 These maps will be produced with Wellesley as the central point of focus, with all key local facilities and services clearly illustrated within time bands showing average walking and cycling journey times. This will demonstrate how accessible these destinations are within a given travel time, and will therefore support the uptake of walking and cycling for short journeys from the development.
- 6.3.31 As detailed above, the TPC will work to develop the Travel App. Potentially this could use available technology to locate the employee and providing interactive mapping, which would include cycle parking locations to assist with undertaking journeys. A separate App might also include a step and calorie counter for journeys undertaken on foot.

Promotional Events

- 6.3.32 The RTP will actively encourage walking and cycling amongst residents at Wellesley. The promotion of cycling and walking throughout the year will be undertaken through involvement in national activities. The TPC will gauge interest in events and see what hot topics are from feedback mechanisms through the Sustainable Travel Portal. The Wellesley TPC will also use the Portal to gauge interest in events.
- 6.3.33 The TPC will also look into the potential to secure the services of a 'bike doctor' to arrange a surgery-style session at Wellesley for residents who require their bicycles to be fixed or serviced. Other promotions could be linked to the 'Bike Week' event including securing discounts on the purchase of a new bicycle or bicycle accessories from a local retailer. The TPC will look into the potential for this as part of the event.
- 6.3.34 The TPC will also organise a walking club amongst residents at Wellesley. This will include arranging occasional leisure walks to destinations surrounding Aldershot so that residents become familiar with walking to and from the site and to support healthy and active lifestyles.

Wellesley Way-Finding

- 6.3.35 Place making specialists 'Thinking Places' are creating the strategy for Wellesley and way-finding, or direction markers, will be provided throughout the development site to assist pedestrians and cyclists to make their journeys more easily. The way-finding strategy will complement the proposals for way-finding within the Aldershot TAP for implementation across the wider Aldershot area.
- 6.3.36 Markers will direct pedestrians and cyclists to local facilities within Wellesley and to Aldershot town centre and North Camp. They will give information on distance and approximate travel time.
- 6.3.37 Markers could use the current 'bar-code' technology which would enable smart phone users to scan the QR on any given marker, which would then provide them with a mapped location within the development. The map could also highlight points of interest.

Promoting Car Sharing

- 6.3.38 To ensure the most efficient use of cars that do travel to and from the site, residents will be encouraged to car share wherever possible. This will help to reduce the overall number of car journeys being made in the first instance, whilst encouraging a pattern of more efficient car use amongst residents.
- 6.3.39 Car sharing schemes encourage individuals to share private vehicles for particular journeys. Car sharing can be both formal and informal. Informal car sharing operates between individuals and neighbours and formal car sharing is defined by a more elaborate approach to trip matching, often focussed on the commuting journey.
- 6.3.40 Information about existing local car sharing groups will be disseminated to residents through letter drops, sustainable Travel Information Packs and notice boards. There are a number of car sharing schemes operating within Hampshire, but it is considered that only one should be promoted to residents at Wellesley so as not to dilute the opportunity for trip matching. As such, the following scheme will be promoted:
 - Hantscarshare – part of the Liftshare network (<http://hants.liftshare.com/>)
 - Free to join
- 6.3.41 In addition to this a car sharing promotional event will be held at Wellesley to boost the uptake of car sharing within the community.

Car Club

- 6.3.42 The TPC will undertake a feasibility study to determine the suitability for a dedicated car club. A car club offers members the use of a car, for a yearly membership fee, so that members have access to the use of a car without any of the cost and hassle of owning it themselves.
- 6.3.43 An existing car club operator, such as ZipCar, the nearest operator to Wellesley with vehicles located in Guildford, will be approached to manage the scheme. If it is deemed that this site provides the right characteristics to support a car club, Grainger plc will provide the first year's membership to the club free of charge (one membership per dwelling). The TPC will also undertake an assessment to determine the viability of this scheme on an area wide basis i.e. to incorporate other residential developments nearby as developments progress.

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- 6.3.44 However, even considering the scale and nature of the development, WSP consider that it is unlikely that a car club will be suitable for Wellesley. Should a car club not be feasible, the TPC will promote WhipCar as an alternative option. This scheme is based on a car rental scheme, but allows private car owners to offer up their vehicles when they are not in use in return for payment. All insurances associated with this scheme are held by WhipCar.

