



Proposed Industrial Development  
Griffin Way South, Hook

**Framework Travel Plan**

For

XLB Property Ltd

## Document Control Sheet

Proposed Industrial Development

Griffin Way South, Hook

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This document has been issued and amended as follows:

Date	Issue	Prepared by	Approved by
02/06/2021	1 <sup>st</sup> Draft	AN	JNR
15/06/2021	Final	AN	JNR



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## 1.0 Introduction

- 1.1 This Framework Travel Plan (FTP) has been prepared on behalf of XLB Property to accompany an application to construct 11,632m<sup>2</sup> of B2, B8 and E (for industrial purposes only) type uses on land at Griffin Way South, Hook (the Application Site). The Application Site is located within the administrative boundaries of Hart District Council (HDC).
- 1.2 The location of the Application Site is illustrated below.



Application Site Location

- 1.3 The Application Site is located on the east side of Griffin Way South, on the eastern edge of the Bartley Way Business Park.
- 1.4 At present the Application Site is developed and occupied by an office development.

### Methodology and Scope

- 1.5 A Travel Plan is a document which sets out a strategy to encourage the uptake of sustainable modes of travel in place of use of a private car. In doing so it seeks to reduce car usage, encourage healthier lifestyles and facilitate meeting wider Government aims to reduce emissions.
- 1.6 At a national level, guidance on the production of Travel Plans is provided the Planning Practice Guidance. This Travel Plan Framework will adhere to the principles set out within this guidance and where appropriate this will be referenced.
- 1.7 In line with the above guidance this FTP seeks to establish clear outcomes to be achieved in relation to sustainable travel and sets out the kind of measures to be implemented, with an action plan, timescales, targets and responsibilities for implementation, monitoring and review in order to:
- ▶ Achieve the minimum number of single occupancy car traffic movements to and from the development;
  - ▶ Address the access needs of all site users regardless of their level of mobility, by supporting walking, cycling and public transport; and
  - ▶ Promote healthy lifestyles and sustainable, vibrant communities.
- 1.8 In line with the above guidance documents, this FTP will be formatted into the following sections:
- ▶ Section 2: Aims and Objectives,

- ▶ Section 3: Existing Site Accessibility,
- ▶ Section 4: Management and Communication Strategy ,
- ▶ Section 5: Targets
- ▶ Section 6: Travel Plan Measures,
- ▶ Section 7: Monitoring, Review and Reporting; and,
- ▶ Section 8: Summary and Conclusions.

## 2.0 Aims and Objectives

### Aim

- 2.1 The aim of this FTP is to reduce the number of vehicles travelling to the site on a daily basis and where possible encourage staff to travel using more sustainable modes. In doing so the aim is to raise awareness of sustainable travel modes and encourage their uptake.

### Objectives

- 2.2 In order for the Travel Plan to meet the above aim it has set a number of objectives that will be used as steps to meet the overall aim. These comprise:
- ▶ Reduce the number of single occupancy vehicles (SOVs) travelling to and from the site each day;
  - ▶ Promote and endeavour to maximise the use of non-car modes of transport to the site such as walking, cycling and public transport;
  - ▶ Promote the health and environmental benefits associated with travel by foot and by bicycle;
  - ▶ Establish the management of the Travel Plan by appointing a Travel Plan Coordinator who will be responsible for the operation of the Travel Plan, its day to day running and the monitoring of its progress;
  - ▶ Assist in meeting the aims set out by the Council to reduce road traffic and congestion; and
  - ▶ Set appropriate targets in consultation with the Council to encourage the reduction of single occupancy vehicle trips and car use based upon results obtained from a staff travel survey.
- 2.3 The above objectives will be reviewed on an annual basis. If required, they can be altered by the Travel Plan Coordinator to offer clearer direction enabling them to evolve with the Travel Plan.

### 3.0 Baseline Conditions

#### Overview

- 3.1 So that the context of the site can be established, a detailed review of the study area has been undertaken. This section provides a summary of this review and refers to the location of the site and baseline traffic conditions. It also sets out an overview of the accessibility of the site by a variety of modes of transport.

#### Site Details

- 3.2 The Application Site is located on the east side of Griffin Way South.
- 3.3 At present the Application Site is developed and occupied by an office development.
- 3.4 Access is currently achieved via Bartley Way, however a new site access will be built onto Griffin Way South, this will be the main site access..
- 3.5 The location of the Application Site is illustrated below.



