



Wellesley

ALDERSHOT

WORKPLACE TRAVEL PLAN FRAMEWORK

DECEMBER 2012



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WELLESLEY, ALDERSHOT URBAN EXTENSION

Workplace Travel Plan Framework

12/12/2012

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Executive Summary

Overview

This Workplace Travel Plan Framework (WTPF) 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 WTPF 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 WTPF 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 commuting and business travel.

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

The development is in a highly sustainable location and benefits from opportunities to maximise sustainable integration with Aldershot Town Centre, existing schools, areas of open space and existing and proposed employment areas. A network of pedestrian/cycle links already exist which can be extended and enhanced by the development to promote sustainable, healthy and low carbon travel options.

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.

Workplace Travel Plan Framework

This WTP will help to embed sustainable travel practices into the heart of the new community at Wellesley and to promote and encourage travel by sustainable forms of transport, such as walking, cycling and public transport, for commuting and business journeys. The WTP sets objectives and targets to which all occupiers will commit to through their lease agreements. Furthermore, and where unit thresholds exceed the HCC Workplace Travel Plan trigger points for new development, this WTP will assist individual employers to produce their own workplace travel plans to address specific travel and transport needs related to their operation.

A site-wide Travel Plan Coordinator (TPC) will assist employers at Wellesley to develop their own travel plans, as well as providing support for the implementation and on-going management of these plans. The TPC will work closely with the Hampshire County Council, Rushmoor Borough Council, local employers and other community stakeholders to ensure that measures are delivered on time, that effective monitoring is undertaken and that the travel plan is responsive to changing travel needs.

Funding

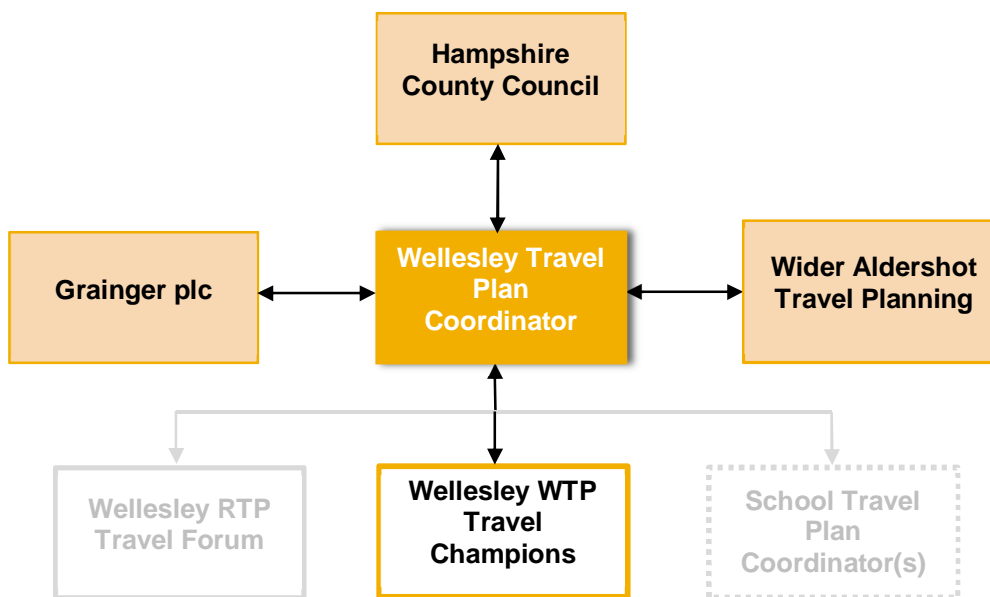
Grainger plc will fund the delivery of all site-wide measures detailed within this WTP in Chapter 8, including site-wide management and monitoring processes. Individual employers at Wellesley will then fund any additional measures which they wish to bring forward within their own operations to tackle specific travel and transport issues, as well as any monitoring requirement. This obligation will be set out within specific lease clauses for all employer occupiers.

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 WTP Management Structure



Links will be established to wider Aldershot area travel planning groups, including the Farnborough Travel Plan Network and Aldershot Garrison, plus further initiatives as they come forward.

Further detail relating to the management of the Wellesley WTP is given in Chapter 6 of this report.

1 Introduction

1.1 Preamble

- 1.1.1 This Workplace Travel Plan Framework (WTPF) 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 WTPF 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 Workplace Travel Plan Framework (WTP) forms part of the Smarter Choices Strategy for Wellesley, alongside a Residential Travel Plan, 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, a School Travel Plan Framework and subsequent School Travel Plans will not be produced by Grainger plc as part of the planning application. Instead these will be produced and monitored by HCC and will be funded from a contribution by Grainger plc.

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" (Wellesley SPD) on 10 March 2009.
- 1.2.3 This WTP has also been developed having full regard to the following principles set down within the Wellesley 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 The development is residentially led, but looks to provide a number of ancillary and complimentary services available to both the new and existing residents of the area. 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 Workplace Travel Plan Framework (WTP)

- 1.4.1 This WTP has been developed in consultation with Hampshire County Council, Rushmoor Borough Council, Surrey County Council and Highway Agency. It complies with both national and Hampshire County Council Travel Plan policies and guidance. Furthermore, this travel plan recognises the potential benefits from a mixed use development in being able to support a reduction in the overall need to travel outside of Wellesley to access employment opportunities and local services.
- 1.4.2 This WTP is a requirement of the planning application process to support the aims of sustainable development and to mitigate for the transport demands and potential impacts of the development. 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 minimising any adverse community effects.
- 1.4.3 Each of the proposed land uses on the development site requires its own Travel Plan. These are:
- Residential (accompanying this document);
 - Workplace (this document); and
 - School (to be developed and monitored by HCC, with input from Grainger plc / WSP).

-
- 1.4.4 This presents the opportunity to ensure a joined up approach to travel planning within Wellesley, to work towards common goals and so that each of the different land uses can benefit from a common management structure that encompasses all aspects of the site.
- 1.4.5 As such, a site-wide Travel Plan Coordinator (TPC) will be appointed by Grainger plc to oversee all aspects of travel planning on the development site. This will include working with HCC and Head teachers in relation to the adopted School Travel Plans.
- 1.4.6 This WTP has been prepared as an umbrella WTP for all future occupiers of employment units at Wellesley. This will allow the WTP to ensure the delivery of robust measures on a site-wide basis, but also to retain flexibility in the measures that are employed by individual site occupiers. This will also ensure that only those measures that are most relevant to their business operations are pursued to encourage sustainable travel behaviour amongst employees.
- 1.4.7 This WTP will be implemented by the Wellesley TPC, who will work with all occupiers prior to occupation to ensure that responsibilities are understood and that commitment is made to promoting sustainable travel to all employees.
- 1.4.8 Whilst this WTP covers all employer occupiers, not all will be required to prepare unit-specific travel plan documents. This will depend on the size of the unit and the travel plan threshold requirements of HCC's current parking policy (Appendix A). Regardless of unit size, all occupiers will be required to meet with the Wellesley TPC prior to occupation and to sign up to the aims and objectives and monitoring schedules defined within this WTP.
- 1.4.9 The schedule of commercial mix proposed for Wellesley has been cross-checked with HCC's travel planning policies. As a result of this cross-check, the following units will be subject to an occupier specific travel plan:
- ABRO site (2.42ha);
 - District / Neighbourhood Centre (4,512sqm);
 - Cambridge Military Hospital (6,000sqm); and
 - Maida Gym (1,723sqm).
- 1.4.10 Further details on the roles and responsibilities of all employer occupiers, regardless of requirement for a unit-specific travel plan, is provided in Chapter 6.
- 1.4.11 This WTP is intended to be updated following the phased occupation of Wellesley when occupier-specific details become more apparent, notably in terms of employee travel patterns.

1.5 Scope of Workplace Travel Plan Framework

- 1.5.1 The scope of this WTP is two-fold:
- Firstly it will set out **an overarching strategy for the whole of Wellesley**, outlining how specific site-wide measures will be implemented to the benefit of all occupiers, managed and monitored both at the outset and as the phased development of Wellesley progresses; and
 - Secondly it will **provide a clear framework for subsequent individual companies** to sign up to as they occupy Wellesley, providing a single overarching set of objectives and site-wide measures for their mutual benefit, whilst providing assistance with the delivery of their own occupier-specific measures.
- 1.5.2 As well as maximising coordination between the various site occupiers, this plan will identify preliminary baseline targets for the site. These targets will relate to modal splits for employee journeys made to and from Wellesley.

1.6 Structure of the Workplace Travel Plan Framework

1.6.1 This document sets out the criteria by which a Travel Plan for the Wellesley site will be delivered and how it aims to contribute to local and national objectives for sustainable travel.

1.6.2 This Travel Plan document is set out in a further eight Chapters:

- Policy Context;
- Travel Plan Aims and Objectives;
- Existing Situation;
- Travel Plan Management;
- Targets and Monitoring;
- Travel Plan Promotion and Measures;
- Implementation Action Plan; and
- 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 WTPF has been prepared.

2.2 National Policy Guidance

National Planning Policy Framework (NPPF), (DCLG, 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 Travel Plan.
- 2.2.3 As encouraged in the NPPF, the development has been planned in such a way that gives people a “real choice” regarding their mode of travel. Its density and proximity to local facilities ensures that sustainable modes can be considered a favourable option for local trips.
- 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 was formally approved on 24 February 2011. It 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 HCC’s 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. 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 3

2.3.4 Surrey's third Local Transport Plan (LTP3) came into force from 1 April 2011. The overall vision for The Surrey Transport Plan (LTP3) 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"

2.3.5 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

2.3.6 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 Draft Aldershot Town Access Plan (2012)

2.3.7 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.

2.3.8 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.

2.3.9 One of the key aims of the TAP is to encourage access by sustainable modes i.e. walking, cycling and public transport.

2.3.10 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

2.3.11 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.

2.3.12 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 the 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"

2.3.13 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

- 2.3.14 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.
- 2.3.15 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”*
- 2.3.16 The 17 principles and their main aims objectives featured in Section 7 are detailed in full within the Transport Assessment. 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 Workplace Travel Plan Framework 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 journeys.
- 2.4.3 Travel planning at Wellesley 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 Workplace Travel Plan Framework Aim

3.1.1 The previous chapter has highlighted that a key objective of both national and local transport policy is to reduce the demand for car travel by promoting alternative transport options and widening people's travel choices. However, without positive measures to actively encourage drivers to use these alternatives, little change is likely to occur.

