

# BRYAN G HALL

CONSULTING CIVIL & TRANSPORTATION PLANNING ENGINEERS

<b>Project Name:</b>	Proposed Re-Development of Applegarth Farm, Hampshire				
<b>Client:</b>	Applegarth Farm				
<b>Subject:</b>	Framework Travel Plan				
<b>BGH Reference:</b>	20-214-003.02				
<b>Date:</b>	8 <sup>th</sup> March 2021				
<b>Prepared by:</b>	K. Peel	<b>Checked by:</b>	G. Bowman	<b>Overview by:</b>	M. Crabtree

## Introduction

1. This Framework Travel Plan (FTP) has been prepared by Bryan G Hall (BGH) to accompany a planning application by Applegarth Farm for a proposed mixed-use re-development of the Applegarth Farm Shop, on land currently occupied by the shop and empty grassland to the north. The site is accessed off the B3002 Headley Road, via Tennyson Way, Grayshott. A plan showing the site location relative to the surrounding highway network is attached at **Appendix TP1**.
2. Applegarth Farm is a well established local business which includes a farm shop and a restaurant and has been in operation for over forty years. The application site comprises the existing Applegarth Farm site and is bounded by a former golf driving range site to the north-west, residential development to the north-east, Tennyson Way to the south-east and the B3002 Headley Road to the south-west.
3. It is proposed to re-develop the existing Applegarth Farm site to provide an expansion of the existing restaurant (E(b) Use Class) and farm shop (E(a) Use Class) with the addition of a rural enterprise centre (Use Class E) cookery school (F1(a) Use Class) and growing areas, with car parking and landscaping improvements. It is also proposed to widen the existing site access junction.
4. The re-development will consist of the following, as illustrated on the landscape masterplan and floor plans at **Appendix TP2**:
  - 620m<sup>2</sup> Farm Shop;
  - 400m<sup>2</sup> Restaurant;
  - 65m<sup>2</sup> Artisan Trader Cabins (5 x 13m<sup>2</sup>)
  - 65m<sup>2</sup> Cookery School;
  - 65m<sup>2</sup> Growing School;
  - 487m<sup>2</sup> Greenhouse;
  - 204m<sup>2</sup> Staff/Management Area (total Ground Floor + First Floor);
  - 117m<sup>2</sup> Ancillary areas;
  - 584m<sup>2</sup> Back of House areas;
  - 227m<sup>2</sup> Plant Room; and
  - 146 parking spaces.

5. This FTP has been prepared predominantly for staff at the site, however it will benefit visitors too. The objectives for this FTP are to minimise single occupancy vehicle travel and also promote active travel for health.
6. A FTP is not a static document - it evolves over time and adapts to reflect new guidance and emerging best practice. The FTP will form the basis of a Full Travel Plan to be prepared at a later date following the grant of planning permission. The Travel Plan Coordinator (TPC) would be responsible for updating the Travel Plan to incorporate additional measures and best practice where appropriate.
7. This FTP has been prepared in line with national and local planning policy, including National Planning Policy Framework, Planning Practice Guidance and the Hampshire Local Transport Plan.

### Site Accessibility

8. The site has been designed to accommodate those travelling on foot and by bike. There will be an extension of the 2 metre wide footway on the south-western side of the junction into the site, a proposed pedestrian dropped crossing point with tactile paving at the site access and a zebra type crossing within the site to assist with pedestrian movements.
9. Pedestrian access to the site will be provided by the existing footway provision along both sides of the carriageway along Tennyson Way, which links to a footway on the north-eastern side of the B3002 Headley Road. This footway has a typical width of 1.5 metres to the south-east of the Tennyson Way junction and 1.6 to 1.7 metres to the north-west. The footway continues into Grayshott village centre approximately 1.8 kilometres walking distance to the south-east of the site. To the north-west, the footway continues along the north-eastern side of the B3002 Headley Road to the junction with Kiln Way, approximately 500 metres walking distance to the north-west of the site.
10. There is also a network of public footpaths to the north of the site which are accessible through Applegarth Vale. These footpaths provide an alternative route to walk to and from Grayshott to the east and they provide an access route to Headley Down to the north-west.
11. Within 5km of the site, approximately a 20 minute leisurely cycle, employees can travel from Headley Down, Headley and Lindford to the west, all of Grayshott, Hindhead and part of Beacon Hill to the east, and Bramshott to the south via Ludshott Common. Within 8 kilometres of the site, cyclists can access Bordon to the west, Shottermill and Haslemere to the east, Liphook to the south via Ludshott Common and Churt to the north via Grayshott. The distance to Churt and Beacon Hill can be reduced should cyclists wish to dismount for a short period and use the public footpaths to the north. This provides a number of residential areas that staff could cycle to and from. Some cyclists travelling to the east of the site may need to negotiate the A3 Tunnel Way, which they can do so by either traveling through Hindhead via the A333 and the A287, or by dismounting and utilising a National

