

P e l l F r i s c h m a n n

North Whiteley

Residential Travel Plan

Hampshire County Council

This report is to be regarded as confidential to our Client and is intended for their use only and may not be assigned except in accordance with the contract. Consequently, and in accordance with current practice, any liability to any third party in respect of the whole or any part of its contents is hereby expressly excluded, except to the extent that the report has been assigned in accordance with the contract. Before the report or any part of it is reproduced or referred to in any document, circular or statement and before its contents or the contents of any part of it are disclosed orally to any third party, our written approval as to the form and context of such a publication or disclosure must be obtained.

Report Ref.	10109429-Pef-Xx-Xx-T.Rp-H-000001 - P06					
File Path	E:\101094--\10109429 - North Whiteley Travel Plan\01 - WIP\Documents\Travel Plan\2025 Travel Plan\Issued 16.06.2025\10109429-PEF-XX-XX-T.RP-H-000001 - P06.docx					
Rev	Suit	Description	Date	Originator	Checker	Approver
D01	S3	Draft Document	25-Jul-24	EB	PW	LC
F01	S3	Draft Document with Track Changes	27-Sep-24	EB / PW	PW	LC
F02	S3	Final Document	06-Feb-25	EB / PW	PW	LC
F03	S3	Final Document	28-Feb-25	EB/PW	PW	LC
F04	S3	Final Document	17-Mar-25	EB/PW	PW	LC
F05	S3	Final Document	07 May-25	EB/PW	PW	LC
F06	S3	Final Document	16 Jun-25	EB/PW	PW	LC
Ref. reference. Rev revision. Suit suitability.						

Prepared for

Hampshire County Council

Hampshire County Council,
Ground Floor,
E11 West,
Winchester SO23 8UD

Prepared by

Pell Frischmann

Burrator House
Rydon Lane
Exeter
EX2 7NT



Hampshire
County Council

Pell Frischmann

Contents

1	Introduction	1
1.1	Overview	1
1.2	What is a Travel Plan	1
1.3	Benefits of a Travel Plan	2
1.4	Commitment to the Promotion of Sustainable Travel	3
2	Policy	5
2.1	Introduction	5
2.2	National Policy	5
2.3	Regional Policy	7
2.4	Local Policy	12
3	North Whiteley	19
3.1	Development Details	19
3.2	Development Location	20
3.3	Vehicle Access	22
3.4	Pedestrian and Cycle Access	22
4	Local Context	25
4.1	Bluebell Way	25
4.2	Whiteley Way	26
4.3	Curbridge Way	28
4.4	A3051 Botley Road (north of Whiteley Way)	29
4.5	Local Amenities	29
4.6	Local Public Transport	39
5	TRICS Traffic and Multi-modal Transport Surveys	47
5.1	Introduction	47
6	Aims, Objectives and Targets	52
6.1	Introduction	52
6.2	Aim	52
6.3	Objectives	52
6.4	Targets	52
6.5	Resident Travel Survey Summary of Findings	57
6.6	Resident Travel Survey Section 1	57
6.7	Section 2 Journeys undertaken	58
6.8	Section 3 Future Journeys and Travel Plan Information	60
7	Travel Plan Management	64
7.1	Introduction	64
7.2	Travel Plan Co-ordinator	64
7.3	Steering Group	65

7.4	Monitoring and review mechanisms	65
7.5	Travel Surveys	66
7.6	Marketing and Communication	67
7.7	Notice Boards	67
7.8	Site Specific Travel Website	67
7.9	Funding	70
8	Travel Plans and Initiatives	72
8.1	Introduction	72
8.2	Measures to reduce car use for residents	72
8.3	Cycle parking	72
8.4	Provision of travel information	73
8.5	Measures to promote and facilitate cycling	73
8.6	Measures to promote walking and wheeling	74
8.7	Measures to promote and facilitate public transport use	75
8.8	Car Sharing	76
8.9	Car Clubs	77
8.10	Events	78
9	Summary and Conclusions	79
10	Action Plan	41

Figures

Figure 2.1	The LTP4 at a glance' from p.7 of the LTP document	7
Figure 2.2	Proposed Winchester District Focus – Cycle Network Overview	14
Figure 2.3	Proposed Winchester District Focus – Route 140: Botley to Whiteley	15
Figure 2.4	Proposed Winchester District Focus – Core Walking Zones	16
Figure 3.1	Layout of urban expansion	20
Figure 3.2	Site location and local context	21
Figure 3.3:	Pedestrian and Cycle Infrastructure	23
Figure 3.4	Vehicular accesses to North Whiteley	24
Figure 4.1:	Key Services and Amenities	33
Figure 4.2:	Walking / Wheeling Accessibility	33
Figure 4.3:	Cycling Accessibility	34
Figure 4.4:	Proposed Site Facilities	39
Figure 4.5:	Bus Network	40
Figure 4.6:	Local Rail Network	46
Figure 5.1:	2021 TRICS Survey Modal Split Percentage	49
Figure 5.2:	2023 TRICS Survey Modal Split Percentage	50

Tables

Table 2.1: Winchester District Council’s Residential Vehicle Parking Standards 2009	17
Table 2.2: Proposed Residential Mix and Associated Vehicle Parking	17
Table 2.3: Winchester District Council’s Residential Cycle Parking Standards 2009	17
Table 2.4: Proposed Residential Mix and Associated Cycle Parking	18
Table 4.1: Services and Amenities	30
Table 4.2: Bus Services – Fareham-Whiteley-Botley	41
Table 4.3 Rail services at Botley Station	43
Table 4.4: Rail services at Swanwick Station	44
Table 4.5: Rail services at Fareham Station.....	45
Table 5.1: Transport Provision Summary During TRICS Survey	47
Table 5.2: TRICS Survey Mode Share Targets	48
Table 5.3: TRICS Survey Daily Trip Profile By Survey Category	48
Table 5.4: 2021 and 2023 TRICS Survey Results Compared to Year 9 / 2023 Targets.....	50
Table 6.1: Summary of 2023 Resident Mode Share	54
Table 6.2: Method of Travel to Work	56
Table 6.3: Method of Travel to Work (including manual adjustments)	56
Table 8.1: Car Share Fuel Cost Savings Per Annum	76
Table 10.1 Residential Travel Plan Action Plan	41

Appendices

Appendix A	TRICS Surveys
Appendix B	Resident Travel Survey
Appendix C	2023 Travel Plan Monitoring Report
Appendix D	Example Promotional Material
Appendix E	Figures

1 Introduction

1.1 Overview

1.1.1 Pell Frischmann (PF) is commissioned by Hampshire County Council (HCC) to provide Travel Planning and highways consultancy services in connection with the residential led North Whiteley urban expansion, Hampshire – planning application reference: 15/00485/OUT.

1.1.2 A Framework Travel Plan (FTP) for the development was previously produced in 2014 having been commissioned by the North Whiteley Consortium¹. This FTP was prepared in accordance with the relevant Travel Plan guidance at the time; this being the HCC document, 'A Guide to Development Related Travel Plans' (2009). The document also adhered to national guidance provided by the Department for Transport (DfT), namely, 'The Essential Guide to Travel Planning' (2008) and 'Good Practice Guidelines: Delivering and Travel Plans through the planning process' (2009).

1.1.3 The purpose of this full Travel Plan is to build upon those aspects of the FTP that remain relevant in 2024 and put in place the management tools necessary to enable residents of the proposed development to make more informed decisions about their travel, which at the same time minimises the adverse impacts of their travel on the environment and local highway networks.

1.1.4 This Travel Plan includes a range of measures to encourage sustainable travel to and from the site, some of which are currently being implemented as part of the development.

1.1.5 This Travel Plan includes an Action Plan which sets out the type of measures to be implemented, who has responsibility for providing them and the timescales within which each measure should be implemented. The Action Plan is provided at the end of this report under Section 10².

1.2 What is a Travel Plan

1.2.1 Every development has potential implications for local transport systems to a lesser or greater degree. The way that development related impacts are managed has a fundamental influence on the level of effect felt within the local transport network. Travel Plans are an important element of the Government's integrated transport strategy and are a means of managing the transport generated by a development, and a tool for implementing measures to reduce identified adverse transport effects.

¹ The consortium at the time of the FTP's preparation consisted of Crest Nicholson, Bovis Homes, Taylor Wimpey and the local landowners, the Bunney family. The consortium in 2024 consists of Crest Nicholson, Vistry, Taylor Wimpey and Persimmon.

² It should be noted that the Action Plan is organic in nature and will evolve during the life of the plan. It can be updated to respond to the findings of Resident Travel Surveys and adapted to make use of new technologies and methods of communication.

1.2.2 A Travel Plan is a series of initiatives that are introduced by an organisation to provide all users of a site with an enhanced range of sustainable transport opportunities. The overriding objectives of Travel Plans are to reduce the level of single occupancy car use for all journeys and to maximise the use of other sustainable modes of travel such as walking, wheeling, cycling, and public transport.

1.2.3 This Travel Plan provides a package of measures aimed at promoting sustainable travel and reducing reliance on the car by residents of North Whiteley, taking into consideration the existing and proposed opportunities for non-car based travel to and from the Site. Travel habits among residents will be monitored on a medium to long-term basis and will seek to meet the targets set out in this Travel Plan.

1.2.4 This Full Travel Plan and its future updates form one, albeit very important, measure to support the development and delivery of an accessible North Whiteley urban extension. A number of the associated measures identified in the Transport Strategy, included in the Framework Travel Plan (FTP), are 'hard' infrastructure measures that will benefit the Travel Plan and the aim of achieving high proportions of travel by non-car modes. In this context this Travel Plan does not repeat these measures in full but does make reference to selected measures where relevant to help provide context or where they are particularly relevant to the Travel Plan itself.

1.2.5 This Travel Plan has been written with respect to national Travel Planning guidance and HCC's Local Transport Plan 4 and emerging Travel Plan Guidance "A guide to Development Related Travel Plans, February 2024".

1.3 Benefits of a Travel Plan

1.3.1 The most easily identifiable benefits of a Travel Plan are those that are directly related to reductions in vehicle use; namely proportionally less congestion, noise, air pollution and accidents on the highway network.

1.3.2 There are also a broader range of more intangible benefits that can accrue from the implementation of Travel Plan initiatives. Depending on the characteristics of each development, such benefits can include:

- Healthier residents and visitors;
- Energy savings – through reduced fossil fuel use;
- Improved use of public transport – through Travel Plan initiatives;
- An improved environment for pedestrians, cyclists and disabled users;
- Cost savings – to residents as travel becomes more efficient;
- Improved work / life balance; and,
- Improved quality of life – through time savings achieved as a result of less congestion and reduced stress associated with driving.

1.3.3 The overall aim and stated objectives of this Travel Plan are:

- The overall aim of this Travel Plan is to reduce the number of single occupancy car trips, by capitalising on the good urban design and through pro-active engagement with residents, promoting sustainable modes of travel, such as walking / wheeling, cycling, public transport and lift-sharing.
- Generate fewer single-occupancy car trips than would otherwise be the case, without intervention, by encouraging a modal shift in travel to / from the North Whiteley;
- Promote sustainable travel within North Whiteley development to the benefit of the wider Whiteley area;
- Encourage safe and viable alternatives to the private car for accessing the site for residents;
- To reduce the number of short-trip car journeys;
- Reduce the environmental impact associated with development traffic by raising travel awareness amongst residents and encouraging the use of alternative modes to private cars;
- To help improve the health of residents; and
- To stimulate a reduction in the overall vehicle mileage produced by North Whiteley.

1.4 Commitment to the Promotion of Sustainable Travel

1.4.1 Hampshire County Council confirms that the funds for all measures identified within this plan are available and will remain available during the life of the plan.

1.4.2 The Framework Travel Plan for North Whiteley was produced in 2014 and has been in place for 10 years. Monitoring of the Travel Plan was originally planned for a total of 13 years this including eight years for full build out of the development and five years of Travel Plan monitoring post full build out. This taking the original Travel Plan programme up to 2027. However, build out rates have not been as quick as originally anticipated and the build period for North Whiteley has extended. Building is currently expected to conclude in 2032. As a consequence of slower build out rates the monitoring period for the Travel Plan post full build out has been extended to 2037.

1.4.3 The Travel Plan fund secured with the planning application for North Whiteley was £1,076,701.96 with an initial prepayment of £130,065.30 (inclusive of VAT).

1.4.4 The following Travel Plan related initiatives have been undertaken to date and have been funded through the S106 contributions:

- Employing a part-time Travel Plan Coordinator
- Building the North Whiteley website on the My Journey Platform
- Website maintenance
- Production of Travel Matters Newsletter
- Travel Plan Welcome Packs
- Photo shoots to obtain required publicity material
- TRICS SAM surveys
- Contract with Sustrans

- Production of full Travel Plan
- Green Travel Boost

1.4.5 As of April 2024 the remaining Travel Plan funding allocation is £750,000.00. Based on an even distribution this allows a budget of £57,692.31 per annum to support Travel Plan initiatives for the remaining eight years of the Travel Plan programme. It should be noted that there will be some years of the Travel Plan in which the full annual funding allocation is not spent and other years where more than the annual funding will be required. Any unspent fees will be rolled in to the following years budget.

1.4.6 Should the travel surveys and monitoring process identify that the Travel Plan is not achieving its targets the TPC will review the North Whiteley Travel Plan funding allocation to determine what money is available to fund additional measures.

1.4.7 The Travel Plan is being implemented throughout the period 2019 – 2027 and will be monitored for the period 2027 – 2032. Should it be determined that house building will be ongoing during the monitoring period, the TPC will liaise with the Local Authority Travel Plan Assessment and Monitoring (TPAM) team to determine what, if any, alteration needs to be made to the Travel Plan programme.

2 Policy

2.1 Introduction

2.1.1 The Framework Travel Plan for North Whiteley was produced in 2014 and was considered and approved in light of the policy context that was adopted at the time. The following policy section summarises current policy and whilst this full Travel Plan cannot be bound to all of the current policy content the TPC will seek to deliver the Travel Plan in line with current policy aspirations.

2.2 National Policy

National Planning Policy Framework (NPPF) (2021)

2.2.1 The Government's National Planning Policy Framework (NPPF) sets out the planning policies for England and how these should be applied. The current version was adopted in February 2019 and last updated in September 2023.

2.2.2 At the heart of the NPPF is a presumption in favour of sustainable development, and the NPPF notes that, "the purpose of the planning system is to contribute to the achievement of sustainable development". At a very high level, the objective of sustainable development can be summarised as, "meeting the needs of the present without compromising the ability of future generations to meet their own needs".

2.2.3 The NPPF defines the delivery of sustainable development through three roles: an economic objective; social objective; and an environmental objective: "*Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:*

- the potential impacts of development on transport networks can be addressed;
- opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;
- opportunities to promote walking, cycling and public transport use are identified and pursued;
- the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and
- patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places."

2.2.4 Paragraph 110 states that: "In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
- safe and suitable access to the site can be achieved for all users;

- the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and;
- any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”

2.2.5 Within this context, Paragraph 112 notes that: “*applications for development should:*

- give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.”

2.2.6 Paragraph 113 states 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.”

Strategic Road Network: Planning for the Future (September 2021)

2.2.7 National Highways (formerly Highways England) apply the approach detailed in the Strategic Road Network: Planning for the Future (September 2021) document when considering planning matters.

2.2.8 NH expect development promoters to put forward initiatives to reduce the traffic impact of proposals by supporting the promotion of sustainable transport, including through the Travel Plan. Paragraph 104 notes: “*The preparation, implementation, monitoring and updating of a robust Travel Plan that promotes the use of sustainable transport modes (such as walking, cycling and public transport) is an effective means of managing the impact of development on the road network, and reducing the need for major transport infrastructure.*”

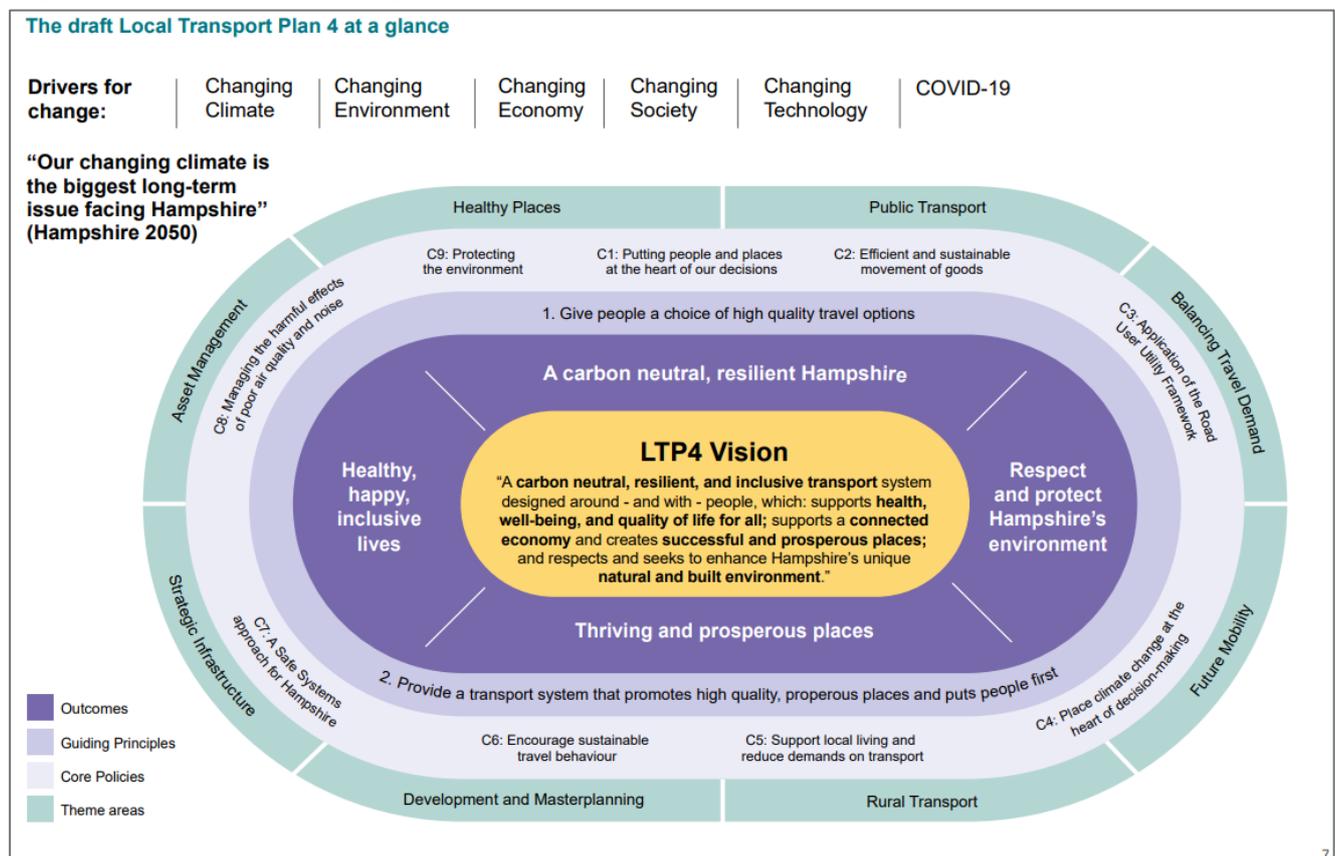
2.3 Regional Policy

Hampshire Local Transport Plan 4 (2024)

2.3.1 The new Local Plan, Local Transport Plan 4 (LTP4) was formally adopted in February 2024, it was developed to replace the LTP3 that was developed in 2011. It outlines the Council’s vision, key policies and focuses over the next 30 years for transport within Hampshire.

2.3.2 Within the foreword an image, **Figure 2.1**, outlines the LTP4 vision: “A carbon neutral, resilient and inclusive transport system designed around people, which: supports health, wellbeing and quality of life for all; supports a connected economy and created successful and prosperous places; and respects and seeks to enhance Hampshire’s unique environment.”

Figure 2.1 The LTP4 at a glance’ from p.7 of the LTP document



Source: Hampshire County Council Local Transport Plan 4, Full Document, February 2024

2.3.3 To achieve this vision, HCC have identified two guiding principles for the process of achieving a carbon-neutral transport system:

“1. Give people a choice of high quality travel options” by:

- Provide a choice of high quality travel options and reduce dependency on the private car by:
 - providing better walking, cycling and public transport choices
 - creating opportunities to ‘live locally’ (including homeworking)

- owning fewer cars and using them less
- Use vehicles more efficiently to reduce per vehicle emissions, e.g. fuller loads and more efficient routes for movement of goods, smaller vehicles, well-used public transport and more car sharing
- Replace our petrol and diesel vehicles (which emit CO₂) with zero emission vehicles
- Offset any remaining emissions that cannot be eliminated by the above

2. “Provide a transport system that promotes high quality, prosperous places and puts people first” by:

The traditional approach to transport planning has involved ‘planning for vehicles’ by creating additional highway capacity to cater for predicted traffic growth. This has often simply generated additional demand (increasing the number of vehicles on the road), eroding the expected reduction in congestion and creating other social and environmental problems.