3.1.2 The use of information, incentives and encouragement needs to be applied to influence change. Furthermore, it is important to recognise that the mixed use nature of the overall development at Wellesley provides opportunities to encourage trip reduction – for example through encouraging employers to recruit locally from the residential area or offer existing staff relocation incentives to be based at Wellesley. It is anticipated that some employers will already be recruiting locally, for example, employers in day care. The notion of recruiting locally may mean more employees can realistically walk and cycle to work at Wellesley and this concept will be actively supported through this WTP.

3.1.3 Therefore, the headline aim for the Wellesley WTP is:

'To create an environment for employees that actively promotes a range of healthy, low carbon lifestyle and travel choices and reduces the overall need to travel to work by car'.

3.1.4 This aim will assist in reducing the amount of car travel to and from the whole site. This will in turn reduce traffic impacts on the surrounding highway network, to the benefit of reduced congestion, good air quality and improved road safety in the local area. The measures proposed within this document will not only bring associated benefits to the individual businesses and their employees, but will also help to mitigate any transport impacts of the development on the wider local community.

3.2 Workplace Travel Plan Framework Objectives

3.2.1 To achieve this aim, the following specific objectives have been set for the WTP:

1. Reduce the level of single-occupancy car trips associated with commuting to and from workplaces at Wellesley;
2. Reduce the amount of single-occupancy car trips and costs associated with business travel;
3. Facilitate and encourage sustainable, healthy and safe travel for employees and visitors to the site;
4. Ensure that the differing transport needs of all site users are taken into account as far as practicable;
5. Reduce any site traffic congestion to enhance, improve and make safe the journey to work via more sustainable transport modes;
6. Facilitate and encourage the coordination of site occupiers in assisting to manage deliveries in a sustainable manner;
7. Work in partnership with the local planning and highway authorities and other stakeholders to achieve the greatest mode shift away from single-occupancy car journeys, enabling a long-term area specific approach to traffic reduction; and
8. Continually develop, evaluate and review the progress of the WTP.

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- 3.2.2 Whilst these form overarching site-wide objectives, they can be actively supported by the individual occupiers of employment units as the phased development of Wellesley progresses.
 - 3.2.3 The objectives will work towards achieving the overall aim of the WTP by bringing forward a package of measures from the outset that focus on promoting access to Wellesley by sustainable transport options as an alternative to the private car.
 - 3.2.4 It is intended that this will also specifically influence employee attitudes towards their own travel behaviour by considering sustainable travel alternatives in everyday trips, as opposed to single-occupancy car travel.

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. The site 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 Farnborough Road to the west, the Basingstoke Canal to the north, and by the A331 to the east.

4.3 Public Transport

- 4.3.1 This section details the current opportunities 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 to work at Wellesley from 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: Operators 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 - Alder- shot - Farnham	Mon – Sun (Sunday – Alder- shot 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 – Coun- tryliner	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 - Farnbor- ough 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.

Table 4.3 Bus Services and Frequencies from Steele's Road (Source: Operators Timetables June 2012)

SERVICE	ROUTE	Days of Operation	FREQUENCY Weekday			First & Last
			AM Peak (mins)	Off Peak (mins)	PM Peak / Evenings	
Local Services						
1 – Stagecoach	Aldershot – Old Dean	Mon - Sun	Every 10mins	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

Journeys by Train

- 4.3.9 The nearest rail station is Aldershot Rail Station, located approximately 1.6km, equating to a 15-20min walk, south of Wellesley. 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 4.4.

Table 4.4 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 – Ldn 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 4.4 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 4.5 below 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 for business related trips to and from Wellesley. 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 4.5 Summary of Rail Services from Farnborough Main

Route	Outbound (AM journey)		Inbound (PM return journey)	
	AM Peak Direct (0700-0800)	Journey Time (minutes)	PM Peak Direct (1700-1800)	Journey Time (minutes)
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 4.5 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 destinations for business trips to and from Wellesley. 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 4.6.
- 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 4.6 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 business related trips. This provides an excellent opportunity to promote and encourage business trips by rail as part of a longer journey to employers and their employees at Wellesley.

4.4 Pedestrian and Cycle Network

- 4.4.1 The routes of existing footways, in addition to existing and proposed cycleways, are shown on **Figure 3**.

Existing Pedestrian Facilities

- 4.4.2 A comprehensive 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 variety of routes, such as Hospital Hill, Middle Hill, Gun Hill and Ordnance Road. The majority of footways are lit and well maintained.
- 4.4.3 The network of footways within and adjacent to the site also support pedestrian routes to Connaught School and Wavell School, Lynchford Road shops and the Basingstoke canal towpath. 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:

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- **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.
 - **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 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.

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- **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 provide employees at Wellesley the opportunity to walk (and cycle) to work, both from within the development and from the wider local area.

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 and Farnborough Road
 - There is an on road cycle route along Queens Avenue and an off road cycle route along Farnborough Road. Both routes head towards Aldershot.
- 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 serving 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 assessment of accessibility for pedestrians and cyclists between the site and key local facilities for education, employment, leisure and retail purposes. Of particular relevance for this WTP is the high level of access to and from the site on foot, by bicycle and by public transport routes from surrounding local areas. This will help both existing and future local residents access the site for employment opportunities by sustainable modes of transport.

4.6 Parking

4.6.1 Parking standards for Wellesley are defined within the Transport Assessment Report.

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 Hampshire 'My Journey' (HSTT) Programme

- 4.8.1 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.
- 4.8.2 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.
- 4.8.3 The continuation of this programme would provide an excellent opportunity for initiatives to be promoted at Wellesley.

4.9 Summary of Opportunities

- 4.9.1 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.
- 4.9.2 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.
- 4.9.3 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 Guildford, Reading and London Waterloo for business travel;
 - 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;
- Area-wide travel planning opportunities, such as Hampshire County Council “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.

4.9.4 These opportunities will be built upon within this travel plan to support all journeys by sustainable modes.

4.10 Development Proposals

4.10.1 In addition to the existing travel opportunities that are available to employers and their employees at Wellesley, there will be a range of planning and transport proposals brought forward as part of the development which will further support sustainable travel for business trip purposes to, from and within Wellesley. These proposals are detailed in full within the Transport Assessment Report and are summarised below:

■ Development composition

- Through the provision of the mix of land uses at Wellesley 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 employment.
- By allowing future residents access to two new 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.

■ Parking Standards

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

■ Public Transport Strategy

- 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:

- 2013/14 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 and 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 and Farnborough (Main) Rail Station
 - 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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- The combination of these bus services will help to support trips for leisure, employment, retail and education, within, to and from Wellesley

- **Walking and Cycling Strategy**

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

5 Travel Plan Promotion and Measures

5.1 Introduction

- 5.1.1 Through the previous chapters of this WTP and in accordance with the Travel Plan Pyramid discussed in Chapter 2, which illustrates the key elements of a successful travel plan, it has been shown that:
- The location of Wellesley, with clear linkages to the existing town centre, and with the availability of facilities on-site, will help to support everyday journeys for all purposes by modes other than the private car;
 - The design of the site, including on and off-site infrastructure for public transport, pedestrians and cyclists, will help support travel by these modes; and
 - The management structure of the site, as detailed in Chapter 6, will ensure the effective and efficient implementation of the WTP and close working with all employer occupiers on site on an ongoing basis.
- 5.1.2 In addition to these measures/characteristics and in consideration of the aims, objectives and targets that have been set, this chapter details the full range of site-wide measures that will be implemented to work towards meeting these goals. These will be funded by Grainger plc. Furthermore, this chapter sets out a range of unit-specific measures which will be implemented where appropriate and delivered and funded by the employer occupier.
- 5.1.3 Chapter 1, Section 1.4.8, details those units at Wellesley which are required to produce unit-specific WTPs. For ease of reference, these are:
- ABRO site (2.42ha);
 - District / Neighbourhood Centre: New Retail Unit (4,512sqm);
 - Cambridge Military Hospital (6,000sqm); and
 - Maida Gym (1,723sqm).
- 5.1.4 Following discussions with the Wellesley TPC and prior to occupation, the occupiers of these units will be required to prepare individual WTPs, selecting from a list of mandatory and optional measures, deemed most relevant to their organisation. Following development completions and occupation, further surveys and monitoring will present a clearer understanding of the 'unit-specific' measures that should be introduced. These occupiers will be required to update their individual WTPs following these monitoring events.
- 5.1.5 In the first instance, the Wellesley TPC will meet with all employer occupiers prior to occupation to discuss resources and responsibilities, and to agree a way forward for promoting sustainable travel within each of the organisations.

Site Wide Measures

- 5.1.6 Section 5.2 details those measures that will be implemented by the Wellesley TPC, funded by Grainger plc and which will benefit all employer occupiers of the site.

Unit-specific Measures

- 5.1.7 Section 5.3 provides a selection of potential measures which will be used by the TPC as a tool when holding discussions with occupiers, particularly those detailed in Section 5.1.3 above, when helping them to develop their own unit specific travel plans. This section is not exhaustive and not all measures will be relevant to all occupiers. This emphasises the importance of early discussions between all employer occupiers and the Wellesley TPC.

5.2 Site-Wide Measures

TRAVEL PLAN COORDINATOR

- 5.2.1 A site-wide Travel Plan Coordinator (TPC) will be appointed by Grainger plc to ensure the effective implementation of the Travel Plan. They will oversee the day to day running of activities and administration of the Plan. Prior to first occupations at Wellesley, the TPC will be responsible for establishing contacts within the local community i.e. bus operators and cycle shop owners, and ensuring the timely implementation of identified measures.
- 5.2.2 The TPC is primarily responsible for the implementation of the WTP and RTP, but their remit will extend site-wide to provide guidance, support and advice to the employment and educational components of the site.
- 5.2.3 The role and responsibilities of this coordinator are detailed in full in Chapter 7.
- 5.2.4 Details of the appointed TPC will be provided to Hampshire County Council.

PROVIDING TRAVEL INFORMATION

- 5.2.5 The provision of information on a wide variety of transport options for travelling to and from Wellesley will ensure all employees are fully aware of the choices available to them.
- 5.2.6 The dissemination of information can best be achieved through a range of methods, including via the internet, employee induction packs, information notice boards in each company, and direct contact with each employee. Therefore, the following measures will be introduced by Grainger plc at a site-wide level.