Trust footbridge accessed from the A333 around 70 metres to the south-west of the junction with the B3002 Headley Road.

12. Cycle parking will be provided on site for use by staff and customers. These will be in the form of 16 Sheffield type cycle parking stands, providing spaces for a total of 32 cycles for both customers and visitors which will be more than sufficient to meet demand. Long stay cycle parking lockers for staff will be provided in an appropriate area to the north of the building, where 3 lockers can be provided initially with the potential to expand further if demand dictates.
13. The nearest bus stop to the site is located on the north-eastern side of the B3002 Headley Road, around 40 metres to the south-east of the junction with Tennyson Way and around 160 metres walking distance from the centre of the site. The nearest westbound bus stop is located approximately 420 metres walking distance to the north-west of the site.
14. Both stops are served by the Stagecoach bus services 23 & 23X, which operate every 120 minutes from Monday to Saturday between Haslemere, Hindhead, Grayshott, Lindford, Kingsley and Alton, with the 23X continuing onto Holybourne. Given the proximity of the bus stops and the areas served, there is potential for staff and customers to travel to and from the site by bus.
15. The proposed redevelopment will include 4 electric vehicle charging points. These will be available for use by staff and customers.

### **Travel Plan Coordinator, Surveys and Monitoring**

16. A Travel Plan Coordinator (TPC) will be appointed to implement the FTP, which could be an employee on-site who has the additional responsibility of the TPC role alongside their day to day duties.
17. The appointed TPC would be responsible for:
  - Preparing a 'Travel Notice Board' to be shown to all new employees as part of the induction process. The 'Travel Notice Board' could contain site specific sustainable travel information, including walking and cycling maps, health related publicity materials and public transport information;
  - Undertaking an annual employee travel survey in order to set out appropriate mode share targets, for example a 5% reduction in single occupancy vehicle travel could be targeted over a 5 year implementation period. This suggested target could be reviewed as part of the monitoring process;
  - Implementing a programme for monitoring the FTP, including undertaking further annual travel surveys and preparing subsequent monitoring reports;
  - Reviewing the FTP with Hampshire County Council to monitor both the progress towards meeting its targets and the effectiveness of the Travel Plan measures; and
  - Agreeing and implementing further measures, as necessary, if the agreed targets are not being met.

## Measures

18. The sustainable travel measures aim to influence the travel choice of staff to achieve a positive modal shift towards sustainable travel modes and reduce the impact the development has on the local network, mainly by minimising the number of single occupancy vehicle trips to and from the site.
19. The following measures could be implemented at the site to make sustainable modes of travel from the proposed site more attractive. By introducing a variety of measures, employees and visitors can pick and choose the most appropriate for their circumstances. It is unlikely that a single measure will address the transport needs of all users, therefore having a range of measures will enable employees and visitors to choose the most appropriate.

### **Site Design**

The site will be designed to maximise the potential for sustainable travel. The footway network around the site and proximity of residential areas provides a great opportunity for journeys on foot.

The proposed site is well located to enable employees and visitors to utilise the existing cycle network within the vicinity of the site. Cycle parking will be provided on site.

### **Measure 1**

#### **Sustainable Travel Board**

A sustainable travel board could be prepared and agreed with Hampshire County Council, to be displayed in a location with high footfall, somewhere which is clearly visible to employees. The travel board would contain travel information, details of local initiatives, and infrastructure, and contact details for the TPC.

A map could be prepared and could include a summary of the location of appropriate local walking and cycling routes, local bus stops and their routes and services. The travel boards would also highlight the health benefits of walking and cycling. All employees would be made aware of the sustainable travel boards, being shown where the boards are located as part of their induction process. The information displayed should be updated on a regular basis to ensure all information is up to date and remains relevant.