This draft LTP4 seeks to instead plan for the needs of ‘people’ and ‘places’ to support:

- successful and vibrant places, which are not dominated by cars; and
- physically active and rewarding lives, supported by a range of travel choices.”

2.3.4 The rest of the plan contains various policies under the themes of ‘Core’, ‘Healthy Places’, and ‘Public Transport’:

Policy C1 – Putting people and places at the heart of our decisions

2.3.5 This policy sets out a road user hierarchy (Road User Utility Framework) in line with the Highway Code, a Movement and Place Framework and the Healthy Streets Approach. It also contains a Ten Point Plan for an equitable transport system.

Policy C6 – Encourage sustainable travel behaviour

2.3.6 The LTP4 confirms that:

“We will:

c) deliver transport infrastructure which will provide affordable, safe, attractive and easy to use alternatives to the private car (with supporting behaviour change interventions where feasible);

d) ensure that sustainable travel options cater for all groups, including individuals living with disabilities, limited mobility or long-term limiting health conditions and those individuals within society who are disadvantaged;”

Policy HP3 – Widen participation and broaden the appeal of walking and cycling as a natural travel choice

2.3.7 The LTP4 confirms that:

“We will:

c) work in partnership with public transport operators to improve access to buses, trains and ferries, for people walking and cycling (e.g. improvements to walking and cycling routes, better information, lifts to platforms, secure storage facilities) (see also Section 7.2, Public Transport, Policy RT3);

d) support cycle hire/loan and try-a-bike schemes which are affordable and financially sustainable;

e) ensure appropriate cycle parking is provided at key origins and destinations (e.g. high streets, education establishments, and new developments);

f) work with others to ensure that residents and visitors can access and enjoy green space, the wider countryside and nature close to where they live, where suitable funding can be identified and where schemes do not adversely impact sensitive environments (see also Section 7.5, Rural Transport, Policy RT2)."

Policy PT3 – Increase the reach of public transport services

2.3.8 The LTP4 confirms that:

"We will:

b) work with bus and rail operators to increase service frequencies and improve early morning, evening and Sunday services;

c) seek opportunities to improve access to/from bus and rail services by walking, cycling, and other public or shared transport services (i.e. the first and last leg of a public transport journey);

e) promote park and ride as a means to reduce traffic volumes in historic and other urban centres such as Winchester."

Policy DM1 – Integrate transport and strategic land-use planning to reduce the need to travel

2.3.9 The LTP4 confirms that:

"We will:

a) engage with local planning authorities (LPAs) at the earliest stage in the planning process i.e. before site allocations have been determined, or when reviewing settlement hierarchies used to inform planning decisions;

b) support strategic sites that:

- are 'accessible' or 'highly accessible';*
- offer a mix of uses;*
- achieve appropriate density of development;*
- have good public transport access;*
- achieve the necessary critical mass of development needed to encourage self-containment and support viable public transport services and frequencies, in both new settlements and urban extensions;*

- *have been assessed for their transport carbon impacts, are compliant with carbon neutrality targets, or where this is not achievable, the impact is offset;*

as defined in development planning guidance;

c) encourage the application of these principles to non-strategic sites, as far is reasonable within the local context;

d) seek develop contributions to offset the traffic impact of developments in locations which result in high levels of car dependency.”

Policy DM2 – Support proactive masterplanning of new development sites for high quality neighbourhoods

2.3.10 The LTP4 confirms that:

“We will:

a) support development that complies with the Hampshire Movement and Place Framework and Healthy Streets approach;

b) resist developments that do not apply the principles of the Road User Utility Framework in planning for transport provision, and which are safe and comfortable to use by all relevant modes;

c) require the transport impacts (including carbon emissions and air pollution) of developments to be assessed and, where necessary, require the developer to mitigate the impact or make S106 contributions towards other schemes that mitigate the impact;

d) ensure that planning applications are supported by Transport Statements/Assessments and Travel Plans in accordance with the County Council’s guidance;

e) use a proportion of S106 developer contributions to pay for strategy and scheme development work pertaining or leading to the formation of the S106 proposals;

f) support development that is well designed and planned to reduce the need to travel;

g) support developments that are designed to widen the choice of modes that can be used (i.e. those which design in high levels of walking, cycling and public transport use);

h) support new schools access plans that design out traditional school gate congestion issues and which facilitate safe and comfortable journeys by active modes;

i) only support requests for NEW accesses onto A roads, the principal road network or traffic sensitive streets where the strategic flow of traffic is prioritised and not compromised and when all other reasonable options (such as taking access from nearby side roads) has been considered;

j) support developments that actively use parking strategies, plans and pricing to lock in sustainable travel behaviours (e.g. low car developments, provision of EV charging points and parking spaces for car club vehicles, and good quality cycle parking).

Hampshire Cycling Strategy (2015)

2.3.11 The Hampshire Cycling Strategy (2015) has been created with the four key aims:

“1. To provide a clear statement on Hampshire County Council’s overall aspirations for cycling in the short, medium and long term;

2. To provide a strategic framework to support the planning and development of cycling measures with local partners including District Councils;

3. To provide a means to prioritise available funding for cycling to the best value for money investments; and

4. To support the County Council in attracting new investment from funding partners for cycling and other associated sustainable transport measures.”

2.3.12 It is understood that Hampshire has great potential for more frequent cycling as a use of travel for both work and leisure and therefore the overall vision for cycling in Hampshire is:

“In 2025, cycling will be convenient, safe, healthy, affordable and popular means of transportation and recreation within Hampshire.”

2.3.13 Several challenges have been identified by Hampshire County Council including:

“realising the unmet potential of cycling for daily trips’, ‘protecting cyclists and changing perceptions of safety’ and ‘making recreational cycling opportunities more accessible.”

2.3.14 HCC have developed five ‘strategy themes’ to combat the challenges and achieve the overall vision. These are:

- “Cycle infrastructure and facilities – including the expansion and maintenance of cycle routes, cycle parking and cyclist facilities;
- Cyclist skills and cycle safety – including cycle training and road safety measures;
- Promotion of cycling – including marketing initiatives, maps and information and journey planning;
- Recreational cycling – including measures to promote cycling for exercise and cycle tourism; and
- Sports cycling and events – including cycle sports facilities and the management of cycle events.”

Hampshire Walking Strategy (2016)

2.3.15 HCC prepared this Walking Strategy due to the increasing focus on walking within the County and nationally. Paragraph 1.1 sets out the four key aims of this strategy:

“1. To provide a clear statement on Hampshire County Council’s overall aspiration to support walking in the short, medium and long term;

2. To provide a framework to support the development of local walking strategies;

3. To provide a means to prioritise the County Council’s funding to the best value for money investments for walking; and

4. To support the County Council in realising additional funding opportunities for walking measures.”

2.3.16 The overall vision for walking in Hampshire is:

“By 2025, walking will be the travel mode of choice for short trips and the most popular and accessible means of recreation.”

2.3.17 In order to achieve this vision, a number of objectives have been set out in the Walking Strategy. These are:

- “To make walking the most popular mode of travel for short trips
- To improve the quality and usability of the main walking routes within our urban and rural settlements (including links to the countryside)
- To promote walking as a healthy means of travel and recreation
- To improve the perceived and actual safety and security of pedestrians
- To improve the quality of walking routes of local & strategic importance. (Page 8)”

2.3.18 Chapter 3 ‘Our Strategy’ outlines three strategy themes to achieve the objectives. These themes are:

- “Walking routes – including the definition of a Hampshire walking network and prioritisation of routes for investment;
- Planning for pedestrians (including as part of a multimodal trip) – covering street design, accessibility, safety and security and pedestrian facilities; and
- Promoting walking – including marketing initiatives, maps and information, journey planning and raising awareness of the benefits of becoming active.”

2.4 Local Policy

Winchester Local Cycling and Walking Infrastructure Plan (consultation draft)

2.4.1 The Winchester ‘Local Cycling and Walking Infrastructure Plan - District Focus’ is a strategic document aimed at improving cycling and walking infrastructure across the Winchester district. In 2019, HCC and WCC declared a Climate Emergency, joining over 70 other local authorities nationwide, committing to putting environmental issues at the heart of decision making. With approximately one-third of Great Britain’s carbon emissions originating from road transport, this LCWIP is crucial for climate change mitigation and adaptation, including setting targets for carbon neutrality.

2.4.2 Local Cycling and Walking Infrastructure Plans (LCWIP), as outlined in the Government’s Cycling and Walking Investment Strategy (CWIS), provide a strategic framework for identifying necessary cycling and walking enhancements at the local level. These plans support a long-term vision for developing local cycling and walking networks, ideally over a decade, and are crucial to the Government’s goal of increasing the number of trips made on foot or by bicycle. The main outputs of LCWIPs include the following:

- A network plan for walking and cycling that highlights preferred routes and key areas for further development.
- A prioritised programme of infrastructure improvements for future investment.

- A report detailing the underlying analysis and providing a narrative to support the proposed improvements and network.

2.4.3 The LCWIP is backed by policies generated and implemented by HCC, including LTP4 and Hampshire's walking and cycling strategies. These policies collectively:

- Outline HCC's goals to promote walking and cycling in the short, medium, and long term.
- Establish a framework to support local walking and cycling strategies.
- Provide a method for prioritising HCC's funding towards the best value walking and cycling investments.
- Assist HCC in realising funding opportunities for walking and cycling initiatives.

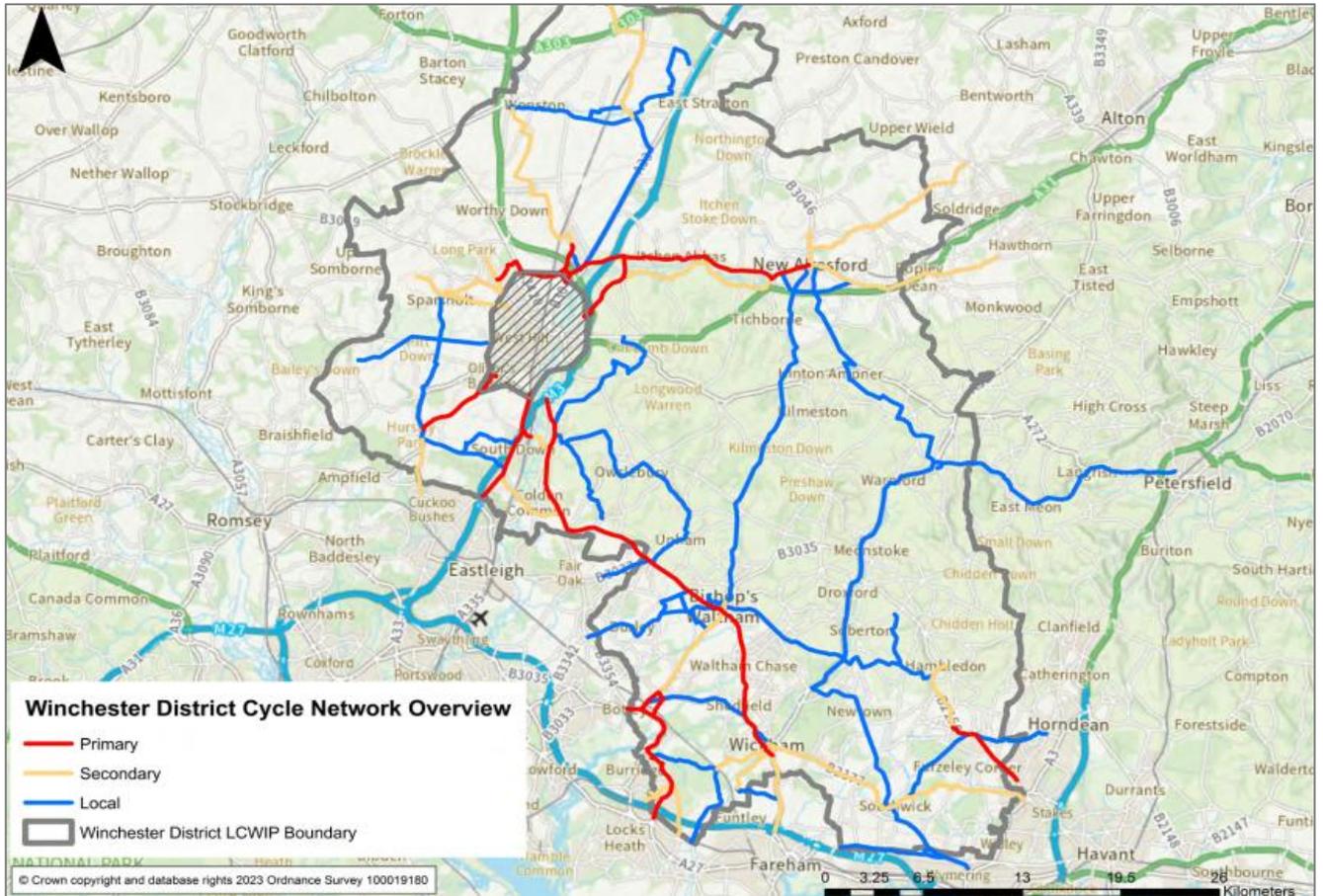
2.4.4 The LCWIP aligns with the principles of the Winchester Movement Strategy (WMS), a key strategy aimed at enhancing walking, cycling, and the overall experience of city mobility. Adopted by HCC and WCC in 2019, the WMS outlines three main strategic priorities for urban movement:

- Priority One: Reduce city centre traffic;
- Priority Two: Support healthier lifestyle choices; and,
- Priority Three: Invest in infrastructure to support sustainable growth.

2.4.5 Winchester is split into two distinct areas — the urban Winchester City and the more rural parts of the district, which include market towns and a dispersed population. This LCWIP focuses on the District areas outside the boundary of the City of Winchester. A separate LCWIP is being developed for the city, and the routes identified in it will connect to the District routes where possible.

2.4.6 The proposed cycle network for the District, identifying primary, secondary and local routes is provided in the LCWIP and included in **Figure 2.2** below for ease of reference.

Figure 2.2 Proposed Winchester District Focus – Cycle Network Overview

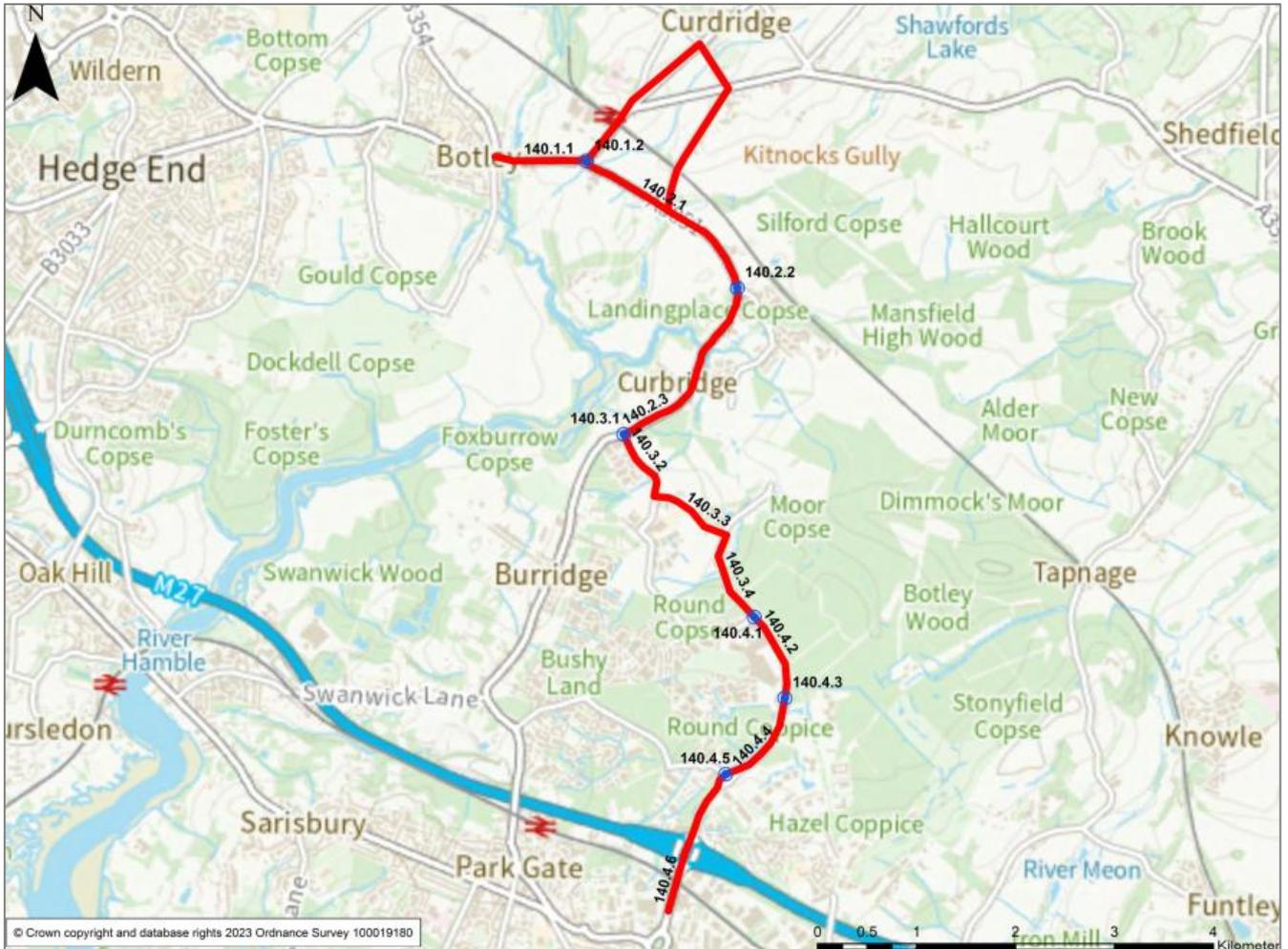


Source: Winchester LCWIP, Page 11

2.4.7 The primary routes identified are busy and direct main routes; the secondary routes are medium use routes through local areas that connect to primary routes and the local routes facilitate local cycle trips and often link to both primary or secondary routes.

2.4.8 It can be seen from **Figure 2.2** that a proposed primary route is planned through North Whiteley, this being Route 140: Botley to Whiteley. The alignment of the route is identified in **Figure 2.3**.

Figure 2.3 Proposed Winchester District Focus – Route 140: Botley to Whiteley

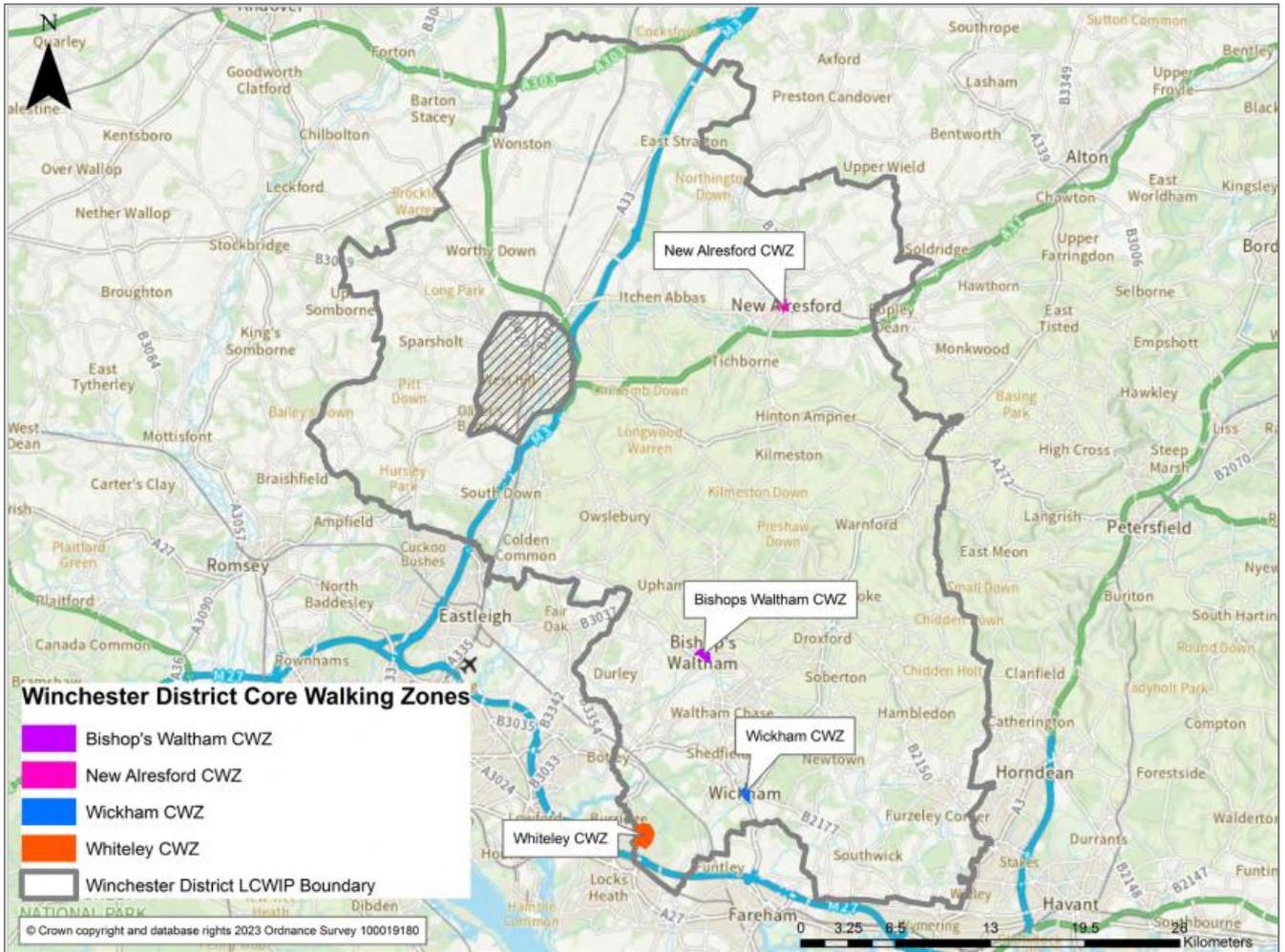


Source: Winchester LCWIP, Page 97

2.4.9 The 7.5 km route begins in Botley village centre and ends south of Whiteley at Junction 9 of the M27, passing through the village of Curbridge. The route follows the A3051, after passing through Curbridge before turning southeast along Bluebell Way and Whiteley Way, both of which are key routes through the North Whiteley development. It crosses the M27 Junction 9 roundabout and enters Segensworth in Fareham Borough, where it connects with secondary route 271 as identified in the Fareham LCWIP. There is also a section of Route 140 north of Botley along the A334 and Botley Road that loops around the A334 and Outlands Road, enabling a connection to secondary Route 106.