Wellesley Sustainable Travel Portal

- 5.2.7 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.
- 5.2.8 The portal will serve as an interactive 'one-stop-shop' for the dissemination of site-wide sustainable travel information to the employees of each occupying business, 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.
- 5.2.9 The website will also provide links to Traveline and Transport Direct so as to encourage employees and visitors to plan their journeys using sustainable transport.

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- 5.2.10 Appropriately monitored discussion forums will also be set up to allow comments and discussions on travel and transport within Wellesley. It is likely that Twitter and Facebook accounts will also be developed to enable the Wellesley TPC to market events and receive feedback from occupiers of Wellesley. For example, feedback from such forums relating to cycling could be presented by the Wellesley TPC at the Rushmoor Cycle Forum.

Wellesley Smart Phone Travel App

- 5.2.11 The Wellesley 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.

Employee Sustainable Travel Information Pack

- 5.2.12 A Sustainable Travel Information Pack will be prepared by the TPC and provided to all employees at Wellesley. This pack will include details of the local public transport services, key local amenities and facilities, and walking and cycle maps.
- 5.2.13 The contents of the pack will be updated as necessary and can be delivered to each new employee by their employer prior to their first day of employment. This will help to ensure that all employees are able to consider the sustainable transport options available to them prior to commencing work at Wellesley and that the promotion of sustainable travel forms an active part of their employment induction process.
- 5.2.14 Any subsequent updates to information in the travel pack will be advised by the TPC, but printed and disseminated by the occupier.
- 5.2.15 Individual occupiers will be required to advise the TPC as to how many packs are required. The occupier will send packs to all staff prior to relocation and on confirmation of employment.

Personal Travel Planning

- 5.2.16 Personal Travel Planning (PTP) will be provided by the Wellesley TPC for employers and employees wishing to take part. PTP provides the opportunity for a one-to-one discussion with employees to discuss the individual's journey to work, issues with travel and the opportunities available to help resolve these issues and support the employee in making sustainable journeys to and from work. This process can help to highlight opportunities for sustainable travel that the employee might not otherwise have been aware of.
- 5.2.17 The requirement for PTP will be monitored through the monitoring events for existing employees and promoted through the Employee Sustainable Travel Information Packs. Outside of the monitoring events, employees will be encouraged to speak with their WTP Travel Champion regarding PTP, who will then pass on these details to the Wellesley TPC.

Travel Information Posters/Leaflets

- 5.2.18 Posters will be produced to provide information and details of key site-wide WTP initiatives, including the internet site web address and a contact for the Wellesley TPC. Leaflets will be produced for visitors to promote suitable modes of transportation to and from the locality. Posters relating specifically to upcoming monitoring events will also be provided for occupiers to display.
- 5.2.19 These will be distributed throughout the development to all occupying businesses for internal circulation within their premises to maximise awareness of WTP measures and opportunities to all employees.
- 5.2.20 To link in with the Wellesley Travel App, the Wellesley TPC will ensure that all posters and leaflets contain the relevant 'QR' symbols to enable people to obtain direct access to interactive material to assist with journey planning.
- 5.2.21 Occupiers will be encouraged to display this information in reception areas, communal areas and other areas of high foot fall.

Annual Employer Travel Forum

- 5.2.22 The Wellesley TPC will establish an annual Employer Travel Forum which will invite all employer representatives on site, regardless of unit size, to attend in order to benefit from workshops that will provide attendees with:
- Case studies highlighting best practice;
 - Open forum to highlight travel challenges;
 - A greater understanding of site-wide facilities; and
 - An opportunity to ask sustainable travel related questions of the Wellesley TPC and to provide feedback on sustainable travel activity within Wellesley.

MEASURES TO PROMOTE WALKING AND CYCLING

- 5.2.23 Through a review of current best practice for workplace travel planning across the country, it has been recognised that a combination of walking and cycling measures, particularly alongside measures aimed at car sharing, can achieve significant modal shift away from car driver trips. This highlights the importance of providing for and encouraging pedestrian and cycle journeys for employees to and from employment within Wellesley.

Walking and Cycling Network

- 5.2.24 Pedestrian and cycle permeability will be high, with links provided within Wellesley to the existing local area, enabling full use of the community facilities for employees based at Wellesley.

Site-Specific Walking and Cycling Maps

- 5.2.25 To demonstrate to employees 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 employers.
- 5.2.26 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. The pedestrian and cycle links connecting Wellesley with Aldershot town centre will also be shown.

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- 5.2.27 As detailed above, the TPC will work to develop the Wellesley 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.

Wellesley Way-Finding

- 5.2.28 Place making specialists 'Thinking Place' 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.
- 5.2.29 Markers will direct pedestrians and cyclists to local facilities within Wellesley and to the town centre. They will give information on distance and approximate travel time.
- 5.2.30 Markers could use the current 'QR' technology which would enable smart phone users to scan the QR symbol on any given marker, which would then provide them with a mapped location within the development. The map could also highlight local points of interest for recreation.

Secure Cycle Parking

- 5.2.31 All employment facilities, shops and community facilities at Wellesley will be provided with high quality secure cycle parking facilities close to the main access to the building. This will ensure that individual companies at Wellesley will be able to benefit from secure and covered cycle parking for their employees to use. The monitoring process will be used to establish demand for cycle parking and if additional spaces are required.

Rushmoor Cycle Forum

- 5.2.32 The Wellesley Sustainable Travel Portal and social media sites will provide the opportunity for the TPC to establish discussion forums related to cycling. These may relate to specific, of the moment, issues or topics such as cycle safety and best practice, or a general cycling related discussion. These forums will be promoted to all employer occupiers through timed communications.
- 5.2.33 The TPC will attend the wider Rushmoor Cycle Forum; a varied cross-section of Rushmoor residents/employees linked by a desire to facilitate the use of bikes for recreation and as a means of transport. The Forum meets regularly with officers from Rushmoor Borough Council and HCC to discuss issues concerning cyclists and pedestrians in the area. The TPC will feed back best practice and other initiatives from this forum to employers at Wellesley and use the feedback from the on-line sources described above to contribute to meetings.

Employee Discounts

- 5.2.34 Details of local cycle shops will be publicised on the development website and discussions will be held with these shops to endeavour to secure discounts for employees on cycle purchase and repair. It is anticipated that such a discount may be secured given the sizable number of employees located at Wellesley.
- 5.2.35 The TPC will work further will local outdoor retailers to establish an employer's Sustainable Travel Discount Pass. This will provide a range of discounts to all employees on site at a number of local retailers offering outdoor equipment.

PROMOTIONAL EVENTS

- 5.2.36 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 TPC will also use the Portal to gauge interest in events.
- 5.2.37 Employees located at all occupying organisations will receive publicity of these events via email, the website or notice boards/posters to actively encourage their participation. The coordination of these events will be facilitated by the TPC.
- 5.2.38 The TPC will work with the “Love to Ride” organisation and promote its website amongst employees, which is all about showing more people how enjoyable and easy cycling is. The organisation also organises cycle challenges, which can encourage some healthy cycling competition between employees located at Wellesley. The TPC will actively encourage such events on site and work to provide branded equipment, including t-shirts, to all entrants to help promote cycling within the community.

MEASURES TO PROMOTE PUBLIC TRANSPORT USE

Enhanced Public Transport Services

- 5.2.39 A Public Transport Strategy has been prepared to accompany the hybrid planning application, 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
- 5.2.40 These services will help to support commuting trips by bus within, to and from Wellesley through build-out and beyond completion of the development.

Bus/Rail Service Information

- 5.2.41 Details of public transport services serving the development area will be publicised to all employees, including route, fares and timetable information. This information will be disseminated directly to employees via a range of media including posters, sustainable travel information packs and via the Wellesley website.
- 5.2.42 As part of the Personalised Travel Planning initiative, each individual business / new members of staff will be offered public transport information for their journey, based on their home postcode location as part of their induction process.

Discounted Fares

- 5.2.43 Discussions with public transport service operators will be undertaken, led by the TPC, to seek the possibility of discounted public transport fares for employees.
- 5.2.44 This will be undertaken prior to occupation to ensure that discounts and the method for securing discounts is squared away so that that benefit can be realised from first occupation.

MEASURES TO PROMOTE MORE EFFICIENT CAR USE

Car Parking Management

- 5.2.45 It is recognised that the management of car parking is key to implementing a successful WTP. To emphasise the importance of this, the accompanying Transport Assessment details in full how Wellesley will accord with local parking policy.
- 5.2.46 The TPC will work with individual occupiers to help manage the demand for car parking at Wellesley and ensure no inappropriate overspill car parking occurs.

Car Sharing

- 5.2.47 As organisations take up occupancy at Wellesley, the 'HantsCarShare' database will be promoted to provide the mechanism for encouraging car-sharing amongst employees from across the different companies.
- 5.2.48 Membership of this database will continue to grow as future occupiers arrive on site. The overall size of the database will then be enhanced, to the collective benefit of all employees looking to find prospective matches.
- 5.2.49 This will provide an ideal platform for employees with the same commuting destination to find a suitable car-sharing partner to share the journey to work with. In turn, car-based journeys to work will be made in a more efficient manner, and overall car trips will be reduced.
- 5.2.50 The benefits of joining a car share database will be promoted throughout Wellesley using promotional materials issued to employees through the sustainable travel packs, internet site and advertising (such as posters) to be located within public areas at each occupying organisation.
- 5.2.51 In addition to the above, information and guidance will be provided to car sharers on security, the division of costs without incurring tax penalties, and details of insurance requirements to help facilitate a popular and successful scheme.
- 5.2.52 The TPC will work with the occupiers of larger units and where dedicated staff car parking is provided, to ensure that convenient spaces near to the unit entrance are marked specifically for use by car sharers.

Electric Vehicle Charging Points

- 5.2.53 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.

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- 5.2.54 By providing a number of secure charging points within the development, such as 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. Government has made provision to support the Plug-in Car Grant for the life of this Parliament.
- 5.2.55 The installation of charging points within the neighbourhood centre, for example would put the Urban Extension at the forefront of the promotion of zero emission vehicle use in the locality.
- 5.2.56 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.