Site Location

#### Local Highway Network

- 3.6 Vehicular access to the site is achieved via Griffin Way S, a two-way single carriageway road subject to a 40 miles per hour speed limit. The carriageway width varies between 10 and 11 metres (kerb-to-kerb) within the vicinity of the site and includes a lit footway on the western side of the carriageway.
- 3.7 Griffin Way S runs north south connecting to the A30 (London Road) approximately 600 metres to the North within Hook and connecting to the A287 and M3, 1 mile to the South. The M3 runs between London to the East and Southampton to the south west. Griffin Way S connects the site with the surrounding transport network. The Local Highway Network is shown below in figure 3.2



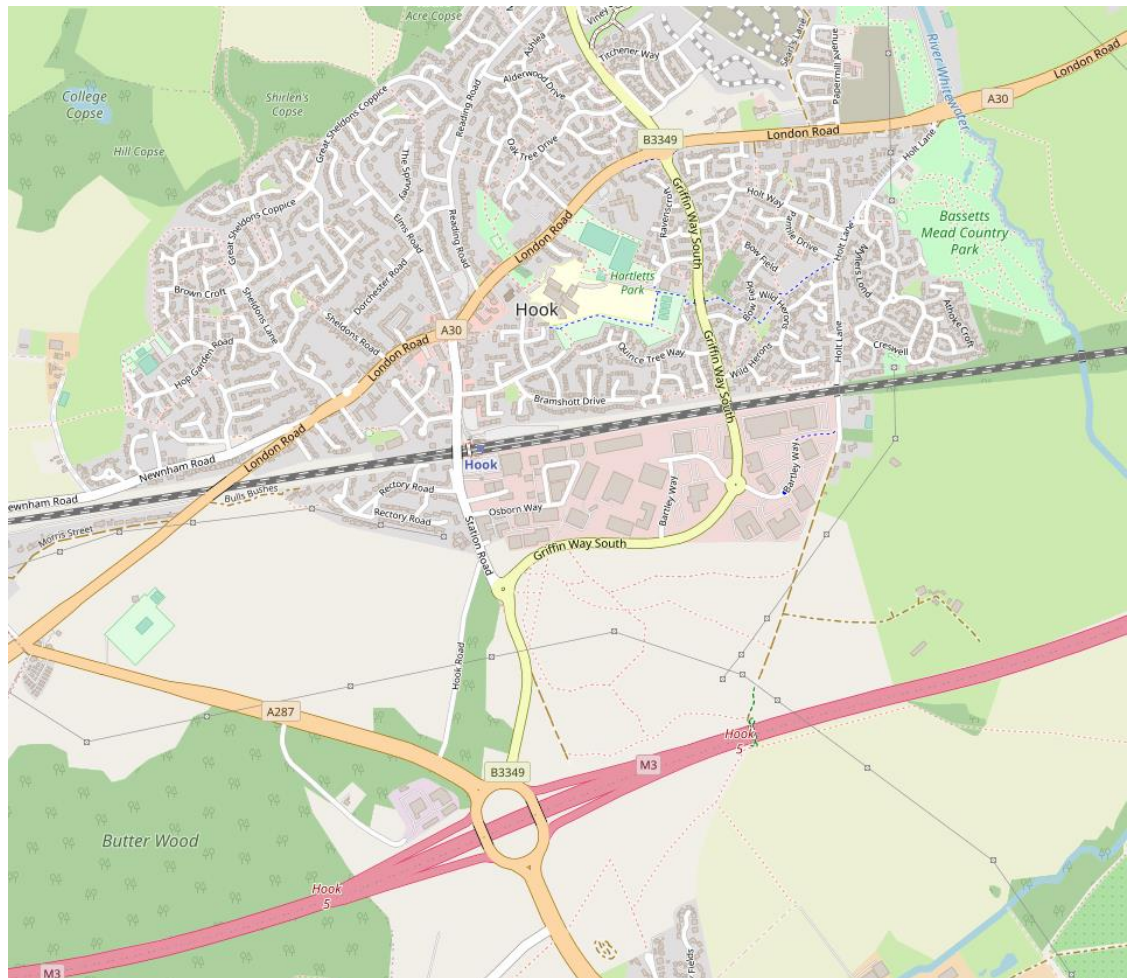


Figure 3.2 - Highway Network

## Sustainable Travel

### Accessibility to Non-Car Travel

- 3.8 It is generally accepted that walking and cycling provide important alternatives to the private car and should also be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy that the Institute of Highways and Transportation (IHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents it is suggested that:
- ▶ Most people will walk to a destination that is less than one mile (Planning for Walking, 2015);
  - ▶ The bicycle is a potential mode of transport for all journeys under five miles (Planning for Cycling, 2015); and,
  - ▶ Walking distances to bus stops should not exceed 400 metres, with people being prepared to walk twice as far to rail stations (Planning for Walking, 2015).
- 3.9 Notwithstanding the above, it should be noted that Manual for Streets (MfS) identifies 'walkable neighbourhoods' as being "characterised by having a range of facilities within 10 minutes (up to about 800m) walking distance of residential area which residents may access comfortably on foot". However, it is important to recognise that MfS does not consider 800 metres to be a maximum walking distance.