2.4.10 The LCWIP also identifies the proposed Winchester District Core Walking Zones (CWZ), of which there are four in total and Whiteley is one. The CWZs are identified in **Figure 2.4**.

Figure 2.4 Proposed Winchester District Focus – Core Walking Zones



Source: Winchester LCWIP, Page 12

2.4.11 **Figure 2.4** highlights the four CWZs: New Alresford, Bishop's Waltham, Whiteley, and Wickham. The CWZs are areas with several trip attractors or destinations in close proximity, making them generally walkable. The Whiteley CWZ is immediately south of the North Whiteley development and is accessible by proposed Primary Cycle Route 140.

2.4.12 The LCWIP acknowledges that the North Whiteley development site is located just outside the CWZ and that it is crucial that new residents are able to travel to the Whiteley shopping village by walking, wheeling and cycling. The walking, wheeling and cycling links to the CWZ have been audited within the LCWIP, with reference made to improvements already delivered through the planning process. This including a new 3m wide shared use path and the signalised crossing facilities at Parkway South roundabout.

Winchester City Parking Standards, Supplementary Planning Document, December 2009

2.4.13 Residential vehicle parking at the North Whiteley development is being provided based on Winchester City Council's Supplementary Planning Document (SPD) 'Residential Parking Standards' (December 2009). Parking requirements for the development are provided within Section 5 of the Transport Assessment submitted in support of the development.

2.4.14 The following **Table 2.1** replicates the content of the Transport Assessment with parking standards also provided for shared / communal spaces and allocated parking. A figure of 20% is stated for visitor parking in areas of allocated parking with no shared / communal offering.

Table 2.1: Winchester District Council’s Residential Vehicle Parking Standards 2009

Unit Type	Standard /Communal Parking Spaces Per Unit	Allocated Parking Spaces Per Unit	Allocated Parking + Visitor Spaces Per Unit
1 bed	1	1.5	1.8
2 bed	1.5	2	2.4
3 bed	2	2	2.4
4 bed	2.5	3	3.6

2.4.15 The estimated number of parking spaces at the time of the planning application, based on 3,500 dwellings, is set out within **Table 2.2** with it expected that as each plot comes forward detailed parking figures will be confirmed.

Table 2.2: Proposed Residential Mix and Associated Vehicle Parking

Unit Type	Number of Units	Shared Communal Parking Spaces Per Unit	Total Shared / Communal Parking Spaces	Allocated Parking Spaces Per Unit	Total Allocated Parking Spaces	Allocated Parking Spaces + Visitor Spaces Per Unit	Total Allocated Parking + Visitor Spaces
2 bed (25%)	875	1.5	1313	2	1750	2.4	2100
3 bed	1225	2	2450	2	2450	2.4	2940
4 bed	1225	2.5	3063	3	3675	3.6	4410
5+ bed	175	2.5	438	3	528	3.6	630
Total	3500	-	7263	-	8400	-	10080

2.4.16 The Transport Assessment confirms that where garages are provided, they will be constructed to at least a size of 6m x 3m to ensure that there is space within the garage for storage, such as bikes and to allow a car to be parked at the same time. The parking standards also set out the requirements for cycle parking as replicated in **Table 2.3**.

Table 2.3: Winchester District Council’s Residential Cycle Parking Standards 2009

Unit Type	Long Stay Cycle Parking	Short Stay Cycle Parking
1 bed	1	1
2 bed	2	1
3 bed	2	1
4+ bed	2	1

2.4.17 The accompanying Transport Assessment confirms that long stay cycle parking will be provided within garages and other designated covered and secure cycle storage facilities within the development. This including cycle lockers in the case of flats and garden sheds with secure locking facilities in the case of houses. Short term parking will be provided in on-street Sheffield Stand style cycle parking.

2.4.18 **Table 2.4** below sets out the number of cycle spaces that will be required for the residential element of the development.

Table 2.4: Proposed Residential Mix and Associated Cycle Parking

Unit Type	Number of Units	Long Stay Cycle Parking Per Unit	Long Stay Cycle Spaces	Short Stay Cycle Spaces Per Unit	Short Stay Cycle Spaces
2 bed (25%)	875	1	875	1	875
3 bed (35%)	1225	2	2450	1	1225
4 bed (35%)	1225	2	2450	1	1225
5+ bed (5%)	175	2	350	1	175
Total	3500	-	6125	-	3500

3 North Whiteley

3.1 Development Details

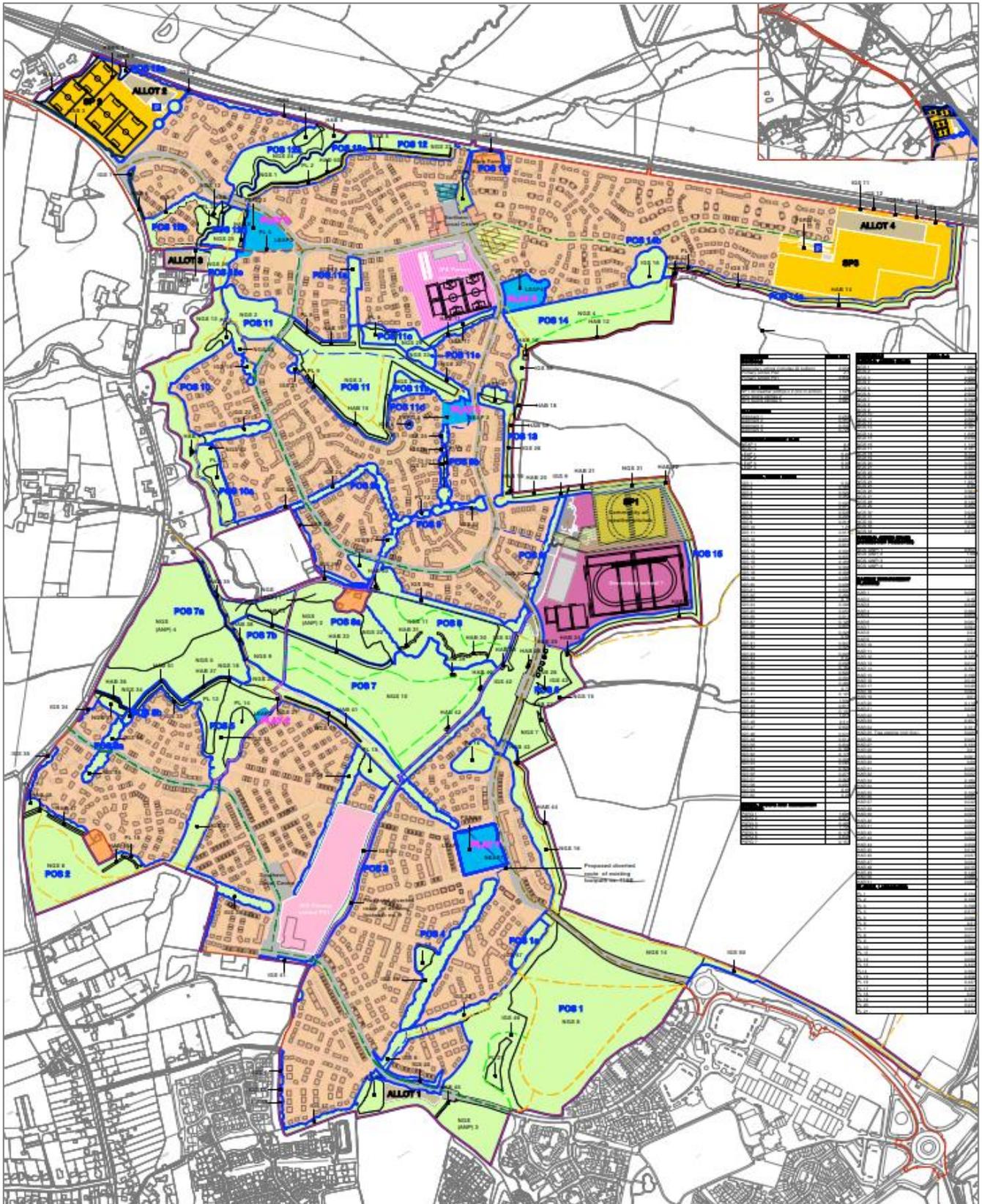
3.1.1 The urban expansion of North Whiteley falls under Winchester City Council's (WCC) adopted Local Plan (March 2013) within 'Policy SH3: Strategic Housing Allocation – North Whiteley.' The allocated site, when fully built out, is intended to consist of approximately 3,500 dwellings along with supporting uses, including two primary schools, one secondary school, sports pitches, neighbourhood equipped areas for play (NEAPS) and two local centres – one within the northern half of the site, accessed via Whiteley Way, and the other in the southern half of the site, in proximity to Cornerstone Primary School, and accessed via Bluebell Way.

3.1.2 At the time of writing the following has been constructed:

- As of April 2025 approximately 2200 dwellings;
- Cornerstone Primary School, including Whiteley Preschool North and Hope Church Whiteley;
- Footways/cycleways adjacent to the main vehicle through routes of Bluebell Way, Whiteley Way and Curbridge Way, all of which are now open to the public, providing separation for vulnerable users;
- The Glassfield Road 'Neighbourhood Street' pedestrian/cycle connection between Bluebell Way and Whiteley Way. The planned Footpath 062/9/1 connection, south of Cornerstone Primary School, is currently awaiting construction.
- Two key pedestrian/cycle routes providing connectivity between Bluebell Way and Whiteley Way. These are the Glassfield Road 'Neighbourhood Street' connection and the Footpath 062/9/1 connection.
- Neighbourhood equipped areas for play have been constructed in proximity to the Glassfield Road/Whiteley Way junction and the Curbridge Way/Whiteley Way junction.

3.1.3 The proposed layout of the urban expansion is identified in **Figure 3.1**.

Figure 3.1 Layout of urban expansion



Source: Terance O'Rourke Drawing 157103B/PL/1035 Rev F

3.2 Development Location

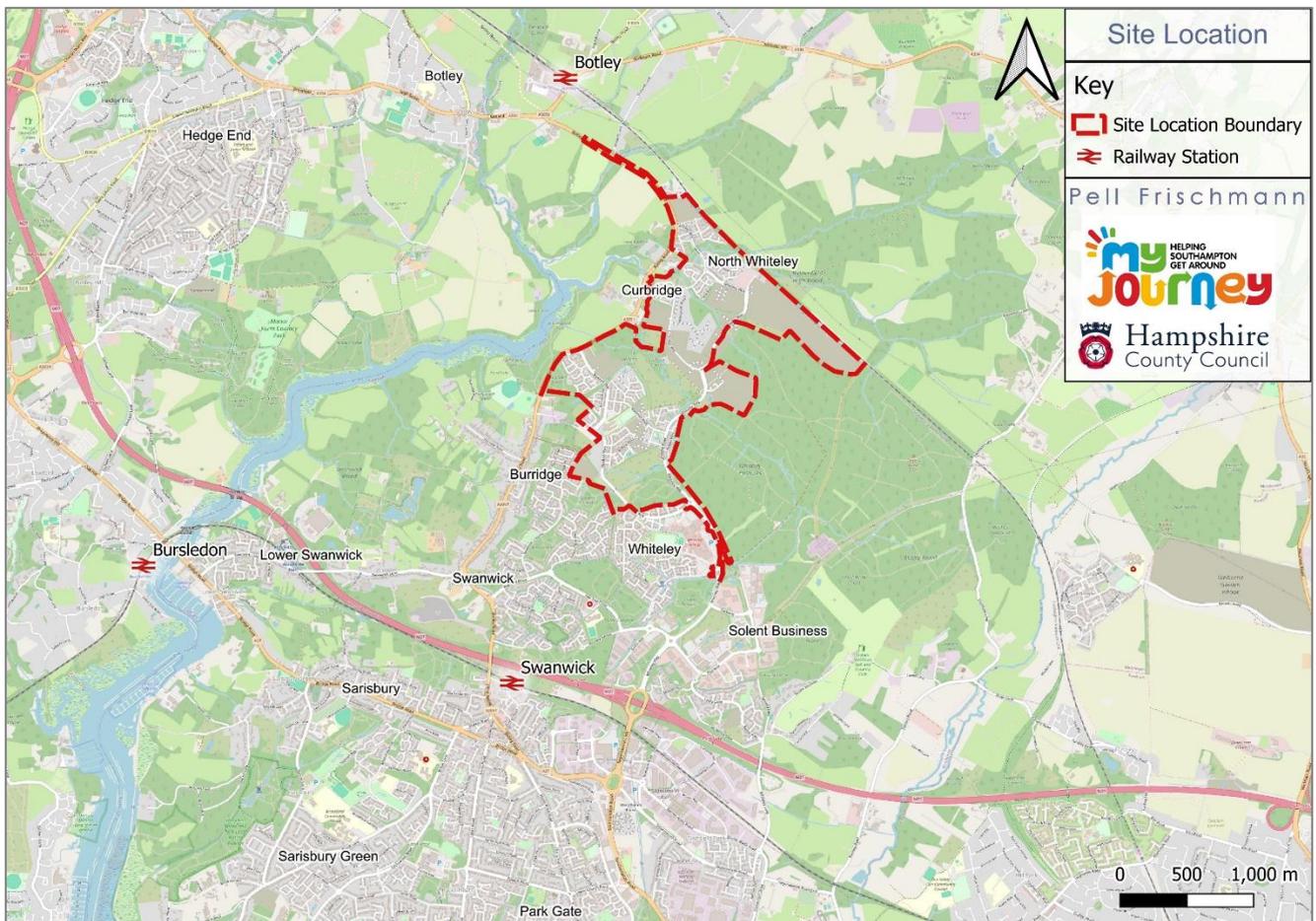
3.2.1 The North Whiteley allocation covers approximately 203 hectares of land and is situated approximately 15km east of Southampton³ and 9km southeast of Hedge End⁴. The

neighbouring settlements of Burridge, Swanwick and Whiteley lie to the south of the North Whiteley extension, between the site and the M27 motorway, and the village of Botley, which has a number of local shops and services, is located approximately 4.4km to the northeast⁵.

3.2.2 In the vicinity of North Whiteley there are various existing facilities and amenities including the Solent Business Park, which includes a diverse range of employment opportunities and services, Whiteley Town Centre is also easily accessible and offers an array of high street shops and leisure opportunities.

3.2.3 The location of North Whiteley, within its surrounding context, is identified in **Figure 3.2**⁶.

Figure 3.2 Site location and local context



Source: OpenStreetMap with Pell Frischmann annotations

³ Measured from the A3024/Above Bar Street/London Road signalised junction in Southampton to Whiteley Way/Dapperling Road junction in Whiteley, via the A334.

⁴ Measured from the Cornerstone Primary School in North Whiteley to the Lower Northam Road/St Johns Road/Wildern Lane junction in Hedge End.

⁵ Measured from the Cornerstone Primary School in North Whiteley to Botley Church of England Primary School.

⁶ All figures within this document are provided to scale in **Appendix E**.

3.3 Vehicle Access

3.3.1 North Whiteley has four key points of vehicular access enabling local connectivity between the development area and neighbouring settlements including Swanwick, Whiteley, Burrige and Curbridge and from these locations access to destinations, including Hedge End to the North-west, Locks Heath to the south-west, and Fareham to the south-east.

3.3.2 The northern and western vehicular accesses are signalised junctions connecting Whiteley Way and Bluebell Way to the A3051 Botley Road. Both southern accesses originate at the Bluebell Way / Whiteley Way roundabout immediately north of the Tesco supermarket located on Whiteley Way.

3.4 Pedestrian and Cycle Access

3.4.1 The comprehensive pedestrian and cycle strategy currently being delivered by the Consortium, consisting of Taylor Wimpey, Persimmon, and Crest Nicholson along with Vistry, supports a move away from private car travel, and promotes a transition to walking / wheeling, cycling, and public transport options for journeys between the site and destination within an appropriate range of it.

3.4.2 To-date the North Whiteley development has provided a network of high-quality, safe, convenient and attractive routes within the development area through a combination of neighbourhood streets, local streets and main through routes, and this is set to continue as the development progresses. The network of footways delivered within the various development plots has been provided in such a way that it facilitates movement between the main routes and key locations within the development including bus stops, the planned local centres, schools, Neighbourhood Equipped Areas for Play (NEAP) and will, in due course, enable access to the sports pitches to be located in the northern half of the development. This is well supported by the way-finding signage strategy that is being delivered in advance of, and alongside, buildout at each development parcel.

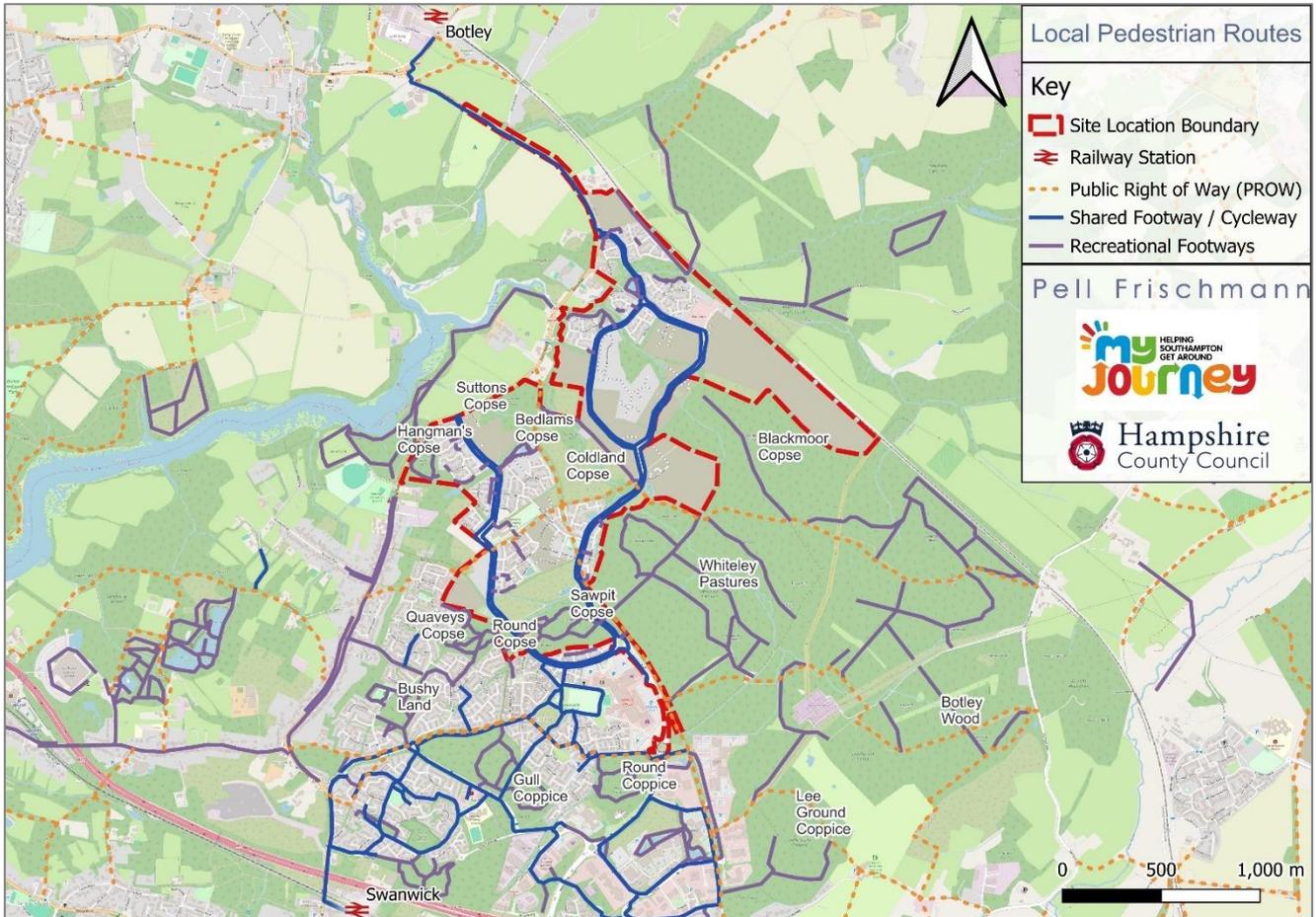
3.4.3 The development is also seeing the staged delivery of recreational routes by providing connectivity to existing footpaths and to local Public Rights Of Way (PROWs). Both the footpaths and PROW's generally consist of grass edged, gravel surfaced paths connecting to metalled footways. These routes are generally unlit but benefit from proximity to street lighting where they connect to the highway network.