5.3 Occupier-Specific Measures

- 5.3.1 Certain measures may be introduced by future occupiers of Wellesley on a company by company basis, depending on the applicability of a given measure to their operation. Those occupiers which are required to produce their own unit-specific WTP must discuss with the Wellesley TPC which of these measures, in addition to a set of mandatory measures detailed below, are most appropriate for their size and type of organisation. Occupiers not required to produce a unit-specific WTP are not prevented from implementing additional unit-specific measures, over and above the mandatory measures, as they are able to commit to voluntary measures through their Statement of Intent.
- 5.3.2 With regards to the smaller units which are not required to produce their own WTP, at this stage the occupiers of these employment units are unknown, as are their operational characteristics, This is particularly the case with regards to budgets and funding availability. It is therefore considered unreasonable to demand certain measures of these occupiers which might undermine the viability of that business. At this stage, we have identified certain measures which should be deemed as mandatory for these occupiers, but which are negotiable in consultation with the TPC dependent on operational characteristics. These measures are highlighted in orange through the remainder of this chapter.
- 5.3.3 The measures in this section may, or may not, be relevant to the specific operation and travel characteristics of a particular occupier, but each has been selected based on its merits to encourage sustainable travel behaviour. As such these measures will not be delivered directly by Grainger plc, but through individual business occupiers, with guidance from the Wellesley TPC. The intention would be for individual occupiers to consider adopting these measures as part of their company policy, and where they are clearly appropriate and beneficial to their business operation.
- 5.3.4 These suggested measures are, as far as possible, intended to be suitable for review following identification of each occupier. As such more specific details on these measures will be presented to HCC in line with the phased development and occupation of Wellesley.

PROMOTING SUSTAINABLE TRANSPORT OPTIONS

Cycle2work Schemes

- 5.3.5 In consultation with the TPC occupiers will be encouraged to become involved in the government initiated Cycle2Work scheme which offers both tax and national insurance savings to participating employees who purchase a bike to cycle from home to work.
- 5.3.6 Payments for a bicycle can also be spread across the year using the scheme. An example of such a scheme can be found at www.halfordsb2b.com.

Public Transport Season Ticket Loans

- 5.3.7 In consultation with the TPC, occupiers will be encouraged to offer their employees interest-free loans to enable them to purchase public transport season tickets. The greatest saving on public transport fares can be achieved by purchasing a long-term season ticket. However, the need for a single advance payment can be prohibitive for some employees, particularly those on lower incomes. By offering an interest-free loan, employees can realise the financial savings of a season ticket and pay for it over time rather than in advance.
- 5.3.8 In addition and as stated in Section 8.5, the TPC will work with local transport operators to secure discounted travel on local public transport services.

Incentives for Walking and Cycling

- 5.3.9 In addition to providing information, facilities and promotional events, there are a range of incentives that could be offered to encourage walking and cycling:
- Financial incentives for those who walk or cycle;
 - An extra 5 minutes holiday for every return journey made to work on foot or by bicycle;
 - Entry into prize draws;
 - Provision of an 'Umbrella Pool' (use of branded umbrellas provided at unit entrances);
 - Cycling proficiency training;
 - A 'walker's breakfast'; and
 - Greater flexibility over working times.
- 5.3.10 A key role of the TPC will be to discuss with site-occupiers the potential for some of these incentives to be offered to their employees. Such benefits will be promoted to occupiers through the Wellesley Cycle Forum, but also on an individual basis through early discussions with employers prior to occupation.
- 5.3.11 Interest for cycling proficiency training can be gauged through the travel surveys.
- 5.3.12 The TPC will work with the occupiers and developers to gauge interest in the development of an Employee Sustainable Travel fund. This would need employees to contribute to a single fund which would help to implement travel plan measures to the benefit of all employees on site. For example, given the small scale nature of many of the business units, it is unlikely that an employee would be encouraged to cycle with the reward of a breakfast on their own, but they may be encouraged to join a Wellesley cycling breakfast club to meet other like-minded employees on site. This would be paid for by the fund. There is the potential that the developers / Grainger could enhance the pot by agreeing to add a percentage of the total.

Cycle Training

- 5.3.13 Hampshire Cycle Training (<http://www.hampshirecycletraining.org.uk/>) provides cycling proficiency training to all ages, including specifically designed courses aimed at employers and their employees. The TPC will promote the benefits of utilising Hampshire Cycle Training to all employees, particularly through the Wellesley Cycle Forum. It will be up to the individual organisations to decide whether this would be something that is appropriate to their organisation and subsequently, to implement and fund.

ENCOURAGING EFFICIENT CAR USE

Supporting Staff Relocation / Reducing the Need to Travel

- 5.3.14 Wellesley will be a mixed use development consisting of residential and employment properties, adjacent to existing residential areas. Therefore, the opportunity exists to promote the employment opportunities to residents in the surrounding area or those moving into the new residential dwellings.
- 5.3.15 Furthermore, individual employers may wish to publicise the availability of residential properties at Wellesley to their existing staff base. This may help support a reduction in longer distance commuting trips into Wellesley, as residents are based more locally. Some form of incentive offer may be possible to help encourage this process. This might only be possible for the larger organisations, however.
- 5.3.16 The TPC will be able to work alongside individual site occupiers to promote these types of schemes.

Company Car Policy

- 5.3.17 Individual occupiers who anticipate offering company cars to employees as part of their remuneration will be encouraged to offer a financial alternative. This will in turn encourage employees that are entitled to a company car to consider such an alternative as opposed to the use of an additional car.
- 5.3.18 Introducing fuel efficient, or alternative fuel, low emission pool cars and fleet vehicles will also be actively promoted by the TPC to each site occupier. This will further help to reduce the impact of car-based vehicles on the local environment.
- 5.3.19 By offering electric pool cars and fleet vehicles it would make use of the charging points discussed previously.

Guaranteed Ride Home Scheme

- 5.3.20 Occupiers will also be encouraged to offer a 'guaranteed ride home' for their employees who participate in any car-sharing arrangement. Under the guaranteed ride home scheme, if a member of staff has to leave at an unexpected time for emergency reasons and no practical alternative travel option is available, the organisation will provide the means for ensuring that this person gets home.
- 5.3.21 This may take the form of covering the cost of a taxi for that employee. The 'guaranteed ride home' scheme will also help appease any concerns amongst employees should their car sharing arrangements fail for any reason, ensuring they are able to travel home.

Financial Travel Incentives

- 5.3.22 Financial incentives represent another option for the promotion of efficient car use and car sharing. Financial incentives such as 'cash-out' schemes might be offered to employees who car share, or entry to a prize draw for all members of the car share database. These cash-out and prize schemes can of course be extended to cover those who travel to work by other sustainable means, such as walking and cycling.
- 5.3.23 The TPC will discuss the potential for these schemes with individual companies.

MEASURES TO PROMOTE SMARTER WORKING PRACTICES

- 5.3.24 A review of working practices can have a positive impact in encouraging sustainable travel behaviour and each occupier will be encouraged to consider the following working practices for their employees, where applicable. For example:

Flexible Working Hours/Compressed Working Week

- 5.3.25 Where operational requirements permit, occupiers should examine the potential to introduce a practice of flexible working hours amongst employees. This will help to ensure that those wishing to travel by public transport are not deterred by small conflicts between when these services operate and when they are required to commence work. Where such conflicts do occur, and cannot be resolved, this may lead to a higher level of car dependency.
- 5.3.26 Individual occupiers will be encouraged by the TPC to introduce this flexibility in working hours where possible.

Remote/Home Working Opportunities

- 5.3.27 Home working may only be suitable for a small number of employees within a business, but can reduce the overall number of journeys to and from the site. Therefore, each occupier will also be encouraged by the TPC to explore the potential to introduce home working where possible.

Video/Tele-Conferencing Facilities

- 5.3.28 Making available video and audio conferencing facilities will allow employees to use them instead of travelling for some business journeys. The TPC will highlight the benefits of these facilities to companies at Wellesley where it appears applicable to their business operation.

SUSTAINABLE VISITOR JOURNEYS

- 5.3.29 Visitors to Wellesley will be able to access sustainable travel information via the dedicated Wellesley sustainable travel website.
- 5.3.30 Directing visitors to this information should be considered a standard business practice for future occupiers to ensure visitors are aware of the sustainable travel options that might be available to them. This will be communicated to individual businesses by the TPC.

5.4 Deliveries

- 5.4.1 Occupiers will be encouraged by the TPC to arrange deliveries outside of the highway AM and PM peak periods to reduce the impact that these deliveries will have on the local highway network. Furthermore, occupiers will be encouraged to source local suppliers to reduce the overall mileage and carbon emissions associated with business related deliveries.

5.5 Summary

- 5.5.1 This chapter has outlined a number of measures that will actively encourage sustainable travel behaviour amongst employees and reduce the number of single-occupancy car journeys associated with development at Wellesley.
- 5.5.2 The measures themselves will either be implemented as site-wide measures, funded by Grainger plc, or will be encouraged as a sustainable business practice to be adopted and funded by future occupiers of the site, and within any subsidiary WTPs.
- 5.5.3 Table 5.1 below provides a summary of the measures detailed above and shows how each will help to work towards achieving the objectives defined in Chapter 3. Those which are considered to be mandatory are highlighted in orange. For smaller occupiers, the TPC will review each individual case once an occupier has been identified, and prior to occupation, to ensure that these measures do not undermine the viability of that business. For ease of reference, the objectives are repeated below:
1. Reduce the level of single-occupancy car trips associated with commuting to and from workplaces at Wellesley;
 2. Reduce the amount of single-occupancy car trips and costs associated with business travel;
 3. Facilitate and encourage sustainable, healthy and safe travel for employees and visitors to the site;
 4. Ensure that the differing transport needs of all site users are taken into account as far as practicable;
 5. Reduce any site traffic congestion to enhance, improve and make safe the journey to work via more sustainable transport modes;
 6. Facilitate and encourage the coordination of site occupiers in assisting to manage deliveries in a sustainable manner;
 7. Work in partnership with the local planning and highway authorities and other stakeholders to achieve the greatest mode shift away from single-occupancy car journeys, enabling a long-term area specific approach to traffic reduction; and
 8. Continually develop, evaluate and review the progress of the WTP.