### **Measure 2**

#### **Personalised Travel Planning**

Each employee could be offered personalised travel planning with the TPC – this could be face to face, on the telephone or via email. Thus giving employees the ability to contact the TPC at their own convenience.

The process of personalised travel planning can help guide people through their potential travel options and alleviate some of the pressure regarding journey planning, for example identifying details of the available public transport services, and the local walking and cycle options.

### **Measure 3**

#### **Promote Walking Apps**

Walking apps could be promoted to employees to encourage the take up walking locally and further afield. Apps can track movement, distance and offer a competitive element to increase the distance and regularity of walking. Apps can also offer great walking tips.

### **Measure 4**

#### **Advice on Personal Safety**

Walking is the most important mode of sustainable travel, not only as a separate journey, but also as part of other journeys by public transport. Providing advice on personal safety could help relieve any safety concerns for employees choosing to walk for an entire journey or as part of a journey. If employees do have safety concerns, they can be discussed in detail with the TPC as and when requested.

### **Measure 5**

#### **Promote Cycling Apps**

Cycling apps could be promoted to employees to encourage cycling both locally and further afield. Apps can track movement, distance and offer a competitive element to increase the distance and regularity of cycling and great cycling tips.

### **Measure 6**

#### **On-site cycle repair kit and pump**

A cycle repair kit could be provided in a suitable location for access by employees on site, conveniently located for cyclists to use and replenished when required. By providing an on-site cycle repair kit and pump this can be helpful for cyclists if they encounter difficulties on their journey.

### **Measure 7**

#### **Promote Car Sharing**

The TPC could promote car sharing through the notice board. Car sharing is often considered to be a relatively convenient form of sustainable travel with the associated convenience of car travel. The TPC will inform employees of the web-based scheme “Liftshare” at <https://liftshare.com/uk>

## **Measure 8**

### **Promote the Use of Electric Vehicles**

Electric vehicles offer a more sustainable way of travel in comparison to petrol or diesel. They are rising in popularity and are widely available. There will be 4 electric vehicle charging points available on site for employees and visitors.

The TPC could promote the use of electric vehicles on the notice board. The TPC could also promote Zap Map to ensure that users know where to charge their vehicle when off site [www.zap-map.com](http://www.zap-map.com)