Indeed, MfS contends that walking can be used to access a variety of destinations within a range of two kilometres.

- 3.10 Having regard to the above, it is considered that the site is accessible by the more sustainable modes of travel including foot, cycle and public transport. Details on each of these sustainable modes of travel are set out below.

#### **Accessibility by Foot and by Bicycle**

- 3.11 Continuous lit footways provide access from the site to Hook Railway, as well as residential areas to the north of the site and surrounding industrial units. There is a pedestrian refuge over Griffin Way S to the north of the site at the roundabout with Bartley Way. The crossing point provides a safe route across Griffin Way S and provides a connection to the wider footway network.
- 3.12 To the North of the site the footways are offset from the road, with a grass verge separating the footway from the road. To the South of the site the footway network also has a grass verge separating the footway from the road, this runs from the Bartley Way Junction to the South to the roundabout with Station Road. There is a further pedestrian refuge across Griffin Way S, at this roundabout.
- 3.13 Although there is no cycle lane directly adjoining the site, to the north at the roundabout with London Road there is a marked cycle route leading north along Griffin Way N. Griffin Way S is suitably wide to allow vehicles to overtake cyclists and does not have an excessively high speed limit and so can be seen to be suitable for cyclists, especially considering Griffin Way S connects to the wider cycling network.

#### **Accessibility by Public Transport**

- 3.14 The site benefits from bus services in proximity to the site, as illustrated on Figure 3.2 above. The nearest stop, 'Berry Court', is located Station Road approximately 700 metres west of the site and provides access to Basingstoke. Additional stops are located along Station Road to the North approximately 1 kilometre north west of the site. It is recognised that the nearest bus stops proximity is outside of the 400 meter recommendation however the current use class of the site is office. At present workers can get to the office development through sustainable means and so it is reasonable to make the assumption that as the site is at the same location workers will be able to reach the site sustainably.
- 3.15 A summary of the destinations served, and the frequency of the local bus services is provided below in Table 3.1.

Service Number	Route	Approximate Frequency		
		Weekday	Saturday	Sunday
13	Basingstoke Bus Station – Eastrop Applegarth close – Old Basing The Hatch – Hook Rail Station – North Warnborough Priors Corner – Odiham The Crown – RAF Odiham Married Quarters – Golden Pot – Alton High Street	Every hour	Every hour	No Service

Table 3.1: Local Bus Services

- 3.16 The nearest railway station to the site is Hook, located approximately 1 kilometre west of the site, which equates to a twelve-minute walk. A summary of the rail services is provided in Table 3.2 below.

Service	Destinations Served	Approximate Frequency		
		Weekday	Saturday	Sunday
London Waterloo	Basingstoke – Hook – Winchfield – Fleet – Farnborough – Brookwood – Woking – Weybridge – Walton-On-Thames – Surbiton – London Waterloo	Every 30 minutes	Every 30 minutes	Every Hour
Basingstoke	London Waterloo – Clapham Junction – Surbiton – Walton-On-Thames – Weybridge – Woking – Brookwood – Farnborough – Fleet – Winchfield – Hook – Basingstoke	Every 30 minutes	Every 30 minutes	Every Hour

Table 3.2: Local Rail Services

- 3.17 Hook Railway Station has 157 car parking spaces with a parking charge of £6.30 during peak hours or an annual ticket equating to £949. There are 24 sheltered bike storing spaces with CCTV in operation at the bikes parking location.

## 4.0 Management and Communications Strategy

- 4.1 This section sets out how this Travel Plan will be managed from the present day to when the site is fully constructed and occupied.