Table 5.1 Residential Travel Plan Measures for Wellesley [mandatory]

Action/Initiative	Helps to Meet Objective
SITE – WIDE MEASURES	
Travel Plan Coordinator	3, 4, 6, 7, 8
Sustainable Travel Information Portal	1, 2, 3, 4, 5
Smart Phone Apps	3
QR Technology for Way Finding	1, 2, 3, 5
Personalised Travel Planning	1, 2, 3, 4, 5, 6
Information Posters and Leaflets (sustainable modes)	3
Annual Employer Travel Forum	1, 2, 3, 4, 5, 6
Walk and Cycle Strategy, including maps	1, 2, 3, 5
Way Finding	1, 2, 3, 5
Secure Cycle Parking	1, 2, 3, 5
Rushmoor Cycle Forum (attendance)	3
Ongoing promotion and marketing	3, 4, 6
Public Transport Strategy	1, 2, 3, 4, 5
Discounted Bus Fares	1, 2, 3
Car Parking Management	3, 5
Car Sharing	1, 2, 3, 5
Electric Vehicle Charging	3
OCCUPIER SPECIFIC	
Cycle2work Scheme	1, 2, 3
Public Transport Season Ticket Loans	1, 2, 3
Incentives for walking and cycling	1, 2, 3
Cycle training	1, 2, 3
Supporting staff relocation / reducing need to travel	1, 2, 3, 5
Company car policy	1, 2, 3

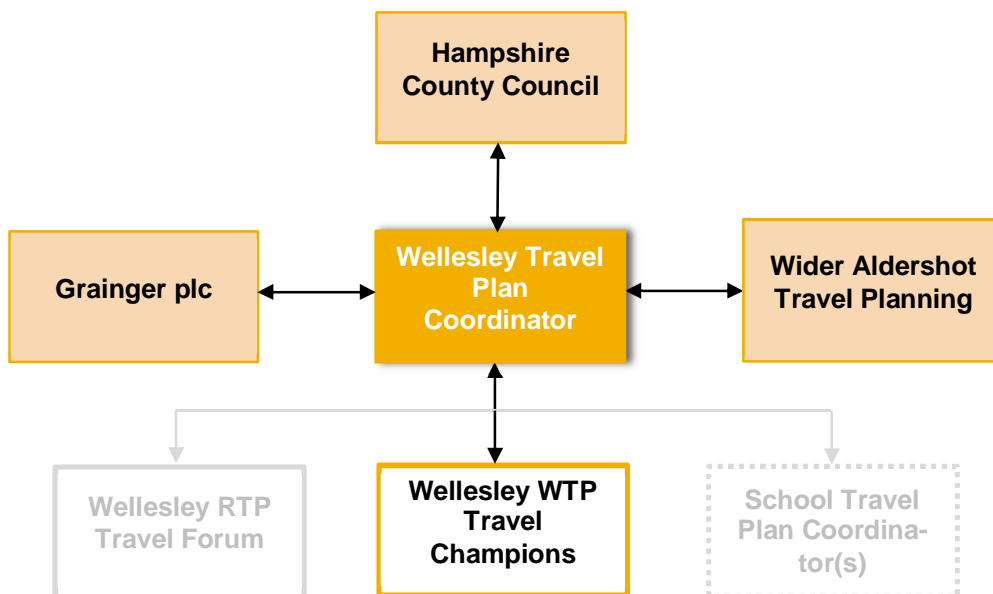
Guaranteed Ride Home	1, 2, 3
Financial travel incentives	1, 2, 3
Smarter Working Practices	1, 2, 3, 4, 5
Sustainable Visitor Journeys	3, 5
Deliveries	6

6 Travel Plan Management

6.1 Travel Plan Management Structure

- 6.1.1 Given the number and range of employer types that will occupy Wellesley, the management of the Workplace Travel Plan Framework (WTP) will be critical to the successful delivery of measures in working towards achieving the aims and objectives detailed in Chapter 3.
- 6.1.2 To this end, Grainger plc will retain overall responsibility for ensuring the implementation of the Wellesley WTP and will ensure that it is reviewed and amended as necessary. The intended management structure for travel planning at Wellesley is shown below in Figure 6.1. This shows how the WTP and Residential Travel Plan (RTP) fit in to the overall structure.
- 6.1.3 A link to the school travel plans is retained in this structure, even though they are being prepared by HCC, since it will be important for the Wellesley TPC to liaise with the Head teachers and School Travel Plan Coordinator(s) in order to provide support when required and ensure the joined up approach to travel planning across all land uses at Wellesley. The box is 'dashed' to illustrate that HCC has overall responsibility for the implementation of the school travel plans for Wellesley.
- 6.1.4 Responsibilities for delivering measures within the WTP are shared between Grainger plc (site-wide measures and working with occupiers) and future occupiers (occupier specific measures, with support from the Wellesley TPC).
- 6.1.5 To deliver this effectively, the WTP will be coordinated by a group of key personnel. 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).

Figure 6.1 Wellesley Travel Plan Management Structure



6.1.6 Links to wider Aldershot Travel Planning include the Farnborough Travel Plan Network and Aldershot Garrison, plus further initiatives as they come forward.

6.2 Travel Plan Coordinator (TPC) Role & WTP Responsibilities

6.2.1 A site-wide TPC will be appointed by Grainger plc prior to first occupation of Wellesley. This role will be funded through build-out to completion, which is currently anticipated to be achieved by 2026. They will act as the principal point of contact for all travel plan queries at Wellesley and will coordinate delivery of the travel plan at a site-wide level.

6.2.2 This post will initially be full-time as the holder will also fulfil the same position for the residential travel plan. The post will be funded by Grainger plc.

6.2.3 Having one TPC for the site gives a greater level of continuity between all the Travel Plans and allows for the interchanging between the plans of successful ideas and methods of stimulating modal shift.

6.2.4 The duties of the TPC will include (in respect of the WTP):

- Managing the day-to-day operational requirements of the WTP;
- Meeting with all potential occupiers to discuss the requirements of the Travel Plan and ensure that they are aware of their roles and responsibilities in relation to the WTP;
- Actively promoting the use and availability of sustainable travel options to all employees located at Wellesley;
- Working with the individual businesses at Wellesley to develop their 'occupier-specific' WTP measures, and subsidiary WTPs;
- Acting as a point of contact for queries on travel planning matters;
- Providing continuing support and guidance to employers once occupation has taken place;
- Setting up an Wellesley WTP Steering Group – feedback and support for site occupiers;
- Maintaining external contacts with bus operators and cycle shop owners, in addition to keeping abreast of area-wide workplace travel planning initiatives and groups;
- Ensuring that all travel information and data disseminated, including via the Wellesley website, is accurate and up to date;
- Ensuring that annual employee travel surveys are undertaken across Wellesley and reviewing all the data collected from the monitoring systems and surveys;
- Reporting to Grainger plc and Hampshire County Council with all results of the employee travel surveys, and on-going staff feedback on travel and transport issues;
- Taking part in the decision making process with Grainger plc on the delivery of measures at a site-wide level;
- Updating the WTP document as necessary; and
- Liaising with local authorities, key stakeholders and other local employers, particularly in relation to wider Aldershot area Travel Planning.

6.3 Business Occupiers - Responsibilities

- 6.3.1 Chapter 2 set out a schedule of the proposed commercial mix for the site and the requirement for unit-specific travel plans relating to size of unit against HCC's parking policy travel plan thresholds (Appendix A). Regardless of the requirement for a unit-specific travel plan document to be prepared, all occupiers are required to **commit** to the principles of this WTP and their specific roles and responsibilities will differ dependent on size.
- 6.3.2 This section details the requirements for all occupiers; those requiring unit-specific WTPs; and those who do not need to prepare unit specific WTP.

All Occupiers

- 6.3.3 The requirements for **all employer occupiers** of Wellesley, and which will form part of the Tenancy Agreement, are as follows:
- Meet with Wellesley TPC prior to occupation of unit to discuss the WTP, sustainable travel opportunities at Wellesley and how they can promote these within their own organisations at Wellesley;
 - Nominate a WTP Travel Champion. Details of a nominated Travel Champion must be provided to the Wellesley TPC prior to occupation. The TPC will continue to liaise directly with this person following occupation for all WTP queries;
 - Disseminate Staff Sustainable Travel Information Packs, provided by the Wellesley TPC. Occupier to inform Wellesley TPC how many packs are required prior to occupation and when additional packs are required resulting from staff turnover or company growth;
 - Distribute promotional material provided by Wellesley TPC in appropriate locations, such as staff rest areas for example;
 - Promote sustainable travel opportunities to visitors;
 - Take part in and provide the required support for all monitoring events; and
 - Commit to the aims, objectives and requirements of all occupiers, as set down within this WTP, through the Lease / Tenancy Agreement.

Occupiers Required to Produce Unit Specific WTP Travel Plans

- 6.3.4 Chapter 1 detailed those units which meet the threshold for requiring a travel plan as part of the development process. They are:
- ABRO site (2.42ha);
 - District / Neighbourhood Centre: (4,512sqm);
 - Cambridge Military Hospital (6,000sqm); and
 - Maida Gym (1,723sqm).

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- 6.3.5 The occupiers of these units will be required to commit to the following additional responsibilities:
- Following an initial meeting with Wellesley TPC, prepare unit-specific WTP prior to occupation.
This will detail specific additional measures that will be implemented by the occupier in working towards meeting the site-wide WTP aims, objectives and targets. Unit-specific targets will also be set, which will be more action focussed. Monitoring events will coincide with the site-wide WTP monitoring as detailed within this WTP in Chapter 6.
 - Provide necessary resources and funding to implement unit-specific WTP;
 - Provide necessary feedback to Wellesley TPC when required;
 - Undertake own monitoring using iTRACE to coincide with site-wide monitoring events to ensure that this is undertaken efficiently and to produce a short summary report of the results;
 - Attend the annual Employers Travel Forum; and
 - Update their unit-specific WTP following monitoring events to ensure that it remains current and appropriate to the size and nature of the occupier.

