



Birdworld and Haskins Forest Lodge Garden Centre

Birdworld Travel Plan [ISSUE]

Client: Birdworld Ltd and Haskins Garden Centres Ltd

i-Transport Ref: SAW/DF/HC/ITB16329-015B R

Date: 25 January 2024

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Quality Management

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SECTION 1 Introduction

1.1 Background

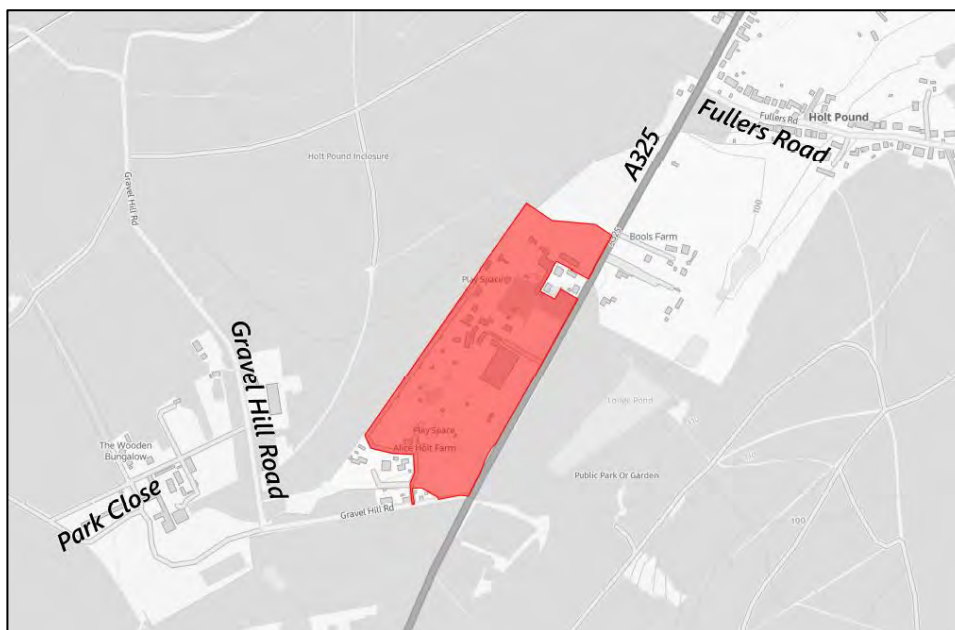
1.1.1 Birdworld Ltd and Haskins Garden Centres Ltd ('the Applicant') is proposing to redevelop the Birdworld visitor attraction ('Birdworld') and their adjacent existing Forest Lodge Garden Centre site ('Forest Lodge'). This Travel Plan has been prepared for the redeveloped Birdworld element of the proposal to accompany the planning application.

1.1.2 The development proposal comprises the redevelopment/enhancement of Birdworld and the redevelopment/expansion of Forest Lodge, alongside associated onsite parking, servicing and access arrangements. Plans showing the proposed development are included as **Appendix A**.

1.2 Site Location

1.2.1 The site is located some 5km to the southeast of Farnham with a site location plan included as **Figure 1.1** of this note (an extract is reproduced below).

Image 1.1: Site Location Plan



1.2.2 The site is located within the local planning authority of East Hampshire District Council (EHDC) and Hampshire County Council (HCC) is the local highway authority.

1.3 Travel Plan Role and Scope

- 1.3.1 Travel Plans are an important management tool and, when implemented as part of a comprehensive transport strategy, an effective Travel Plan can achieve modal shift away from private car use towards more environmentally sustainable forms of travel. Where private car use remains, a Travel Plan can also encourage more sustainable use of this mode through car sharing and the use of low emission vehicles.
- 1.3.2 The National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG) both require a Travel Plan to be submitted alongside proposals for developments likely to result in significant travel demand. HCC as the local highway authority also requires Travel Plans for retail developments greater than 1,000sqm.
- 1.3.3 In line with this requirement, and to ensure that opportunities for sustainable travel are taken up, this Travel Plan has been produced and will be implemented in association with the development.
- 1.3.4 The primary purpose of this Travel Plan, having regard to the characteristics of the land use, is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g., walking, cycling and public transport to reduce the demand for travel by less sustainable modes (i.e. private motor vehicles), and to identify a management strategy to ensure these opportunities are taken up. The Travel Plan also seeks to increase vehicle occupancy and trip linking.
- 1.3.5 The Travel Plan will include a number of 'infrastructure measures'. These are physical works to provide for sustainable travel, e.g. pedestrian and cycle connections to the surrounding network. The Travel Plan will also include a number of 'Travel Plan Measures'. These are measures and initiatives to promote and facilitate sustainable travel, for example a car sharing scheme for staff.
- 1.3.6 A Travel Plan can bring a number of benefits to a new development for the developer, the local authorities and the ultimate occupants of the site. The key benefits of the Travel Plan are summarised at **Table 1.1**.

Table 1.1: Benefits of the Travel Plan

Benefits to:	Applicant / Occupier	Staff	Suppliers	Local residents	HCC / EHDC
Improved site access	✓	✓		✓	✓
Less congestion on local roads		✓	✓	✓	✓
Reduced demand for parking spaces enabling land to be put to more cost-effective use	✓				
Improved travel choice (including opportunity for financial savings)	✓	✓		✓	✓
Help to meet an organisation's environmental objectives, for example reduced emissions contribute towards carbon dioxide CO ₂ reduction targets	✓		✓		✓
Increase business efficiency	✓		✓		
Local environmental improvements from reduced congestion, pollution and noise				✓	✓
Opportunities for active, healthy travel and associated health benefits	✓	✓			
Help achieve wider local policy objectives, e.g. on sustainability					✓
Opportunity to feed into a corporate social responsibility programme and ensure your operations comply with health and safety legislation	✓		✓		

1.4 Structure of this Travel Plan

1.4.1 This Travel Plan has been prepared in line with national and local guidance and is structured as follows:

- Section 2 – Relevant Transport Policy
- Section 3 – Site Assessment
- Section 4 – Development Proposal
- Section 5 – Aims and Objectives
- Section 6 – Targets
- Section 7 – Measures
- Section 8 – Travel Plan Management
- Section 9 – Monitoring and Review

- Section 10 - Action Plan

1.4.2 This Travel Plan should be read in conjunction with the Transport Assessment (TA) (*report reference: ITB16329-013 R*) which also accompanies the planning application.

SECTION 2 Relevant Transport Policy

2.1 National Policy

2.1.1 The National Planning Policy Framework (NPPF) December 2023 sets the policy background for the development of Travel Plans. Paragraph 117 states that all developments that will generate significant amounts of movement should be required to provide a Travel Plan. A Travel Plan supports sustainable travel objectives including the need to reduce the use of the private car (particularly for single occupancy journeys) and measures to promote walking, cycling and public transport use as alternatives to the private car.

2.1.2 Furthermore, one of the key transport tests set out at Paragraph 114 relates to the promotion of sustainable transport modes. It is therefore apparent that Travel Plans remain a key tool in ensuring sustainable development through the promotion and uptake of sustainable modes.

2.1.3 The web-based National Planning Practice Guidance (NPPG), which was released on 6 March 2014, brings together planning guidance for England across all disciplines in an accessible way. It also provides a clear link between guidance and the aims and objectives of the NPPF. The NPPG sets out the importance and requirements for Travel Plans and states:

“The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.”

2.2 Local Policy

Hampshire County Council’s Local Transport Plan (2011-2031)

2.2.1 The Hampshire Local Transport Plan sets out a 20-year vision for the Hampshire transport network. Part of HCC’s strategy to achieve its transport vision is to ensure:

“All developments which generate significant amounts of movement should be required to provide a Travel Plan.” (p38)

Hampshire County Council – Online Guidance

2.2.2 HCC has set out online guidance with regards to the preparation of Travel Plans (<https://www.hants.gov.uk/transport/developers/travelplans>). This Travel Plan has been prepared in line with this guidance.

SECTION 3 Site Assessment

3.1 Overview

3.1.1 This section provides an audit of existing transport conditions including the provision for walking, cycling and public transport and the existing characteristics of the local highway network.

3.2 Local Highway Network

3.2.1 The A325 is a single carriageway road subject to a 50mph speed limit along the site frontage. The A325 provides routes northwards to Farnham and the A31. To the south, the A325 provides a route to Bordon before connecting with the A3 at Greatham. There are no streetlights in place. There are a number of level changes to the north and south of the site that restrict forward visibility along the mainline carriageway.

3.2.2 Birdworld and Forest Lodge are currently accessed via two separate priority junctions onto the A325. In addition to the visibility issues at the Birdworld access there are bus stops located adjacent to this junction. It is noted that the northbound bus stop is situated in an area that partially functions as both a deceleration lane for the Birdworld access and a bus layby (see **Image 3.1** overleaf).

Image 3.1: Existing Birdworld Site Access



Source: Google Maps

3.3 Walking and Cycling

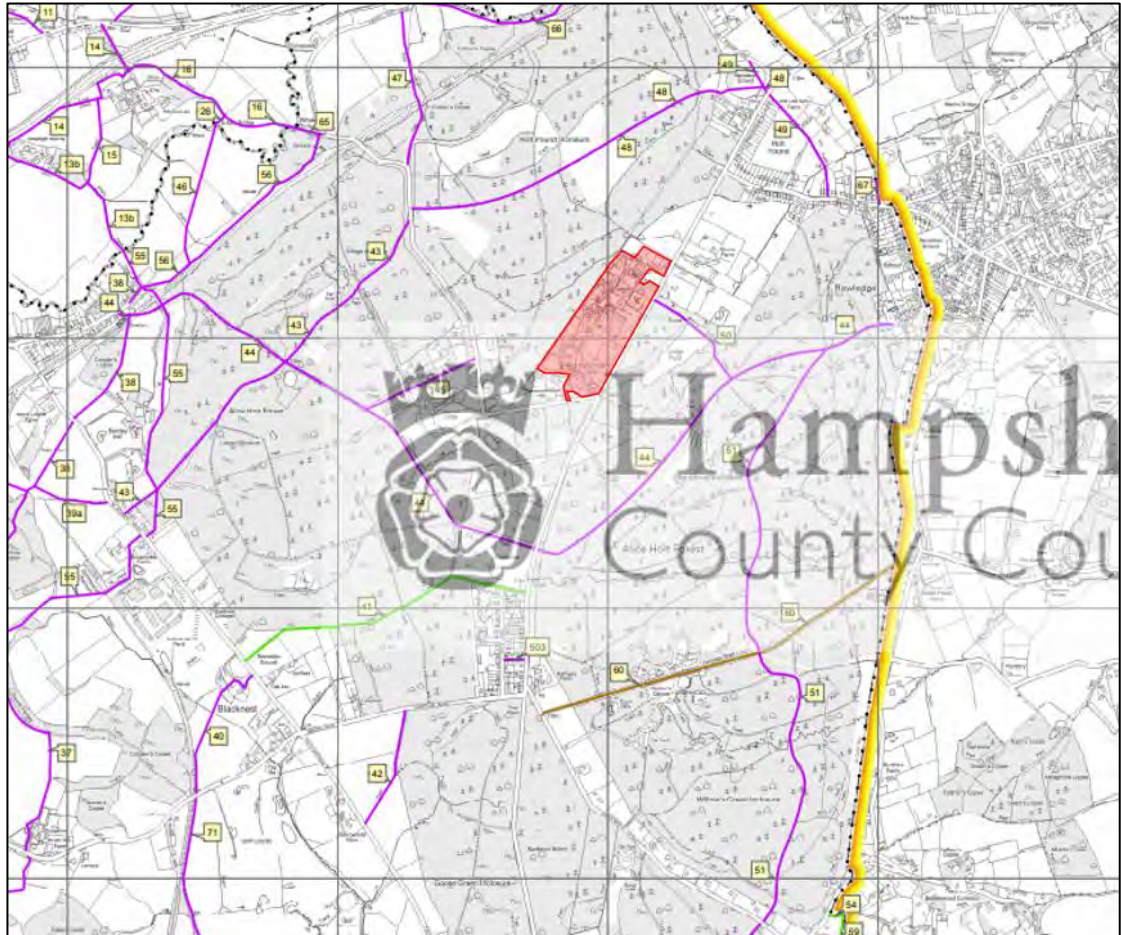
3.3.1 Pedestrian access to the site is currently limited by a lack of footway provision along the A325. On the A325 to the north of Birdworld there are no footways. There is a short section of footway along the Birdworld frontage linking Birdworld to the northbound 'Birdworld' bus stop. Additional northbound and southbound 'Gravel Hill Road' bus stops are located to the south of the Forest Lodge access junction however, there are currently no footways linking Birdworld to these bus stops.