Safe routes to school

- 6.3.45 The introduction of a 'Safe Routes to School programme' will be informed through the school travel planning work, to be undertaken by HCC. The TPC will work with HCC and the local schools to help develop a specific programme. This programme can contain a number of elements.
- 6.3.46 Education will play a significant part, with children given safety and awareness training and also taught about the benefits of exercise and using an 'active' mode to get to and from school.
- 6.3.47 Practical measures could also be used, for example a 'Walking Bus'. This follows the same route to school each day, picking children up on the way. Specially trained parents or assistants stand at the front and back of the 'bus' to ensure the safety of all children, with both adults and children wearing reflective tabards to ensure high visibility.
- 6.3.48 Cycling proficiency classes will be offered at schools, being run by a trained course leader. These courses will cover cycling on the road, road safety and basic cycle maintenance.

6.4 Ongoing promotion and marketing



- 6.4.1 In the first instance, a Travel Plan information board will be located within the sales office to raise awareness of residents and visitors of the available alternative transport choices and highlight further the benefits of sustainable travel associated with the development location. Plans of local pedestrian and cycle routes and the nearest bus stops will also be posted on this board.
- 6.4.2 Going forward, the TPC will utilise the Sustainable Travel Portal to coordinate appropriately monitored forums to allow for both positive and negative feedback with regard to the Travel Plan. The group will be open to all occupants of the site, including residents, employers and school representatives. The TPC will then monitor the progress of this group and assess what is and is not working for this development. Any resulting Travel Plan initiatives will then be communicated and promoted to the forum.
- 6.4.3 The TPC will also undertake to set up a wider RTP forum for Aldershot in association with other developers and their appointed coordinators to share information and ideas.

6.5 Summary

- 6.5.1 A summary of the aforementioned measures that will be delivered by Grainger plc through the RTP is provided in Table 6.1 below. Grainger plc will appoint a Travel Plan Coordinator to take overall responsibility for the Travel Plan and ensure direct implementation of the proposed measures.

6.5.2 Table 6.1 also shows how the measures will help to work towards achieving the objectives defined in Chapter 3. For ease of reference, the objectives are repeated below:

1. To support the development of Wellesley as a sustainable community;
2. To understand the likely travel patterns for all users of the site;
3. To facilitate and encourage greater use of sustainable transport options in preference to the use of the private car, including walking, cycling and public transport;
4. To promote community integration;
5. To protect and enhance the environment in and around the site;
6. To promote a lifestyle to residents, which includes healthy, sustainable living;
7. To provide sustainability in all ways including cost, health and environment – reducing the impact on traffic congestion and air quality; and
8. Continually develop, implement, monitor, evaluate and review the progress of the Travel Plan towards achieving the targets.