Occupiers Not Required to Produce a Unit-Specific WTP

- 6.3.6 The remainder of the employer occupiers at Wellesley will be small scale organisations whose unit area would not normally trigger the requirement for a WTP. Regardless, it is expected that all occupiers work together to achieve the aims and objectives of this WTP. In this respect, and in addition to the requirements set out in Section 6.3.3, all remaining occupiers must commit to the following;
- Produce a 'Pledge' (Statement of Intent), committing to the requirements detailed in Section 6.3.
- 6.3.7 This is in addition to signing the Tenancy Agreement, since it also provides an opportunity for the more forward thinking occupier to voluntarily commit to implementing additional measures

WTP TRAVEL CHAMPIONS

- 6.3.8 As set out in Section 6.3.3, all occupiers must identify and appoint representatives from within their respective organisations and prior to their occupation of premises at Wellesley, to undertake the role of WTP Travel Champion.
- 6.3.9 The role of WTP Travel Champion will include:
- Being the first point of contact for employees of their organisation regarding travel and transport issues;
 - Helping to implement occupier specific measures within the organisation;
 - Coordinating and analysing employee travel surveys within the organisation;
 - Disseminating results of the employee travel surveys to their organisation's staff;
 - Disseminating results of the employee travel surveys to the Wellesley TPC to enable for site-wide summary feedback to Hampshire County Council; and
 - Updating unit-specific WTPs following monitoring events, as appropriate.
- 6.3.10 Individual WTP Travel Champions will assist the Wellesley TPC by facilitating travel surveys and providing assistance in the rolling out of site-wide measures and their coordinated implementation.
- 6.3.11 If the appointed representative leaves the company, a replacement will be appointed and the TPC notified accordingly.

6.4 All Employees

6.4.1 In addition to the key personnel outlined in this chapter, all employees working within Wellesley will be encouraged to co-operate in implementing travel planning measures at their respective organisation, and support the aim and objectives of the WTP by:

- Being aware of how much they use their car and considering whether commuting and business journeys are always necessary; and
- Reducing their car dependency to minimise congestion and protect the environment.

7 Targets and Monitoring

7.1 Workplace Travel Plan Targets

- 7.1.1 Establishing targets and then monitoring these will be important in understanding the changing nature of employee travel habits and the effectiveness of measures in working towards meeting the WTP's aim and objectives. Existing measures can then be reviewed and evaluated, with alternative or recovery measures being considered where necessary to achieve the targets.
- 7.1.2 Employee travel surveys, circulated annually at specific review dates will support this process. Hampshire County Council (HCC) has developed an on-line employee travel survey. This will be used to ensure that data collated is not only of use to the TPC in monitoring changes on site, but will be useful to HCC to monitor and compare area-wide workplace travel plans.
- 7.1.3 Occupiers of units that aren't required to produce a WTP are asked to participate in monitoring events, although the data is used to purely understand the travel patterns of these businesses in any one year, rather than to provide comparable data against which to monitor targets. This is considered to be appropriate given the probability for high staff and business turnover in these units.
- 7.1.4 HCC guidance states that two types of targets should be set for workplace travel plans:
- Aim targets – for example, percentage reduction in single occupancy vehicles; and
 - Action Targets – related to the delivery and implementation of travel plan measures, for example, secure cycle parking.
- 7.1.5 Targets related to modal split are useful in assessing the effectiveness of a WTP, but must take into account individual site characteristics. Given that Wellesley has yet to be occupied it isn't possible to establish a baseline mode split for commuting journeys to and from the development at this time. The site is being designed with sustainable travel as a priority. This will help to ensure that sustainable travel habits are encouraged from the outset, but the effect of this cannot be determined until baseline travel surveys have been undertaken.

Site-Wide WTP Mode Share Target - AIM

- 7.1.6 The site-wide WTP mode share targets for Wellesley are to achieve the modal split projections for trips associated with the employment uses outlined in the accompanying Transport Assessment Report 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 7.2 below.
- 7.1.7 Table 7.1 below identifies the mode share targets 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 7.1 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 7.1 Wellesley Development Build-Out

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

- 7.1.8 Table 7.2 below identifies the mode share targets for Wellesley at 2026 with full implementation of the Sustainable Transport Package. This shows a reduction in car driver mode share from Table 7.1 of 5%. The background to this information is provided in detail within the Transport Assessment Report.

Table 7.2 modal split (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: Wellesley Transport Assessment Report

- 7.1.9 Wellesley will be built out across 20 phases between 2013 and 2026. The identified employment units will also be built in a phased approach. As such, it is not truly possible to understand the travel characteristics of employees, or the local transport issues that will be experienced when the employment units come on line. Occupiers requiring a site-specific travel plan will be required to undertake baseline travel surveys three months following occupation, to allow for travel patterns to settle down. The results of these surveys will be used by the TPC and HCC to agree SMART targets for employment trips and which will work towards meeting the 2026 target of 5% reduction in car driver trips (Table 7.2).

Occupier-Specific Mode Share Targets

- 7.1.10 To meet the site-wide targets, those employer occupiers with specific WTPs will be required to define their own unit-specific targets. These will be defined following Baseline Employee Travel Surveys, three months following occupation of each of the units requiring a WTP (Section 6.3.4). Establishing targets relating to changes in employee attitudes towards sustainable transport options can also prove important in evaluating the success of a WTP. This information will be gained from the employee travel surveys undertaken three months post-occupation of the site.
- 7.1.11 The Wellesley TPC will agree these targets with the County Council once defined.

7.2 ACTION Targets

- 7.2.1 Table 7.3 below details the Action targets which will be met in relation to this WTP. The action targets relating to the feasibility of electric vehicle charging points and development of smart phone applications have been defined within the Residential Travel Plan and as such, are not repeated in the table below.

Table 7.3 Workplace Travel Plan Framework - Action Targets

Output Target	Responsibility	Timescale
Appoint and fund a site Travel Plan Coordinator	Grainger plc	Prior to first occupation
Prepare employee sustainable travel Information packs ready for distribution	Travel Plan Coordinator	Prior to first occupation
Establish location for Cycle Centre and identify cycle organisation partner	Grainger plc & Travel Plan Coordinator	Prior to occupation of site
Establish feasibility for site-wide pool bike (hire) scheme and locations for docking stations	Grainger plc & Travel Plan Coordinator	Prior to occupation of site
Meet with all occupiers as part of lease procedure to introduce WTP	Travel Plan Coordinator	Leasing phase of units
Liaise with occupiers post lease agreement and prior to occupation to ensure that correct amount of packs published	Travel Plan Coordinator	Post lease agreement

100% of all employer occupiers to have met with TPC and either have signed a Pledge, or produced site-specific WTP within 6months of occupation	Travel Plan Coordinator	Post Commercial Unit Occupation
Continue to work with all Stakeholders, including external sustainable travel organisations to stay abreast of issues and developments in sustainable travel planning	Travel Plan Coordinator	Ongoing

7.2.2 These action targets will be reviewed and reported on through the monitoring process detailed below. When these action targets have been reached, further targets will be set in agreement with HCC.

7.3 Monitoring Methodology

7.3.1 The monitoring strategy across Wellesley will be compliant with the TRICS Standard Methodology. The approved monitoring process is as follows:

- 'Baseline data' is either calculated, or collected in a consistent manner
- Travel plan measures and initiatives implemented are recorded
- At a defined point in the future, 'after data' will be collated in the same way.
- The two datasets can then be compared to see what changes have resulted.
- The planning authority then decides whether the organisation /site has met its targets and takes appropriate action.

7.3.2 Employee travel surveys will be undertaken three months after occupation of the employment units requiring unit-specific travel plans. Monitoring reports provided by these occupiers will include mode shares for journeys to work, detail measures and initiatives which have been implemented and propose any additional actions which they intend to implement.

7.3.3 It is the intention that employer occupiers with unit-specific WTPs will align their monitoring strategies with the site-wide biennial approach. This will ensure that monitoring is co-ordinated effectively and will result in more useful monitoring reports, covering each land use on site.

7.3.4 Monitoring will be undertaken using a combination of iTRACE (for electronic surveys) and paper survey distribution (for employees without access to a computer).

- iTRACE is an online monitoring tool utilised by HCC which enables them to record travel plans that have been submitted with details including travel surveys, targets set and site audit information. This allows HCC to monitor the differing levels of success across all the travel plans in the county and the evidence from this will allow current and future travel plans to become more informed and more effective.

7.3.5 The Wellesley TPC will have an understanding of employees with and without access to a computer from the initial occupier discussions which will have taken place prior to occupation. The methodology for paper and electronic survey distribution is set out below:

■ ELECTRONIC SURVEYS (iTRACE)

- For those occupiers with employees who do have access to a computer, the TPC will provide a link to the online travel survey for the occupier to distribute via internal email.
- The occupier will also be requested to provide a link via their own intranet and publicise the monitoring event through available media, for example, a weekly newsletter and posters provided by the TPC
- Responses are collated automatically via iTRACE
- Occupiers who are required to produce their own unit-specific WTP are required to undertake analysis of their own survey results. This will ensure that they have a better understanding and ownership of their own travel plan and to ensure that they monitor progress against targets and revise their WTP as appropriate. Support will be provided by the TPC as required.

■ PAPER SURVEYS

- The TPC will distribute paper surveys in line with the electronic surveys as appropriate
- All occupiers are to ensure that they keep the Wellesley TPC informed as to how many employees they have without access to a computer to ensure that sufficient surveys are provided
- Occupiers to market the upcoming survey by displaying posters provided by the Wellesley TPC in areas of high staff footfall, for example communal rest areas. The upcoming survey should also be discussed as a main agenda item at a special team meeting. The Wellesley TPC could attend this meeting if required.
- Surveys and a returns box to be provided in the rest area for immediate submission following completion. This will help to reduce the amount of surveys that are taken home and misplaced or forgotten about.
- A follow up team meeting will be held to remind all staff of the upcoming deadline for the surveys, following which the occupier will return all completed surveys to the Wellesley TPC who will analyse the data where the occupier does not have their own unit-specific WTP.

7.3.6 The TPC will be responsible for coordinating the timing of the surveys, with assistance from occupiers to collate the resulting information from paper based surveys (iTRACE results will be collated automatically), and submitting a monitoring report to HCC. Occupiers with their own unit-specific WTP will prepare short summaries of their monitoring results which will feed into the wider monitoring report for HCC.

7.3.7 The objective of the monitoring process is to measure the progress of the WTP against the respective modal split target. If progress against the target is not being demonstrated, the introduction of additional recovery measures will be undertaken to help meet the target.

7.3.8 The TRICS Standard Assessment Methodology requires that automatic traffic counters will be put down at the main access points to the site in order to understand actual vehicle movements over a specified time period. However, given the large number of access points in to the development site and the difficulty in determining which counted trips relate specifically to commuter journeys, it is not intended that this data be used for assessing progress against site-wide and occupier specific WTP targets.