3.3.2 There is also a number of PROWs located in the vicinity of the proposed development which are shown in **Image 3.2**. These include:

- Footpath 50 which is located opposite on the eastern side of the A325. It heads east through Alice Holt Forest to meet Footpath 44.
- Footpath 44 routes through Alice Holt Forest, providing a car free route into Rowledge.
- Footpath 51 connects to Footpath 44 and heads southbound to meet Hardings Road.
- Footpath 44 routes west of the A325 providing a link to Bentley Railway Station.
- Footpath 45 connects Gravel Hill Road to Footpath 44.

- Footpath 48 connects Gravel Hill Road to the A325 to the northwest of the site.
- Footpath 43 connects Gravel Hill Road to the Blacknest Road.

Image 3.2: PROW Map



Source: Hampshire County Council

[Review/Assessment of Principal Walking/Cycling Routes](#)

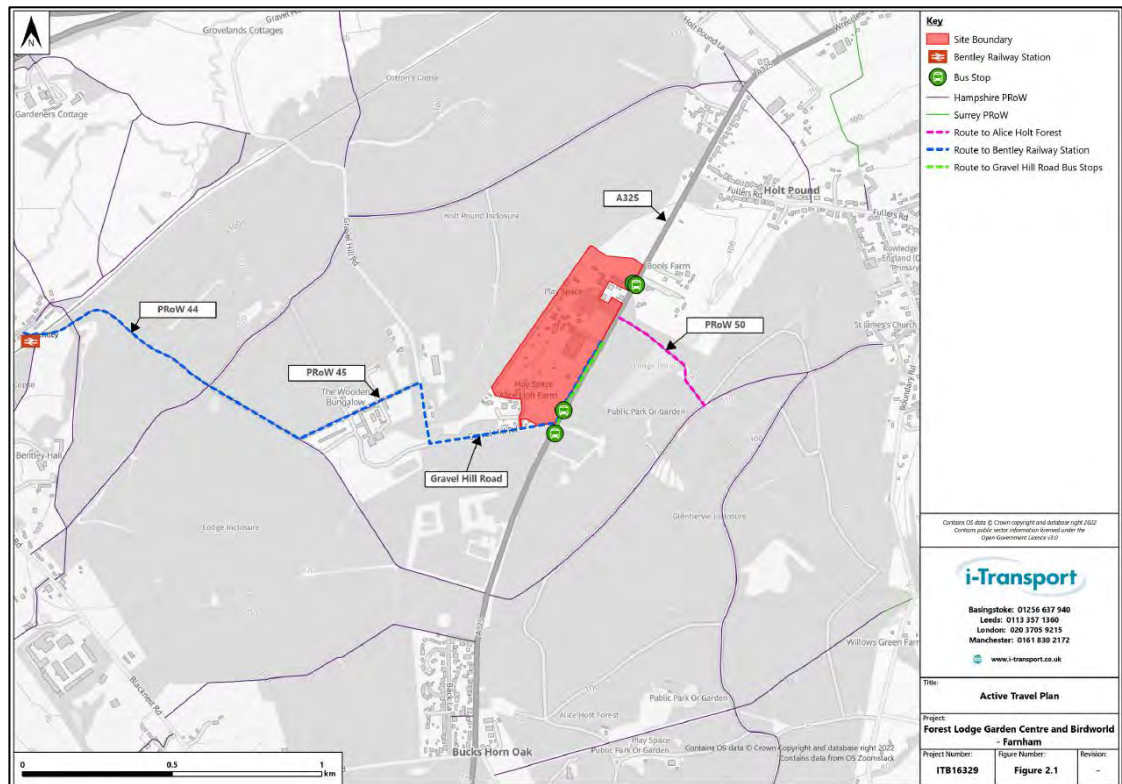
3.3.3 An in-depth review of the principal walking/cycling routes and facilities was undertaken and informed by a site visit carried out on 8 February 2023. This comprised reviewing:

- Pedestrian/cycle facilities along the site frontage (including the facilities in place at the Gravel Hill Road bus stops);
- The walking route to Bentley Railway Station via Gravel Hill Road, Footpath 45 and Footpath 44 (this section of Footpath 44 is also designated as NCN224¹); and
- The walking route to Alice Holt (via Footpath 50).

¹ National Cycle Network 224

3.3.4 The above routes are shown on **Figure 3.1** (an extract is provided below).

Image 3.3: Principal Walking/Cycling Routes



3.3.5 The detailed review of these routes is included at **Appendix B** (report reference: ITB16329-009 TN²), however the conclusions of the assessment are summarised below:

- The pedestrian facilities and Gravel Hill Road bus stops along the A325 site frontage are of poor quality and currently do not provide direct pedestrian access to the site from the bus stops. Improvements are to be delivered as part of the site access works (further information is provided in Section 4);
- Bentley Railway Station is accessible from the site via Gravel Hill Road, Footpath 45 and Footpath 44 which provide a predominantly traffic-free route to Bentley railway station via good quality rural footpaths. Whilst there are no dedicated pedestrian/cycle facilities on Gravel Hill Road, it provides a suitable connection as it is wide, lightly trafficked, vehicle speeds are observed to be low and there is good pedestrian visibility. It is also part of the signed Forest Research Adaptation Trail walking route; and

² This Technical Note was also issued to officers at HCC as part of the pre-application discussions in Summer 2023

- Footpath 50 provides a pleasant recreational route to Alice Holt Forest, however there are no dedicated crossing facilities where the route meets the A325. Improved pedestrian footways and crossings are to be provided as part of the site access works (further information is provided at Section 4).

3.3.6 Photographs of the above routes are also included at **Appendix B**.

3.4 Public Transport

Bus

3.4.1 The nearest bus stops to the sites are the 'Birdworld' bus stops located adjacent to the Birdworld access and the 'Gravel Hill Road' bus stops located on the A325 to the south of Forest Lodge. As noted at Section 3.3, the pedestrian connections at the bus stops are limited and there are opportunities to improve this as part of the site access arrangements.

3.4.2 The bus stops are served by the 17 and 18 bus services. The number 18 bus service provides the highest frequency of one service per hour, providing access to/from Aldershot and Bordon Camp hourly Monday – Saturday and every other hour on Sundays.

Rail

3.4.3 Bentley Railway Station is on the Pirbright and Alton Line, managed by South Western Railway and is located approximately 2km to the west of the site. Trains from Bentley Railway Station run to London Waterloo and Alton stations twice an hour.

3.4.4 Bentley Railway Station is accessed on foot in a 32-minute walk or via an 11-minute cycle from the site via Gravel Hill Road and the PROWs Footpath 45³ and Footpath 44 (the route assessed in detail at **Appendix B**). Bentley Station features two platforms with 23 cycle parking spaces and 85 car parking spaces.

BREEAM Accessibility Index (AI)

3.4.5 The existing BREEAM Accessibility Index (AI) has been calculated at 2.49 for Birdworld, calculations are attached at **Appendix C**.

³ Also designated as National Cycle Route 224.

3.5 Local Facilities

3.5.1 In line with Table 7.1 of the BREEAM guidance⁴, **Table 3.1** summarises the site’s proximity to key local facilities and services.

Table 3.1: Local Facilities

Purpose	Destination	Distance from site (m)	Walking Time (mins)	Cycling Time (mins)
Food Outlet	Forest Lodge Cafe	0	0	0
	Birdworld Food Outlets	0	0	0
	Ball & Wicket Pub	850	10	3
	Spar Express	1,300	15	5
Access to Cash	The Co-operative Rowledge (Post Office)	1,500	18	6
Outdoor Open Space	Alice Holt Forest	0	0	0
	Rowland Playground	1,400	17	6
Leisure Facility	Alice Holt Activity Centre	2,300	27	9
Postal Facility	The Co-operative Rowledge	1,500	18	6
Community Facility	Rowledge Village Club	1,300	15	5
Pharmacy	Avicenna Pharmacy Farnham	4,200	50	17
GP Surgery	Holly Tree Surgery	2,700	32	11
School	Rowledge C Of E School	1,400	17	6
	Little Fishes Nursery School	1,600	19	6

Source: Consultant

	800m – A ‘comfortable’ walking distance ⁵
	1.6km – A ‘reasonable’ walking distance ⁶
	3.2km – A ‘maximum’ walking distance ⁷

⁴ BREEAM UK New Construction Version 6.0

⁵ A walkable neighbourhood as defined by Manual for Streets (MfS).

⁶ As set out in the 2019 National Travel Survey, 80% of all journeys are made on foot for a distance of up to 1.6km or 1 mile.

⁷ As set out in the 2019 National Travel Survey, some 31% of people are prepared to travel on foot for journeys of up to 3.2km or 2 miles.

3.5.2 **Table 3.1** details a range of facilities and services in the vicinity of the site. However, the only BREEAM compliant facilities, within 500m of the site, are provided on-site.

3.6 Existing Travel Patterns and Modal Split

3.6.1 Visitor and staff travel surveys were undertaken at Birdworld and Forest Lodge by the Applicant on the following dates⁸:

- Birdworld:
 - Staff – Saturday 9 December 2023
 - Visitors – Saturday 25 November 2023

3.6.2 The data collected included:

- The mode of transport taken to each site; and
- The number of people in each party (i.e. to identify car sharers).

3.6.3 The data has been analysed and the recorded mode share for staff and visitors at both sites is summarised at **Table 3.2**. The full data and calculations are included at **Appendix D**.

3.6.4 The data also enabled disaggregation of single occupancy car driver trips (i.e. Car Driver (Solo)) and those persons who travelled by car sharing (i.e. car drivers with passengers and car passengers combined). This is summarised at **Table 3.3**.