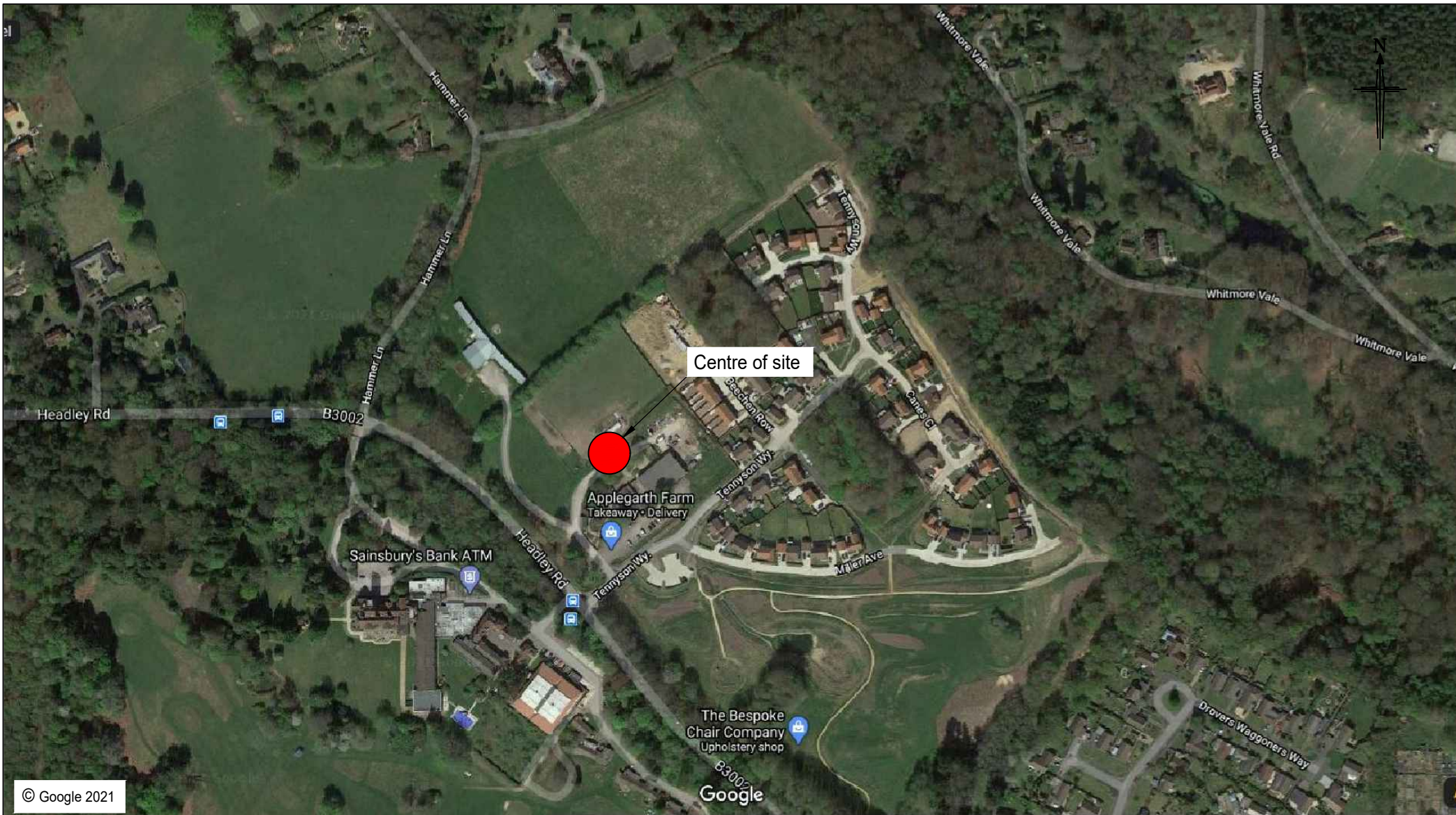
## **Appendices**

Appendix TP1 – Site Location Plan

Appendix TP2 – Proposed Site Layout Plan

# APPENDIX TP 1





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Rev:      Date:      Amendment:      DRN    CHK    APR

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Title:      SITE LOCATION PLAN -  
 APPLEGARTH FARM

Scale:    NTS      Size:    A4 - 297 x 210

Drawn:    RD      Chkd:    -      Appvd:    -

Client:      APPLEGARTH FARM

Project:      APPLEGARTH FARM, HAMPSHIRE

Drawing No:    20/214/LOC/004

Job No:      20-214

Revision:    -

Date:    08/03/2021



# APPENDIX TP 2





- Site Boundary
- ① **Central Courtyard**  
Multi-functional area providing additional space for restaurant during summer season as well as space for specialist events with temporary structures such as marquees.
- ② **Artisan Cabins**  
The proposed timber clad cabins will complement the proposed architecture and accommodate local artisan businesses.
- ③ **Market Garden**  
Growing space producing food for both use in the restaurant and sales in the farm shop. This will also include an orchard and polytunnels which will produce fruit and vegetables.
- ④ **Natural Play Area**  
Featuring a number of natural play features including mounds to create tunnels alongside boulders, planting and willow structures. The farm will also look to expand on its animal enclosure within the play area.
- ⑤ **Growing School**  
Overlooking the Market Garden the Growing School will offer a multi-functional building used chiefly to provide horticultural training.
- ⑥ **Service Yard**  
Area for composting and agricultural vehicles serving and storage.
- ⑦ **Car Park Area 1**  
Permeable surface. Hedging used to screen views of the car park from both Headley Road and the proposed external spaces.
- ⑧ **Car Park Area 2**  
Tarmac surfaced. Hedge planting and planted borders used to soften car park area.
- ⑩ **Accessible Car Parking**  
10 no. spaces.
- ⑪ **Staff Car Park & Deliveries Access**  
16 no. spaces.
- ▲ **Main Building Entrance**