7.4 Funding and Reporting Responsibility

- 7.4.1 The monitoring and review process will be managed by the TPC and funded by Grainger plc until the final survey is undertaken at full build-out. The current schedule anticipates that full build-out will be achieved by 2026. This includes funding the fees required by HCC for the evaluation and monitoring of travel plans.
- 7.4.2 Occupiers with a unit-specific WTP will be responsible for undertaking and funding their own monitoring events, as set out within their tenancy agreement, with support from the TPC.
- 7.4.3 A summary report of progress will be submitted at each review to HCC. This will ensure that a focus and momentum is maintained and provides opportunities for a review of the WTP in light of any travel and transport issue that may have arisen.
- 7.4.4 Fund

7.5 Recovery Measures – Action Plan

- 7.5.1 Paragraph 7.1.6 presents the modal split target for all journeys arising from Wellesley at 2026.
- 7.5.2 The monitoring process is necessary to understand continued progress towards meeting this target, particularly given the 20 year build-out timescale. As such, it is considered important to illustrate a course of remedial action should progress towards the target not be achieved. Table 7.4 summarises a step-by-step approach to introducing a series of recovery measures designed to bring the WTP back on course should the initial Implementation Action Plan fail to achieve the associated targets.
- 7.5.3 The recovery measures would commence with notification to HCC of any failure to reach the targets.

Table 7.4 Recovery Measures Action Plan (Interim)

Order of Actions	Action
1	Notification of failure to meet mode share target
2	Meeting of Wellesley TPC and HCC to discuss way forward
3	Meeting between Wellesley TPC, HCC and representatives of individual occupiers to agree additional mutually convenient and voluntary measures
4	Pursue the offer of interest free loans for bus and rail season tickets amongst organisations not currently participating
5	Pursue the offer of interest free loans for bicycles amongst organisations not currently participating
6	Offer free two-week trial public transport tickets for employees at Wellesley
7	Offer incentives to employees to make greater use of sustainable travel options. Examples may include financial incentives based around a reward system for the non-use of private car-based commuting
8	TPC to meet with HCC to discuss further potential measures and a possible revision to future WTP target

7.5.4 As shown by Table 7.4, the recovery measures action plan details an approach to introducing a range of measures and instigating further discussions about individual business practices that could be called upon to boost sustainable travel patterns at Wellesley.

8 Implementation Action Plan

8.1 Implementation Action Plan

- 8.1.1 The TPC will be appointed prior to first occupation. 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.
- 8.1.2 It is envisaged that subsequent occupiers should on first occupation appoint their WTP Travel Champion and a management representative to attend a WTP steering group.
- 8.1.3 To ensure delivery and ownership of specific measures it is necessary to set out an 'Action Plan' for implementation and review. Table 8.1 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 8.1 Wellesley Implementation Action Plan

Trigger/Date	Task/Measure	Delivery Responsibility
Prior to first occupation Maida Zone - Phase 1	Appoint a site-wide Travel Plan Coordinator for the RTP (also covering WTPF and support for STPs)	Grainger plc
	Prepare 'employee sustainable travel information packs' to be provided to each household on first occupation	TPC
	Prepare site-specific walking and cycling maps	TPC
	Ensure secure cycle parking provided at appropriate locations throughout site and at employment destinations	Grainger plc
	Secure discounts on cycle purchase and/or repairs with local retailers	Grainger plc TPC
	Work with range of local outdoor retailers to develop a Sustainable Staff Discount Pass	TPC
	Develop enhanced bus services	Grainger plc
	Secure discounted bus fares in association with local bus operator	Grainger plc TPC
	Determine location and quantity of pool bikes and docking stations. Determine payment methodology	Grainger plc TPC
	Develop car parking management strategy	Grainger plc TPC
	Establish feasibility and location of car charging points (Prior to occupation of a development zone)	Grainger plc TPC
	Sustainable travel information website and Apps	Grainger plc / TPC
Following first occupation of employment units	Undertake employee travel surveys within three months of occupation, after initial travel patterns have stabilised	TPC

	Analyse employee travel surveys; agreement of appropriate measures; update occupier WTPs as necessary; submit to HCC for approval	TPC
	Set up annual Employer Travel Forum	TPC
	On-going promotion and marketing	TPC
	Trial Public Transport vouchers	Grainger plc / TPC
	Introduce enhanced bus services (in line with the Public Transport Strategy document)	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
Biennial	Repeat travel surveys every 2 years 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 until development completion (currently anticipated to be 2026)	Carry out employee travel surveys, review progress against targets and agree continued way forward	TPC
	Undertake final monitoring post development completion (anticipated to be 2026) and agree the way forward for the Travel Plan and continued monitoring process with HCC	TPC

8.2 Funding

- 8.2.1 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 for example, 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.
- 8.2.2 Grainger plc will provide funding to appoint a site-wide Travel Plan Coordinator (Wellesley TPC) who will take forward the site-wide Action Plan of sustainable travel initiatives and measures. This role will be funded to cover the period from pre-occupation to full build-out, which current scheduling anticipates will be achieved by 2026.
- 8.2.3 Grainger plc will fund the delivery of initiatives including the establishment of the Wellesley website, monitoring requirements, and site-wide marketing/promotional activity related to sustainable travel. Furthermore, Grainger plc will provide the necessary funding to enable HCC to evaluate and monitor the travel plan.

9 Summary

9.1 Summary

- 9.1.1 This WTP Framework has been prepared in support of development proposals at Wellesley, Aldershot. The plan focuses primarily on how employees who will be based at Wellesley will be encouraged to use sustainable means of transport for commuting to and from the site, and for business travel.
- 9.1.2 The measures proposed within this document will not only bring associated benefits to the individual businesses and their employees, but will also help to mitigate any transport impacts of the development on the wider local community.
- 9.1.3 The measures outlined are divided into 'site-wide' measures (to be funded by Grainger plc and delivered through by the Wellesley TPC) and 'occupier-specific' measures (to be funded and delivered by the subsequent individual site occupiers).
- 9.1.4 To deliver this effectively, this WTP will be coordinated by a group of key personnel, including the appointment of a site-wide TPC to oversee delivery on a day-to-day basis. This will include preparing travel information materials for dissemination to companies and employees on their immediate occupation of Wellesley.
- 9.1.5 To monitor progress against the target, a detailed employee travel survey will be conducted on a biennial basis by the Wellesley TPC with support from individual WTP Travel Champions, with the results submitted to Hampshire County Council. Information gathered from these surveys will support the on-going review of this WTP and individual unit-specific WTPs where they are required.

Appendices

Appendix A

HCC Parking Policy and TA/TP Thresholds

HCC Parking Policy and TA/TP Thresholds

Source: <http://www3.hants.gov.uk/highways-development-planning/hdp-parking-policies/2002-parking-standards/parking-standards-appendix-one.htm>

Thresholds for parking standards, transport assessments and site travel plans

The parking standards apply to developments of all sizes. However, for larger developments a transport assessment and a company or site travel plan will be required.

Table B below, based on guidance contained within PPG 13, indicates the thresholds above which a transport assessment and a company or site travel plan is submitted. For further guidance on travel plans, refer to PPG 13 paras. 87-91.

Table B: Summary of thresholds for transport assessments and site travel plans

Land Use	Threshold above which transport assessment required
Residential	50 units
Commercial: B1 and B2	2500 sqm
Commercial: B8	5000 sqm
Retail	1000 sqm
Education	2500 sqm
Health Establishments	2500 sqm
Care Establishments	500 sqm or 5 bedroom
Leisure: General	1000 sqm
Leisure: Stadia, ice rinks	All (1500 seats)
Miscellaneous Commercial	500 sqm

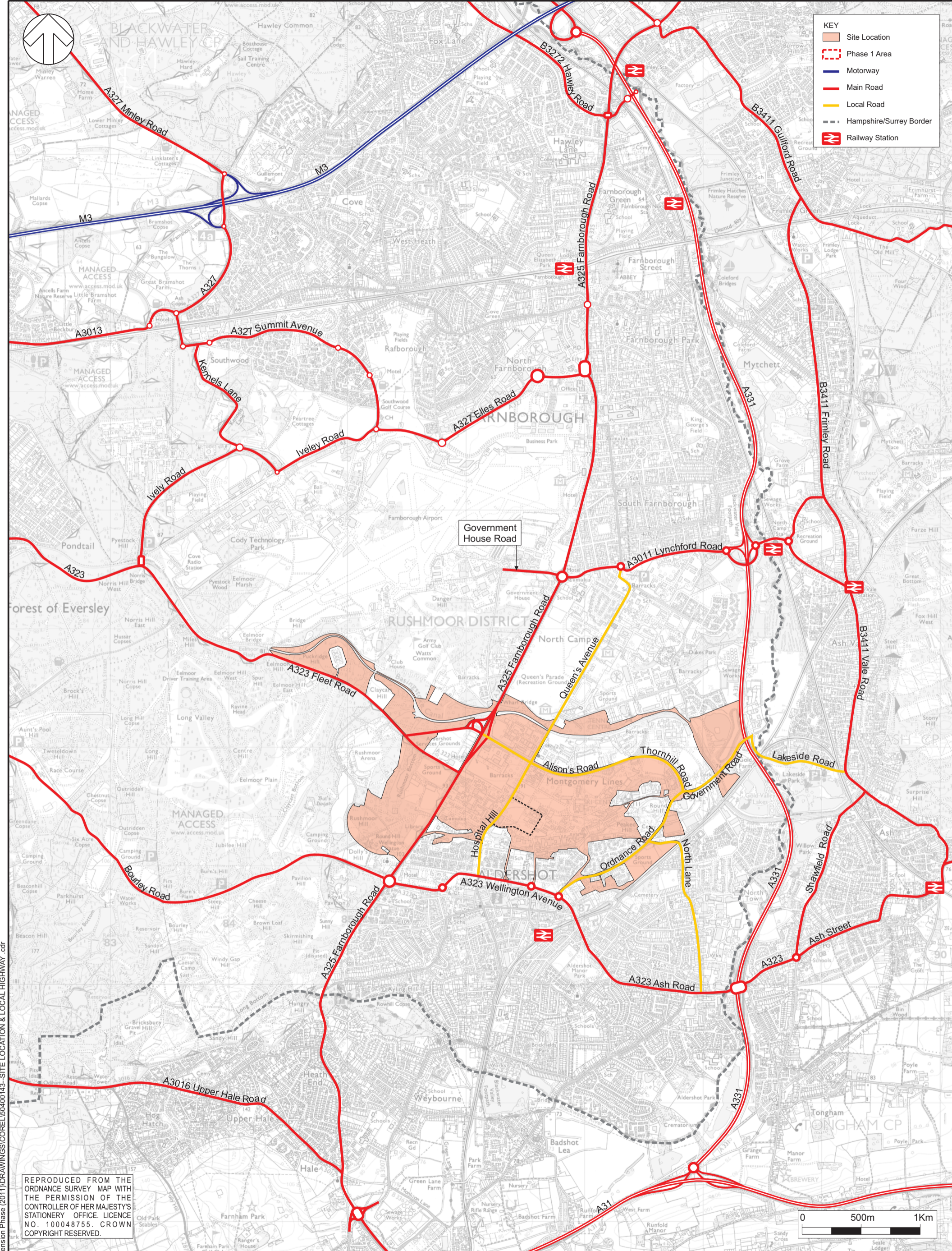
Note: Where appropriate the local planning authority can require a transport assessment or company/site travel plan below the thresholds specified, for example where there are potential cumulative effects.