Table 3.2: Existing Mode Split Travel Patterns (Surveyed)

Mode	Birdworld	
	Staff	Visitor
Car Driver	91.7%	28.8%
Car Passenger	0.0%	71.2%
Active Travel (Walking / Cycling)	0.0%	0.0%
Public Transport (Bus / Rail)	8.3% ⁹	0.0%
TOTAL	100.0%	100.0%
<i>Car Share</i>	<i>0.0%</i>	<i>99.4%</i>

Source: Travel Surveys and Consultant's Calculations (**Appendix D**)

⁸ It was not possible to conduct all surveys on the same date due to the need to manage the surveys effectively and to record accurate data by on-site staff.

⁹ Trips were all recorded as bus trips.

Table 3.3: Existing Mode Split of Car Person Trips (Surveyed)

Mode	Birdworld	
	Staff	Visitor
Car Driver (Solo)	91.7%	0.6%
Car Share	0.0%	99.4%

Source: Survey Data and Consultant's Calculations (**Appendix D**). Note: Car share trips comprise car drivers with passengers and car passengers.

3.6.5 The average car occupancy was also recorded as follows:

- Birdworld Staff – 1.0 occupants per vehicle
- Birdworld Visitors – 3.5 occupants per vehicle

3.6.6 The data shows that nearly all staff for Birdworld travel to the site by the private car, with little use of car sharing or public transport. No active travel trips were recorded.

3.6.7 All visitor trips to Birdworld are by private car, however there is a high level of car sharing. This is expected given the nature of the business as a family visitor attraction.

SECTION 4 Development Proposal

4.1 Development Proposal

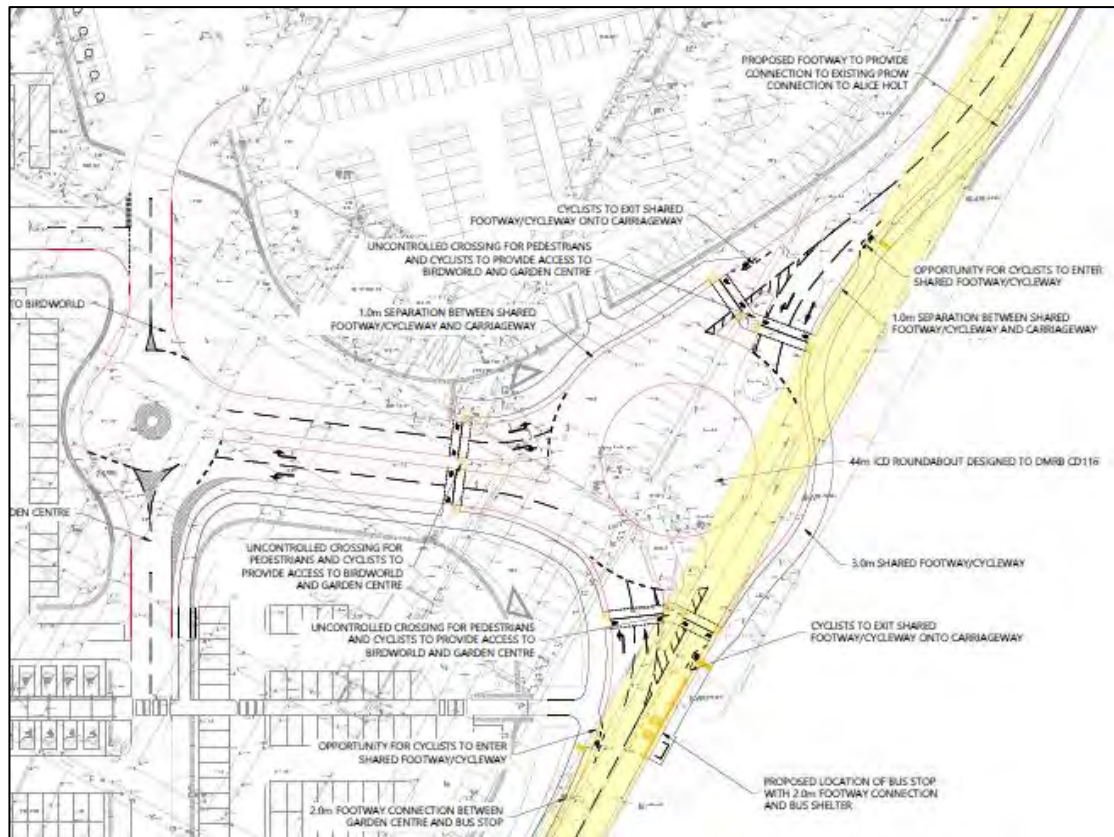
- 4.1.1 The Applicant is proposing to redevelop the Birdworld visitor attraction ('Birdworld') and their adjacent existing Forest Lodge Garden Centre site 'Forest Lodge'. The redeveloped Birdworld site will also include a new indoor play area known as the 'Play Barn' and an outdoor adventure play area.
- 4.1.2 The majority of the existing buildings on the site are in poor condition and are approaching the end of their effective lifespan. It was decided that the most appropriate solution was to demolish the existing Garden Centre and rebuild it to meet modern building standards of building efficiency and levels of insulation.
- 4.1.3 In Birdworld a new Entrance Building is proposed which will include ticket sales, staff and office accommodation and the relocated gift shop.
- 4.1.4 The new timber clad Play Barn will have an internal play area (800sqm), primarily geared for children up to 12 years old; four separate 'party rooms' (60sqm) and a café (180sqm). The purpose of the Play Barn is to create year-round activity on site as well as helping draw in new visitors to Birdworld. The previous re-development scheme approved in 2018 also provided a 'Play Area' / party rooms located within their Visitor Centre and of a similar size.
- 4.1.5 The other new feature on the Park is the Outdoor Adventure Play area which utilises an existing landscaped area which contains a number of conifer trees. The intention is to create an adventure play area as illustrated in the Design and Access Statement.
- 4.1.6 Site plans showing the proposed development are included at **Appendix A**.

4.2 Proposed Access

Arrangement

- 4.2.1 Access to the development is proposed via a new 3-arm roundabout from the A325, with dedicated access arms for the Forest Lodge and Birdworld sites. The proposed roundabout is shown on **Drawing ITB16329-GA-106E** with an extract shown at **Image 4.1**.

Image 4.1: Proposed Site Access Arrangement



4.2.2 The access will serve both the Birdworld and Forest Lodge sites. The existing Forest Lodge access will be removed and the existing Birdworld access will be closed to general use (albeit it retained for very occasional servicing or emergency vehicle access).

4.2.3 The proposed access arrangements have been agreed with HCC through the pre-application process and discussions and have been subject to an independent Stage 1 Road Safety Audit (RSA). Full details are set out in the TA.

4.3 Pedestrian / Cycle Access, Connections and Improvements

4.3.1 Footways and pedestrian crossings are to be provided on all arms which will enable direct pedestrian access to both the Birdworld and Forest Lodge sites.

4.3.2 In addition, the following improvements are also proposed as part of the site access arrangements and are shown on the site layout:

- Improved A325 crossing to Footpath 50; and

- Improvements to the Gravel Hill Road bus stops. These will be the bus stops that will primarily serve the redeveloped Birdworld when operational¹⁰.

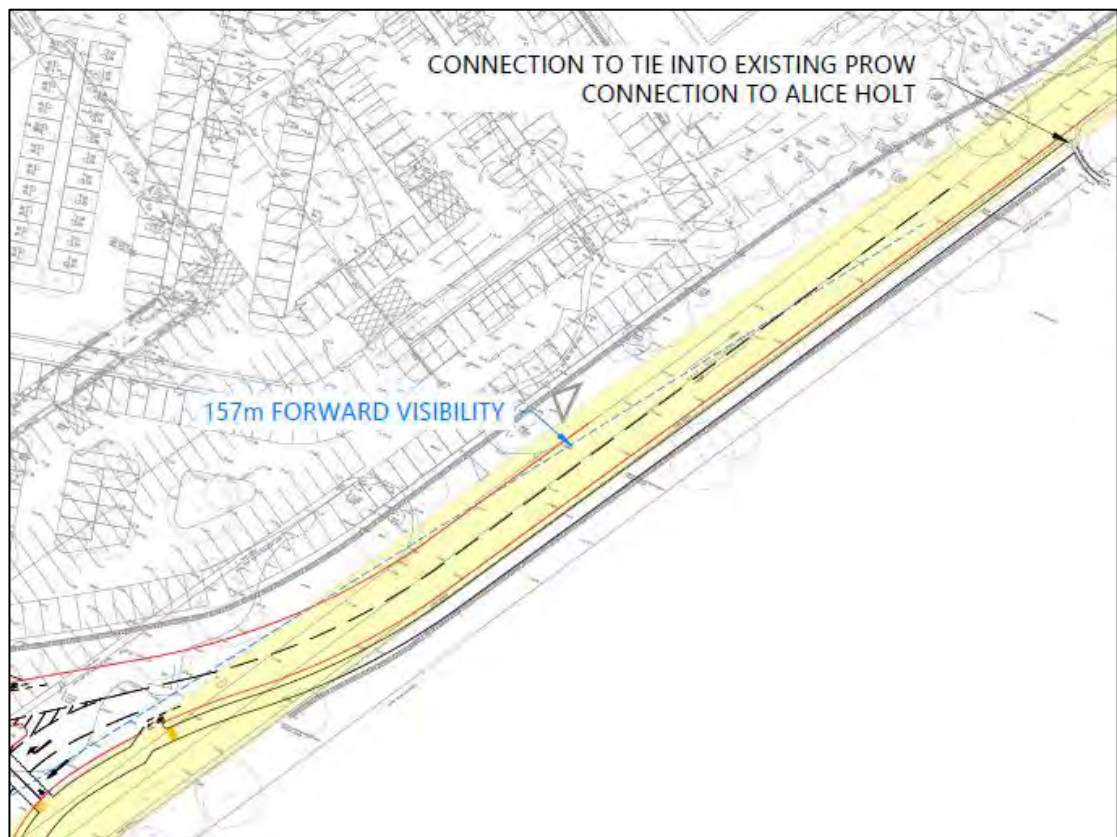
4.3.3 Further information on these improvements is summarised below.

Improved A325 Crossing to Footpath 50

4.3.4 To improve pedestrian access to Footpath 50, as part of the site access arrangements, a new footway will be provided on the eastern side of the A325 within land controlled by the Applicant. This will provide a direct connection between the site and Footpath 50 and is shown on **Drawing ITB16329-GA-106E** with an extract provided overleaf.

4.3.5 The provision of pedestrian crossing points at the new roundabout in conjunction with the new footway on the eastern side of the A325 will mean that pedestrians will no longer need to cross the A325 at the existing sub-standard connection. The crossings are also suitable for cyclists to enable them to circumnavigate the roundabout without entering into the carriageway.

Image 4.2: Proposed Footway Connection to Footpath 50



¹⁰ The bus stops at the existing Birdworld access are to be retained, albeit the name will be changed to remove any reference to Birdworld.

Improvements to the Gravel Hill Road Bus Stops

- 4.3.6 The proposed access arrangements also will bring forward improved pedestrian facilities on the A325 including improved access to the Gravel Hill Road bus stops. These will be the primary bus stops that serve the site once the development is complete.
- 4.3.7 The northbound bus stop is proposed to be realigned marginally with a new footway connection to the north to provide direct access into the site. The existing footway behind the bus layby that routes southward can also be resurfaced and a replacement bus shelter will be provided.
- 4.3.8 As requested for consideration by HCC during pre-application discussions, the southbound bus stop on the A325 is proposed to be relocated to the north closer to the site to improve bus access for site users. This will be delivered in conjunction with a new bus shelter.
- 4.3.9 These improvements are shown on **Drawing ITB16329-GA-106E** and on the extract below.

