

Bartley Wood Business Park,
Hook

Travel Plan

For

XLB Property Ltd

Document Control Sheet

Travel Plan

Bartley Wood Business Park, Hook

XLB Property Ltd

This document has been issued and amended as follows:

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Contents

1.0	Introduction.....	2
2.0	Policy.....	3
3.0	Existing Conditions	4
4.0	Objectives and Benefits.....	4
5.0	Targets	9
6.0	Travel Plan Strategy	10
7.0	Measures and Initiatives.....	11
8.0	Implementation, Monitoring and Review.....	12
9.0	Action Plan	13

Figures

- 3.1 Strategic Site Location Plan
- 3.2 Local Site Location Plan

1.0 Introduction

- 1.1 Motion is instructed by XLB Property Ltd to prepare this Travel Plan to accompany a planning application to replace existing Office space, use class E with a mixture of Industrial units and a retail unit, use class E (industrial uses only B2 and B8). This Travel Plan relates to only the use class A1, foodstore with a gross internal area (GIA) of 1862² metres. Cycle parking will be provided in accordance within relevant standards.
- 1.2 The Site is located east of Griffin Way, on the eastern edge of the Bartley Wood Business Park. The site is located on land at Griffin Way South, Hook, within Hampshire. The site benefits from close proximity to the A287 and M3 as well as a number of bus stops and Hook railway station along Station Road. The site is within the administrative boundary of Hart District Council (HDC).

Scope

- 1.3 A Travel Plan is a bespoke package of measures aimed at promoting sustainable travel choices to reduce reliance on the private car. Travel Plans involve the development of a set of targets, measures and monitoring mechanisms intended to achieve the Plan's objectives, whilst also bringing a number of other benefits to the organisation, its employees, the environment and the local community.

Aims of the Travel Plan

- 1.4 The aim of this Travel Plan is to put in place the management tools that are necessary to enable staff to make informed decisions about their travel to the work. This will in effect minimise the adverse impacts of their travel to/from the site on the environment. The aim is achieved by setting out a strategy for eliminating the barriers of sustainable transport.

Structure

- 1.5 This Travel Plan has been written as a standalone document and can be developed prior to opening of the foodstore to provide the details necessary for the promotion and targets for achieving sustainable travel to the site.
- 1.6 The remainder of the document is structured as follows:
- ▶ Section 2 – Outlines the relevant policy and best practice;
 - ▶ Section 3 – Describes the site and surrounding area;
 - ▶ Section 4 – Sets out the objectives;
 - ▶ Section 5 – Outlines the targets;
 - ▶ Section 6 – Sets out the Travel Plan Strategy;
 - ▶ Section 7 – Sets out the measures that will be implemented to help achieve the objectives and targets of the Travel Plan;
 - ▶ Section 8 – Outlines how the monitoring and review programme will ensure that the Travel Plan is reported and updated as necessary; and
 - ▶ Section 9 – Provides the Travel Plan Action Plan.

2.0 Policy

National Policy

National Planning Policy Framework (NPPF)

- 2.1 The NPPF promotes incorporation of sustainable transport in development proposals (par. 102) and states that the planning system should actively manage patterns of growth such that a genuine choice of transport modes is offered (par. 103).
- 2.2 With regard to the delivery of sustainable transport the NPPF states at paragraph 111 that:
- "All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."*
- 2.3 The NPPF goes on to describe a Travel Plan as:
- "A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed."* (NPPF pg. 73)

National Planning Practice Guidance (NPPG)

- 2.4 The NPPG provides government led advice on when Transport Assessments and Transport Statements are required, and what they should contain. Paragraph 6 of the 'Overarching principles on Travel Plans, Transport Assessments and Statements' within the NPPG states that they can positively contribute to:
- ▶ *"encouraging sustainable travel;*
 - ▶ *lessening traffic generation and its detrimental impacts;*
 - ▶ *reducing carbon emissions and climate impacts;*
 - ▶ *creating accessible, connected, inclusive communities;*
 - ▶ *improving health outcomes and quality of life;*
 - ▶ *improving road safety; and*
 - ▶ *reducing the need for new development to increase existing road capacity or provide new roads."*

Overview

- 2.5 National transport policy clearly encourages new development to be located in areas that are readily accessible on foot, cycle and by public transport, making use of available sites within built up locations.
- 2.6 The proposed foodstore offers a realistic choice of access by public transport, walking and cycling. A new food retail offer here would reduce the need for travel to other, more distant stores, and facilitate more efficient 'top-up' shopping. The site further benefits from its location on the principal road network, enabling easy access for commercial vehicles.