### Management Strategy

- 4.2 The Travel Plan will be managed internally a Travel Plan Coordinator (TPC). The TPC will therefore be responsible for the Travel Plan's day to day implementation as well as its formal monitoring requirements (detailed later within this document).
- 4.3 The implementation and ongoing management of the Travel Plan will be done in consultation with the council and communications will be maintained throughout the lifetime of the Travel Plan.
- 4.4 The TPC will ensure sufficient time is given to undertake the role. Staff will also be given sufficient time to fill in surveys at the required time.
- 4.5 The TPC will be the 'face' of the Travel Plan and a point of contact for the occupants.

### Enforcement

- 4.6 This Travel Plan will be secured by way of a Condition in relation to the proposed extension.

### Travel Plan Coordinator

- 4.7 The Travel Plan Coordinator (TPC) will be responsible for the day to day management and implementation of the Travel Plan.
- 4.8 Up to date details for the TPC will be provided to the council on appointment. If the role changes new details will be provided.
- 4.9 The individual should be interested in sustainable travel issues. They will be keen to promote sustainable travel issues and raise awareness overtime, thus encouraging the uptake of these modes facilitating the required modal shift.
- 4.10 The TPC will market the personalised travel planning services. This service will be freely provided to all staff. They will undertake a meet and greet exercise when the Travel Plan is formally launched where they will introduce themselves making themselves known as the 'face' of the Travel Plan. At this point, they will make the offer of the free personalised travel planning services.
- 4.11 The TPC will provide a link between the staff and the council who have a number of sustainable travel information sources, initiatives and updates available. They will ensure that all latest updates are communicated to staff highlighting a positive and proactive approach with regard to sustainable travel in and around the council.
- 4.12 The main duties of the TPC will consist of the following;
- ▶ Be a contact point and 'face' of the Travel Plan;
  - ▶ Ensure their contact details are within the main information sources (discussed later within this document), these being the staff travel packs, development website and staff notice boards;
  - ▶ Establish good communications/relations between themselves and the relevant contact at the council upon their appointment;
  - ▶ Ensure they are fully aware of all the sustainable travel options to and from the site and provide personalised travel planning to all staff;

- ▶ Ensure that they are fully up to date with the current sustainable travel initiatives provided by the council so that these can be further promoted throughout the site;
- ▶ Be up to date on nationwide events such as 'bike to work week', 'national lift share day' and 'sustainable travel week' so that these events can be promoted throughout the site;
- ▶ Look at the feasibility of setting up a 'Bike User Group' (BUG) and if demand dictates manage it; and,
- ▶ Organise the monitoring surveys and compile the review report.

### **Staff Travel Pack**

- 4.13 A Staff Travel Pack (STP) will be provided as part of the information provided to all new staff upon commencing employment.
- 4.14 The STP will include the following;
- ▶ A mission statement detailing the aim and objectives of the Travel Plan;
  - ▶ Contact details of the TPC and brief introduction about them such as their commitment to promoting sustainable travel. The duties the TPC is responsible for such as personalised travel planning services will also be detailed;
  - ▶ Site location plan highlighting its proximity to local transport provisions, walking and cycle routes;
  - ▶ Examples of walking or cycling journeys to destinations such as the train station or other local destinations such as banks and post offices will be provided;
  - ▶ Health, environmental and economic benefits of travelling via sustainable modes;
  - ▶ Public Transport routes, spider maps and timetables;
  - ▶ Details of cycling initiatives provided by council; and,
  - ▶ Details of local taxi services.
- 4.15 An update of the STP detailing timetables and route maps will be sent out on an annual basis to ensure all information is kept up to date.

### **Staff Notice Boards**

- 4.16 Staff notice boards will be located in the communal areas which are highly frequented by staff. The notice boards will hold the following information:
- ▶ A mission statement of the Travel Plan;
  - ▶ Contact details of the TPC and brief introduction about them such as their commitment to promoting sustainable travel. The duties the TPC is responsible for such as personalised travel planning services will also be detailed;
  - ▶ A location plan of the site and the local facilities and public transport services;
  - ▶ Public transport route maps and timetables;
  - ▶ Local cycling routes;
  - ▶ Details of local taxi services; and,
  - ▶ An area will be provided for promotional material to be clearly displayed. This material will be nationwide promotional material such as 'bike to work week' posters (many of which can be obtained from the internet) and local promotional events.

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### Company Website / Intranet

- 4.17 This will provide an online version of the Staff Notice Board. However in addition to the above it will provide the following;
- ▶ An electronic Travel Pack that can be downloaded by people wishing to visit the site;
  - ▶ An opportunity to register one's email address to receive promotional material and updates via email.
- 4.18 Most of the above information will require updating as and when details change, such as timetable changes. The TPC will ultimately be responsible for the provision of up to date and relevant information on all the communication methods set out within this section.
- 4.19 The promotional material will be more frequently updated and this will be communicated via the following mediums:
- ▶ Staff Notice boards;
  - ▶ Development Website; and,
  - ▶ Email.