Definition of gross external area

This definition of floor area is used to calculate the car parking standards in the following tables:

- Gross external area (GEA): The total external area of a property (including the thickness of the external wall)

Figure 1
Wellesley Site Location Plan



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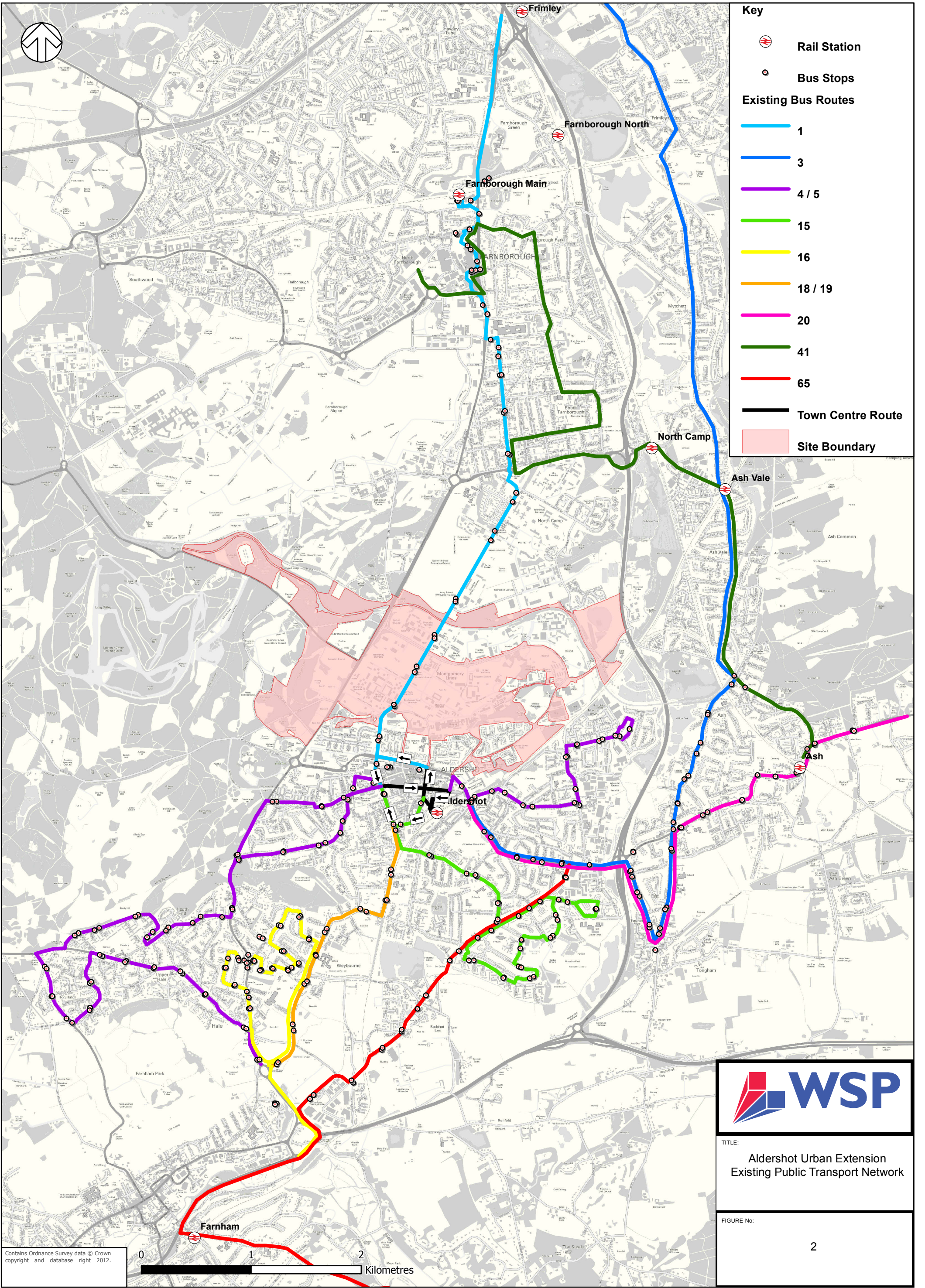
TITLE:

SITE LOCATION & LOCAL HIGHWAY NETWORK

FIGURE No:

1

Figure 2
Existing Bus Services




Key

- Rail Station
- Bus Stops

Existing Bus Routes

- 1
- 3
- 4 / 5
- 15
- 16
- 18 / 19
- 20
- 41
- 65
- Town Centre Route
- Site Boundary



TITLE:
Aldershot Urban Extension
Existing Public Transport Network

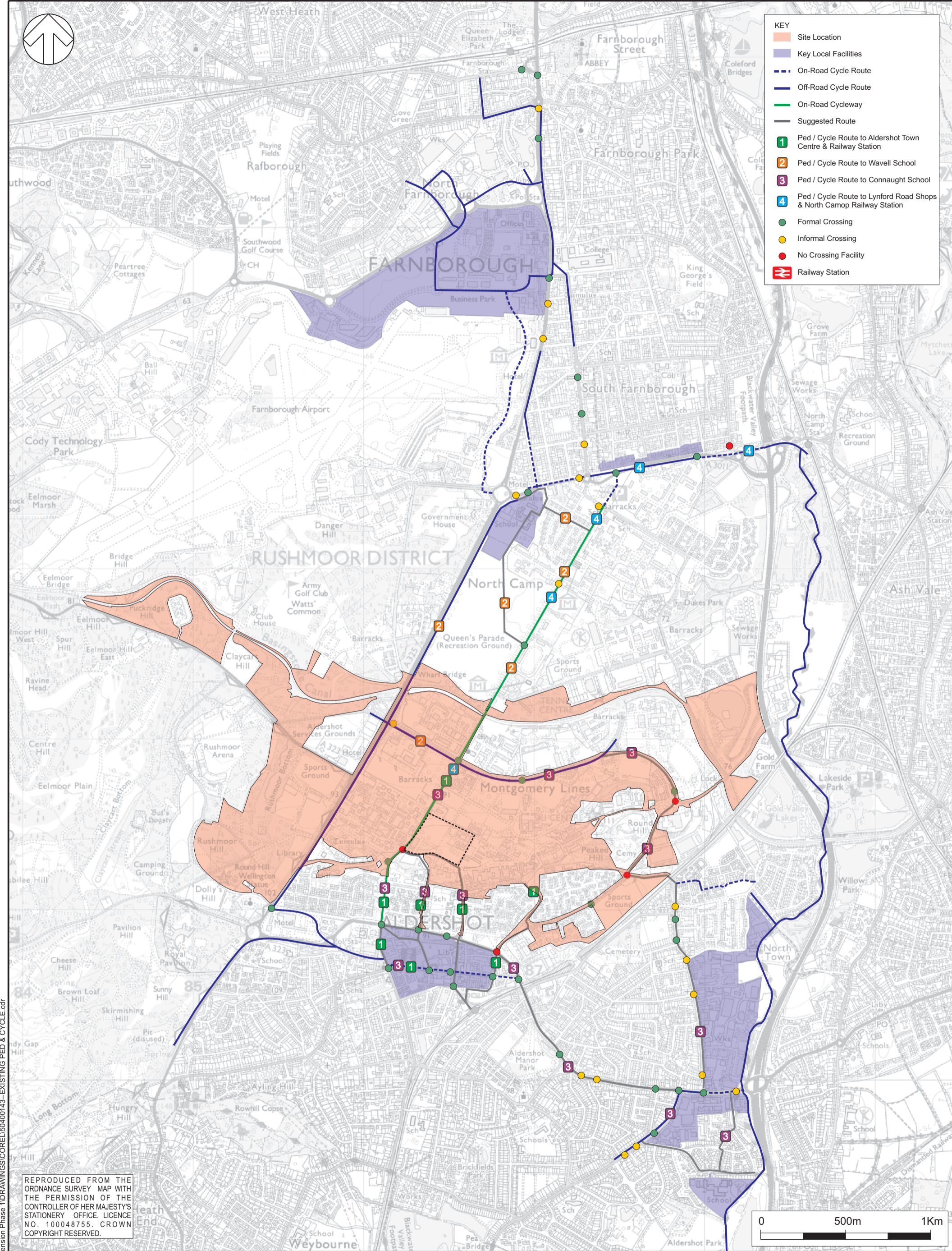
FIGURE No:
2

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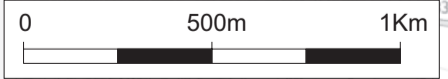
Figure 3
Existing Pedestrian and Cycle Routes



KEY	
	Site Location
	Key Local Facilities
	On-Road Cycle Route
	Off-Road Cycle Route
	On-Road Cycleway
	Suggested Route
	1 Ped / Cycle Route to Aldershot Town Centre & Railway Station
	2 Ped / Cycle Route to Wavell School
	3 Ped / Cycle Route to Connaught School
	4 Ped / Cycle Route to Lynford Road Shops & North Camp Railway Station
	Formal Crossing
	Informal Crossing
	No Crossing Facility
	Railway Station



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TITLE:

EXISTING PEDESTRIAN & CYCLE PROVISIONS

FIGURE No:

3



Wellesley

ALDERSHOT



Investing in homes since 1912
grainger plc