3.4.4 The network of footpaths and PROWs in the context of the current development layout is identified on **Figure 3.3**. It can be seen from the figure that these routes provide access to the following recreational areas within the development boundary:

- Suttons Copse;
- Bedlams Copse;
- Coldlands Copse;
- Hangmans Copse;
- Sawpit Copse; and,
- Round Copse.

3.4.5 The system of paths and PROWs, particularly footpath 266/709/2, also provide connectivity to the extensive network of gravel paths that permeate the Whiteley Pastures Site of Special Scientific Interest (SSSI) located immediately east of the development boundary.

Figure 3.3: Pedestrian and Cycle Infrastructure

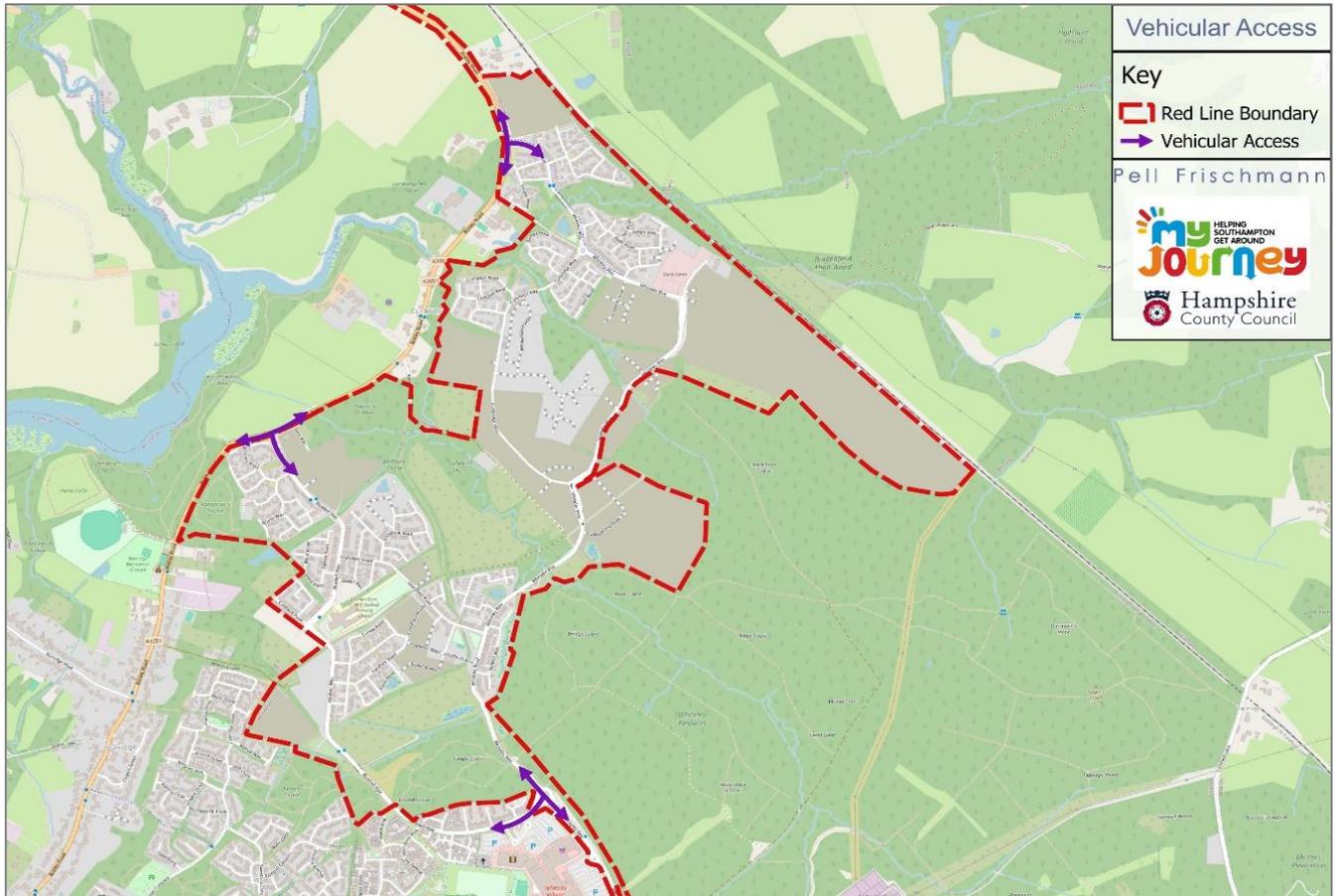


Source: OpenStreetMap with Pell Frischmann annotations

3.4.6 The main points of pedestrian and cycle connectivity between the site and the surrounding areas are shared with the northern vehicular access on Botley Road and the Bluebell Way/Whiteley Way roundabout. Shared use pedestrian and cycle routes have been delivered alongside each of the main vehicular routes through the settlement providing the necessary separation of vulnerable users from vehicles to encourage the use of sustainable travel options. These routes also connect to the external shared cycleway/footway provisions north and south of the site, connecting it to the key strategic transport location that is Botley Station, to the north, and the amenities and employment opportunities within the Solent Business Park and Whiteley Shopping Centre, to the south.

3.4.7 The location of the local cycle network, main pedestrians routes and PROW's are identified on **Figure 3.3** and the main vehicular/pedestrian/cycle accesses, are identified in **Figure 3.4**.

Figure 3.4 Vehicular accesses to North Whiteley



Source: OpenStreetMap with Pell Frischmann annotations

4 Local Context

4.1.1 This section of the report provides a summary of the local highway network, including pedestrian cycle provisions, and the accessibility of the site to local services and facilities including public transport nodes.

4.1 Bluebell Way

4.1.2 Bluebell Way is the main route through the southern half of North Whiteley for pedestrians, cyclists and vehicles, providing a connection between the Whiteley Shopping Centre to the south and the A3051 Botley Road to the north. The 1.9km road follows a roughly southeast to northwest alignment, extending from the Bluebell Way / Whiteley Way roundabout in the south to the Botley Road signalised junction on the development's northwestern boundary.

4.1.3 The first 550m of Bluebell Way, from the Whiteley Way roundabout, serves a Tesco food store (with a petrol filling station) a cinema, restaurants and the residential area of Whiteley that predates the urban extension. This section of Bluebell Way has a footway on the northern side of the carriageway, beginning at Arbour Court, and a shared footway / cycleway on the southern side of the carriageway beginning at the entrance to Whiteley Shopping Centre.

4.1.4 Each side road along its length includes drop kerb crossings, with tactile paving, and there are a pair of dropped kerb crossings either side of the access to Tesco, enabling north-south connectivity. This initial section of Bluebell Way benefits from traffic calming measures in the form of raised table junctions at Acanthus Court and Lavender Court.

4.1.5 Historically Bluebell Way ended approximately 200m north of Lavender Court. However, as part of the development it has been extended to the A3051. The extension maintains the provision of a wide footway / cycleway on the western side of the carriageway and a footway on the eastern side.

4.1.6 Bluebell Way is also currently the main bus route corridor through North Whiteley and has a number of bus stops located along its length, the first of which are located approximately 260m south of Fieldfare Road. Both stops consist of bus laybys with raised kerbs, post and flag arrangements and timetable information. There is also an aspiration to upgrade the bus stops to include bus shelters in the future pending the long-term viability of the service being established. A dropped kerb crossing across Bluebell Way is located north of the stops providing a pedestrian route between them.

4.1.7 At side roads / connecting junctions and at crossings across Bluebell Way, pedestrians are provided with drop kerbed crossings including tactile paving to aid those with visual impairment. There are a number of wide crossing points provided across Bluebell Way in proximity to Cornerstone Primary School and at the Coldland Road mini roundabout located immediately northwest of the school. These crossings benefit from the inclusion of contrasting surface treatments that are not only intended to guide pedestrians and cyclists but also to highlight to vehicles that there is a change in the environment and pedestrians

may be present. The southern and northern approaches to the roundabout also have wide, grassed central islands with pedestrian refuges within them.

4.1.8 A pair of bus stops are located on the eastern arm of the roundabout, approximately 55m west of the pedestrian access to the school. The stops consist of bus laybys and road level kerbs with the northbound stop benefitting from a post and flag arrangement, with timetable information. The southbound stop currently includes a temporary stop sign.

4.1.9 Glassfield Road connects to Bluebell Way approximately 450m south of the Botley Road signalised junction via a three-arm priority arrangement. The junction is characterised by a raised table with contrasting block paving and a pedestrian crossing, with tactile paving, on the eastern arm. Glassfield Road provides west-east connectivity between Bluebell Way and Whiteley Way, with the latter being one of the other main routes through the development area.

4.1.10 Glassfield Road is a neighbourhood street with footways on both sides of the carriageway and dropped kerb crossings at all side roads along its length. A raised table crossing is provided at the Glassfield Road / Stonyfield Road junctions to encourage slower vehicle speeds along the route. A pair of bus stops are provided approximately 230m north of Glassfield Road. The bus stops consist of bus laybys, raised kerbs timetable information and “Temporary Bus Stop” signs.

4.1.11 The footway / cycleway provided along the western side of Bluebell Way ends approximately 30m south of the A3051 Botley Road / Bluebell Way signalised junction, with cycle provision transitioning to on-road via a cycle on slip connected to an advanced stop line at the junction. The junction benefits from pedestrian crossing points on the southern and eastern arms, with the latter including a push button crossing. Bus stops are located immediately east and west of the junction. The westbound stop, on the southern side of the carriageway, consist of a layby and the eastbound stop, on the northern side of the carriageway, consists of road markings and a flag attached to a lamp column.

4.1.12 Bluebell Way has a posted speed limit of 30mph between the Whiteley Way roundabout and a point approximately 330m south of Cornerstone Primary School at which point it decreases to 20mph. The 20mph speed limit extends north for approximately 460m before transitioning back to 30mph to the Botley Way signalised junction. This providing a slower speed environment around the primary school. Street lighting is provided at regular intervals along the full length of Bluebell Way providing illumination and safety during the hours of darkness.

4.2 Whiteley Way

4.2.1 Much like Bluebell Way, Whiteley Way is a main through route for pedestrians and cyclists, providing access into the eastern half of North Whiteley and a connection between the Whiteley Shopping Centre and the northern extent of the development.

4.2.2 The 3.3km road follows a roughly north south alignment from the Whiteley Way roundabout to a signalised junction on the A3051. From the roundabout, to a point

approximately 170m north, Whiteley Way is subject to a 30mph speed limit, at which point it decreases to a posted speed limit of 20mph. The 20mph speed limit is then maintained for the majority of its length, increasing to 30 mph in proximity to the A3051 signalised junction.

4.2.3 Glassfield Road connects to Whiteley Way approximately halfway along its length. This providing an east-west link to Bluebell Way with raised table junctions at both ends. In proximity to the Whiteley Way junction the road incorporates bus stop provisions, in the form of bus laybys and raised kerbs, on both sides the carriageway with a dropped kerb crossing, including tactile paving, providing a pedestrian connection between the stops. A Neighbourhood Equipped Area of Play (NEAP) is conveniently located on the western side of the carriageway in proximity to the junction.

4.2.4 Approximately 600m north of the Glassfield Road junction Whiteley Way diverges at a mini roundabout with the northwestern arm becoming Curbridge Way. The roundabout incorporates dropped kerb crossings with tactile paving on the northern and southern arms of the junction, and wide grassed central islands with pedestrian refuges. Bus laybys with raised kerbs are provided on both sides of the carriageway on the southern arm.

4.2.5 From the roundabout, Whiteley Way follows a broadly northeasterly alignment for 750m before intersecting with a four-arm mini-roundabout and changing direction to the west toward the A3051. The roundabout, which is located south of the future northern local centre, will not only provide east west connectivity but will, in due course, facilitate access to the proposed sports pitches to be located in the northeast corner of the development.

4.2.6 Curbridge Way reconnects with Whiteley Way approximately 450m southeast of the A3051 via a three-arm roundabout. The roundabout benefits from pedestrian crossing points on all arms, with dropped kerbs and contrasting surface material denoting the full extent of each crossing. The northern and eastern arms also include wide central islands with refuges incorporated. A fenced NEAP and local path, with four Sheffield cycle stands, is located on the western side of the carriageway immediately adjacent to the crossing on northern arm of the junction.

4.2.7 60m north of the NEAP Whiteley Way crosses a watercourse and soon after a pair of bus stops are provided - the northbound stop consisting of a bus layby with raised kerbs and a post and flag, and the southbound stop consisting of road markings, raised kerbs and a post and flag.

4.2.8 At its northern extent Whiteley Way connects to the A3051 Botley Road via a three-arm signalised junction that benefits from staggered toucan crossings on the northern and eastern arms and, on-road to off-road cycle slips on the main line in both directions.

4.2.9 A footway / cycleway is to be provided along the full length of Whiteley Way. The completed sections of the route are located on the eastern side of the carriageway up to the roundabout provided in proximity to the proposed northern local centre, and from there, the route continues on the northern side of the carriageway to the A3051. At the A3051 off-road cycle provision continues north toward Botley Station via a shared cycleway / footway on the

western side of the carriageway. Shared cycle provisions are not provided southbound along Botley Road. However, cycles can join the carriageway via a cycle slip on the southern arm of the junction, on the eastern side of the road.

4.2.10 Traffic calming measures have been incorporated into the design of Whiteley along its length. Features include raised tables at junctions, raised tables at crossing across Whiteley Way, and the use of contrasting surface materials on some side road crossings. Where wide grassed central islands have been provided on the approaches to junctions, the channelling effect also assists in calming traffic.

4.2.11 Whiteley Way is street lit at regular intervals for its full length meaning that pedestrians and cyclists can see, and be seen, during the hours of darkness. This in combination with the wide footway and shared use provisions creates a pleasant user environment that will help to encouraging walking / wheeling and cycling as a mode of transport.

4.3 Curbridge Way

4.3.1 Curbridge Way is another main through route for pedestrians, cyclists and vehicles, providing access through the centre of northern North Whiteley. The one km road follows a roughly north-south alignment, extending from the three-arm roundabout approximately 600m north of the Glassfield Road/Whiteley Way priority junction, to another three-arm roundabout approximately 450m southeast of the Botley Road/Whiteley Way signalised junction.

4.3.2 The road runs roughly parallel to Whiteley Way, to the east, and is separated from it by residential development currently under construction. A footway is provided on the eastern side of the carriageway and a shared footway/cycleway is provided on the western side for its full length. This maintaining the level of service delivered along Whiteley Way and Bluebell Way and ensuring that residents within the development have easy access to a continuous cycle route throughout the urban extension.

4.3.3 At side roads and at crossings across Curbridge Way, pedestrians are provided with drop kerbed crossings including tactile paving, to aid those with visual impairment. Contrasting block paving has also been used at a limited number of crossing locations.

4.3.4 There are a number of parking laybys provided alongside the western side of the carriageway. These are generally accompanied by wide grassed verges providing separation between pedestrians and moving traffic.

4.3.5 A pair of bus stops are provided on Curbridge Way approximately 370m south of the northern Curbridge Way / Whiteley Way roundabout. Both the north and south bound bus stops currently consist of a laybys and road markings. A dropped kerb crossing, with tactile paving, is located immediately south of the stops providing pedestrians with crossing point between the two.

4.3.6 Curbridge Way is subject to a posted speed limit of 20mph speed limit along its full length and is street lit at regular intervals, providing illumination in the hours of darkness and allowing pedestrians and cyclists to see and be seen along the route. The road benefits from traffic calming features including raised tables and raised table junctions, with contrasting material used on the adjacent footways.

4.4 A3051 Botley Road (north of Whiteley Way)

4.4.1 The A3051 is a 6km, two-way single carriageway road located along the western boundary of the urban extension. It runs between Botley to the north of the development and Park Gate to the south, providing connectivity to both Botley Station and Swanwick Station at its approximate extents. Locally it is subject to a 40mph speed limit and is street lit along its length.

4.4.2 In proximity of North Whiteley footway provision along Botley Road is relatively limited south of the Whiteley Way/Botley Road junction. However, key pedestrian and cycle connectivity is provided between the site and Botley north of the junction. Using the footway and shared footway/cycleway located alongside Whiteley Way and Curbridge Way, in combination with the toucan crossing provided at the Botley Road/Whiteley Way junction, pedestrians and cyclists are able to access the shared used route on the western side of the carriageway.

4.4.3 The cycleway/footway is maintained on the western side of the A3051 for approximately 1km before switching to the eastern side of the carriageway. A dropped kerb crossing with tactile paving is provided for pedestrians and cyclists and includes guard railing configured to encourage cycles to dismount when using the crossing. The route continues on the eastern side of the A3051 and southern side of the A335 for a further 240m at which point a dropped kerb crossing with tactile paving and a kerbed central refuge is provided across the A334. The crossing also incorporates an off slip from the A335 for cyclists travelling from the north. The shared use route continues in a northerly direction up to the Hillsons Road/Station Hill priority junction (55m south of Botley Station) at which point cycles are directed to join the carriageway and pedestrians can continue using the footway to Botley Station and beyond.

4.5 Local Amenities

4.5.1 The North Whiteley development benefits from being situated within walking / wheeling and cycling distance of a wide array of local amenities, employment opportunities, health facilities, and public transportation connections. **Table 4.1** provides a summary of the key services and amenities within walking / wheeling and cycling distance of the development⁷ with **Figure 4.1** identifying their locations. **Figure 4.2** and **Figure 4.3** identify these key services and facilities as well as additional services such as food and drink, leisure

⁷ The walking and cycling distances and times provided have been measured from the closest pedestrian access point on the site boundary to the amenity. Walking and cycle distances and times have been calculated using the roads and footpaths routes available at the time of writing this TP i.e. not using straight line distances.

facilities and religious buildings within walking / wheeling and cycling distance of the development⁸ respectively.

Table 4.1: Services and Amenities

Amenity Type	Amenity Name	Walking / Wheeling		Cycling		Location Reference
		Distance	Time	Distance	Time	
Education	Botley CofE Primary School	1.4km	19 minutes	1.4km	5 minutes	1
	Deer Park Secondary School	-	-	3.0km	11 minutes	2
	Berrywood Primary School	-	-	3.7km	12 minutes	3
	Freegrounds Infant and Junior Schools	-	-	3.0km	11 minutes	4
	Boorley Park Primary School	-	-	3.4km	11 minutes	5
	Whiteley Primary School	1.1km	15 minutes	1.2km	4 minutes	6
	Cornerstone CofE Primary School	On site	-	On site	-	7
	Park Gate Primary School	-	-	3.8km	13 minutes	8
	Brookfield Community School	-	-	4.1km	14 minutes	9
	Sarisbury CofE Junior School	-	-	4.1km	15 minutes	10
Employment	Grange Business Park	-	-	2.9km	10 minutes	11
	Bottings Industrial Estate	750m	10 minutes	750m	3 minutes	12
	Solent Business Park	600m	8 minutes	600m	2 minutes	13
	Fulcrum 1-6, Solent Business Park	950m	13 minutes	1.2km	4 minutes	14
	Segensworth West Business Park	1.9km	27 minutes	2.1km	9 minutes	15
	Concorde Park	-	-	2.5km	9 minutes	16
	Segensworth Business Centre	-	-	4.3km	16 minutes	17
Healthcare	Burrige Dental Practice	1.6km	22 minutes	1.9km	6 minutes	18

⁸ Measured from the proposed local centres in northern and southern halves of the site.