### Summary

- 4.20 This section highlights that a firm management structure will be put in place at the development. The appointed management company will be responsible for the implementation of the Travel Plan.

## 5.0 Travel Plan Measures

5.1 The main aim of sustainable transport policy is to reduce single occupancy car use by promoting a choice of alternative means of transport. The main alternatives are as follows:

- ▶ Walking,
- ▶ Cycling,
- ▶ Motorcycle,
- ▶ Car Sharing,
- ▶ Train,
- ▶ Taxi / Minicab; and,
- ▶ Bus.

5.2 This section will set out the proposed package of measures which will be implemented across the site.

### Encouraging the uptake of Walking and Cycling

5.3 Maps will be provided detailing the local pedestrian and cycle routes in the vicinity of the area. Examples such as journey times to certain locations will be detailed on the maps.

5.4 Information on the health, economic and environmental benefits of walking and cycling will be detailed. Examples of the number of calories burned on a 10 minute walk or 20 minute cycle ride will be provided. Information of the savings on petrol by substituting the car for walking or cycling will also be provided. By providing examples, it offers some perspective on the actual benefits of travelling using these modes.

5.5 Cycle use is encouraged by the provision of secure cycle parking facilities at the site. The proposals include secure, sheltered and well-lit cycle parking provision.

5.6 The TPC will investigate the feasibility of implementing a cycle to work scheme which enables staff to take a loan from the company to purchase a bicycle. The repayment of this loan is then subtracted from the employee's salary before tax enabling them to make a saving as well as distribute the cost of the cycle over a period of time.

5.7 The TPC will be required to locate local cycle shops and where possible negotiate discounts on cycles and cycle equipment for staff of the development.

5.8 Promotional events will be held. This could be a site wide event 'cycle to work week' or be a part of a nationwide event such as the national 'Bike Week' which is usually held in June and currently sponsored by Halfords. Posters can be downloaded and displayed throughout the site to encourage those who don't usually cycle to work to make a change for one week or even one day within that week.

### Encouraging the uptake of Public Transport

5.9 There are buses serving the local area surrounding the site. It is proposed that public transport will be well used but measures will be made available to further incentivise this mode.

5.10 Details of the bus routes as well as the location of the Train Station and the available services will be included within the STP.

5.11 The TPC will investigate the feasibility of future occupants offering season ticket loans for bus and train tickets. This enables employees to stagger the payment over a number of months and in turn enables them to make the cost saving associated with purchasing a season ticket as opposed to a daily ticket.

- 5.12 Public transport information will be made available in communal areas so that both staff and visitors can access the information. Timetables and maps will be kept up to date and a list of websites for further information will be listed such as [www.traveline.org.uk](http://www.traveline.org.uk) provides national bus, rail and coach travel information and timetables.

### Encouraging the uptake of Car Sharing

- 5.13 Car sharing is an excellent way to reduce the overall numbers of cars travelling to a site. The TPC will provide an email address to all staff interested in finding a car share partner. The TPC will then introduce potential partners.
- 5.14 In terms of the marketing of the car sharing scheme for staff, the following will be promoted:
- ▶ Guaranteed parking space every day;
  - ▶ Guaranteed ride home in the event of an emergency and it is expected that this will be secured with a local taxi firm. This provides reassurance that staff will not be stranded in the event of an emergency and will provide reassurance to staff in the event of an emergency;
  - ▶ Benefits of car sharing in terms of reduced fuel costs, an important issue given recent increases in fuel costs; and,
  - ▶ Members will be made aware of the benefits of car sharing with other employees.

### Motorcycles

- 5.15 Motorcycles are considered to be more efficient than other private motorised forms of transport as they require less road space; generally use less fuel and their emissions tend to be lower than those of the private car.

### Taxis and Minicabs

- 5.16 Taxis can play an important role for staff and visitors at times when other modes of public transport may not be convenient or available. Contact details of local taxi companies would therefore be made available on-site.
- 5.17 It may also be possible to negotiate special staff rates with a local taxi firm and this will be explored by the TPC. By contracting to one firm, higher discounts might be arranged and promoting a commendable and reliable firm will also be reassuring to employees. This is to be investigated by the TPC.