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client  
**Applegarth Farm**  
 project  
 Applegarth Farm, Grayshott

drawing title  
**Landscape Masterplan**

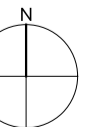
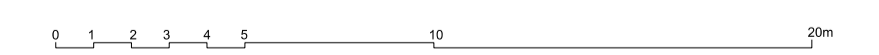
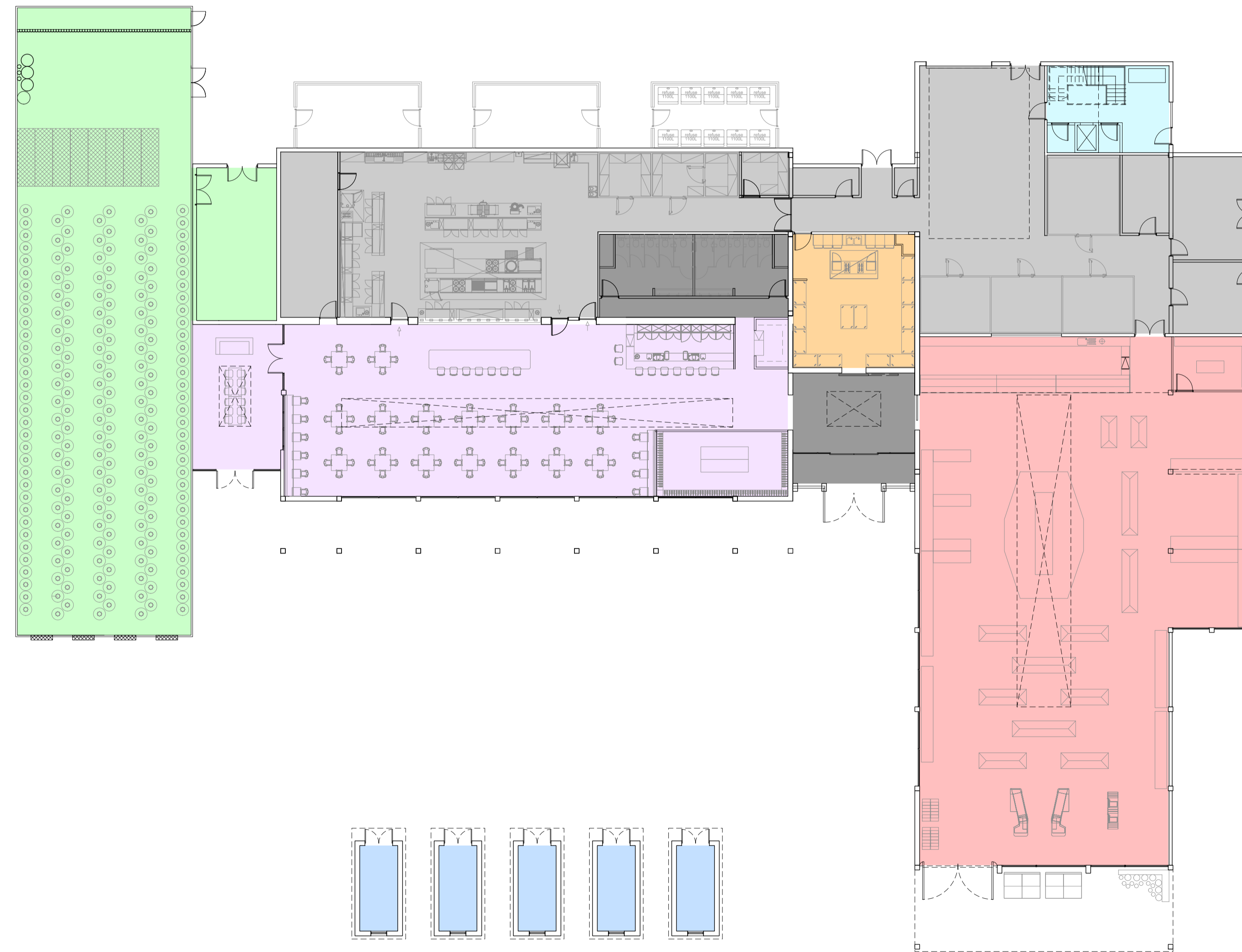
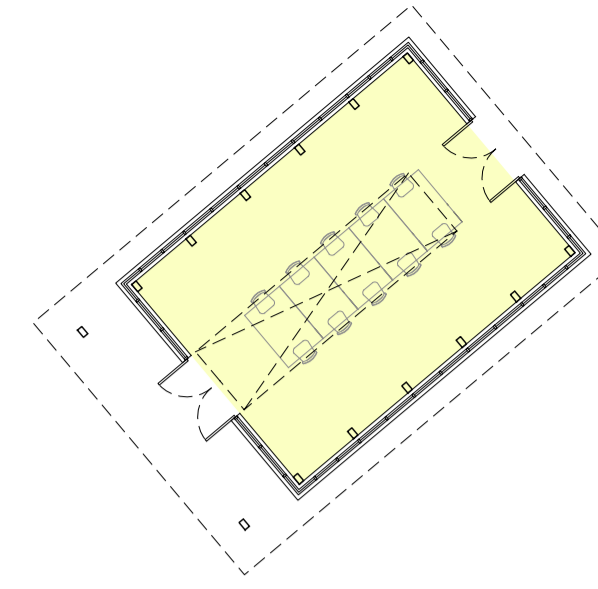
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drawn by <b>SDJ</b>	checked by <b>TBR</b>	date <b>8 Dec 21</b>
scale <b>1:500</b>		paper size <b>A2</b>
job/dwg no. <b>291-UW-P-003</b>	rev	rev <b>F</b>