	Boots Pharmacy	200m	3 minutes	200m	1 minute	19
	The Whiteley Surgery	1.3km	18 minutes	1.3km	5 minutes	20
	Everetts Pharmacy Whiteley	1.3km	18 minutes	1.3km	5 minutes	21
	Everetts Pharmacy Park Gate	-	-	3.0km	11 minutes	22
	Everetts Pharmacy Locks Heath Centre	-	-	4.1km	14 minutes	23
	Fareham Community Hospital	-	-	3.3km	12 minutes	24
Retail / Local Centre	Botley Square	1.0km	14 minutes	1.0km	4 minutes	25
	Whiteley Shopping Centre (various high street shops)	160m	2 minutes	160m	1 minute	26
	Solent Business Park	600m	8 minutes	600m	2 minutes	27
	Gull Coppice Shopping	900m	12 minutes	1.1km	3 minutes	28
	Park Gate – Southampton Road	-	-	3.2km	12 minutes	29
	Park Gate – Middle Road	-	-	2.5km	11 minutes	30
	Locks Heath Shopping Village	-	-	4.2km	15 minutes	31
Food / Drink	Whiteley Shopping Centre cafes and restaurants	160m	2 minutes	160m	1 minute	32
	Horse and Jockey pub	300m	4 minutes	300m	1 minute	33
	Parsons Collar restaurant	1.0km	14 minutes	1.0km	3 minutes	34
	Locks Heath Shopping Village cafés and restaurants	-	-	4.2km	15 minutes	35
	Kam’s Palace Restaurant	-	-	3.1km	11 minutes	36
Leisure	Macdonald Botley Park Hotel and Spa	-	-	3.5km	13 minutes	37
	Deer Park Sports Centre	-	-	3.1km	11 minutes	38
	Hedge End Bowling Club / Woodhouse Lane Tennis Courts	-	-	2.9km	10 minutes	39

	Fairthorne Manor	650m	9 minutes	650m	2 minutes	40
	Burridge Recreation Ground	600m	9 minutes	600m	3 minutes	41
	Burridge Social and Sports Club	600m	9 minutes	600m	3 minutes	42
	Skylark Meadows Golf and Country Club	-	-	3.0km	11 minutes	43
	Anytime Fitness Locks Heath	-	-	4.2km	15 minutes	44
Religious Building	St Peters Church	1.5km	22 minutes	1.5km	6 minutes	45
	All Saints Church	1.2km	16 minutes	1.2km	4 minutes	46
	St Bartholomew's Church	2.1km	29 minutes	2.1km	7 minutes	47
	Swanwick Shore Strict Baptist Chapel	-	-	4.0km	13 minutes	48
	Duncan Road Church	-	-	2.8km	11 minutes	49
	St Pauls Church	-	-	3.7km	16 minutes	50
Dentists	Hartog Dental Botley	2.8km	38 minutes	2.8km	10 minutes	51
	Oakwood Dental Practice	3.0km	42 minutes	3.0km	10 minutes	52

Figure 4.1: Key Services and Amenities

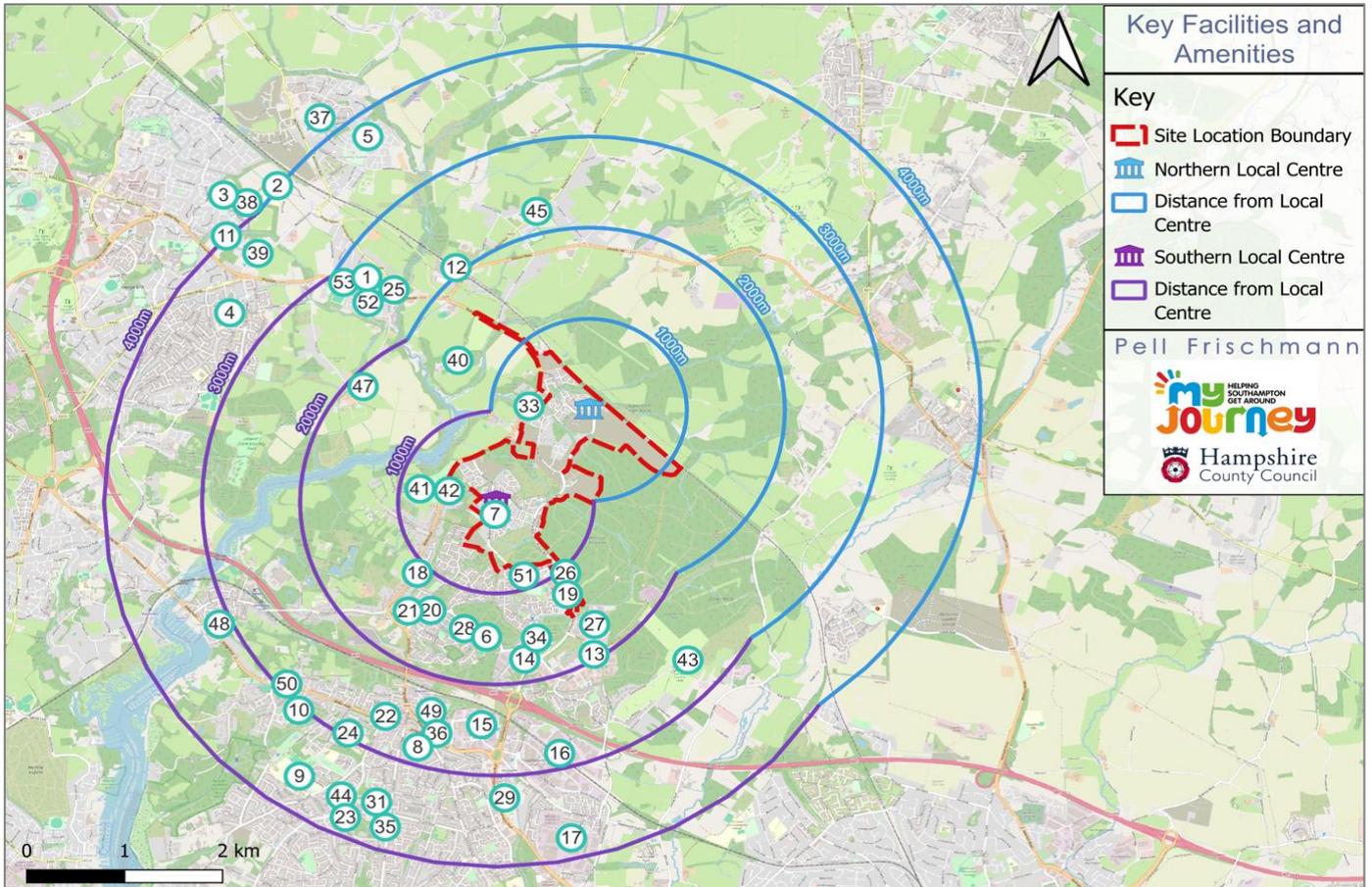
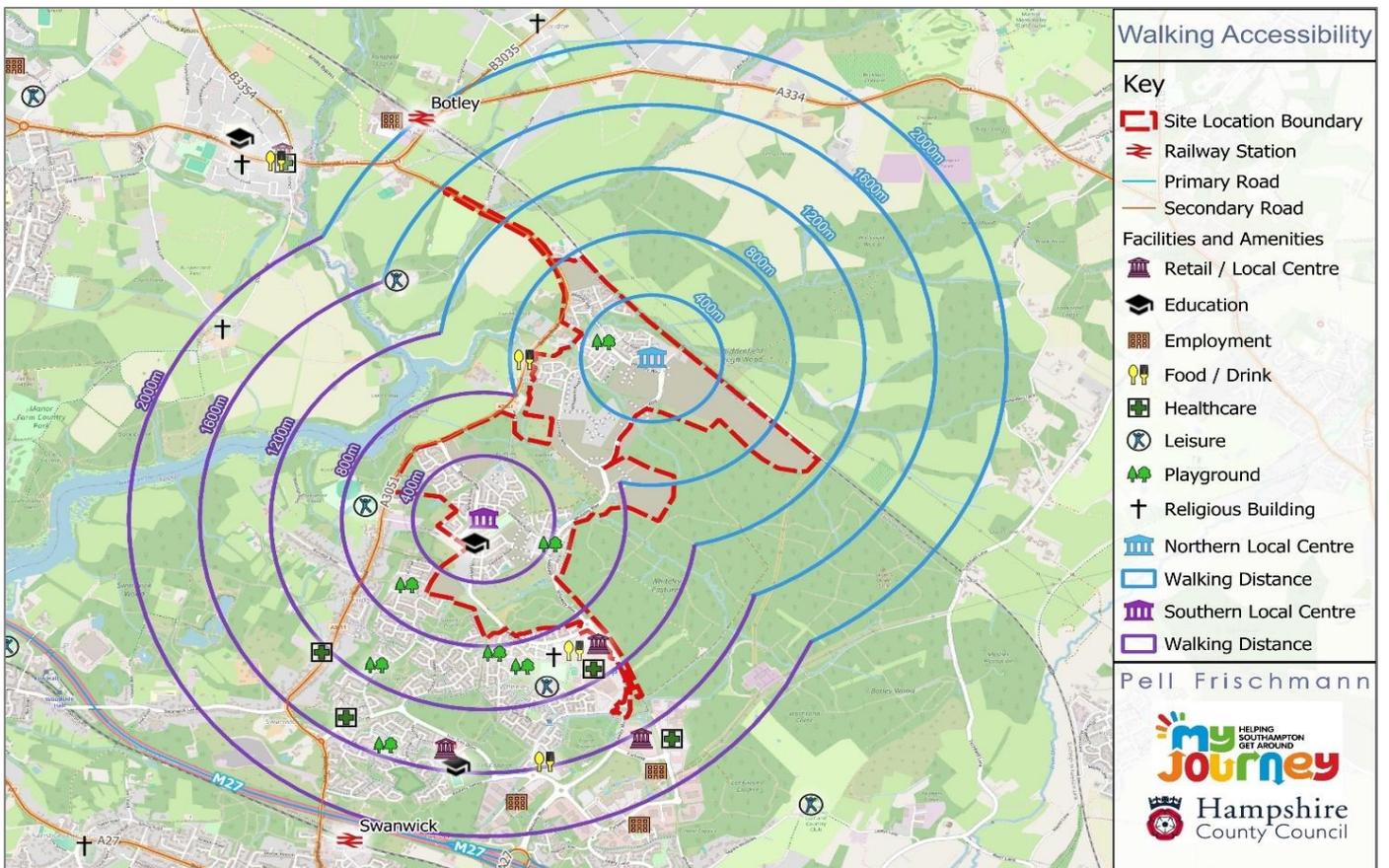
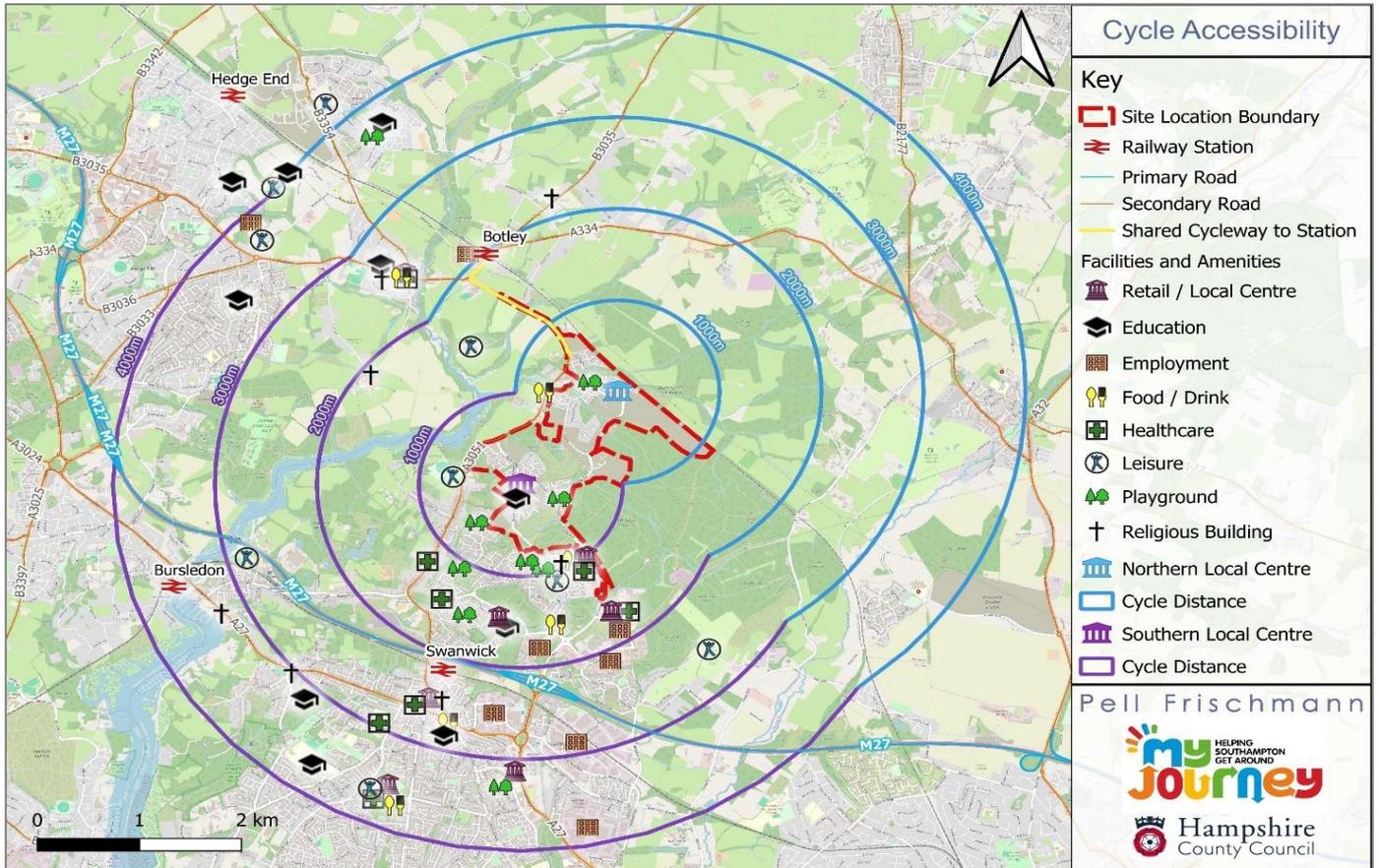


Figure 4.2: Walking / Wheeling Accessibility



Source: OpenStreetMap with Pell Frischmann annotations

Figure 4.3: Cycling Accessibility



Source: OpenStreetMap with Pell Frischmann annotations

4.5.2 It can be seen from **Table 4.1** and the accompanying figures that residents of North Whiteley are able to access a wide variety of amenities and facilities through a combination of walking / wheeling and cycling.

Access to Healthcare

4.5.3 The nearest pharmacy to the site is located within Whiteley Shopping Centre, approximately a 20-minute walk from the southern local centre or an 11-minute cycle from the northern local centre. The 28 and 28A bus services provide direct links from the site to Whiteley Shopping Centre, routing via Bluebell Way and stopping at the Bluebell Way/Whiteley Way Roundabout bus stop.

4.5.4 There are several other healthcare facilities within an accessible distance of the site including:

- Fareham Community Hospital, located on Brook Lane, which is a 15-minute cycle from the southern local centre or a 20-minute cycle from the northern local centre;
- Burrige Dental Practice, accessed via the A3051, which is a 19-minute walk or five minute cycle from the southern local centre, or a 12-minute cycle from the northern local centre; and,

- The Whiteley Surgery, located on Yew Tree Drive, which is a 24-minute walk or seven minute cycle from the southern local centre, or a 13-minute cycle from the northern local centre.

Access to Employment

4.5.5 There are several locations within Whiteley and the surrounding areas that provide employment opportunities for residents of the development, as shown on **Figure 4.3**. The closest opportunities are located to the south of the site at the Solent Business Park which is within a 35-minute walking distance or nine minute cycle from the southern local centre or a 15-minute cycle from the northern local centre.

4.5.6 Parkway bus stop, located on Whiteley Way, is served by the 28 and 28A bus routes and is a nine-minute walk from the centre of the Solent Business Park. Both of these services run directly through North Whiteley along Bluebell Way, and therefore provide an opportunity for residents to travel sustainably between the development and the business park.

4.5.7 The Segensworth Industrial Estate is located to the south of the M27 (junction 9) and is approximately 6.8km, south of the northern local centre and 4km south of the southern local centre (by road). Cyclists can access the estate, via a combination of Bluebell Way, Yeates Close, Coleridge Drive, Dickens Drive, Sweethills Crescent, Botley Road and Treford Way within 13-18 minutes.

4.5.8 Pedestrians can access the industrial estate via a combination of Bluebell Way, Maple Rise, Thyme Avenue, Saffron Way, Majoram Way, Rookery Avenue, Whiteley Way, The A27 Barnes Wallis Road and Drummond Road within approximately 50 minutes from the southern local centre.

4.5.9 Hedge End to the northwest, Fareham to the southeast and Locks Heath to the south, collectively offer a range of employment opportunities for residents and the cities of Southampton, Portsmouth and Winchester are accessible from the site by train either from Botley Station or from Swanwick Station.

Access to Education

4.5.10 The Cornerstone Primary School was first opened to pupils in a temporary location in 2013 with the new building opening in September 2021. It is the first of two primary schools to be delivered within North Whiteley. Prior to Cornerstone opening, primary age pupils largely attended Whiteley Primary School, south of the development site⁹. In

⁹ Some children of school age who moved to North Whiteley prior to 2021, during the early phases of the development, will be attending schools outside the development area, with it expected that the majority will complete their education at those schools. As the schools within the urban extension become operational it is expected that future generations of children will attend the new schools and in doing so will reduce the volume of off-site traffic generated by the development.

September 2022 Whiteley Pre-School North opened within Cornerstone School offering early years provisions.

4.5.11 The school is located in the southern half of the development site on Bluebell Way and is within 800m of all current properties on the southern half of the development. This equating to an eight - ten minute walk or two minute cycle. The school is approximately 2.2km south of the northern local centre. This equating to a 28-minute walk or six minute cycle. The school also benefits from close proximity to the Bluebell Way footway / cycleway (a defined path) that runs along the southeastern boundary of the school on a roughly southwest-northeast alignment. This providing a connection between Bluebell Way and Glassfield Road and a suitable route for pupils and pedestrians to use who originate from the Vistry and Persimmon development parcels to the northeast.

4.5.12 In July 2024 the school had 334 pupils enrolled, across ten classes with a total capacity for up to 630 pupils. The school has 21 classrooms, includes a learning resource centre and also benefits from two Special Education Needs (SEN) rooms and a chapel. Outside provisions include five play areas, three sports courts, three sports pitches and a mile long trail to use for running and cycling. There is also a staff car park provided on site which is accessible to parents, whose children have education, health and care plans (EHCP), and require a place to pick up and drop off their children.

4.5.13 The school also benefits from two cycle / scooter storage areas with one located near the front entrance gate and the other located on the southern side of the school, immediately north of the staff car park. The former has capacity to accommodate 40 scooters and 24 cycles and the latter 40 scooters and 14 bicycles. This providing pupils with safe, secure and overlooked parking whilst also making this a realistic travel option for parents accompanying their children to school.

4.5.14 The 28 and 28A bus services currently route along Bluebell Way and the A3051 and are able to stop directly north of the school. The timetables for these services have been amended to coincide with Cornerstone school's start times. As of July 2024, these services also stop within the northern half of the development site in proximity to Skipper Road. This making use of the bus a viable option for residents seeking access to the school from both halves of the development site.

4.5.15 The school has had a live Travel Plan in place since September 2022. The Travel Plan is maintained by HCC through STARS (Sustainable Travel, Accreditation and Recognition Scheme) and actively encourages the use of sustainable transport when accessing the school. Current sustainable travel initiatives promoted through the school Travel Plan include:

- The annual Walk to School Week run by HCC whereby classes can participate in the daily mile walk to keep active;
- The school has a Global Neighbours team who carry out a litter pick walk in the local area around the school to help improve the local environment;
- Year 6 pupils participate in the Bikeability cycle training scheme;

- The school issues the HCC booklet “How Could You Travel to School” to all new starting pupils and their parents to enable them to consider their journey mode to/from school;
- The Year 6 pupils are also given the Way2go leaflet to help them consider how they will travel to secondary school as part of their transition activities. This leaflet and other sustainable school travel information can be found here:
<https://myjourneyhampshire.com/education/parents-active-travel-and-wellbeing-information/transition-time/hampshire-schools/> .