Image 4.3: Improvements to the Gravel Hill Road Bus Stops



- 4.3.10 Real time bus service information will be provided at the bus stops. This can be secured via an appropriate financial contribution.

4.4 **BREEAM Accessibility Index (AI) – Proposed Development**

- 4.4.1 As a result of the proposed development and site access arrangements, the site's BREEAM Accessibility Index (AI) has been re-calculated at 2.53 for Birdworld and Forest Lodge combined. Calculations are attached at **Appendix C**.

4.5 Internal Layout

4.5.1 The internal layout is included in **Appendix A**. This shows:

- An internal roundabout to separate the Birdworld and Forest Lodge sites – clear signage will be provided for drivers;
- Dedicated parking areas for both Birdworld and Forest Lodge (including car parking, cycle parking and coach parking) – further detail is provided at Section 4.6;
- Dedicated servicing areas for both Birdworld and Forest Lodge – further detail is provided at Section 4.7;
- Two main arterial routes for cars accessing Birdworld or Forest Lodge; and
- Two principal pedestrian access routes to the main building entrances from the A325 and numerous other pedestrian routes through the site.

4.6 Parking

Car Parking

4.6.1 A total of 848 car parking spaces are to be provided across the site as follows:

- 418 spaces for Birdworld (including 26 accessible spaces); and
- 422 spaces for Forest Lodge (including 18 accessible spaces). This provision is in line with EHDC's parking standards.

4.6.2 A parking assessment is provided at Section 8 of the TA which demonstrates that the proposed level of parking is sufficient to accommodate the necessary demands of the proposed development.

4.6.3 44 accessible car parking spaces are provided across the site. This is in line with EHDC's parking standards. These are located conveniently in close proximity to the building entrances with clear walkways for mobility impaired users.

4.6.4 44 parent and child car parking spaces are provided across the site. This is in line with EHDC's parking standards. These are located conveniently in close proximity to the building entrances.

4.6.5 44 designated car sharing spaces are provided across the site (22 will be provided within the Birdworld car park). This is in line with BREEAM standards.

4.6.6 36 motorcycle parking spaces are provided across the site. This is in line with EHDC's parking standards.

- 4.6.7 16 parking spaces are to be provided with active electric vehicle charging points (eight will be provided within the Birdworld car park). This is in line with EHDC's parking standards.

Cycle Parking

- 4.6.8 90 covered and secure cycle parking spaces are provided across the site in two cycle stores located near the entrances to the buildings.

- 4.6.9 Shower and changing facilities are also provided within the buildings.

Coach Parking

- 4.6.10 Three coach parking spaces are to be provided, which will be shared with Forest Lodge.

4.7 Servicing Vehicle Access

- 4.7.1 A service yard for Birdworld is provided in the centre of the site to receive large deliveries of equipment. These can then be unloaded, sorted and then distributed throughout Birdworld using golf buggies routing along the access track to the rear of the site.

- 4.7.2 All deliveries will be appropriately managed by on-site staff to ensure that these are received safely and efficiently. Where possible, deliveries will be at a pre-booked time which will be outside of the peak operating hours.

Play Barn and Catering

- 4.7.3 In car park servicing is proposed within the site for the Birdworld Play Barn (and its accompanying catering facilities) at the area adjacent to the Plan Barn.

- 4.7.4 Information provided by the Applicant indicates that circa five catering deliveries per day are expected. These deliveries will typically occur in transit vans, with the occasional delivery undertaken by a rigid HGV.

- 4.7.5 All deliveries are expected to occur within the site opening hours with the receipt of goods to be managed safely and efficiently by on-site staff. On-site management will ensure that the parking spaces in the vicinity of the Play Barn are closed to the public during servicing periods (through the use of appropriate signage and cones). Where possible, deliveries will be at a pre-booked time which will be outside of the peak operating hours.

Gift Shop

- 4.7.6 A layby outside the Birdworld entrance building is proposed to serve the gift shop within the Birdworld entrance building.

- 4.7.7 Data provided by the Applicant indicates that the gift shop is to be served by circa 5 – 10 deliveries per week. These deliveries will typically occur in transit vans, with the occasional delivery undertaken by a rigid HGV.
- 4.7.8 All deliveries to the gift shop are expected to occur within the site opening hours with the receipt of goods will be managed by on-site staff to ensure that these are received safely and efficiently. Where possible, deliveries will be at a pre-booked time which will be outside of the peak operating hours.

SECTION 5 Aims, Objectives and Benefits

5.1 Aims

5.1.1 The overarching purpose of a Travel Plan is to influence behaviour change towards sustainable modes of travel and active travel, taking account of the opportunities for sustainable travel in the area.

5.1.2 In this context, the primary aim is to encourage, support and promote the use of active modes of travel such as walking and cycling and to promote car sharing and Low Emission Vehicles.

5.1.3 This Travel Plan sets out a sustainable transport strategy for Birdworld. In line with national and local government guidance, the headline aims for the plan will be as follows:

- To reduce the number of single occupancy car journeys to Birdworld; and
- To improve accessibility to Birdworld by non-car modes of transport and encourage use of these modes.

5.2 Objectives

5.2.1 The plan will have the following additional objectives:

- 1 Reduce the number of single occupancy (drive alone) vehicle trips made by staff to/from the site;
- 2 Reduce the number of vehicle trips made by visitors to/from the site and/or increase vehicle occupancy;
- 3 Increase the use of low emission vehicles where appropriate;
- 4 Increase the number of linked trips between Birdworld, Forest Lodge and other local businesses/attractions (e.g. Alice Holt);
- 5 Promote 'healthy travel' to the site (i.e. walking and cycling) and increase the number of staff and visitors travelling by these modes. This should be supported by the provision of appropriate on-site facilities;
- 6 Implement a range of measures that will encourage and support the use of alternative modes of transport other than travelling as a car driver (i.e. public transport);
- 7 Ensure that the allocation of parking spaces is efficiently managed and in support of the Travel Plan objectives;

- 8 Promote car sharing initiatives to be used as an effective way of reducing parking and improving environmental conditions;
- 9 Sustain the Travel Plan through suitable management strategies and financial investment;
- 10 Monitor the performance of the Travel Plan against its targets by regularly collecting accurate travel information; and
- 11 Reduce the impacts of car-based travel to/from the site on the local and strategic highway networks and on the environment.

5.3 **Outcomes**

5.3.1 The anticipated outcomes that will result from the successful delivery of these objectives include the following:

- Opportunities for active, healthy travel;
- Improved travel choices and quality access to key services;
- Reduced demand for parking spaces;
- Less congestion on local roads; and
- Local environmental improvements from reduced congestion, pollution and noise

SECTION 6 Targets

6.1 Introduction

6.1.1 Targets are the measurable goals against which the progress of the Travel Plan can be assessed. Best Practice guidance places emphasis on targets being 'SMART', that is: Specific, Measurable, Achievable, Realistic and Time Bound. Targets should be linked to the Travel Plan objectives.

6.1.2 The targets will be reviewed as part of the on-going promotion and implementation of the Travel Plan to ensure that they are challenging but realistic. Targets apply to the first five years of the Travel Plan with targets also set for Years 1 and 3 to ensure progress is made through the initial period of the Travel Plan's operation.

6.1.3 The targets have been informed by modal split surveys carried out at Birdworld. These surveys capture the bespoke operation of the site as a family visitor attraction that the majority of people travel to as car sharers with high vehicle occupancy.

6.1.4 The targets also reflect the rural location of the site and the existing travel characteristics identified by the surveys. In addition to the modal split targets detailed in this section, it is also important to note the aims/objectives of the Travel Plan detailed at Section 5 that seek to:

- Increase the number of linked trips to/from Birdworld and Forest Lodge, as well as other nearby locations (e.g. Alice Holt); and
- Increase the number of trips using low emission vehicles.

6.2 Baseline Situation and Travel Characteristics

6.2.1 As noted at Section 3, travel surveys were conducted in November and December 2023. These modal splits are to be used as indicative baseline modal split for Targets, with the results summarised in **Table 6.1**.

Table 6.1: Baseline Mode Split Travel Patterns (Surveyed)

Mode	Birdworld	
	Staff	Visitor
Car Driver	91.7%	28.8%
Car Passenger	0.0%	71.2%
Active Travel (Walking / Cycling)	0.0%	0.0%
Public Transport (Bus / Rail)	8.3% ¹¹	0.0%
TOTAL	100.0%	100.0%
Mode Split of Car Person Trips		
Car Driver (Solo)	91.7%	0.6%
Car Share	0.0%	99.4%

Source: Travel Surveys and Consultant's Calculations (**Appendix D**)

6.3 Targets

6.3.1 Given the differences in travel characteristics between visitors and staff, it is appropriate to have different targets for visitors and staff. These are summarised below.

6.3.2 The targets will be refined/updated as necessary following the results of the monitoring surveys in Years 1, 3 and 5.

Visitor Targets

6.3.3 The overall visitor targets for this Travel Plan are as follows:

- Reduce the number of car trips by three percentage points over five years from 100% to 97% (i.e. trips by both car drivers and car passengers combined);
- Increase the number of active travel trips to the site by one percentage points over five years; and
- Increase the number of public transport trips to the site by two percentage points over five years.

¹¹ Trips were all recorded as bus trips.

6.3.4 The targets are achievable through an increase in cycling and public transport modes which increase through a reduction in vehicle use trips. The targets are appropriate given the current high proportion of car share trips at the site as detailed at **Table 6.1**. It should also be noted that the targeted increases in active travel and public transport are significant given their current level of use identified in the travel survey.

6.3.5 The interim targets for these trips are shown in **Table 6.2**.

Table 6.2: Visitor Modal Split Targets

Mode	Visitors			
	Baseline	Year 1	Year 3	Year 5
Car (Driver & Passenger)	100.0%	99.5%	98.5%	97.0%
Active Travel (Walking / Cycling)	0.0%	0.0%	0.5%	1.0%
Public Transport (Bus / Rail)	0.0%	0.5%	1.0%	2.0%
Total	100.0%	100.0%	100.0%	100.0%

Source: Consultant's Calculations

Staff Targets

6.3.6 The overall staff targets for this Travel Plan are as follows:

- Reduce the total number of single-occupancy vehicle trips to and from the site by five percentage points over a five-year period from 91.7% to 86.7%;
- Increase the number of shared car trips to the site by three percentage points over five years;;
- Increase the number of active travel trips to the site by 0.5 percentage points over five years¹²; and

¹² A review of staff postcodes has indicated that a significant proportion of Birdworld staff live within 6km distance of the site (some 40% within the postcodes GU9, GU35 and GU10). Whilst it is unlikely to be practical or appropriate for all staff within these areas to travel to the site by active travel modes, it is a reasonable assumption that some will cycle or walk to the site. This is supported by the National Travel Survey 2019 (NTS2019) which identified that the average cycle trip length was 5.6km and that 31% of people are prepared to walk journeys of up to 3.2km on foot.

- Increase the number of public transport trips to the site by 1.5 percentage points over five years.