F	Bund contouring added	18 Feb 21
E	Plan Rendered	6 Feb 21
D	Entrance redesigned & south eastern boundary amended	29 Jan 21
C	Natural Play Area amended Minor revisions to entrance junction & service yard entrance	19 Jan 21
B	Plan Rendered	15 Jan 21
A	Minor change to car park 1 area	15 Dec 20
rev	details	date



# Areas Legend

Use	GIA (ground floor only)
<span style="color: green;">■</span> Greenhouse	487m <sup>2</sup>
<span style="color: purple;">■</span> Restaurant	400m <sup>2</sup>
<span style="color: red;">■</span> Retail	620m <sup>2</sup>
<span style="color: orange;">■</span> Cookery School	65m <sup>2</sup>
<span style="color: yellow;">■</span> Growing School	65m <sup>2</sup>
<span style="color: blue;">■</span> Artisans' cabins	65m <sup>2</sup> (13m <sup>2</sup> per cabin)
<span style="color: cyan;">■</span> Staff areas	42m <sup>2</sup>
<span style="color: grey;">■</span> Ancillary	117m <sup>2</sup>
<span style="color: lightgrey;">■</span> Back of house	584m <sup>2</sup>



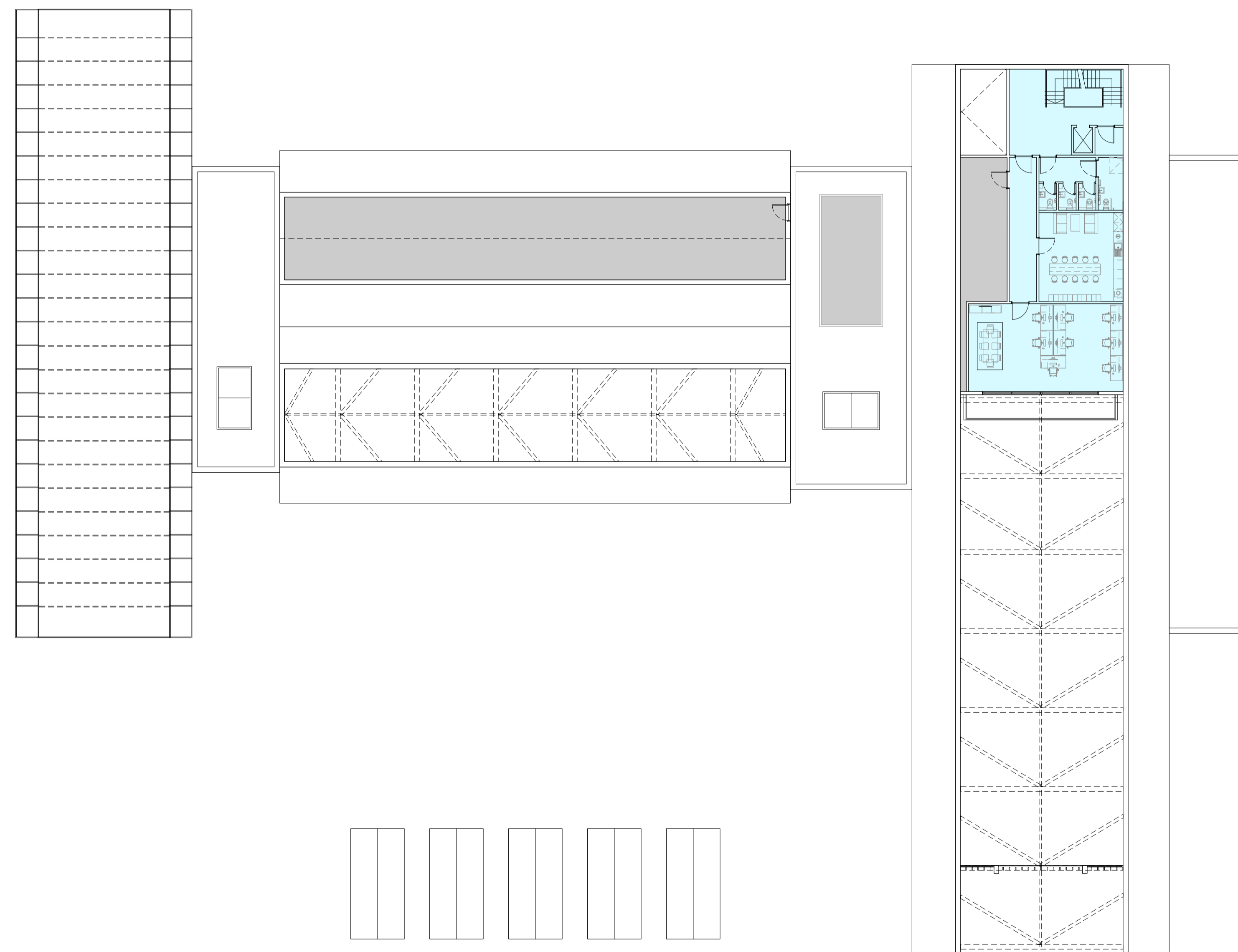
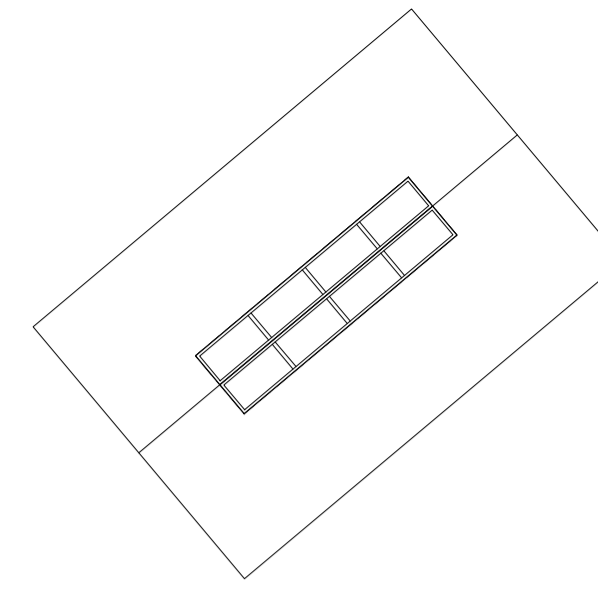