4.5.16 In January 2022 all parents of pupils enrolled (218 in total) were asked to complete an online travel survey to establish modal choice when travelling to/from the school. The survey, which had a 40.4% response rate, confirmed the following mode shares:

- Walk – 46.4%
- Cycle – 2.9%
- Scooter - 8.7%
- Bus/Taxi – 0%
- Train – 0%
- Car Alone – 34.8%
- Car Share – 5.8%
- Park and Stride 1.4%
- Other – 0%

4.5.17 It can be seen from the results that the majority of parents who responded, travel to school by sustainable modes with 58% traveling by modes other than the car. The school Travel Plan aims to maintain this pattern and, where possible, to encourage greater use of sustainable modes particularly as the school expands.

4.5.18 A new 900-place secondary school, for ages 11-16 is also proposed within North Whiteley and is expected to be open by 2027. The new school, which will admit up to 180 pupils per year group, will reduce pressure on secondary schools in the neighbouring areas of Fareham North and West and Fareham Central and East. The schools affected are Henry Cort Community College, Brookfield School, Cams Hill School, Fareham Academy, Crofton School and Portchester Community School. Once the on-site secondary school is operational, the volume of local school related car trips can be expected to decrease to the benefit of the local highway network.

4.5.19 It should be noted that at the time of writing a consultation is open on the future secondary education offer in Whiteley and Fareham. Projections indicate that the continued development of the Whiteley area will create a need for between 900 and 1,200 secondary school places. The new secondary school is currently defined as a 900-place school. However, it has been designed to accommodate future demand, with the potential to expand to 1,200 places.

4.5.20 Although current and projected pupil numbers suggest a need for additional secondary provision in the area, forecasts indicate that maintaining both The Henry Cort

Community College and the proposed new secondary school would result in a surplus of secondary school places across Fareham. HCC are therefore consulting on a number of options with the preferred being to relocate The Henry Cort Community College to the new North Whiteley secondary school site. If this option is pursued it is likely that some trips made to the secondary school will be made by vehicle travelling from outside the North Whiteley development.

Access to Retail

4.5.21 The closest retail area is the Whiteley Shopping Centre located immediately south of the development which provides a wide range of high street shops, cafes and restaurants with step free access throughout. There are also cycle stands provided at each of the centre entrances to encourage active travel. In addition to the active travel opportunities the 28 and 28A bus services stop at Bluebell Way Roundabout immediately north of the shopping centre making bus a viable access solution for the whole development.

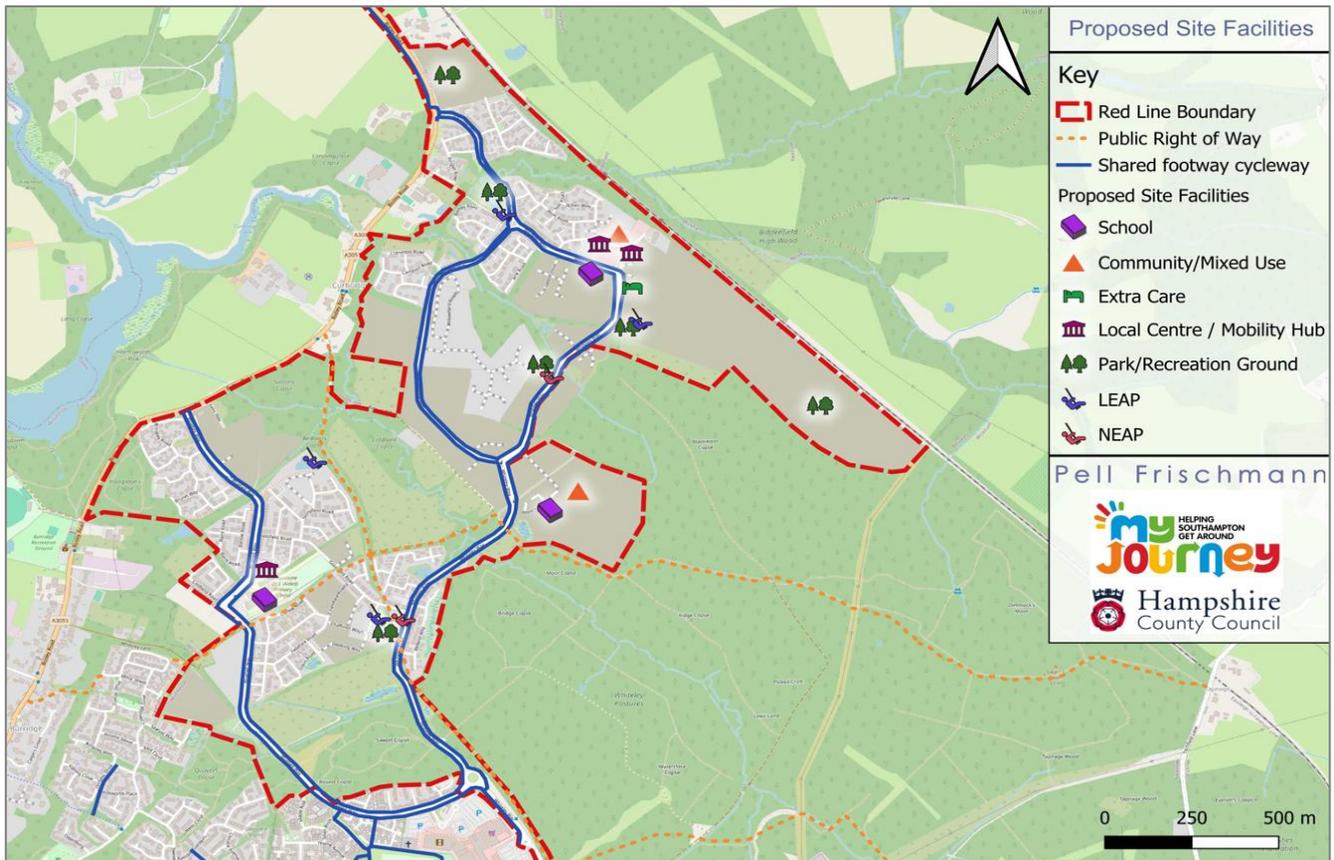
4.5.22 As a part of the development, it is also proposed to provide two local centres. The northern local centre is expected to consist of a convenience store, four commercial units and a community building, and the southern local centre is expected to include two commercial units.

4.5.23 The TPC will actively engage with local businesses to encourage them to develop a Travel Plan through STARS promoting the take up by offering support and access to incentives such as workplace bike maintenance stands and pumps.

Access to Leisure, Recreation, and Community Facilities

4.5.24 A pair of NEAPs have already been delivered within the development boundary, with these located at the Glassfield Road/Whiteley Way priority junction in the southern half of the site and immediately north of the Curbridge Way/Whiteley Way roundabout in the northern half of the site. As North Whiteley progresses, and plots are built out, further NEAPs are to be provided alongside sports pitches to be delivered in the northeastern and northwestern corners of the site. **Figure 4.4** identifies the locations of existing and future on-site facilities to be delivered as a part of the development.

Figure 4.4: Proposed Site Facilities



Source: OpenStreetMap with Pell Frischmann annotations

4.5.25 South of the development there are several existing leisure and community facilities, which are all within walking / wheeling, cycling, or bus trip distance of the proposed residential centres. Meadowside Play Park is located immediately west of Whiteley Shopping Centre and can be accessed from Bluebell Way via a shared footway/cycleway along Camellia Way. There are also a number of other leisure facilities provided adjacent to the play park including a skate park, three football pitches and the Meadowside Leisure Centre.

4.5.26 The green space surrounding the play park is used annually for the Meadowside Music Festival and other local community events including: the Annual Assembly, Skate Jam, Fireworks displays and the December Christmas Switch On. These events provide an opportunity to advertise the Travel Plan and promote sustainable travel, not only to the residents of North Whiteley, but also residents attending from the surrounding areas.

4.6 Local Public Transport

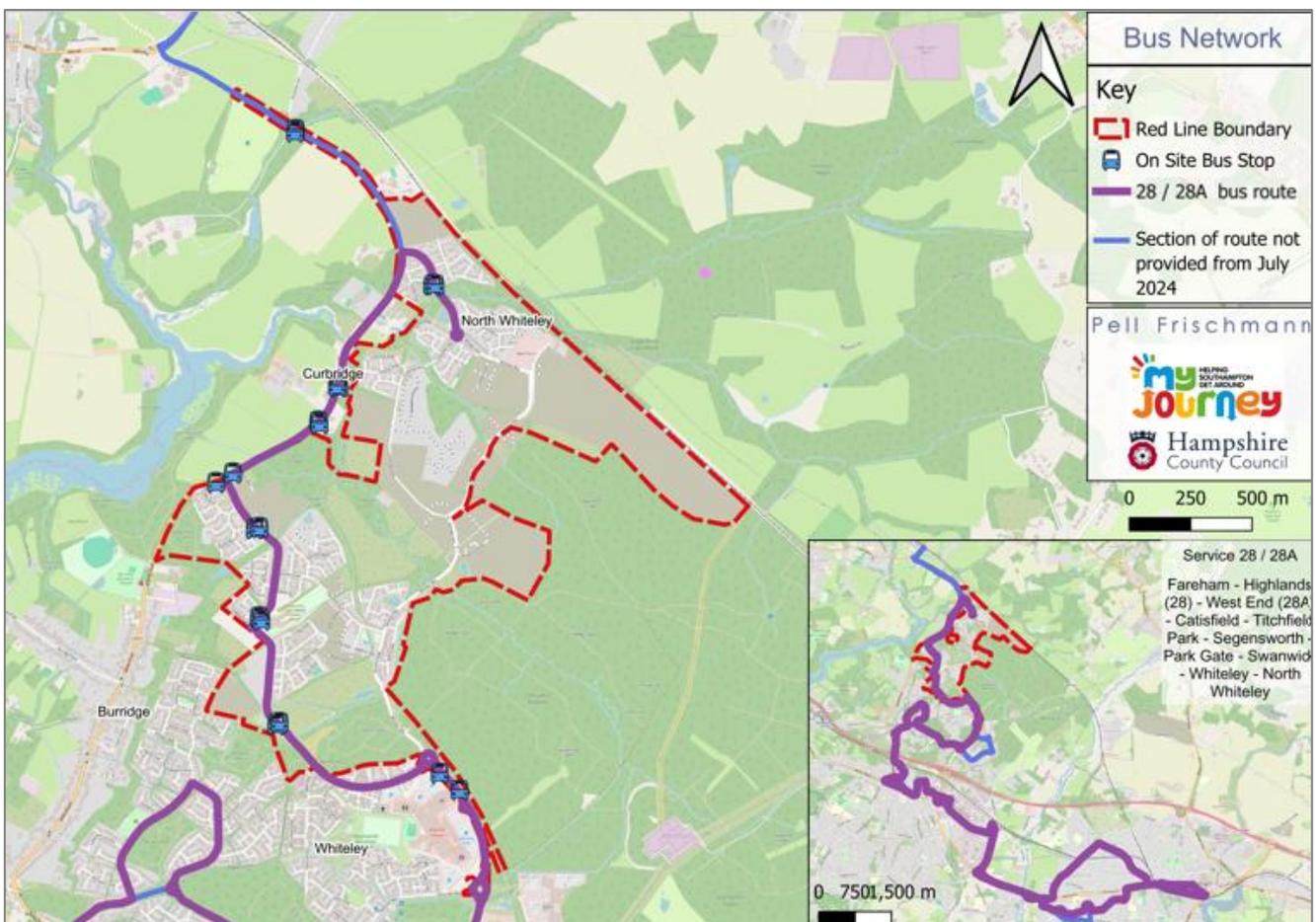
Bus

4.6.1 As previously identified both Bluebell Way and Whiteley Way, the main road routes through North Whiteley, have been developed to include bus stop locations at regular intervals. Whilst the bus stops are now in use along Bluebell Way those along the majority of Whiteley Way are not. This with the exception of Whiteley Way between the A3051 and Curbridge Road in the northern half of the development, which is served by bus route 28.

4.6.2 The existing bus stop infrastructure along Whiteley Way, although not generally in use currently, would allow any future bus routes to be easily implemented and operational without the need for significant additional construction. This infrastructure provides the flexibility to introduce new bus services efficiently, enhancing public transport options for the community. The potential future bus routes have been designed such that residential areas are located within 400m (a 5-minute walk) of a bus stop, as far as possible.

4.6.3 At time of writing, First Bus operate the only two services that route through North Whiteley, these are 28 and 28A. The local alignment of the routes through the development, including operational bus stop locations are identified on **Figure 4.5**. The figure also identifies the routes with the wider site context.

Figure 4.5: Bus Network



Source: OpenStreetMap with Pell Frischmann annotations

4.6.4 It can be seen from **Figure 4.5** that both services currently run between North Whiteley and Fareham Bus Station with the 28 running an extended route through Heathfield.

4.6.5 A full summary of the 28 and 28A bus services, from July 2024, is provided in **Table 4.2**.

Table 4.2: Bus Services – Fareham-Whiteley-Botley

Fareham-Whiteley-Botley Service 28, 28a													
Monday to Friday													
Service number	28	28	28	28	28a								
Fareham Bus Station	0625	0650	0745	0905	1005	1105	1205	1305	1430	1535	1635	1805
Highlands Post Office	0633	0658	0754
Greyshott Avenue Shops	0915	1015	1115	1215	1315	1440	1545	1646	1815
Office for National Statistics	0644	0709	0805	0925	1025	1125	1225	1325	1450	1555	1655	1825
Segensworth West, Adams Way	0649	0715	0811	0931	1031	1131	1231	1331	1456	1601	1701	1831
Swanwick Station	0720	0816	0936	1036	1136	1236	1336	1501	1606	1706	1836
Whiteley, Andalusian Gardens	0728	0824	0944	1044	1144	1244	1344	1509	1614	1714	1844
Whiteley, Tesco	0735	0831	0851	0951	1051	1151	1251	1351	1516	1621	1721	1851
North Whiteley, adj. Skipper Rd	0743	0839	0859	0959	1059	1159	1259	1359	1524	1629	1729	1859
Service Number	28a	28a	28a	28	28	28a	28a	28a	28a	28	28a	28	28a
North Whiteley, adj. Skipper Rd	0646	0751	0840	0903	1003	1103	1203	1303	1403	1527	1656	1735	1903
Whiteley, Tesco	0653	0759	0848	0911	1011	1111	1211	1311	1411	1535	1704	1743	1911
Whiteley, Andalusian Gardens	0700	0806	0918	1018	1118	1218	1318	1418	1542	1711	1750	1918
Swanwick Station	0707	0814	0926	1026	1126	1226	1326	1426	1550	1719	1758	1926
Segensworth West, Adams Way	0712	0820	0932	1032	1132	1232	1332	1432	1556	1725	1804
Office for National Statistics	0717	0825	0937	1037	1137	1237	1337	1437	1601	1730	1809
Greyshott Avenue Shops	0727	0835	0947	1047	1147	1247	1347	1447	1740
Highlands Post Office	1613	1821
Fareham Bus Station	0737	0845	0957	1057	1157	1257	1357	1457	1622	1750	1830
Saturday													
Service Number	28a												
Fareham Bus Station	0905	1005	1105	1205	1305	1535	1735
Greyshott Avenue Shops	0915	1015	1115	1215	1315	1545	1745
Office for National Statistics	0925	1025	1125	1225	1325	1555	1755
Segensworth West, Adams Way	0931	1031	1131	1231	1331	1601	1801
Swanwick Station	0936	1036	1136	1236	1336	1606	1806
Whiteley, Andalusian Gardens	0944	1044	1144	1244	1344	1614	1814
Whiteley, Tesco	0951	1051	1151	1251	1351	1621	1821
North Whiteley, adj. Skipper Rd	0959	1059	1159	1259	1359	1629	1829
Service Number	28a						
North Whiteley, adj. Skipper Rd	0751	0903	1003	1103	1203	1403	1631
Whiteley, Tesco	0759	0911	1011	1111	1211	1411	1639
Whiteley, Andalusian Gardens	0806	0918	1018	1118	1218	1418	1646
Swanwick Station	0814	0926	1026	1126	1226	1426	1654
Segensworth West, Adams Way	0820	0932	1032	1132	1232	1432	1700
Office for National Statistics	0825	0937	1037	1137	1237	1437	1705

Greyshott Avenue Shops	0835	0947	1047	1147	1247	1447	1715
Fareham Bus Station	0845	0957	1057	1157	1257	1457	1725
Sunday													
No Service													

4.6.6 As identified in the 2014 Framework Travel Plan, bus service provision in Whiteley has historically been poor. Whilst current bus provision has been improved since 2014, through the delivery of the 28/28A services and the network of new bus stops throughout the site, the aspirations of the Framework Travel Plan are not yet being met. This particularly relates to:

- Service frequency, which was proposed to be every 20-30 minutes (on weekdays) following delivery of the 600th dwelling;
- Operational days to include Sundays;
- Bus services to route along both Bluebell Way and Whiteley Way providing greater coverage; and,
- Bus services to provide connectivity to Botley Train Station.

4.6.7 Whilst addressing all of the above will be key to increasing the uptake of bus as a mode of travel it is particularly important to note that as of July 2024 the 28 / 28A bus services no longer route to Botley Station. This will not only have an impact on current bus use but can also be expected to have an impact on the uptake of train as a mode of travel for residents. It should be noted that bus patronage to Botley Station has been reported as being very low, potentially as low as a single person and this has factored into the route changes currently adopted.

4.6.8 The TPC will continue to engage with local service operators, through the Travel Plan Steering Group and North Whiteley Working Group, with the aim of achieving appropriate levels of bus service provision in North Whiteley.

Rail

4.6.9 There are two rail stations located within 2km of the North Whiteley boundary these are Botley Station to the north-west and at Swanwick Station to the south. Fareham Station is located approximately 9.6km to the southeast - a 15 minute drive via the A27.

Botley Station

4.6.10 Services at the station are operated by South Western Railway with the station located on the Fareham – Eastleigh line. Platform 1 provides services to Hedge End, Eastleigh, Winchester, Basingstoke, Woking and London Waterloo. Platform 2 provides services to Fareham, Porchester, Cosham, Hilsea, Fratton and Portsmouth. The station is unmanned but tickets can be purchased from the machine in the car park and there is also a customer help point available.

4.6.11 From North Whiteley, Botley Station is accessed, by road and the adjacent footway/cycleway, via a combination of the A3051, Botley Road, and the A334, Station Hill. The nearest bus stops are located on Station Hill approximately 60m south of the station platforms. The bus stops are served by multiple routes, including the 49, 649 and S2. The 28/28A which currently route directly through North Whiteley have ceased serving the station as of July 2024.

4.6.12 The station has capacity to accommodate four parked bicycles using the available wheel racks, and the parking area is overlooked by CCTV. There are 21 car parking spaces available at the station of which one is an allocated blue badge space.

Table 4.3 Rail services at Botley Station

Operator	Route	Frequency	
		Monday – Saturday	Sundays
South Western Railway	London Waterloo – Woking – Farnborough – Basingstoke – Winchester – Eastleigh – Hedge End – Botley – Fareham – Cosham – Fratton – Portsmouth & Southsea – Portsmouth Harbour	Two services per hour during peak periods. One service per hour off-peak	One service per hour

4.6.13 Botley Station benefits from a minimum of an hourly service every day of the week with the service frequency being doubled during the peak periods from Monday to Friday between London Waterloo and Portsmouth Harbour via Basingstoke and Fareham. Typical journey times by train are Southampton (20 minutes), Portsmouth (33 minutes), Winchester (20 minutes), and London (1 hour 33 minutes).

Swanwick Station

4.6.14 Services at the station are operated by South Western Railway and Southern Railway and it is located on the West Coastway line between Southampton and Brighton. Platform 1 provides services to Southampton Central and Platform 2 provides services to Fareham and Portsmouth. The station is staffed part time and tickets can be purchased from the machine in the car park. A customer help point is also available.

4.6.15 From North Whiteley, Swanwick Station is accessed by road, via a combination of Bluebell Way, the A3051, Botley Road and Duncan Road. The nearest bus stops are located on Duncan Road approximately 100m west of the station platforms. The bus stops are served by multiple routes, including the 27, 28 and 28A, of which the latter two services route directly through North Whiteley.

4.6.16 The station has a cycle compound with capacity to accommodate 96 parked bicycles using the cycle stacker systems provided. The parking area is gated, covered and CCTV is present. There are 80 car parking spaces available at the station of which four are allocated as blue badge spaces. Parking charges are in place at the station.