6.3.7 The targets are achievable through an increase in cycling and public transport modes which increase through a reduction in vehicle use trips. It should also be noted that the targeted increases in active travel and public transport are significant given their current level of use identified in the travel survey.

6.3.8 The interim targets for these trips are shown in **Table 6.3**.

Table 6.3: Staff Modal Split Targets

Mode	Staff			
	Baseline	Year 1	Year 3	Year 5
Car Driver (Solo)	91.7%	90.7%	88.7%	86.7%
Car Share	0.0%	1.0%	2.0%	3.0%
Active Travel (Walking / Cycling)	0.0%	0.0%	0.0%	0.5%
Public Transport (Bus / Rail)	8.3%	8.3%	9.3%	9.8%
Total	100.0%	100.0%	100.0%	100.0%

Source: Consultant's Calculations

SECTION 7 Measures

7.1 Overview

7.1.1 The key Travel Plan measures for the development are provision of infrastructure to facilitate the use of non-car modes of transport and promotion of these modes. This section provides details of infrastructure to be provided, 'soft-measures' to be implemented, and publicity and promotion of these. These measures will collectively contribute to achieving targets and meeting the objectives of the Travel Plan.

7.2 Travel Plan Co-Ordinator

7.2.1 The management team at Birdworld will nominate a member of administrative staff to the role of Travel Plan coordinator (TPC) at least one month prior to occupation of the redeveloped site. The TPC's contact details will be supplied to HCC upon appointment. The TPC will be responsible for implementing the measures contained in the Travel Plan.

7.2.2 Further detail on the TPC is provided at Section 8 of this Travel Plan.

7.3 Site Layout and Infrastructure Measures

Cycle Facilities

7.3.1 The provision of secure and covered cycle parking on site, as well as providing shower / changing facilities.

EV Charging Points

7.3.2 Electric vehicle charging points will be installed in accordance with EHDC's parking standards.

Improved A325 Crossing to Footpath 50

7.3.3 To improve pedestrian access to Footpath 50, as part of the site access arrangements, a new footway will be provided on the eastern side of the A325 within land controlled by the Applicant. This will provide a direct connection between the site and Footpath 50.

7.3.4 The provision of pedestrian crossing points at the new roundabout in conjunction with the new footway on the eastern side of the A325 will mean that pedestrians will no longer need to cross the A325 at the existing sub-standard connection. The crossings are also suitable for cyclists in order to enable cyclists to circumnavigate the roundabout without entering into the carriageway.

Improvements to the Gravel Hill Road Bus Stops

- 7.3.5 The proposed access arrangements also will bring forward improved pedestrian facilities on the A325 and improved access to the Gravel Hill Road bus stops. These are the bus stops that will primarily serve the redeveloped Birdworld and Forest Lodge sites.
- 7.3.6 The northbound bus stop is proposed to be marginally realigned with a new footway connection to the north to provide direct access into the site. The existing footway behind the bus layby that routes southward can also be resurfaced and a replacement bus shelter could be provided.
- 7.3.7 The southbound bus stop is proposed to be relocated north, adjacent to the new roundabout access, and a replacement bus shelter will be provided.
- 7.3.8 Real time bus service information will be provided at the bus stops. This can be secured via an appropriate financial contribution.

Trip Linking

- 7.3.9 The site layout has been designed to provide a clear walking route between Forest Lodge and Birdworld which will encourage linked trips between the two businesses.

7.4 Travel Plan Co-Ordinator

- 7.4.1 The management team at Birdworld will nominate a member of administrative staff to the role of Travel Plan coordinator (TPC). The TPC will also liaise with the adjacent Forest Lodge site to ensure Travel Plan measures are communicated effectively between both sites to enhance sustainable transport uptake.
- 7.4.2 Further details of the TPC are provided at Section 8.

7.5 Soft Measures – Visitors

Public Transport Initiatives

- 7.5.1 The TPC will review and update the wider public transport information (e.g. timetables, routes, disruption information) and provide this information on the Birdworld website to promote this to visitors. The TPC will also maintain regular contact with the Local Authorities to ensure that the site management team and are kept up to date on service improvements.
- 7.5.2 The TPC will investigate the potential for food/drink vouchers at the Birdworld food outlets for those who travel to Birdworld via public transport.
- 7.5.3 The TPC will investigate discounted admission tickets for those who travel to the site by public transport.

- 7.5.4 A nature trail/wildlife walk for the route from Bentley Railway Station to the site will be prepared to encourage travel to the site by train from Bentley station.

Walking and Cycling

- 7.5.5 The Birdworld website will provide information about suitable walking and cycling routes between the site and the key destinations for visitors to view. The TPC will be responsible for this and will manage/update the information as necessary.
- 7.5.6 The TPC will Investigate the potential for food/drink vouchers at the Birdworld food outlets for those who travel to Birdworld via walking/cycling.
- 7.5.7 The TPC will investigate discounted admission tickets for those who travel to the site via walking/cycling.

Car Sharing

- 7.5.8 22 dedicated car sharing spaces are to be provided within the Birdworld car park.
- 7.5.9 Whilst nearly all visitor trips to Birdworld are currently undertaken using car sharing, to further reduce vehicle trips, the TPC will investigate the possibility for discounted tickets and/or food/drink vouchers for those visitors who travel to the site with a car occupancy of four persons or greater.

EV Charging and Low Emissions Vehicles

- 7.5.10 To promote sustainable travel, including low emissions vehicles, the site will provide eight EV charging spaces within the Birdworld car park. The TPC will ensure that these are promoted for use by visitors on the Birdworld website.

Trip Linking

- 7.5.11 The TPC will promote the opportunities for linked visitor trips between Birdworld and the adjacent Forest Lodge site through appropriate signage within the development (promoting the convenient walking route between the sites). This information will also be provided on the Birdworld website.
- 7.5.12 The TPC will also investigate the opportunities for linked trips between Birdworld and other nearby businesses / visitor attractions (e.g. Alice Holt). This will be done through:
- Appropriate signage within the site;
 - Information on the Birdworld website; and

- If feasible, the inclusion of Birdworld promotion/signage at other locations (the TPC will investigate).

Travel Plan Communication – Birdworld Website

7.5.13 The primary objective of the Travel Plan is to inform visitors of the means of travel to the site, with an emphasis on alternatives to driving. This should include the proposed connections to Alice Holt.

7.5.14 Visitors will be provided with or directed to information on how to travel to the site by the main sustainable modes of transport. This will include the following information to be provided on the Birdworld website:

- Details on pedestrian, cycle and public transport routes / timetables in the area;
- Cycling details including local cycle maps locations for cycle parking;
- Information on and EV charging; and
- Any information on discounted/reduced tickets or financial offers for those who travel to the site by sustainable modes.

7.6 Soft Measures – Staff

Personal Travel Planning

7.6.1 The Travel Plan Coordinator will offer personalised advice to all new staff prior to occupation of the new premises. The main purpose of this will be to ensure that staff are made aware of the options for travel to work. The Travel Plan Co-ordinator will therefore be familiar with local transport infrastructure and the measures listed in this section and be able to advise staff interested in taking advantage of the measures.

Public Transport Initiatives

7.6.2 The TPC will investigate the potential for interest free season ticket loans for staff, which could be re paid through salary deductions.

7.6.3 The TPC will review and update the wider public transport information (e.g. timetables, routes, disruption information) and communicate this to staff. This will be through any/all of the following:

- A notice board within the building to be located in a communal staff area;
- The Birdworld website; and

- Direct communication to individual members of staff if required.

7.6.4 The TPC will also maintaining regular contact with the Local Authorities to ensure that the site management team and are kept up to date on service improvements.

Walking and Cycling

7.6.5 The TPC will provide information about suitable walking and cycling routes between the site and the key destinations for staff to view.

7.6.6 The TPC will develop walking and cycling route maps identifying routes between the site and transport hubs, local services and amenities, including walking times, calories burned, and carbon saved compared to driving. These can be given to staff on appointment or displayed on the notice board/Birdworld website.

7.6.7 The TPC will also promote the health and other benefits of walking and cycling, including participation in the annual 'walk to work' campaign.

7.6.8 The TPC will investigate the potential to join the Cycle to Work scheme, enabling assisted purchase of cycling equipment (through salary sacrifice).

7.6.9 The TPC will promote cycle training courses for staff with dates and contact details to book sessions.

7.6.10 The TPC will schedule annual 'bike doctor' visits. This will be free of charge to staff.

Car Sharing

7.6.11 To promote sustainable travel, 22 designated car sharing spaces will be provided within the Birdworld car park.

7.6.12 In order to ensure the most efficient use of cars travelling to the site, staff will be encouraged to car share. Car sharing can have a significant effect on reducing the number of vehicular trips to and from a site and in the context of the application site, is considered to be one of the more important opportunities available to users. The Travel Plan Co-ordinator will promote the Hampshire Car Share Scheme: [Hampshire Lift Share Scheme](#)

7.6.13 The TPC will also set up a site-specific car share scheme for staff. This will be promoted on the information boards and Birdworld website will also include guidance for car sharers on security, how to divide the costs without incurring tax penalties and details of insurance requirements. The TPC will work with staff to identify potential car share partners and a 'guaranteed ride home' will be introduced¹³.

EV Charging and Low Emissions Vehicles

7.6.14 To promote sustainable travel, including low emissions vehicles, eight EV charging spaces are to be provided within the Birdworld car park. The TPC will ensure that the provision of EV charging facilities is communicated to all staff and will monitor their usage.

Travel Plan Communication – Information Boards and Birdworld Website

7.6.15 The primary objective of the Travel Plan is to inform staff of the means of travel to the site, with an emphasis on alternatives to driving. This should include the proposed connections to Alice Holt.

7.6.16 Therefore, staff will be provided with or directed to information on how to travel to the site by the main sustainable modes of transport.

7.6.17 The information to be provided to staff and will include the following:

- Details on pedestrian, cycle and public transport routes / timetables in the area;
- Cycling details including local cycle maps locations for cycle parking;
- Details of any national / local events;
- An overview of the objectives and structure of the Travel Plan and contact details of the Travel Plan Co-ordinator; and
- Information on car sharing and EV charging.

7.6.18 Travel information will be provided on a travel notice board, and further staff specific travel information (e.g. car sharing) will be available on the staff notice board.

¹³ This is to cover emergency situations where a car share partner is unable to take another member of staff home at the end of the day. A guaranteed ride home will comprise use of a taxi at no cost to the member of staff in question.

SECTION 8 Travel Plan Management

8.1 Travel Plan Co-ordinator

8.1.1 The management team at Birdworld will nominate an individual(s) to act as the Travel Plan Co-ordinator (TPC) to manage the implementation of the plan. The TPC will be appointed at least one month prior to occupation of the redevelopment Birdworld site and the contact details of the TPC will be supplied to HCC within five working days of appointment.