Table 6.1 Residential Travel Plan Measures for Wellesley

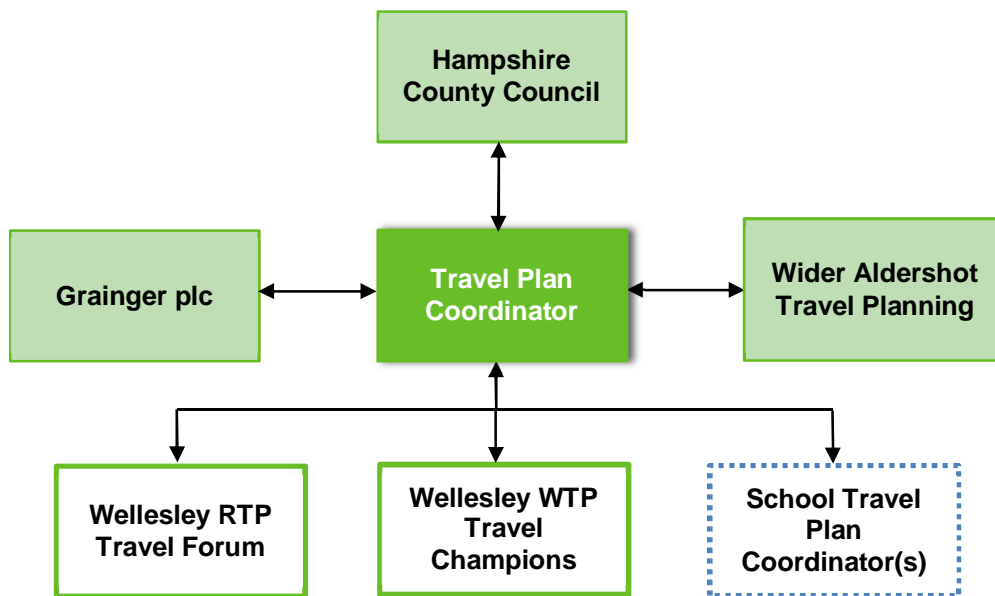
Action/Initiative	Helps to Meet Objective
Residential Sales Staff Training	1, 5, 6
Residents Travel Information Pack	1, 2, 3, 5, 6
Ongoing Promotion + Marketing	4, 5, 6, 7, 8
Personalised Journey Planning	1, 2, 3, 5
Sustainable Travel Website	1, 2, 3, 4, 5, 6, 7, 8
Electric Vehicle Charging Points	3, 5, 6, 7
Enhanced Public Transport Services	3, 5, 6, 7
Bus/Rail Service Information	3, 5, 6, 7
Public Transport Trial Vouchers	3, 5, 6, 7
Site-specific Walking & Cycling Maps	1, 3, 4, 5, 6
Cycling Promotion Event (Bike Week)	1, 3, 4, 5, 6
Visits from 'Bike Doctor'	3, 4
Walking Club	1, 3, 4, 5, 6
Car Share	1, 3, 4, 5, 6, 7
Car Club	1, 3, 4, 5, 6, 7
Safe Routes to School	1, 3, 4, 5, 6, 7

7 Management of the Residential Travel Plan

7.1 Travel Plan Management Structure

- 7.1.1 Grainger plc will retain overall responsibility for ensuring the management and implementation of the Residential Travel Plan and will ensure that it is reviewed and updated as necessary. The intended management structure for the Residential Travel Plan is shown below in Figure 7.1. The structure also shows how this arrangement integrates with the Workplace Travel Plan (WTP).
- 7.1.2 A link to the school travel plans is retained in the management structure, even though they are being prepared by Hampshire County Council (HCC), since it will be important for the TPC to liaise with the Head teacher and School Travel Plan Coordinator(s) to provide support when required and ensure a coordinated approach to travel planning across all land uses at Wellesley.
- 7.1.3 Links to wider Aldershot Travel Planning include the Farnborough Travel Plan Network and Aldershot Garrison, plus further initiatives as they come forward.

Figure 7.1 Wellesley Travel Plan Management Structure



7.2 Travel Plan Coordinator (TPC)

- 7.2.1 A site-wide TPC will be appointed by Grainger plc to cover the entire period from pre-occupation to full build-out to ensure the effective implementation of the Residential Travel Plan. The current development schedule anticipates that full build-out will be achieved by 2026. They will oversee the day to day implementation and administration of the plan. Prior to first occupations at Wellesley the TPC will be responsible for training sales staff to promote the Residential Travel Plan from the outset, establishing contacts within the local community i.e. bus operators and cycle shop owners, and ensuring the timely implementation of identified measures.

7.2.2 The role of the TPC will include:

- Acting as a point of contact for queries for residents, employers and school representatives;
- Ensuring that all travel information and data disseminated is accurate and up to date;
- Setting up and managing an online RTP discussion forum;
- The ongoing monitoring of the Travel Plan;
- Liaising with existing local forums, including the Rushmoor Cycle Forum, and other development TPCs to share knowledge and best practice;
- Assist in the decision making process with Grainger plc on which measures will be best to implement – and in association with HCC; and
- Updating the Travel Plan document as necessary, and liaising with HCC.

7.2.3 Details of the appointed TPC will be established prior to occupation of the site and provided to HCC. Any subsequent changes will also be communicated to HCC.

8 Targets and Monitoring

8.1 Targets

8.1.1 To help guide the progress of the RTP a number of targets have been adopted that will be reviewed by the appointed TPC on a biennial basis. These targets are divided amongst those relating to delivering outputs and those related to achieving outcomes.

- Output targets – These targets relate to the implementation of the measures to be introduced as part of the RTP. They will help to ensure that Grainger plc remains on course with the delivery of the different measures contained within this travel plan.
- Outcome targets – These targets relate to the effect of implementing the travel planning measures and will include, for example, reducing the overall proportion of journeys (all journeys) being undertaken from the development by car.