3.0 Existing Conditions

Site Location

- 3.1 The site is located within Hampshire. The site is situated to the east of the B3349 (Griffin Way South) and benefits from close proximity to the A287 and the M3, as well as a number of bus stops and Hook railway station located on Station Road. The administrative authorities are Hart District Council (Local Authority) and Hampshire County Council (County Highway Authority).
- 3.2 The site is shown in relation to strategic transport links in Figure 3.1.



Figure 3.1: Strategic Site Location Plan

- 3.3 The immediate surrounding area is dominated by Industrial and Office space, whilst North over the railway line the area is largely residential in nature. There is a school north of the site, Hook Junior School and a number of local amenities located along Station Road and London Road.
- 3.4 The local site location plan is shown in Figure 3.2 below.

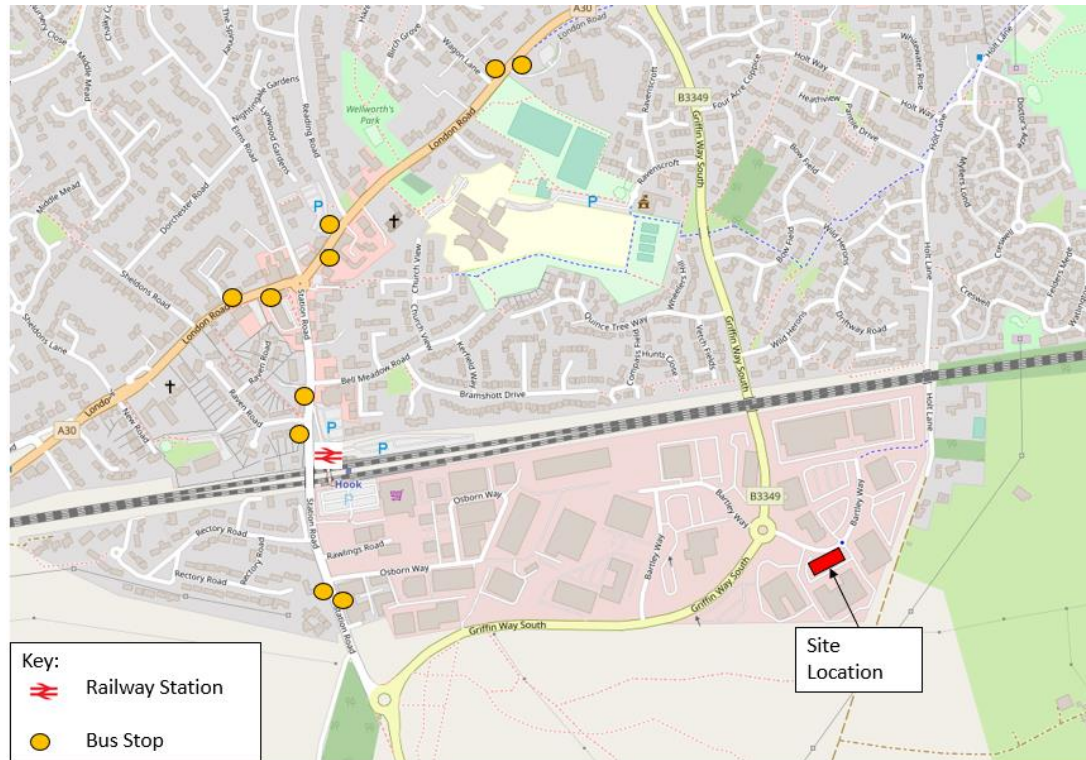


Figure 3.2: Local Site Location Plan

Local Highway

- 3.5 Vehicular access to the site is achieved via Griffin Way South, 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.
- 3.6 Griffin Way South 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 South connects the site with the surrounding transport network.
- 3.7 There will be internal parking within the site, therefore no parking will extend onto the local road network, this is in keeping with the current road conditions.