Table 4.4: Rail services at Swanwick Station

Operator	Route	Frequency	
		Monday – Saturday	Sundays
South Western Railway	Southampton Central – St Denys – Bitterne – Woolston – Hamble – Bursledon – Swanwick – Fareham – Cosham – Fratton – Portsmouth & Southsea	One service per hour	One service per hour
Southern Railway	Southampton Central – Swanwick – Fareham – Cosham – Havant – Emsworth – Chichester – Barnham – Horsham – Crawley – Three Bridges – Gatwick Airport – East Croydon – Clapham Junction – London Victoria	One service per hour	No Sunday Service
	Southampton Central – Swanwick – Fareham – Cosham – Havant – Emsworth – Chichester – Barnham – Durrington on Sea – West Worthing – Worthing – Lancing – Shoreham by Sea – Portslade – Hove – Brighton	One service per hour	No Sunday Service

4.6.17 Swanwick Station is served by three trains per hour between Southampton Central and Fareham Monday to Saturday. Two of these services are 'semi-fast' with the remaining service calling at all stations. A single hourly train operates to Portsmouth & Southsea, with two trains per hour continuing to Havant and Chichester. Sunday services from the station reduce to one train service per hour between Southampton Central and Portsmouth & Southsea.

Fareham Station

4.6.18 The 28/28A bus service provides a connection from North Whiteley to Fareham Railway Station passing through Curbridge.

4.6.19 Services at the station are operated by South Western Railway, Southern Railway and Great Western Railway and it is located on the West Coastway line between

Southampton Central and Brighton. It also serves as a stop for services from London, Portsmouth Harbour Cardiff and Bristol.

4.6.20 Platform 1 provides services to Southampton Central, Cardiff and London Waterloo and platform three provides services to Portsmouth, Brighton and London Victoria. Platform 2 is a bay platform and is periodically used when late running Great Western and Southern services are terminated short of their destination.

4.6.21 The station has a cycle capacity to accommodate 266 parked bicycles in compounds on platform three. The parking area is gated, covered and CCTV is present. There are 154 car parking spaces available at the station of which eight are allocated as blue badge spaces. Parking charges are in place at the station.

4.6.22 Tickets can be purchased from the machine in the car park. A customer help point is also available.

Table 4.5: Rail services at Fareham Station

Operator	Route	Frequency	
		Monday – Saturday	Sundays
South Western Railway	London Waterloo – Woking – Farnborough – Basingstoke – Winchester – Eastleigh – Hedge End – Botley – Fareham – Cosham – Fratton – Portsmouth & Southsea – Portsmouth Harbour	One service per hour	No Sunday Service
South Western Railway	Southampton Central – St Denys – Bitterne – Woolston – Sholing – Netley – Hamble – Bursledon – Swanwick – Fareham – Portchester – Cosham – Hilsea – Fratton – Portsmouth & Southsea	Five services per hour	Two services per hour
Southern Railway	Southampton Central – Woolston – Swanwick – Fareham – Portchester – Cosham – Havant – Emsworth – Southbourne – Chichester – Barnham – Ford – Angmering – Worthing – Lancing – Shoreham-by-Sea – Southwick – Portslade – Hove - Brighton	Two services per hour	No Sunday Service

4.6.23 A rail network plan identifying the stations above within the local rail network is provided in the North Whiteley Travel Guide included in **Figure 4.6** for ease of access.

Figure 4.6: Local Rail Network



Source: <https://myjourneyhampshire.com/media/4152/north-whiteley-travel-guide.pdfv>

5 TRICS Traffic and Multi-modal Transport Surveys

5.1 Introduction

5.1.1 TRICS (Trip Rate Information Computer System) is a comprehensive trip database system used in the UK to analyse and predict the traffic impacts of new developments. The Standard Assessment Methodology (SAM) is a component of the TRICS system designed to monitor the effects of Travel Plans and to help assess whether they are meeting their objectives and sustainable travel goals. SAM surveys have been undertaken in 2021 and 2023 to-date, with a further one programmed for 2025. A final one will be undertaken one year post full development build out.

Development Composition

5.1.2 In 2021 the survey accounted for 270 occupied dwellings, 216 privately owned and 54 non-privately owned. In 2023 the survey accounted for 1050 occupied dwellings, 840 privately owned and 210 non-privately owned. Additionally, the survey accounted for the operational Cornerstone Primary School, including 42 full and part time staff as well as 274 registered pupils.

Public Transport Provision

5.1.3 The TRICS survey confirms that in 2021 there was at least one bus stop within a 400m radius of the site frontage. In the 2023 survey it was confirmed that there were three sets of on-site bus stops and that as of 09/01/2023 bus routes 28/28A extended into the site. Both surveys confirm that pedestrians had access to wide, well-maintained pavements with regular convenient crossing points, and well-lit routes from the site to local the bus facilities.

5.1.4 A summary of public transport provision recorded during both surveys is provided in **Table 5.1**.

Table 5.1: Transport Provision Summary During TRICS Survey

Day	Period	Total buses/trams within 400m		Total trains within 1000m		Total Services	
		2021	2023	2021	2023	2021	2023
Monday-Friday	0700-1900	11	20	0	0	11	20
Monday-Friday	0700-1000	2	6	0	0	2	6
Monday-Friday	1600-1900	2	4	0	0	2	4
Saturday	0700-1900	2	14	0	0	2	14
Sunday	0700-1900	0	0	0	0	0	0

5.1.5 It can be seen from **Table 5.1** that access to Public Transport within the development boundary during 2021 was relatively limited, with a maximum of 11 weekday bus services throughout the twelve hour period 0700-1900, only two services on a Saturday and no Sunday service provided. This is likely having a restrictive impact on the uptake of public transport during this phase of development. However, it can also be seen that the frequency of buses stopping at the site increased notably during 2023 with nearly double the number of services on a weekday and 12 more services on a Saturday. A Sunday service was still not provided. The level of service offered in 2023 provided substantially more opportunity for residents to access a bus for travel.

TRICS Survey Mode Share Targets

5.1.6 Both surveys provide a summary of the groups targeted by the Travel Plan. In 2021 the Travel Plan focussed completely on residents with this expanding in 2023 to include school staff, visitors and students.

5.1.7 The TRICS surveys confirm the indicative pre-Travel Plan mode share targets, based on 2011 census data, as well as the 2023 (year nine) mode share targets. These are summarised in **Table 5.2** below.

Table 5.2: TRICS Survey Mode Share Targets

Mode	Pre-Travel Plan Target	2023 Travel Plan Target
Vehicle Occupants	83%	79%
Cyclists	2%	3%
Public Transport Users	4%	5%
Pedestrians	11%	12%
Other	0%	1%

5.1.8 It can be seen from the table above that by 2023, year nine of the Travel Plan, a 4% reduction of vehicle occupants was targeted and that all other modes would increase by 1% respectively.

Multi-modal Travel Survey

5.1.9 The manual travel survey counts were undertaken on Thursday 24/06/21 and Tuesday 27/06/2023 and considered the 12-hour period 0700 in the AM to 1900 in the PM. In both 2021 and 2023 the weather was recorded as mild and clear in the AM and was recorded mild and cloudy in the PM of 2023 – conditions conducive to using walking / wheeling and cycling as modes of travel. A summary of daily arrivals and departures for all survey categories considered are presented in **Table 5.3**:

Table 5.3: TRICS Survey Daily Trip Profile By Survey Category

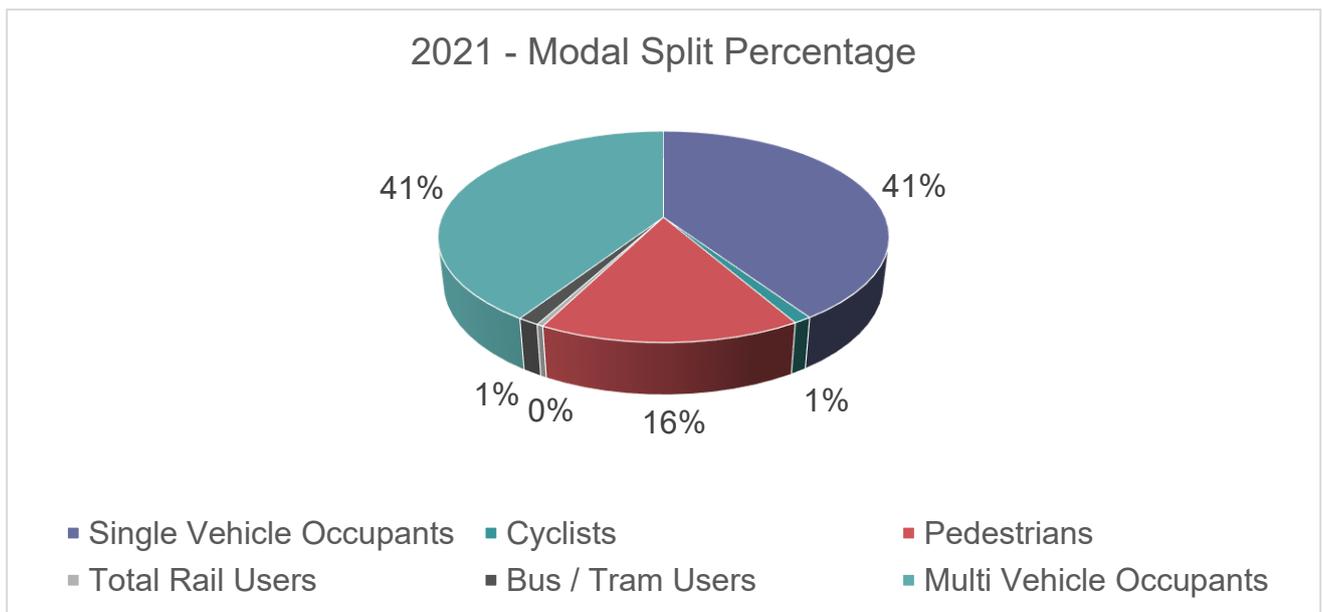
TRICS Mode Category	Arrivals		Departures		Total	
	2021	2023	2021	2023	2021	2023
Total vehicles	546	2128	550	2139	1096	4267

Ordinary Goods Vehicles	7	27	7	27	14	54
PSV	-	12	-	12	-	24
Taxis	1	12	1	12	2	24
Cars	483	1859	487	1870	970	3729
Light Goods Vehicles	53	206	53	206	106	412
Motorcycles	2	12	2	12	4	24
Cycles	10	78	11	78	21	156
Scooters	-	14	-	14	-	28
Car/LGV/Motorcycle/OGV occupants ¹⁰	756	3013	761	3023	1517	6036
Pedestrians	146	255	148	261	294	516
Public Transport Users	15	46	17	50	32	96
Bus/tram passengers	12	35	12	37	24	72
Total Rail Passengers	3	11	5	13	8	24
Total People	927	3406	937	3426	1864	6832

5.1.10 It is evident from **Table 5.3** that most daily trips made to and from the site during the survey period, irrespective of the survey year, were undertaken using cars, 970 in 2021 and 3729 in 2023, and that comparatively very few people were making trips using public transport, 32 in 2021 and 96 in 2023.

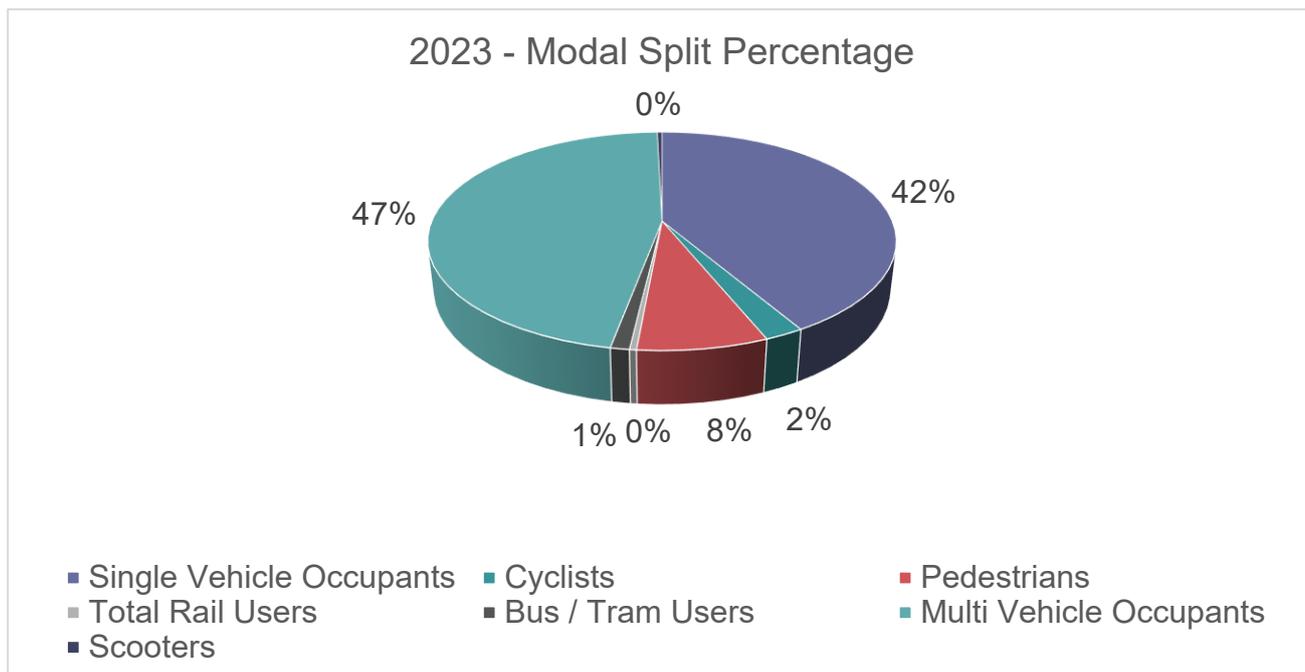
5.1.11 A summary of the mode split percentages derived from the TRICs compliant surveys in 2021 and 2023 are identified in **Figure 5.1** and **Figure 5.2** respectively.

Figure 5.1: 2021 TRICS Survey Modal Split Percentage



¹⁰ The TRICS survey confirms an average of 1.4 occupants per vehicle in both 2021 and 2023.

Figure 5.2: 2023 TRICS Survey Modal Split Percentage



5.1.12 **Table 5.4** below summarises the mode split findings derived from the 2021 and 2023 TRICS surveys against the indicative 2023 Targets identified in the Framework Travel Plan.

Table 5.4: 2021 and 2023 TRICS Survey Results Compared to Year 9 / 2023 Targets

TRICS Mode Category	2023 / Year 9 Mode Split Target %age	2023 TRICS Survey Mode Split %age	2021 TRICS Survey Mode Split %age	Difference	
				2023	2021
Vehicle Occupants	79%	88.3%	81.4%	+9.3%	+2.4%
Cyclists	3%	2.3%	1.1%	-0.7%	-1.9%
Public Transport Users	5%	1.5%	1.7%	-3.5%	-3.3%
Pedestrians	12%	7.6%	15.8%	-4.4%	-3.8%
Other (Scooter)	1%	0.4%	0%	-0.6%	-1%

5.1.13 It can be seen from the table, that the recorded number of vehicle occupants in 2023 exceeds the 2023 framework Travel Plan target, being approximately 9% greater than expected. Consequently, the mode shares for more sustainable means of travel do not meet their anticipated framework Travel Plan targets either with this most notable for the public transport mode, at 3.5% below the target and for pedestrians at 4.4% below target.

5.1.14 The 2023 TRICS survey findings suggest that the indicative mode share targets within the framework Travel Plan are not being met. However, it is considered that with the implementation of the full Travel Plan accounting for targets based on resident surveys, in combination with its range of sustainable initiatives, realistic mode shift can be achieved within the life of the Travel Plan.

Effects of COVID-19 on Transport

5.1.15 It should be noted that the SAM surveys were undertaken prior to the end of the COVID-19 pandemic period which officially ending in May 2023.

5.1.16 The COVID-19 pandemic had a profound impact on transport in the UK, affecting various modes of travel and altering people's mobility patterns. This included a significant decline in public transport usage which plummeted during the pandemic. Furthermore, road traffic decreased during each lockdown with many people working from home and avoiding non-essential travel. Practices still adopted in 2024 to some degree.

5.1.17 Accounting for the above there is the potential for the effects of COVID-19 to have influenced the findings of the SAM surveys and this will be analysed by the TPC through the biennial monitoring process.

6 Aims, Objectives and Targets

6.1 Introduction

6.1.1 This Travel Plan is focussed on residents of North Whiteley and the majority of the proposed measures are intended to enhance the profile of the plan and to encourage travel by sustainable modes of transport. This focus has been adopted because the Government's main goal for Travel Plans has been towards residents and employees, and as such it is considered realistically more feasible to evaluate travel patterns and successfully implement quantifiable initiatives with residents than with the more variable visitor trips.

6.1.2 This chapter sets out the overarching aim of the Travel Plan, its objectives and targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. This chapter also summarises the surveys undertaken in support of the Travel Plan since 2021.

6.2 Aim

6.2.1 The overall aim of this Travel Plan is to reduce the number of single occupancy car trips associated with North Whiteley, by capitalising on the good urban design principles delivered to date, that maximise the permeability of the site, and through pro-active and prolonged engagement with residents, promoting sustainable modes of travel, such as walking / wheeling, cycling, public transport and lift-sharing.

6.3 Objectives

6.3.1 Objectives are the high-level aims of the Travel Plan, they help to give it direction and provide a clear focus. There are a number of objectives that the implementation of the Travel Plan is intended to help fulfil. These are as follows:

- Generate fewer single-occupancy car trips than would otherwise be the case, without intervention, by encouraging a modal shift in travel to / from North Whiteley;
- Promote sustainable travel within North Whiteley to the benefit of the wider Whiteley area including engaging with local businesses and schools regarding area wide initiatives;
- Encourage safer and viable alternatives to the private car for accessing the site for residents;
- To reduce the number of short-trip car journeys;
- Reduce the environmental impact associated with development traffic by raising travel awareness amongst residents and encouraging the use of alternative modes to private cars;
- To help improve the health of residents; and,
- To stimulate a reduction in the overall mileage produced by North Whiteley.

6.4 Targets

6.4.1 Targets are the measurable goals by which progress will be assessed. To ensure that the Travel Plan for North Whiteley is successful it is important to set targets to measure

success. The targets for the Travel Plans should be SMART - Specific, Measurable, Achievable, Realistic and Time-bound.

6.4.2 The objectives summarised above provide the framework for the Travel Plan measures. Targets can be included in a Travel Plan to help achieve the identified objectives and there are two main types of targets that are applicable. The most easily demonstrated is the commitment to deliver the package of measures set out in the plan. These measures are set out in the next chapter and include initiatives to promote increases in the use of cycling, walking / wheeling, lift-sharing and public transport.

6.4.3 The second form of target is related to proportional changes in the travel modes used to get to the site. The HCC Travel Plan guidance document 'A Guide to Development Related Travel Plans, February 2024' confirms that HCC's emerging Local Transport Plan (LTP4) outlines the changes required on Hampshire's transport network to become carbon neutral by 2050. The LTP4 transport vision is for "a carbon neutral, resilient and inclusive transport system designed around people, which: supports health, wellbeing and quality of life for all; supports a connected economy and creates successful and prosperous places; and respects and seeks to enhance Hampshire's unique environment.". The guidance document also confirms that "rapid and transformative local action is needed" and states that "A 10% reduction (approximately) in total car vehicle kilometres is required between 2019 and 2030, for Hampshire to achieve this target".

6.4.4 Accounting for the above, the overarching target of this Travel Plan is to achieve a 10% reduction in single occupancy car trips across the life of the Travel Plan, and a corresponding increase in the uptake of alternative, sustainable, modes of travel. This is also supported by an increase in the volume of home workers. The first of the biennial residential travel surveys, in this instance to be used to inform baseline mode share targets, was undertaken between 05/06/2023 and 28/07/2023 – a copy of the survey is included in **Appendix B**.

6.4.5 At the time of the survey there were approximately 950 occupied dwellings on the development, of which 755 had received a welcome pack that provided information about the travel survey. 151 responses were received corresponding to a response rate of 15.9%.

6.4.6 **Table 6.1** below provides a summary of how residents of North Whiteley currently travel to different destination types¹¹.

¹¹ This table has been replicated from the HCC document "North Whiteley, 2023 Travel Survey results".