### Summary

- 5.18 The above section details the wide variety of measures that will be implemented throughout the site. The measures will be reviewed on an annual basis in line with the monitoring and review timetable, discussed within Section 6, and where appropriate amended to reflect the travel patterns observed on site.



## 6.0 Monitoring and Review

- 6.1 To establish the success of the Travel Plan, an effective monitoring and review process must be in place.

### Monitoring

- 6.2 The monitoring of the Travel Plan is important for the following reasons:

- ▶ It will demonstrate to HDC that the aims and objectives of the travel plan are being achieved;
- ▶ It maintains support for travel planning by reporting successes; and
- ▶ It identifies any measures that are not working or problems with the approach of the travel planning strategy at a site specific or business park level.

- 6.3 The surveys can be used to monitor the numbers walking, cycling and travelling by car and public transport to and from the site. The results can then be compared with the mode share targets identified earlier in this Travel Plan.

- 6.4 By undertaking the survey every two years the success of the Travel Plan in its ability to influence staff travel behaviour can be measured. The modal split of how employees travel will be recorded to ensure that the number of staff driving to car in their own private vehicle will reduce in favour of more sustainable modes.

- 6.5 In order to ensure an effective monitoring strategy is in place the following activities will be undertaken as part of a Travel Plan:

- ▶ An HDC compliant baseline survey will be undertaken to establish the baseline modal split;
- ▶ Periodic HDC compliant monitoring surveys will be undertaken in years 1 (baseline), 3 and 5 of the lifetime of the Travel Plan. This enables modal shift to be identified.
- ▶ The answers to the main mode question should be used to identify the mode split for the site
- ▶ Other data collected might include:
  - ▶ Personal information such as home postcode, job type, nature of work and working hours
  - ▶ Reasons for choice of travel mode and barriers to travel by sustainable modes
  - ▶ Attitudinal information about measures which are likely to encourage a switch to sustainable alternatives
  - ▶ The amount of business travel undertaken during the working day and opportunities for switching to alternatives.

- 6.6 Each survey should be undertaken at a similar time of year and in a 'neutral' month, avoiding school holidays.

- 6.7 Surveys may be undertaken online or via hard copy, whichever is considered to be most appropriate to ensure a good and representative response. Organisations should aim to achieve a response rate of at least 30%, or at least be able to provide assurance to the local authority that the sample is representative if this response rate is not achieved.

### Reviewing

- 6.8 The TPC will undertake an annual review of the travel plan in conjunction with HDC. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the following will be assessed:

- ▶ The level of car / non-car usage at the site; and
  - ▶ Comments received from staff.
- 6.9 The TPC will compare the mode share statistics obtained from the survey monitoring to the targets that have been set. The TPC will set revised realistic targets for modal shifts to non-car travel modes and investigate the effectiveness of the travel plan initiatives being promoted in conjunction with HDC.
- 6.10 In light of the data collected from the monitoring process, the TPC will adapt the travel plan in liaison with HDC to enable the revised agreed targets to be achieved and submit a review report to be agreed.

### **Remedial Action**

- 6.11 If the survey highlights that the site is not meeting its targets a number of remedial measures will needed to be implemented on site to rectify the situation. These will be devised in consultation with the council. A number of potential remedial measures are listed below;
- ▶ Run awareness campaign reinforcing alternatives to car travel.
  - ▶ Allocation of additional resources to promote non-car modes of transport.

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## 7.0 Summary and Conclusions

- 7.1 This Framework Travel Plan (FTP) has been prepared on behalf of XLB Property Ltd to accompany an application to construct 11,632m<sup>2</sup> of B2, B8 and E (for industrial purposes only) type uses on land at Griffin Way South, Hook (the Application Site). The Application Site is located within the administrative boundaries of Hart District Council (HDC).
- 7.2 This Framework Travel plan will be initiated once the development is completed but prior to occupation. The Travel Plan coordinator will provide a full Travel Plan upon completion of the site. The Travel Plan Coordinator will implement the plan and control the day to day management of the Travel Plan, which will include consultation with HDC.
- 7.3 This document sets out how site users will travel to and from the development by modes other than private car and has indicated that these opportunities, as well as accompanying benefits will be set out within marketing material which will be prepared in respect to this development.
- 7.4 It can therefore be concluded that the framework established by this Travel Plan is sufficiently robust to deliver more sustainable travel choices in relation to the site. At the same time, it maintains a degree of flexibility to enable the Travel Plan to respond to changing circumstances and continue to deliver more sustainable transport choices into the future.