8.1.2 The responsibilities of the TPC will include the following:

- The TPC will make initial contact with each member of staff and will provide advice with respect to the implementation of the Travel Plan and ongoing support in establishing and promoting individual measures;
- Organise follow-up travel surveys;
- Establish key partnerships and maintain links and lines of communication particularly with HCC, Forest Lodge, local cycle shops, local businesses (e.g. Alice Holt) and public transport providers;
- Liaise with the adjacent Forest Lodge site to ensure Travel Plan measures are communicated effectively between both sites to enhance sustainable transport uptake;
- Liaise with nearby local businesses that currently implement Travel Plans to explore ways this Travel Plan could complement measures already in place;
- Carry out marketing and promotion of the Travel Plan;
- Offer personalised travelling planning advice to staff;
- Oversee the monitoring and review procedure for the Travel Plan, ensuring that deadlines are adhered to;
- Use the data derived from the surveys to review and, where appropriate, to update the Travel Plan with revised initiatives, targets, responsibilities and timeframes; and
- Report the results of the progress of the Travel Plan to HCC as required.

8.2 Marketing

8.2.1 Marketing and awareness raising strategies form an important part of all Travel Plans. The following tools will be used:

Visitors

- **Birdworld Website:** The Birdworld website will provide details of the Travel Plan and will provide all details to visitors on how to travel to the site via sustainable modes. This will include providing details of any financial ticketing incentives if appropriate.

Staff

- **Travel Information Packs:** A travel information pack issued to all staff will provide detailed public transport route and timetable information together with cycle and walking route maps identifying key local facilities and amenities. The Travel Information Pack will be updated by the TPC annually or when there is a material change in bus or rail timetables. The Pack will be available in both hard copy and electronic (PDF) formats; and
- **Travel Information Points and Notice Boards:** Dedicated Travel Plan noticeboards will be set up in suitable locations around the site such as lobbies, communal areas and staff/rest rooms, although these will be confirmed by the TPC. The noticeboards will be used to display information relating to the Travel Plan, including information on public transport and car sharing and to update site users on the progress of the plan, including specific targets achieved. The noticeboards will be maintained by the TPC.
- **Birdworld Website:** The Birdworld website will provide details of the Travel Plan and will provide all details how to travel to the site via sustainable modes.

8.2.2 In addition to the above, the Travel Plan will be communicated to potential staff during the interview process.

8.3 Promotion

8.3.1 Promotion and engagement of the Travel Plan to all visitors and staff will be key to its success. This will fall under the remit of the TPC.

8.3.2 Details of the Travel Plan promotion measures are set out below.

Vistors

- 8.3.3 The Birdworld website will provide details of the Travel Plan website to site visitors and will report the key outcomes of this. Where possible, news and updates will be communicated to visitors through email if they are signed up to a Birdworld mailing list.

Staff

- 8.3.4 To promote the Travel Plan to staff, the TPC will:
- Liaise with staff to understand their particular needs and concerns and to examine ways of addressing them;
 - Disseminate information, reporting the results of the monitoring surveys for example through staff bulletins and posts on the Travel Plan noticeboards/website; and
 - Make electronic copies of the Travel Plan available to all staff, to ensure that people are fully aware of the objectives of the Plan and of the full range of measures proposed.

8.4 **Securing and Enforcement**

- 8.4.1 It is proposed that the Travel Plan is secured via an appropriately worded Section 106 obligation which requires the Travel Plan to be implemented in accordance with these details set out in this document (i.e. it is a requirement of any planning consent that the Travel Plan is implemented).
- 8.4.2 On this basis, a) the Travel Plan is secured; and b) enforcement action can be taken by HCC if for any reason it is not implemented.

8.5 **Funding**

- 8.5.1 The Applicant will fund the following items:
- The transport infrastructure outlined in Section 4 of this Travel Plan;
 - The TPC role at Birdworld; and
 - The initial implementation measures outlined in Section 7 and **Table 10.1**.
- 8.5.2 Indicative TP costings are expected to be circa £34,000, excluding any HCC monitoring costs and the provision of the site infrastructure measures. These estimates are detailed in **Appendix E**.

SECTION 9 Monitoring and Review

9.1 Overview

9.1.1 The Travel Plan is a continuous process requiring monitoring, review and revision to ensure it remains relevant. This section sets out the strategy for monitoring and review over a five-year period from first occupation.

9.2 Monitoring

9.2.1 A monitoring programme of the development will be devised once the site is occupied. Monitoring will be undertaken through the distribution of a staff travel questionnaire survey, to understand how staff get to and from work, where they come from and how long their commute takes.

9.2.2 As well as staff surveys, visitor travel questionnaire surveys will be undertaken to understand how and where they come from and how long their journey takes.

9.3 Types of Survey

9.3.1 During the monitoring period the following types of survey will be undertaken:

- Staff and visitor travel questionnaires, including travel mode questions to establish overall modal split for the site and attitudes towards use of sustainable transport modes.

A copy of the draft staff and visitor travel survey is attached at **Appendix F**.

9.3.2 The surveys will be undertaken on the anniversary of first occupation (i.e. Year 1) and then every two years afterwards (Years 3 and 5).

9.3.3 To maximise the response rate to the questionnaire, each employee and visitor that responds to the questionnaire will be entered into a prize draw, one for staff and one for visitors.

9.4 Reporting and Reviewing

9.4.1 The TPC will be responsible for preparing monitoring reports on receipt of the survey results. The monitoring reports will compare travel survey data with targets and, if necessary, will identify new targets and measures to ensure the on-going success of the Travel Plan. The monitoring reports will be provided to HCC on request.

9.4.2 Staff and visitors will also be informed of the survey results via newsletters, emails, a community notice board and the Birdworld website.

9.4.3 The TPC will review the progress of the Travel Plan on an annual basis.

9.4.4 It is anticipated that after the fifth year of the implementation of this Travel Plan the targets set out in Section 6 of this report will have been achieved.

9.5 Remedial Measures

9.5.1 The implementation of the Travel Plan will be monitored on an annual basis to determine whether the targets are being met. The TPC will manage the monitoring process which will predominantly comprise staff and visitor surveys and questionnaires to determine travel attitudes and patterns. Results will be reported to HCC and will be set out against the targets detailed in the TP.

9.5.2 Should the modal shift targets set out in the TP not be met, various remedial measures can be implemented to further encourage modal shift. Examples of these are set out in the TP which could include:

- Providing improved ticketing offers for those visitors who travel to the site via sustainable modes or by high-occupancy car sharing;
- Increasing the level of personalised travel planning on offer to staff;
- Increasing the number of cycle parking spaces provided;
- Providing additional changing facilities within the site for staff; and
- Increasing the number of electric vehicle charging points on site.

SECTION 10 Action Plan

10.1.1 An indicative Action Plan is presented in **Table 10.1** which provides a programme for delivering the measures.

Table 10.1: Action Plan

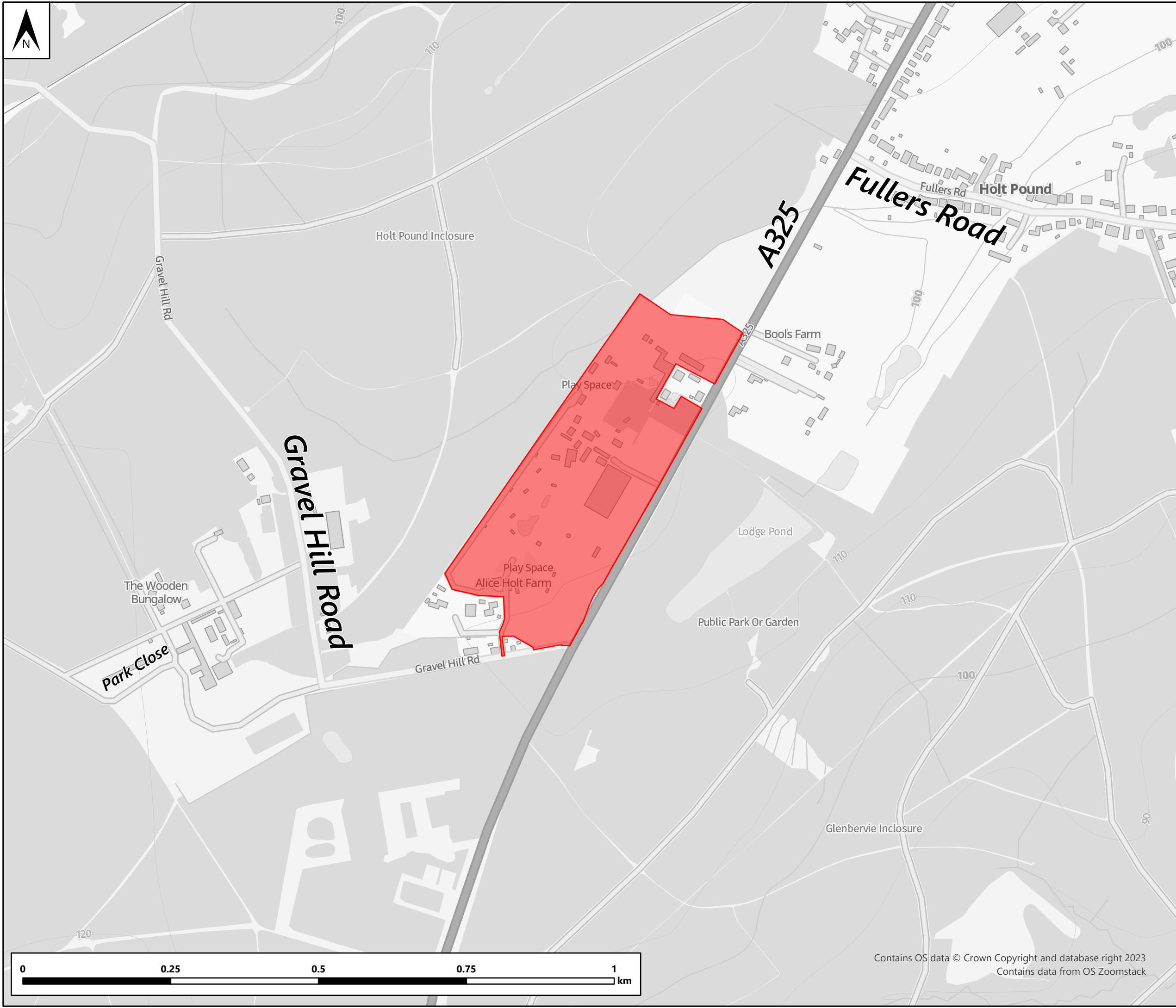
Measures	Summary of Measures	Responsibility	Timescale
Management			
Travel Plan Co-Ordinator	Nominate Travel Plan Co-Ordinator	Birdworld / Haskins	Prior to occupation
Forest Lodge Liaison / Co-ordination	Liaison with adjacent Forest Lodge site to ensure Travel Plan measures are communicated effectively between both sites to enhance sustainable transport uptake.	TPC	Ongoing
Infrastructure Measures			
Cycle Facilities	Provision of secure and covered cycle parking on site, as well as providing shower / changing facilities.	Birdworld / Haskins	Prior to occupation
Pedestrian Facilities	Provision of improved crossing to PROW 50, footways to site access and improved A325 footways.	Birdworld / Haskins	On completion of site access arrangements.
Public Transport Facilities	Provision of improved Gravel Hill bus stops (including real time information secured by a financial contribution)	Birdworld / Haskins	Within 3 months of complete of the site access
EV Charging Points	Install EV charging points.	Birdworld / Haskins	Prior to occupation
Trip Linking	Install footways connecting Birdworld and Forest Lodge	Birdworld / Haskins	On completion of full site.
Visitor Travel Plan Measures			
Promoting Public Transport	Promote public transport options to/from the site on the Birdworld website	TPC	Ongoing
	Investigate the potential for reduced admission tickets for those who travel by public transport.	Birdworld / Haskins / TPC	Annually
	Investigate the potential for café/restaurant vouchers for visitors who travel by public transport.	Birdworld / Haskins / TPC	Annually