Output Targets

8.1.2 Table 8.1 details the output targets that will be adopted for the RTP. These targets relate to the measures put forward in Chapter 6.

Table 8.1 Output Targets for Residential Travel Plan

Output Target	Responsibility	Timescale
Appoint and fund a site Travel Plan Coordinator	Grainger plc	Prior to first occupation
Ensure sales staff are aware of the RTP and can discuss with potential occupants	Grainger plc / Travel Plan Coordinator	Prior to first occupation
Prepare residents sustainable travel Information pack ready for distribution – including all work required to secure discounts and to prepare leaflets and posters etc.	Travel Plan Coordinator	Prior to first occupation
Wellesley Sustainable Travel Portal	Grainger plc	Prior to first occupation
Wellesley Travel App – and all QR site-wide applications for Way Finding	Travel Plan Coordinator	Prior to first occupation

Establish feasibility and location of car charging points	Travel Plan Coordinator	Prior to occupation of a development zone
Distribute Information pack to residents	Travel Plan Coordinator	On occupation
Undertake Personal Travel Planning	Travel Plan Coordinator	On occupation
Promote car sharing opportunities to all residents	Travel Plan Coordinator	On occupation
Establish car club feasibility and implement if appropriate	Travel Plan Coordinator	Post Occupation
Safe Routes to School – ongoing work with HCC	Travel Plan Coordinator	Ongoing
Ongoing marketing and promotion	Travel Plan Coordinator	Ongoing

Outcome Targets

- 8.1.3 The site-wide mode share targets for Wellesley are based on the Transport Assessment trip rates and targets. The site-wide target is therefore 5% reduction in single occupancy car driver trips by the end of the final build phase (2026). Regular monitoring will be undertaken to ensure that this target is achieved and this is detailed further in Section 8.2.
- 8.1.4 Table 8.1 below identifies the mode share that the Transport Assessment Report has detailed can be achieved **without** the Sustainable Transport Package (public transport strategy, travel plan measures and parking standards). The mode shares in Table 8.1 therefore provide the interim targets and which the monitoring will show improvements against as the Sustainable Transport Package for Wellesley is implemented as the site develops.

Table 8.1 Wellesley Development Build-Out (2026)

MODE	AM	PM
Vehicles	62.5%	65.1%
Taxis	0.0%	0.0%
OGVs	0.5%	0.0%
PSVs	0.3%	0.0%
Cyclists	2.3%	2.9%
Vehicle Occupants	14.2%	17.9%
Pedestrians	12.2%	6.1%
Public Transport Users	8.0%	8.0%
Total	100.0%	100.0%

Source: Wellesley Transport Assessment Report

- 8.1.5 Table 8.2 below identifies the mode share targets for Wellesley at 2026 and after the full implementation of the Sustainable Transport Package. This shows that a **5% reduction** in the mode share for car driver trips can be achieved. The background to this information is provided in detail within the Transport Assessment Report.

Table 8.2 modal split (All Journeys) at full build-out with Sustainable Transport Package

MODE	AM	PM
Vehicles	57.5%	60.1%
Taxis	0.0%	0.0%
OGVs	0.5%	0.0%
PSVs	0.3%	0.0%
Cyclists	4.0%	4.6%
Vehicle Occupants	15.8%	19.6%
Pedestrians	12.2%	6.1%
Public Transport Users	9.7%	9.7%
Total	100.0%	100.0%

Source: Transport Assessment Report

- 8.1.6 A baseline line survey will be undertaken six months following occupation of Maida Zone - Phase 1. The results of this survey will ensure that the defined in Table 8.1 are appropriate and SMART. The TPC will discuss the results with HCC and agree modal shift targets for intervening years. It is noted that these targets may have to be higher than 5% if, for example, the baseline is higher than predicted.