Site Accessibility by Non-Car Modes

Overview

- 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 Chartered Institute of Highways and Transportation (CIHT) 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 (circa 1.6 kilometres) - Planning for Walking, 2015;
 - ▶ The bicycle is a potential mode of transport for all journeys under five miles (circa 8 kilometres) - Planning for Cycling, 2015; and
 - ▶ Walking distances to bus stops should not exceed 400 metres, whilst people are prepared to walk twice as far to rail stations - Planning for Walking, 2015.
- 3.9 The site is accessible by the more sustainable modes of transport and the following paragraphs provide further information on access to the site on-foot, by cycle and public transport.

Accessibility on Foot and by Cycle

- 3.10 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 South to the north of the site at the roundabout with Bartley Way. The crossing point provides a safe route across Griffin Way South and provides a connection to the wider footway network.
- 3.11 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 South, at this roundabout.
- 3.12 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 North. Griffin Way South 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 South connects to the wider cycling network.

Accessibility by Bus

- 3.13 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 on 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.
- 3.14 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

Accessibility by Rail

- 3.15 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

- 3.16 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.

Accessibility Summary

- 3.17 The above demonstrates how the site is located to encourage sustainable travel both by public transport and trips on-foot/by cycle. Future customers will have the option on how they will reach the site.

4.0 Objectives and Benefits

- 4.1 The main aim of this Travel Plan is to put in place the management tools deemed necessary to enable employees to make informed decisions about their travel to the site, which at the same time minimises the adverse impacts of travel on the environment. This is achieved by setting out a strategy for eliminating barriers that keep employees from making use of sustainable modes.
- 4.2 Improving the transport choices available to people, rather than focusing on providing for the private car, will lead to a more equitable and sustainable development that provides travel options for all employees regardless of whether or not they own a car.

Objectives

- 4.3 The transport principles for the site reflect sustainable objectives which can be summarised under the following headings:
- ▶ promote sustainable transport choices for employees and customers travelling to and from the site;
 - ▶ promote accessibility to the store by walking, cycling, public transport and car sharing; and
 - ▶ increase the awareness of the environmental and social benefits of using alternative modes of transport.
- 4.4 These objectives accord with the aims of National and Local Government. The objectives will provide focus and direction to the Travel Plan, leading to appropriate measures and targets being set.

Benefits

- 4.5 By meeting the objectives, the Travel Plan will bring about the following benefits:

Employee benefits:

- ▶ Health benefits associated with walking and cycling, including reduced levels of stress;
- ▶ The opportunity to save money by using alternative modes of travel than by car; and
- ▶ Improved quality and reliability of employee journeys to and from work.

company benefits:

- ▶ An improved compliance within the planning context;
- ▶ A demonstration of any environmental credentials;
- ▶ An incentive for recruiting and retaining employees; and
- ▶ A healthier and more productive workforce.

Wider community benefits:

- ▶ On-going reductions in vehicular generated traffic on the local highway network;
- ▶ Increasing patronage on existing public transport modes;
- ▶ Health benefits associated with walking and cycling; and
- ▶ A contribution towards overall reduction in travel emissions.

- 4.6 It is intended that these objectives will be met by identifying and implementing initiatives that provide employees and customers with a variety of travel choices and reduce the need to travel by private car.

5.0 Targets

- 5.1 Targets are the measurable goals by which progress will be assessed. This Travel Plan sets out targets that will seek to be reached within the Travel Plan monitoring period. All targets need to be SMART; that is Specific, Measurable, Achievable, Realistic and Time related.
- 5.2 There are two types of targets, namely: 'Action' and 'Aim' targets. Action targets set out specific commitments to implement measures to ensure delivery. Aim targets provide numerical goals for mode shift.