Measures	Summary of Measures	Responsibility	Timescale
	Prepare a nature trail/wildlife walk for the route from Bentley Railway Station to the site to encourage travel to the site by train from Bentley station.	Birdworld / Haskins / TPC	Within three months of first occupation and update seasonally.
Promoting Active Travel	Promote active travel connections to/from the site on the Birdworld website and update as necessary. This should include the proposed connections to Alice Holt.	TPC	Ongoing
	Investigate the potential for reduced admission tickets for those who travel by active travel.	Birdworld / Haskins / TPC	Annually
	Investigate the potential for café/restaurant vouchers for visitors who travel by active travel.	Birdworld / Haskins / TPC	Annually
Promote Sustainable Vehicle Use	Promote EV charging points on-site.	TPC	Ongoing
	Investigate the potential for reduced admission tickets for those who travel in high occupancy car shares (4 persons or greater).	Birdworld / Haskins / TPC	Annually
	Investigate the potential for café/restaurant vouchers for those who travel in high occupancy car shares (4 persons or greater).	Birdworld / Haskins / TPC	Annually
Promoting Linked Trips	Promotion of linked trips to Birdworld and other local businesses through appropriate signage and website information.	TPC	Ongoing
Staff Travel Plan Measures			
Promoting Public Transport	Information on public transport routes and timetables to be made available on a staff Information Board and within Travel Plan pack	TPC	Within one month of first occupation and update as required.
	Investigate Season Ticket Loans for Staff	TPC	Within one month of first occupation and review annually.
Promoting Active Travel	Obtain up to date walking / cycle maps and provide information on local cycle routes to staff.	TPC	Within one month of first occupation and update as required.
	Investigate Membership of Cycle to Work Scheme	TPC	Within one month of first occupation and review annually.

Measures	Summary of Measures	Responsibility	Timescale
	Promotion of cycle training courses for staff with dates and contact details to book sessions	Birdworld / Haskins / TPC	Within six months of first occupation
	Provide cycle training courses for staff with dates and contact details to book sessions. Arrange annual 'bike doctor' visits. This is free of charge.	TPC	Within three months of first occupation and review annually.
Promote Sustainable Vehicle Use	Information on car sharing and Liftshare website to be made available within the Travel Plan Information Pack and Information Points.	Birdworld / Haskins / TPC	Within three months of occupation and update as appropriate
	Set up a site-specific car share scheme for employees.	Birdworld / Haskins / TPC	Within 3 months of occupation and update as appropriate
	Promote Car Sharing	TPC	Ongoing
	Promote EV charging points on-site.	TPC	Ongoing
Promotion of National and Local Events	Information to be made available about upcoming national and local events such as 'Bike Week'	TPC	Introduced within three months of occupation and updated regularly (at least every three months)
Delivery and Servicing Measures			
	Pre-book site deliveries where possible to ensure certain arrival / departure times to maximise delivery efficiency and minimise dwell time.	Birdworld / Haskins / TPC	Ongoing
	Arrange site deliveries where possible to ensure these occur outside of peak operating/trading times to minimise impact on visitors/car park operation.	Birdworld / Haskins / TPC	Ongoing
	Ensure appropriate safety and management measures (e.g. cones, high-vis clothing) are in place for all deliveries.	Birdworld / Haskins / TPC	Ongoing
Travel Plan Promotion / Marketing			
Travel Plan Promotion	Information pack about Travel Plan and relevant travel information to staff	TPC	Within one month of first occupation
	Electronic copies of the Travel Plan available to staff	TPC	Within one month of first occupation
	Information about the Travel Plan and local and national transport events and options available on a staff Information Board	TPC	Within one month of first occupation

Measures	Summary of Measures	Responsibility	Timescale
	Deliver Personalised Journey Planning to new Staff	TPC	Within one month of Employment
	Promotion of visitor travel information and offers on the Birdworld website	TPC	Within three months of first occupation
Monitoring			
Travel Plan Monitoring and Review	Undertake monitoring surveys of staff and visitor travel patterns (to be undertaken using questionnaire surveys)	Birdworld / Haskins / TPC	On the anniversary of first occupation and then every two years afterwards.
	Prepare a monitoring report in light of survey results	TPC	Within two months of receipt of survey results
	Report the results of the surveys and the review of the Travel Plan to HCC as appropriate	TPC	Within three months of receipt of survey results

FIGURES



Key
 Site Boundary

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Basingstoke: 01256 637 940
Leeds: 0113 357 1360
London: 020 3705 9215
Manchester: 0161 830 2172

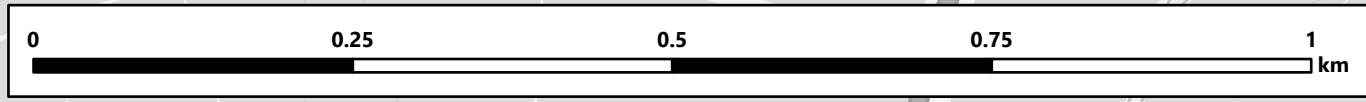


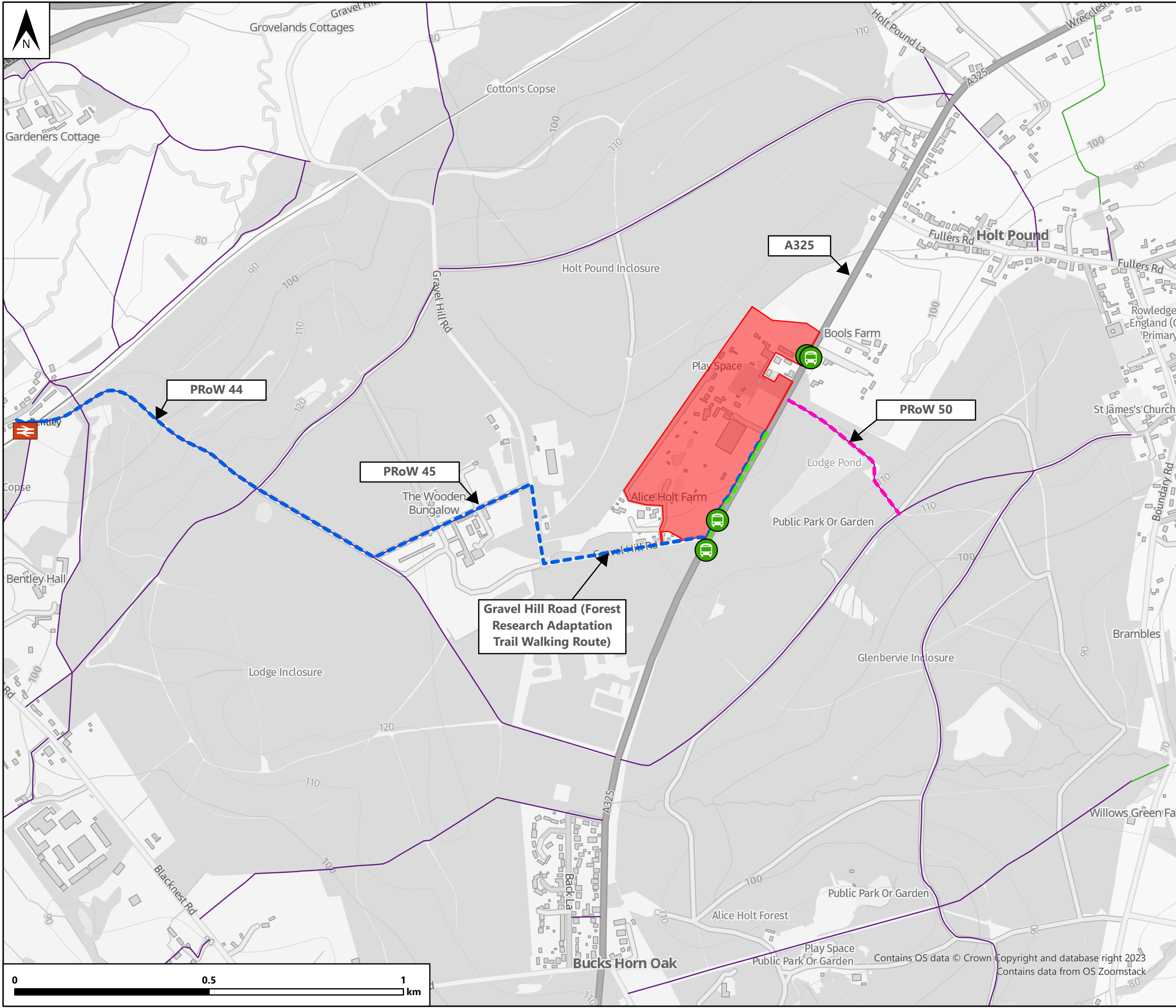
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Site Location Plan

Project:
**Birdworld and Haskins Forest Lodge
 Garden Centre**

Project Number: ITB16329	Figure Number: Figure 1.1	Revision: -
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- Key**
- Site Boundary
 - Bentley Railway Station
 - Bus Stop
 - Hampshire PRoW
 - Surrey PRoW
 - Route to Alice Holt Forest
 - Route to Bentley Railway Station
 - Route to Gravel Hill Road Bus Stops

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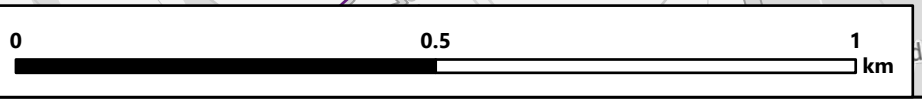
Basingstoke: 01256 637 940
Leeds: 0113 357 1360
London: 020 3705 9215
Manchester: 0161 830 2172