8.2 Monitoring

- 8.2.1 The TPC will undertake monitoring of travel patterns associated with the development of Wellesley. This is to understand the level of modal shift and use of sustainable modes that is taking place at the development. By monitoring travel patterns it allows for the introduction of remedial measures should the implemented measures not achieve the required modal shift.
- 8.2.2 Monitoring will take place biennially until completion of the final phase, with monitoring reports submitted to Hampshire County Council on a biennial basis for this period. The final monitoring event will take place after completion to ensure that the target has been achieved. No further monitoring or reporting will be undertaken after this time unless the targets have not been met. The current development schedule anticipates that full build-out will be completed by 2026.
- 8.2.3 Travel surveys will be conducted six months after first occupation of the Maida Zone - Phase 1 of development (175 units by 2014). The survey will seek to ascertain information about residents and visitors to Wellesley. The survey will gather information on the following main points:
- Travel behaviour – to establish the overall travel patterns associated with the site and to allow the TPC to understand the ‘modal split’ for journeys to and from Wellesley for on-going comparison.
 - Attitudes towards travel – to establish site user attitudes towards using different transport options available to access Wellesley. This will help identify any issues, or barriers (perceived and actual) that may reduce the desirability of low carbon transport options.
- 8.2.4 A copy of the draft travel survey is provided as **Appendix A**. Any necessary revisions to this survey will be agreed between the TPC and the relevant HCC Travel Plan Auditing Officer prior to the survey being issued.
- 8.2.5 All costs associated with distributing, collecting, analysing and reporting of the surveys will be funded by Grainger plc, and all aspects of undertaking the survey will be administered by the TPC.
- 8.2.6 The monitoring which takes place for the RTP will link in with that done for the Workplace Travel Plan. Results and information gathered from each survey may provide an insight, resulting in positive changes to the travel plan which may not have occurred otherwise.
- 8.2.7 The Maida Zone - Phase 1 baseline survey will include traffic counts at the site access points as well as interview surveys of residents to record non car and internal site trips. This will be undertaken to validate the Transport Assessment Report and, therefore, the targets provided in Tables 6.1 and 6.2 above.
- 8.2.8 The biennial monitoring and review of the Plan will be managed by the TPC, following which a monitoring report will be submitted to HCC. The TPC in consultation with HCC will then have an input into what new measures or interventions may be required and agree a way forward.
- 8.2.9 In addition to this formal monitoring process, informal monitoring will be undertaken continuously, from first occupation, by the TPC. This will involve keeping a record of the take up rate of Persona Travel Planning (PTP), the outcome of PTP interviews and the take up of trial travel vouchers. This will enable the TPC to establish, prior to the formal monitoring process, if measures are not on target and to adjust accordingly.
- 8.2.10 Table 8.4 sets out the timescales for the monitoring process.

Table 8.4 Monitoring Timescales

TIMESCALE	MONITORING PROCESS	COORDINATED BY
Construction Phase – Prior to First Occupation	<ul style="list-style-type: none"> Finalise Resident Travel Survey and methodology 	Travel Plan Coordinator
First Occupation - onwards	<ul style="list-style-type: none"> Informal monitoring of the PTP process 	
Six months following 1 st occupation of Maida Zone - Phase 1	<ul style="list-style-type: none"> Traffic counts (multi-modal) Resident Surveys Collation of Patronage Data from Bus Operator (TPC to work with operator to establish feasibility of obtaining this data) Preparation of Travel Plan Monitoring Report Submission of Travel Plan Monitoring Report to HCC Agreement of additional measures / interventions for way forward 	
Biennially from first surveys	<ul style="list-style-type: none"> Resident Surveys Collation of Patronage Data from Bus Operator Preparation of Travel Plan Monitoring Report Submission of Travel Plan Monitoring Report to HCC Agreement of additional measures / interventions for way forward 	

8.3 Recovery Measures – Action Plan

- 8.3.1 The baseline survey will be used to validate the Transport Assessment Report and, therefore, the targets defined.
- 8.3.2 Despite potential changes to the targets, it is important to illustrate a course of remedial action should progress towards the target not be achieved. Table 8.5 summarises a step-by-step approach to introducing a series of recovery measures designed to bring the RTP back on course should the initial Implementation Action Plan fail to achieve the associated targets.
- 8.3.3 The recovery measures would commence with notification to HCC of any failure to reach the target mode share. The recovery measures process would be funded jointly by Grainger Plc.