Rev.	Date	Notes	Drawn	Checked

Rev.	Date	Notes	Drawn	Checked

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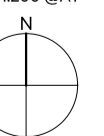
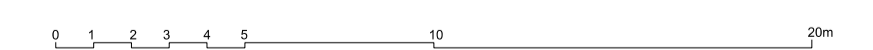
# Areas Legend

Use	GIA (first floor only)
Staff areas	162m <sup>2</sup>
Plant room	227m <sup>2</sup>



First floor plan full

Scale 1:200 @A1



01

**ArkleBoyce.**

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All dimensions to be checked on site.  
  
Drawing subject to variation approval.  
Drawing to be read in conjunction with all relevant  
Architect's Conditions and Structural Engineer's drawings.  
  
Orig. original size: A1

Rev.	Date	Notes	Drawn	Checked

Rev.	Date	Notes	Drawn	Checked

Notes

<b>Project:</b>	Applegarth	<b>Project No.:</b>	19040
<b>Client:</b>	Will and Stephanie Benson	<b>Revision:</b>	-
<b>Date:</b>	January 2021	<b>Status:</b>	PLANNING APPLICATION ISSUE
<b>Drawing Title:</b>	Proposed First Floor Plan Full	<b>Scale:</b>	1:100@A1
<b>Scale:</b>	1:100@A1	<b>Drawing No.:</b>	AP/07/02

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