Action Targets

- 5.3 The key action targets are set out below. These targets are included within the Action Plan in Section 9:
- ▶ A Travel Plan Co-ordinator (TPC) will be appointed prior to the foodstore opening for trading;
 - ▶ The first travel plan survey will be undertaken once the store is open for trading; and
 - ▶ The finalised Travel Plan will be agreed once staff origins and travel patterns are identified through the staff travel survey.

Aim Targets

- 5.4 Table 5.1 below outlines 'aim' targets for the proposed foodstore.
- 5.5 Due to the limited control over modes of travel used by the store's customers, targets will not be set specifically for customers. However, Travel Plan measures will include benefits for customers as well as employees.
- 5.6 The baseline mode split figures for employees should be taken from the results of the first travel survey.
- 5.7 It is recognised that it is not possible to set out accurate targets far into the future, even when based on actual modal share data. Given this, it should be acknowledged that the targets will change over time as the results of ongoing monitoring become available.

Target	Indicator	Modal Split		
		Baseline	Year 3	Year 5
Achieve a 5% decrease in single occupancy vehicle trips	Modal split monitoring surveys for SOV use	As surveyed	-2.5%	-5%
Achieve an increase in use of active and/or sustainable modes, including: walking, cycling, lift-sharing, & public transport	Modal split monitoring surveys for public transport	As surveyed	+2.5%	+5%

Table 5.1: Travel Plan Aim Targets

- 5.8 All data to be collected will be in accordance with Local Authority standards to ensure the Travel Plan is being accurately monitored and to assist progress towards meeting the targets. The survey data will be collated, analysed and stored on an annual basis to monitor the impact of the Travel Plan for the proposed development.

6.0 Travel Plan Strategy

- 6.1 The TPC will be appointed prior to the opening of the food store. The TPC will be responsible for overseeing the management, development, implementation, monitoring and review of the Travel Plan. once appointed, the TPC's contact details will be sent to HDC.

Travel Plan Co-ordinator

- 6.2 The TPC will be a part-time role whose responsibilities will include:
- ▶ Acting as a point of contact for all employees;
 - ▶ Managing the development and implementation of the Travel Plan measures;
 - ▶ Promoting the objectives and benefits of the Travel Plan;
 - ▶ Monitoring the success of the Travel Plan against the agreed targets; and
 - ▶ Reporting the results of the Travel Plan monitoring to Officers at Hampshire County Council as necessary.

Marketing

- 6.3 Employees will be made aware of the existence of the Travel Plan upon commencement of their employment. The following methods could be used as a means of disseminating information to employees and promote events/campaigns/promotions:
- ▶ Employee newsletters (where possible);
 - ▶ Employee Travel Pack; and/or
 - ▶ E-groups and forums.
- 6.4 The costs associated with promoting and marketing the Travel Plan measures and promotional activities will form part of the overall operational costs of the day-to-day operation of the foodstore.

7.0 Measures and Initiatives

- 7.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.

Promoting Walking

- 7.2 The following measures are proposed in order to promote walking to and from the site:
- ▶ The TPC will provide employees and customers with information about available walking routes to the store;
 - ▶ The TPC will raise awareness of the health benefits of walking;
 - ▶ Employees will have access to lockers where they can store clothes; and
 - ▶ The TPC will encourage participation in Walk to Work Week and/or other relevant events to encourage walking.

Promoting Cycling

- 7.3 The benefits of cycling as an alternative mode will be promoted to all employees, but cycling is only a realistic option for those living close to the site. The merits of cycling to work can be actively promoted to those employees living within 5km of the site. In addition, the following measures are proposed to promote cycling:
- ▶ High quality cycle parking above the minimum standards will be provided at convenient and visible locations within the site and uptake will be monitored;
 - ▶ Changing facilities and lockers will be provided within the foodstore available to all employees;
 - ▶ The TPC will raise awareness of the health benefits of cycling;
 - ▶ All employees will be provided with a Travel Pack which will include maps of local cycle routes and information; and
 - ▶ The TPC will encourage participation in national cycle events such as Bike Week.