Table 8.5 Recovery Measures Action Plan (interim)

Order of Actions	Action
1	Notification of failure to meet mode share target
2	Meeting of TPC and HCC to discuss way forward
3	Meeting between TPC and HCC to agree additional mutually convenient and voluntary measures
4	Offer a full 'Personal Travel Planning' service to all residents at Wellesley, providing individually tailored sustainable travel information specific to their own journey to work, including further incentives to try these modes
5	TPC to meet HCC to discuss further potential measures and a possible revision to future RTP targets

8.3.4 The recovery measures action plan details an approach to introducing a range of measures that could be called upon to boost sustainable travel patterns at Wellesley.

9 Implementation Action Plan

9.1 Introduction

- 9.1.1 The TPC will be appointed prior to first occupation of Wellesley. This will ensure that preparation for measures to be introduced either prior to, or on first occupation of the site, can be progressed in the meantime to ensure sustainable travel patterns are actively encouraged amongst residents and visitors from the outset.
- 9.1.2 To ensure delivery and ownership of specific measures it is necessary to set out an 'Action Plan' for implementation and review. Table 9.1 provides an initial action plan for the implementation of measures at Wellesley. This includes the site-wide measures to be implemented on-site and associated timescales or trigger points.

Table 9.1 Wellesley Implementation Action Plan

Trigger/Date	Task/Measure	Delivery Responsibility
Prior to first residential occupation	Appoint a site-wide Travel Plan Coordinator for the RTP (also covering WTP and support for STPs)	Grainger plc
	Train residential sales/marketing staff	TPC
	Prepare 'sustainable travel information packs' to be provided to each household on first occupation	TPC
	Prepare site-specific walking and cycling maps	TPC
	Sustainable travel information website	Grainger plc / TPC
	Electric vehicle charging points	Grainger plc
Following first residential occupation	Undertake residential travel surveys within six months of occupation of the first 175 units of Maida Zone - Phase 1, after initial travel patterns have stabilised	TPC
	Analyse residential travel surveys; agreement of appropriate measures; update RTP as necessary; submit to HCC for approval	TPC
	On-going promotion and marketing	TPC

	Trial Public Transport vouchers	Grainger plc / TPC
	Introduce enhanced bus services	Grainger plc
	Distribute residents travel information pack	TPC
	Car sharing promotional event	TPC
	Organise and hold a Bike Week event	TPC
	Establish a walking club and 'Safe Routes to School' programme	TPC
	Promote personal journey planning service to residents	TPC
Within one year following first residential occupation	Repeat travel surveys one year after baseline survey, review effectiveness of initiatives, results and targets and submit to HCC. If insufficient progress is being made then introducing further toolkit measures will be considered, as advised by the TPC	TPC
Thereafter and on-going biennially until development completion	Carry out residential travel surveys, review progress against targets and agree continued way forward	TPC
	At development completion – agree the way forward for the Travel Plan and continued monitoring process will be agreed discussed and agreed with HCC	TPC

9.2 Funding

- 9.2.1 The initial infrastructure related to the planning application proposals, such as on-site and off-site pedestrian and cycle facilities and delivery of the public transport strategy, will be secured through appropriate mechanisms within the planning process. This will provide the delivery of facilities and the vehicle for the funding of such measures.
- 9.2.2 Grainger plc will provide funding to appoint a Travel Plan Coordinator who will take forward the site-wide Action Plan of sustainable travel initiatives and measures.
- 9.2.3 Grainger plc will fund the delivery of initiatives including the establishment of a website, monitoring requirements, and site-wide marketing/promotional activity related to sustainable travel.

10 Summary

10.1 Summary

- 10.1.1 This RTP has been prepared in support of development proposals at Wellesley, Hampshire. This plan focuses primarily on how residents and visitors to the site can be encouraged to use sustainable means of transport to and from the site.
- 10.1.2 The measures proposed within this document will not only bring associated benefits to residents, but will also help to mitigate any transport impacts of the development on the wider local community.
- 10.1.3 To deliver this effectively, Grainger plc will appoint a Travel Plan Coordinator to lead the day-to-day delivery of the plan. Their duties will include preparing travel information materials for dissemination to residents on their immediate occupation of Wellesley, providing additional travel advice and incentives where necessary, and actively monitoring progress. The TPC role will be cover the period from pre-occupation to full build-out. This is currently anticipated to be achieved by 2026.
- 10.1.4 To safeguard the ongoing funding, management and monitoring of the travel plan, a mechanism will be developed which will require all developers to sign up to the principles and requirements of the RTP and to contribute financially into a single funding pot specifically for travel planning.
- 10.1.5 This RTP has also detailed a clearly defined target relating to the modal split for journeys arising from Wellesley. To monitor progress against the target, a detailed resident travel survey and multi modal surveys in line with the TRICS Standard Assessment methodology will be conducted on a biennial basis by the TPC, with the results submitted to HCC.
- 10.1.6 Information gathered from these surveys will also support the ongoing review of this RTP in order for it to remain relevant and effective.