www.i-transport.co.uk

Title: **Active Travel Plan**

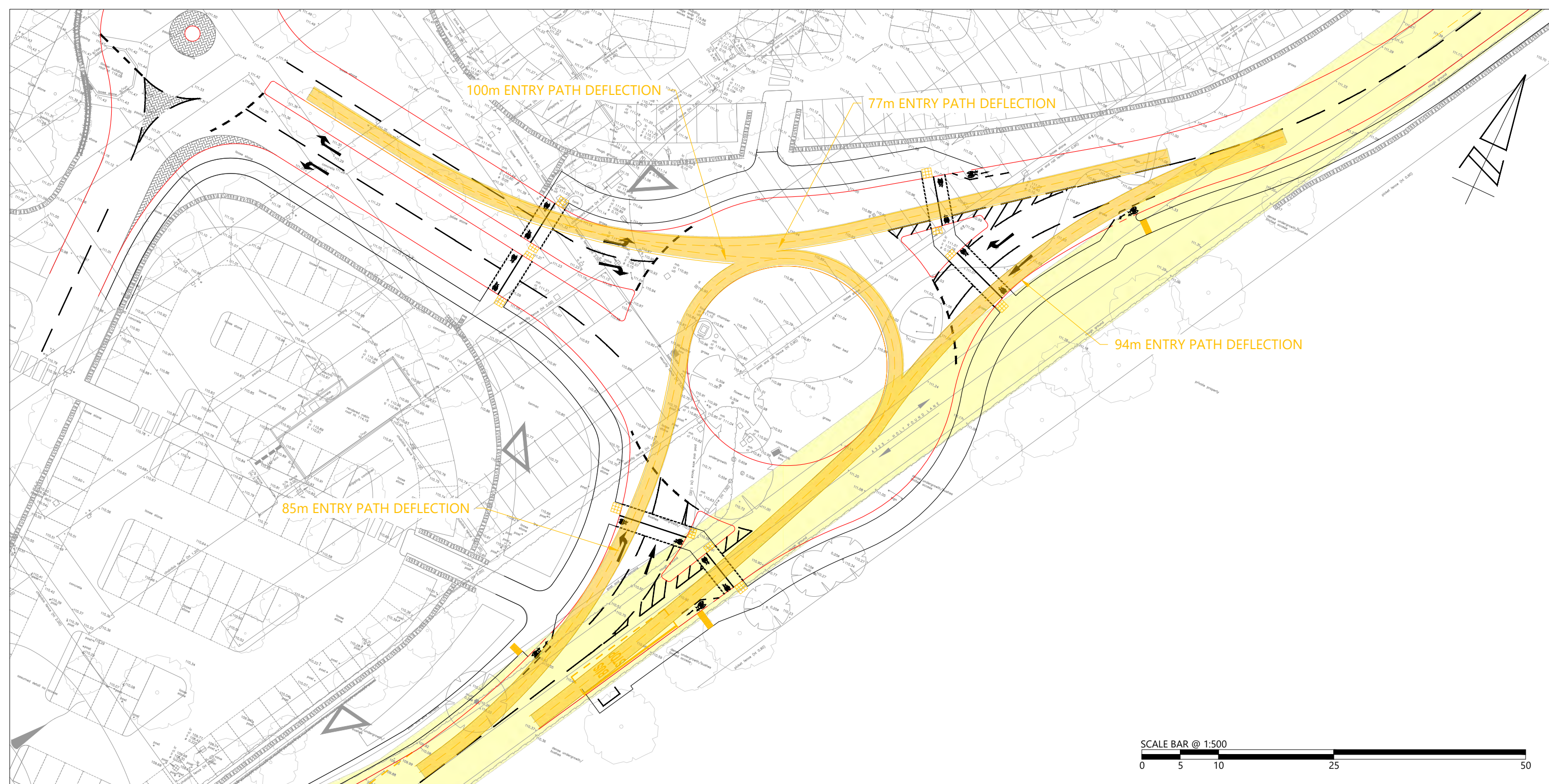
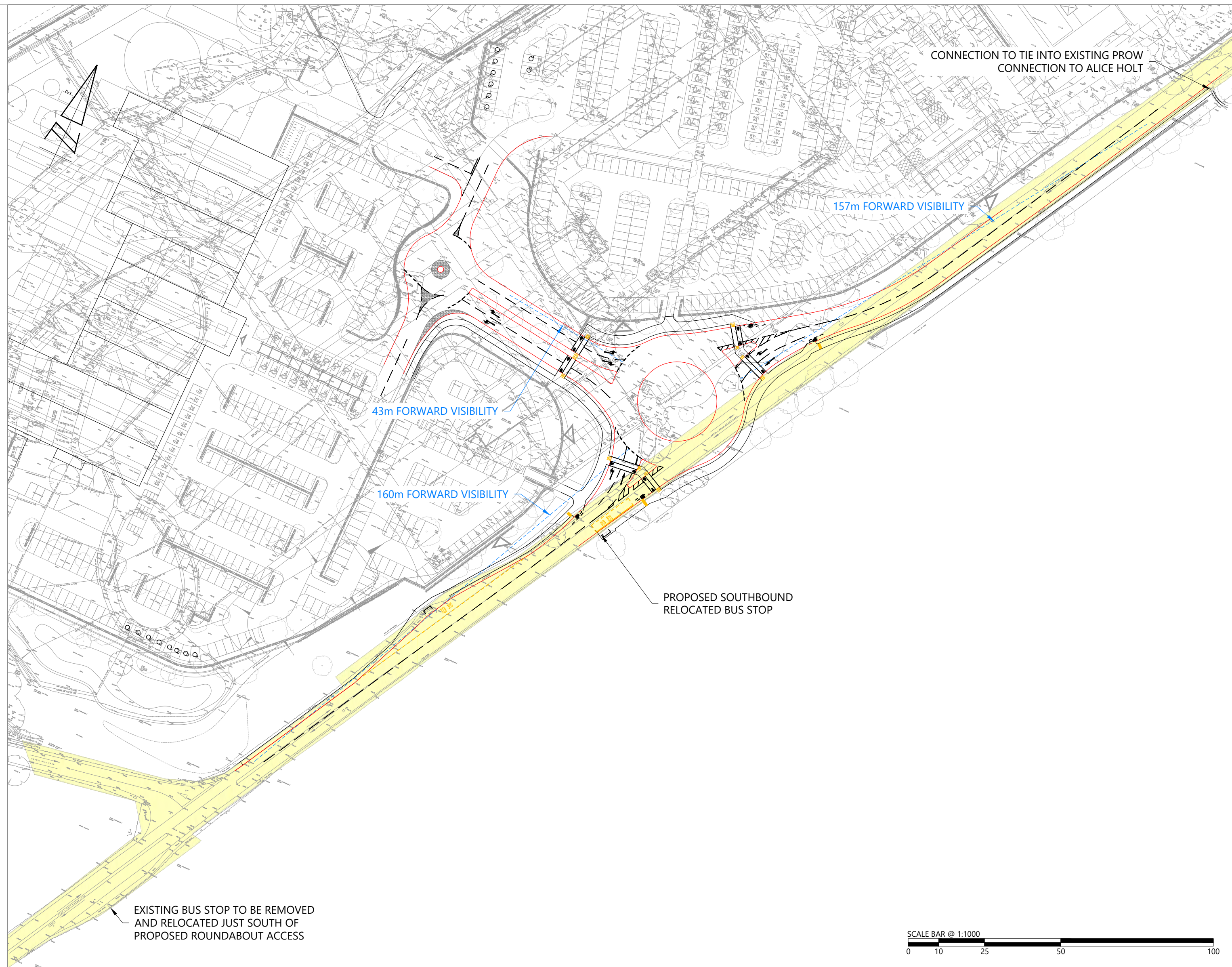
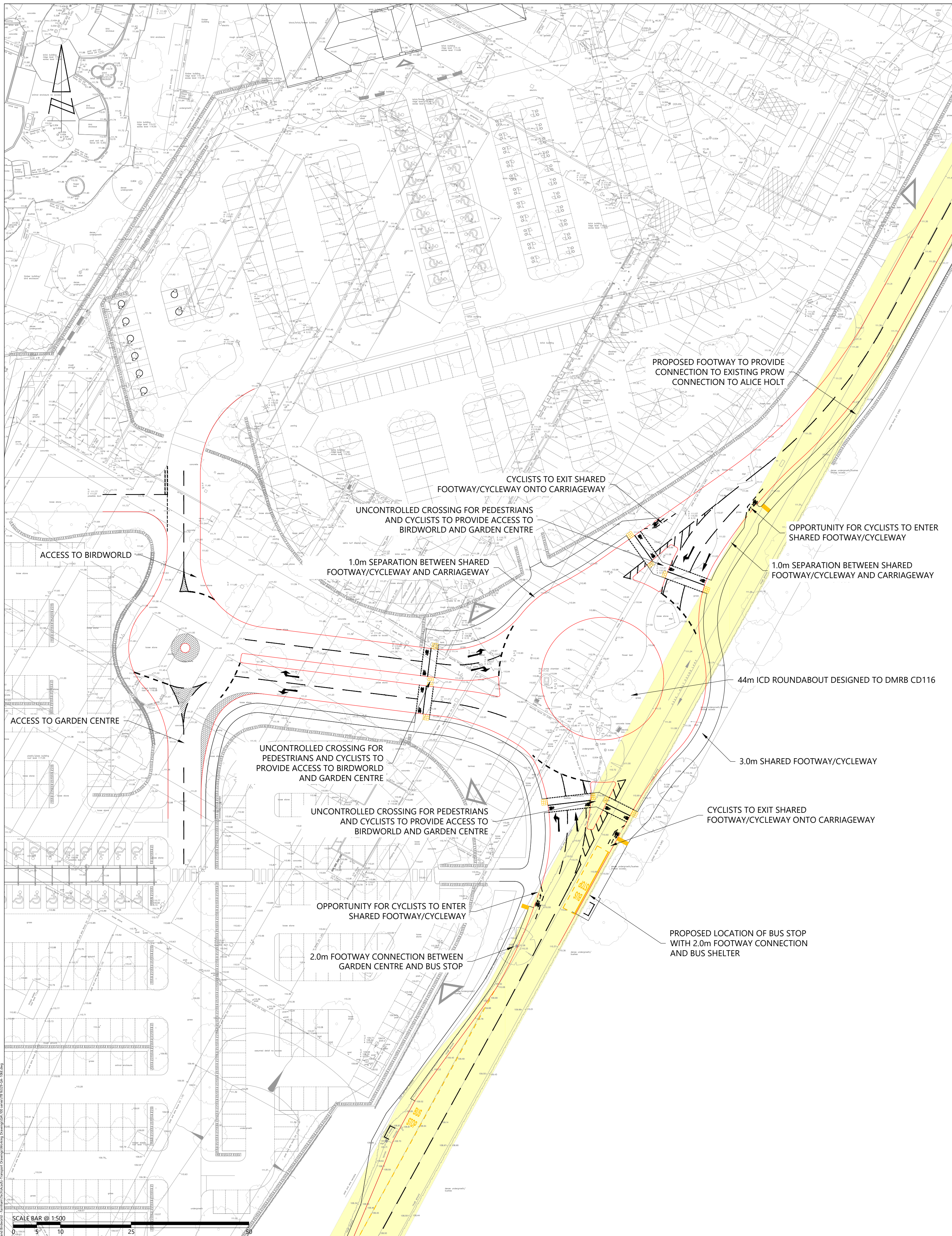
Project: **Birdworld and Haskins Forest Lodge Garden Centre**

Project Number: ITB16329	Figure Number: Figure 3.1	Revision: -
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DRAWINGS



REV	DATE	BY	DESCRIPTION	CHK	APP
E	23.01.24	JD	TOPOGRAPHICAL SURVEY UPDATED	ES	SAW
D	10.01.24	MC	SITE LAYOUT REVISED	MC	SAW
C	30.11.23	MC	ROUNDABOUT SHIFTED WEST	MC	SAW
B	24.11.23	MC	FOOTWAY/CYCLEWAY REVISED	MC	SAW
A	08.11.23	MC	LAYOUT REVISED TO TAKE ACCOUNT OF STAGE 1 RSA COMMENTS	MC	SAW

STATUS: FOR INFORMATION

TITLE	CLIENT
PROPOSED THREE ARM ROUNDABOUT ACCESS ARRANGEMENTS	BIRDWORLD LTD AND HASKINS GARDEN CENTRE LTD

DRAWN	CHECKED	APPROVED
MC	MC	SAW
PROJECT No:	SCALE @ A1:	DATE:
ITB16329	AS SHOWN	12.10.23
DRAWING No:	REV:	
ITB16329-GA-106	E	