Promoting Public Transport

- 7.4 The publicity, marketing, and promotion of the public transport services will inform employees as to the benefits of travelling by bus. Bus timetable information and locations of bus stops should also be provided in the publicity material. National Rail and TfL Journey Planner websites, smartphone application ("apps") and enquiry phone numbers will also be promoted through all relevant means.
- 7.5 The TPC will ensure that employees are aware of bus routes and train timetables for public transport services operating in the vicinity of the site. Bus and train timetables are free from all stations and could be displayed on a notice board located in the employee welfare area.

Car Sharing

- 7.6 Car sharing is an effective method of reducing peak-hour congestion and car parking stress, and should therefore be encouraged. The TPC will provide promotional leaflets to employees advertising the local car sharing initiative <https://hampshire.liftshare.com/> and promote it through team meetings etc.

Taxis

- 7.7 To promote the use of taxis, local taxi operator numbers will be made available within the store for customers/employees, who can arrange for taxi services to collect them immediately outside the store.

8.0 Implementation, Monitoring and Review

8.1 Monitoring of the Travel Plan has two key roles:

- ▶ To provide feedback to allow the Travel Plan to be developed; and
- ▶ To measure the level of success in meeting identified targets using key performance indicators.

8.2 A Framework for undertaking the monitoring and review is outlined in this section.

Monitoring Strategy

8.3 In order to determine the success of the Travel Plan in achieving the desired aims, a defined, regular programme of monitoring will be required. The objective of the monitoring process is to regularly assess employees' travel patterns to work, and identify when/if the plan, or elements of the plan strategy, are not working and may need to be changed.

8.4 The monitoring programme will begin with the initial travel survey, to be undertaken within three months of the store opening for trading. Further surveys up to Year 5 will be carried out to monitor progress towards the interim and final targets.

8.5 Monitoring of the following is also useful to judge whether the implementation or proportion of certain measures needs to be modified. The following factors should be monitored as part of the programme:

- ▶ The level of usage of cycle stands;
- ▶ Demand for additional cycle parking facilities;
- ▶ The take up of the car sharing scheme; and
- ▶ Comments received from employees relating to the operation and implications of the Travel Plan.

Reporting

8.6 An annual Travel Plan review will be undertaken for a period of 5 years from the foodstore opening for trading, by the TPC, to assess the progress of the Plan. This will outline the results of the monitoring in the preceding period, measures that have been implemented and any suggested changes to targets and measures as a result of the survey data. This report will be submitted to Travel Plan Officers at Hampshire County Council as necessary.

9.0 Action Plan

9.1 The Action Plan outlined below in Table 9.1 sets out the measures included within this Travel Plan that are directed at influencing travel patterns. The Action Plan will be updated by the TPC when required.

Measure	Status/Target Date	Monitoring Method	Responsible Party
General			
Appoint Travel Plan Coordinator (TPC)	Prior to the store opening for trading	N/A	XLB Property Ltd
Information Provision			
Provide a travel noticeboard	Prior to store opening for trading	N/A	XLB Property Ltd
Provide Travel Information Pack (TIP)	To staff, upon store opening for trading	Initial monitoring (awareness and use of TIP)	TPC
Walking			
Provision of information related to walking routes in the area	In Travel Information Pack	Annual monitoring	TPC
Promote local and national walking events	In Travel Information Pack	Annual monitoring	TPC
Cycling			
Provision of lockers	During construction	N/A	XLB Property Ltd
Provision of cycle stands	During construction	N/A	XLB Property Ltd
Use of on-site cycle parking	During 5-year monitoring period	Annual monitoring	TPC
Provision of cycle route maps, local training, etc.	In Travel Information Pack	Annual monitoring	TPC
Promote local and national cycling events	In Travel Information Pack	Annual monitoring	TPC
Public Transport			
Provide sustainable travel information with timetable and bus stop information	In Travel Information Pack	Annual monitoring	TPC
Taxis			
Provide details of local taxi services	In Travel Information Pack and on noticeboards Update noticeboard as and when necessary	Annual monitoring	TPC
Vehicles			
Promote car sharing	In Travel Information Pack and on noticeboards Update noticeboard as and when necessary	Annual monitoring	TPC
Recruitment			
Advertise vacancies locally	As and when necessary	N/A	XLB Property Ltd

Table 9.1: Action Plan