Appendices

Appendix A
Draft Residential Travel Survey

Wellesley Residential Travel Survey (2013)

SECTION A: ABOUT YOU AND YOUR HOME

1. Are you:

please tick

Male	
Female	

2. Which age range do you fall into?

please tick

16 – 25	
26 – 35	
36 – 45	
46 – 55	
56 – 65	
65+	

3. What is your postcode?

4. How long have you lived at your current address?

please tick

0 – 5 months	
6 months – 11 months	
1 year +	

5. Do you or any member of your household own a car?

please tick

Yes	
No	

If yes, how many cars in total? _____

SECTION B – ABOUT YOUR CURRENT JOURNEYS

6. How do you usually travel to and from your home for the following activities? (Choose the mode of travel that you use *most often*)

REASON FOR TRAVEL	Walk	Cycle	Bus	Train	Car share	Car (alone)	Motorcycle or scooter	Other (please specify)
Work								
Shopping								
Education/School (if applicable)								

7. How often do you use the following modes of travel for journeys to and from your home?
(Please tick all options that you ever use, choosing the frequency with which you use them)

Type of Travel	Very often (7 or more in every 10 trips)	Quite Often (between 3 and 6 out of every 10 trips)	Occasionally (less than 3 out of every 10 trips)	Never
Walk				
Cycle				
Bus				
Train				
Car share				
Car (alone)				
Motorcycle or Scooter				
Other (please state)				

8. Have you changed your most common mode of transport since relocating to Wellesley?
please tick

Yes	
No	

If yes, what was the main reason for this change?

.....

SECTION C – ABOUT YOUR FUTURE JOURNEYS

9. Which of the following changes would most encourage you to cycle for some journeys in the local area? (If you already cycle, which would you most like to see?)

please tick all that apply

Safer, better lit cycle paths	
Improve cycle paths on the journey to town centre/rail station	
Improve cycle parking at this development	
Arrangements to buy a bicycle at discount	
Improved crossing facilities	
Improved cycle parking at local facilities – where?	
<i>None of the above</i>	
Other (please specify)	

10. Which of the following changes would most encourage you to use public transport for your journeys in the local area? (If you already travel to by public transport, which would you most like to see)

please tick all that apply

More direct bus routes	
More frequent bus services	
More frequent train services	
More frequent train services	
Better lighting at bus shelters and on footpaths	
More convenient bus drop-off points	
Better bus links to work from station	
Public transport information	
<i>None of the above</i>	
Other (please specify)	

11. Which of the following changes would most encourage you to walk for some journeys in the local area? (If you already walk, which would you most like to see?)

please tick all that apply

Cleaner, better maintained footways	
Better lighting on local footways	
More improved pedestrian crossing points	
Slower speed limits	
Better street lighting in the local area	
<i>None of the above</i>	
Other (please specify)	

12. Which of the following changes would encourage you to share a car journey?

please tick all that apply

Help finding car share partners who have similar travel patterns	
More information regarding car sharing i.e. benefits and cost savings	
<i>Neither of the above</i>	
Other (please specify)	

13. Before today, did you know this development operated a 'Travel Plan'?

please tick

Yes	
No	

14. If yes, how did you find out about the Wellesley Travel Plan?

please tick

During the sales process	
Word of mouth	
Wellesley Travel Portal (www.xxxx.co.uk)	
Wellesley Travel Newsletter	
Sustainable Travel Welcome Pack	
Other (please specify)	
<i>Not applicable (previously unaware of Travel Plan)</i>	

15. Would you like to receive more information regarding the Wellesley Travel Plan?

please tick

Yes	
No	

Please use the following box to provide any comments you wish to make in relation to travel in the local area.

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Thank you for your time. Please return your completed questionnaire in the pre-paid envelope provided by **XX XX XX**.