Table 6.1: Summary of 2023 Resident Mode Share

Mode	Work	Shopping	Education	Accompany to Education	Leisure	GP	Fareham Hospital	General Hospital
Walk	3%	18%	6%	21%	17%	17%	0%	0%
Cycle	1%	1%	1%	1%	5%	1%	1%	0%
Car alone	64%	54%	15%	19%	50%	64%	54%	66%
Passenger	3%	22%	2%	9%	17%	9%	13%	13%
Lift share driver	0%	3%	1%	3%	0%	0%	0%	0%
Lift share passenger	2%	0%	0%	0%	1%	1%	1%	0%
Bus	0%	1%	1%	1%	0%	1%	1%	1%
Motorcycle	1%	0%	0%	0%	1%	1%	0%	0%
Train	2%	1%	0%	1%	2%	0%	1%	2%
Other	1%	1%	0%	0%	2%	0%	0%	1%
I do not travel for this purpose	23%	0%	76%	46%	5%	7%	30%	17%

6.4.7 As the results of this survey represent the baseline mode share for the development no previous like-for-like datasets are available for comparison purposes.

6.4.8 It is generally accepted that the majority of single occupancy car trips are made travelling to and from work. Therefore, the targets within this Travel Plan respond to mode share for work as a destination.

6.4.9 Based upon the results of the 2023 travel survey, and the policy requirement to reduce single occupancy car trips by 10%, targets have been set out in Table 6.3.

6.4.10 **Table 6.2.** It should be noted that for the purpose of target setting the mode categories 'Other' and 'I do not travel for this purpose' have been excluded. This reducing the total number of respondents from 151 to 116 and consequently, the remaining mode share percentages have been reapportioned based upon the reduced sample size.

Table 6.2: Method of Travel to Work

Modes of Travel	Baseline	Year One Target	Year Three Target	Year Five Target	Change
Walk	3.45%	3.87%	4.71%	5.55%	2.11%
Cycle	1.72%	1.93%	2.36%	2.78%	1.05%
Car alone	83.62%	81.62%	77.62%	73.62%	-10%
Passenger (family car)	4.31%	4.84%	5.89%	6.94%	2.63%
Lift Share Driver	0.00%	0.00%	0.00%	0.00%	0.00%
Lift Share Passenger	2.59%	2.91%	3.54%	4.17%	1.58%
Bus	0.00%	0.00%	0.00%	0.00%	0.00%
Motorcycle	1.72%	1.93%	2.36%	2.78%	1.05%
Train	2.59%	2.91%	3.54%	4.17%	1.58%

6.4.11 It can be seen from **Table 6.1** that none of the survey respondents identified ‘lift share’ as a driver or use of the ‘bus’ as their main method of travel to work. Consequently, the reapportionment of the 10% reduction in single occupancy car trips, to the other available modes of travel, by proportion, does not account for the aspiration to increase bus patronage and car sharing. In order to provide an initial target for the modes with no baseline data a manual adjustment has been made to the reapportionment exercise. The manual adjustments reflect the potential low uptake of bus use and car sharing, based upon the evidence presented in the TRICS surveys, and will be reviewed and updated following the next travel survey. **Table 6.3** provides the year one, three and five mode share targets including manual adjustments.

Table 6.3: Method of Travel to Work (including manual adjustments)

Modes of Travel	Baseline	Year One Target	Year Three Target	Year Five Target	Change
Walk	3.45%	3.87%	4.71%	5.55%	2.11%
Cycle	1.72%	1.93%	2.36%	2.78%	1.05%
Car alone	83.62%	81.62%	77.62%	73.62%	-10%
Passenger (family car)	4.31%	4.51%	4.91%	5.31%	1.00%
Lift Share Driver	0.00%	0.20%	0.60%	1.00%	1.00%
Lift Share Passenger	2.59%	2.79%	3.19%	3.59%	1.00%
Bus	0.00%	0.24%	0.73%	1.21%	1.21%
Motorcycle	1.72%	1.93%	2.35%	2.77%	1.05%
Train	2.59%	2.91%	3.54%	4.17%	1.58%

6.4.12 Future travel surveys will continue to be undertaken biennially on or around the anniversary of the date of the 2023 travel survey with the modal split targets for residents updated accordingly.

6.5 Resident Travel Survey Summary of Findings

6.5.1 The resident '2023 Travel Survey Results' document is separated into three distinct sections 'About You', 'Journeys Undertaken' and 'Future Journeys and Travel Plan Information'.

6.5.2 The first section of the survey gathered demographic information about those responding to the survey identifying age and gender, what forms of transport were already owned and what forms of transport may be purchased in future. It also sought to identify how active respondents currently are. The second section established what journeys respondents undertook, their frequency, the modes of travel used and sought to determine what improvements may be required to enable the use of more sustainable modes of travel. The third section was designed to encourage residents to consider their future journeys and how they would make them.

6.5.3 Each of the report sections have been considered with key findings and insights summarised below.

6.6 Resident Travel Survey Section 1

Demographic Insights

6.6.1 Gender distribution: A higher percentage of women (65%) responded to the survey compared to men (34%). This could indicate that women in the community are more engaged or interested in participating in the Travel Plan survey.

6.6.2 Age groups: The majority of respondents were in the 25-34 and 35-44 age brackets, suggesting that the development is popular among young to middle-aged adults.

Transport Insights

6.6.3 Car ownership: A significant portion of respondents (36.3%) in the 25-34 age group own cars, followed closely by the 35-44 age group (33.6%). This indicates a high reliance on personal vehicles among these age groups.

6.6.4 Electric / hybrid vehicles: 18.1% of respondents confirmed that they already owned an electric or hybrid vehicle. 58% confirmed that they didn't own one but would be interested in one in the future. This demonstrating that there is a notable interest in travelling more sustainably.

6.6.5 Bicycle ownership: Over half of the respondents (57%) own bicycles, indicating potential for promoting cycling as a sustainable mode of transport. The highest ownership is among the 35-44 age group (39.5%). Of the respondents only two were under 25-years old

indicating that this may be a demographic group worth targeting through Travel Plan initiatives.

Physical Activity Insights

6.6.6 Activity levels: The survey asked respondents how many days they had undertaken a total of 30 minutes or more activity in the last week. The results reveal that a notable proportion of residents undertook no physical activity during the week - 23 respondents - and the greatest proportion – 28 respondents - undertook this level of exercise on two days. This indicating that residents could benefit from increased physical activity.

6.7 Section 2 Journeys undertaken

Work Commutes

6.7.1 Mode of travel used to commute: The majority of respondents, 64%, confirmed that they travelled by car alone to work. This was then followed by 23% of respondents confirming that they did not commute. In terms of sustainable modes 3% confirmed that they walked or were a passenger in a family car, 2% confirmed that they used the train or lift shared and 1 % cycled, drove a motorcycle or used another mode of transport. The results show that there is a need to encourage commuters to take alternatives to the private car.

Shopping

6.7.2 Mode of travel used to shop: As with commuting trips car alone is the most popular mode of travel accounting for 54% of the respondents. However, the number of people who were passengers in a private car jumps to 22% and similarly walking has a notable increase with 18% of respondents selecting this mode of travel. Bus and train travel both account for 1% of respondent mode selection.

6.7.3 The modes of travel chosen by residents for shopping purposes are relatively typical as it is expected that a proportion of the trips will be undertaken for weekly food shops which often rely on use of a car to transport multiple shopping bags. However, there appears to be scope to encourage better use of public transport.

Education

6.7.4 Mode of travel to and from education: Of the survey respondents 37 confirmed that they were in education. Of these 59.5% confirmed that they travelled alone in a car, 24.3% walked, 8.1% were passengers in a car, 2.7% cycled, 2.7% used the bus, and 2.7% were a lift sharer as the driver.

6.7.5 Accompanying someone else to education: Of the survey respondents 82 confirmed that they accompanied someone to education. Of these 35.4% confirmed that they travelled alone in a car, 37.8% walked, 17.1% were passengers in a car, 1.2% cycled, 1.2% used the bus, 6.1% were a lift sharer as the driver and 1.2% used the train.

Leisure

6.7.6 Mode of travel for leisure purposes: As can be anticipated the most popular mode of travel for leisure activities is the car alone with 50% of respondents choosing this option. Whilst there are a number of local amenities in and around Whiteley many leisure activities will be further afield and most easily accessed using a car. However, use of public transport to access leisure is considered to be disproportionately low with only 5% of respondents using the train (seven people) and none reporting use of the bus. Positively 17% of residents (26 people) confirmed that they walked to leisure activities with a further 5% (seven people) cycling.

6.7.7 It is possible that the survey sample size was not sufficient to accurately capture use of public transport. However, consideration should be given to prioritising promoting rail and bus through Travel Plan initiatives should the 2025 travel survey show similar results.

Healthcare

6.7.8 Travel to health care: Travel to health care considered three possible destinations; the local GP surgery, Fareham Community Hospital and General Hospital. In all instances the main mode of travel was the car alone with 64%, 54% and 66% of respondents using this mode respectively. This is not an unexpected trend as trips to healthcare destinations are frequently undertaken when people are unwell or feeling vulnerable and may not want to be exposed to the wider public or be capable of using alternative travel modes. The next most popular mode of transport to healthcare facilities is as a passenger in a family car.

6.7.9 The use of public transport is correspondingly low and whilst it may not be possible to stimulate notable mode shift, sustainable travel material could be placed in waiting rooms, or similar, so that residents are aware of the travel options available.

Changes in Travel Behaviour

6.7.10 Travel mode shift: Residents were asked if, since moving to North Whiteley, they had changed their usual mode of travel. 109 people (72%) confirmed that they had not, and the remaining 42 people (28%) confirmed that they had.

6.7.11 When asked to provide details of why the changes had been made a number of respondent comments suggested that they used the car more because a safe route to their destination was not available or routes were incomplete – this is largely as a result of ongoing construction activities. Some residents also confirmed that they cycled less due to obstacles like parked cars on shared paths. A lack of buses running through the development was heavily cited as a reason for greater car use. Positively, those that have adopted more frequent walking cited being able to walk to Whiteley Shopping Centre and local train stations.

6.8 Section 3 Future Journeys and Travel Plan Information

Encouraging cycling use

6.8.1 Improved cycle parking: When residents were asked what changes would encourage cycle use around the local area the majority of respondents cited; safer, better lit cycle paths, improved paths to local destinations, improved crossing facilities and improved parking facilities both within the development and at local facilities.

6.8.2 When asked to specify where they would like to see improved facilities respondents suggested more secure bike parking at locations such as Whiteley Shopping Centre, train stations, doctors' offices, schools, and community centres and more generally providing bike hangers on each road.

6.8.3 In relation to crossing facilities, respondents suggested that they should be improved at all roundabouts within the development and provided on both Bluebell Way and Whiteley Way as they are the main traffic routes through the development. Specific improvement locations were also identified including the following:

- Burridge Cricket Club on Botley Road;
- Around Whiteley Tesco;
- Marjoram Way, crossing towards Whiteley Shopping Centre;
- Yew Tree Drive, going into town;
- Whiteley Farm roundabout;
- Station Hill Botley; and,
- Between Burridge meadows and Whiteley meadows,

6.8.4 A notable number of comments were received in relation to improving crossings around the Cornerstone Primary School. There is a perception that both of the road facing sides of the school have become unsafe due to the road being brought up to pavement height. This is allowing vehicles to drive on the pavement without slowing down. Respondents have suggested that full height curbs should be installed.

6.8.5 In addition to the above respondents have suggested that safe pavements, bike lanes, and crossing points are needed before children can cycle to school or shops on their own. There is a suggestion from respondents that the school would benefit from a zebra crossing and that speed limit signs should be provided throughout the development to address the danger posed by speeding vehicles.

Encouraging public transport Use

6.8.6 Bus and train travel: When questioned what would encourage a mode shift to public transport the majority of respondents cited more frequent bus and train services and more direct bus routes as the top desirable changes. Respondents have also suggested bus timetables that align better with school pick-up times would be beneficial.

6.8.7 The above desirable changes were closely followed by respondents suggesting the provision of; better services between Whiteley and the local train stations, better services to local facilities / amenities, more convenient bus drop off points and the dissemination of public transport information.

6.8.8 Whilst some of the desirable changes can be addressed through Travel Plan initiatives, dissemination of public transport information and similar, others will be largely dependent on market forces outside the control of the Travel Plan. Using the existing working group and future Travel Plan steering group the TPC will be able to highlight the survey responses in relation to public transport with a view to encouraging providers to act on opportunities.

Encouraging walking

6.8.9 Local area improvements: When questioned about what changes would encourage use of walking around the local area the most popular responses were cleaner better maintained footpaths, better lighting and improved pedestrian crossing points. Signage for wayfinding was also a popular response as was lowering local speed limits.

6.8.10 Respondents provided notable feedback in relation to areas for improvement to the pedestrian realm, with these detailed on pages 16 – 18 of the survey report. While some of the issues should naturally be addressed as the development progresses, i.e. delivering a high quality joined up pedestrian environment, other concerns may require further investigation particularly in relation to safe crossing points in areas of the development that are fully constructed. Should the results of the 2025 survey elicit similar responses the TPC will raise the concerns with the local highway authority and table any responses during steering / working group meetings.

Lift sharing

6.8.11 Multi person vehicle trips: When asked what would encourage respondents to adopt lift sharing the overwhelming majority of respondents, 69%, confirmed that none of the suggested changes would encourage them to adopt it as a travel choice. For those respondents that showed an interest in lift sharing, provision of a free taxi home, in case of an emergency, was popular as was having more help to find lift share partners with similar working patterns and journeys.

6.8.12 The Travel Plan for North Whiteley already includes use of the My Journey platform to advertise lift sharing, providing a link to the lift share website. To encourage uptake future promotional material, including the e-zine, will include reference to this service.

Awareness of the North Whiteley Travel Plan

6.8.13 Travel Plan awareness: Respondents were asked whether they were aware that the development has a Travel Plan that provides sustainable travel information. 59% of respondents confirmed that they were not aware of it, 29% did not know what a Travel Plan was and 14% confirmed that they were aware of it.

6.8.14 When asked how they learned about the Travel Plan, the responses confirmed (when rounded up) that 62% read about it in a publication or saw it on a noticeboard or website, 19% heard about it through word of mouth, 10% were informed during the home sales process, 5% heard about it from the Travel Plan Coordinator and 5% mentioned "other" sources.

6.8.15 Respondents were then informed that, as new residents of the development, they would soon be offered a travel incentive worth up to £100 (one per household) – the Green Travel Boost which is now in operational. This being eligible for use towards a sustainable travel purchase, such as a bus season ticket, a bike, or a pair of walking shoes. Respondents were then asked how they would spend this incentive money. The majority, 31%, confirmed they were not sure yet, 27% said that they would use it towards a cycle based purchase, 19% would use it for a walking purchase, 18% would put it towards a public transport purchase and the remaining 5% were either not interested in the incentive or responded 'other'.

Car club

6.8.16 Interest in car club: It was suggested to residents that a car club would be provided within the development. When asked would they use it 42% confirmed that they wouldn't, 34% responded maybe, 19 % said yes but they would require more information and only 5% confirmed yes outright.

6.8.17 With current levels of interest for a car club space being modest the TPC will carry out further monitoring of interest through the biennial travel surveys. This to ensure that when a car club space is implemented it will have the best opportunity for uptake, and in doing so encourage the car club to be maintained in the long-term.

Barriers and Opportunities

6.8.18 Overall, the survey highlighted a strong reliance on car travel among residents, with there being perceived barriers to adopting more sustainable modes of transport. Barriers included the perceived lack of safe walking routes, infrequent bus services, and the need for more accessible public transport options.

6.8.19 Whilst some of the perceived issues are likely to be addressed as the development programme progresses, and more physical infrastructure is delivered, improvements to existing infrastructure and public transport services could encourage more residents to walk, cycle, or use public transport.

6.8.20 Given the interest, even if modest, in electric / hybrid vehicles and bicycle ownership, there is an opportunity to enhance infrastructure to support these modes of transport. This could include provision of an e-bike rental docking station, improved pedestrian / cycle wayfinding signage and the provision of a hybrid car club space once sufficient demand arises.

6.8.21 In terms of community engagement, the high response rate from women and certain age groups suggests targeted community engagement strategies could be effective e.g. encouraging participation from underrepresented groups, such as men and those under 25 or over 55. This could help to provide a more comprehensive understanding of community needs.

7 Travel Plan Management

7.1 Introduction

7.1.1 In order to ensure that this Travel Plan is as successful as possible, it is essential that it is managed in such a way that all residents and stakeholders are aware of the overarching aim and the objectives, and also the options available to them in terms of travelling to the site using sustainable modes of transport. It is important that there is a point of contact for residents and the local planning authority (Winchester City Council) and also a driving force behind the implementation of the measures contained within the plan. To achieve this, a Travel Plan co-ordinator has been appointed.

7.2 Travel Plan Co-ordinator

7.2.1 The Travel Plan is being implemented under the control of a Travel Plan Co-ordinator (TPC), who will work in conjunction with the wider HCC Travel Planning Team, the local community and other interested parties for the continuing progression of the Travel Plan. Contact details for the TPC are as follows:

- Contact: Travel Plan Coordinator
- Organisation: Hampshire County Council
- Email address: <mailto:travelplans@hants.gov.uk>

7.2.2 The key elements of the TPC role are as follows¹²:

- To promote and encourage the use of travel modes other than the car, through publicity;
- To provide a point of contact and a source of travel information for residents and stakeholders;
- To provide a point of contact and source of travel information for the wider Whiteley area as the positive effects of the Travel Plan spread;
- To ensure that all relevant information and promotional material is provided to all residents and that this is kept up-to-date;
- To administer and monitor incentive programmes;
- To secure a car club with hybrid cars;
- To arrange for travel surveys to be undertaken and analysed on a biennial basis;
- To provide a point of contact with transport operators and members of the Council's Travel Plan Assessment and Monitoring Team;
- To work with local businesses and schools to pursue joint plans and initiatives where relevant; and,
- To monitor and update the Travel Plan as required.

¹² Additional elements of the TPC role are detailed in the Travel Plan Action Plan in Section 10.

7.3 Steering Group

7.3.1 The TPC currently coordinates / chairs and participates in the North Whiteley Working Group which meets every six weeks. Representations at the Working Group consists of the following:

- Winchester City Council;
- Project Manager on behalf of the North Whiteley Consortium;
- Bus Service consultant;
- Transport Consultants (Stantec);
- HCC Passenger Transport Team;
- HCC Travel Planning Team;
- HCC Highways Team; and,
- HCC Travel Plan Assessment and Monitoring (TPAM) Team.

7.3.2 A TPC is required to establish a Travel Plan Steering Group and it is expected that this will include some of the representatives from the Working Group. The Steering Group and Working Group will serve different purposes with the former providing strategic direction and oversight though engagement with local stakeholders and the latter focusing on specific tasks and implementing Travel Plan strategies.

7.3.3 It is expected that the Steering Group will also include key decision makers within HCC, local community and business representatives and Travel Plan representatives from the subsidiary Travel Plans produced in support of the non-residential land uses coming forward on site. The number of members will be kept to the minimum required in order maintain a focus of purpose.

7.3.4 From approval of the Travel Plan, the Steering Group will be formed and will undertake their first meeting. The steering group will meet at least bi-annually to discuss any transport issues, progress on the Travel Plan and identify opportunities for ongoing improvement. The Travel Plan Monitoring Reports will also be discussed at the steering group meetings for feedback and ideas for reviewing and updating the Travel Plan, where appropriate.

7.3.5 Input from the Steering Group will help the TPC implement the Travel Plan, feedback information from their respective bodies, monitor and review targets, hold the TPC accountable and enable high-level decisions to be made.

7.4 Monitoring and review mechanisms

7.4.1 This Travel Plan is a live document and will evolve over the course of its life. An objective of Travel Plan is that it will be subject to an ongoing improvement process, and this will be guided by the results of the biennial travel survey, and subsequent monitoring report, provided around the anniversary of the initial 2023 travel survey. From 2025 the monitoring of the Travel Plan will be undertaken for a period of 13 years. This assuming a further eight years of build out, up to 2032, and five years of monitoring post full build out, taking the end

of the Travel Plan monitoring programme up to 2037. The first of the Monitoring Reports is included in **Appendix C**.

7.4.2 The TPC will proactively deliver the Travel Plan reviewing it in consultation with the wider HCC TPAM Team.

7.4.3 The identified travel habits of residents will provide the baseline data with biennial monitoring being undertaken so that an indication of changes over time can be assessed.

7.5 Travel Surveys

7.5.1 The baseline travel surveys of the North Whiteley resident's travel patterns have already been undertaken as of June 2023¹³ and will continue to be undertaken biennially as part of the review process. These will be used to determine any change in the modal split and uptake of TP initiatives. A copy of the travel survey is included in **Appendix B**.

7.5.2 The residents of the North Whiteley development were asked to complete an online travel survey, via the residential welcome packs which included an A5 flyer offering a £50.00 Love to shop voucher as an incentive for taking part. This was supplemented by a social media campaign organised by the HCC design team, with content provided in the North Whiteley 'ezine'. The survey was also promoted via the schools within Whiteley. The survey has been designed to establish how residents travel to different destinations, why they travel that way and how they would like to travel. Residents were also asked what improvements they would like to see in the local area to remove barriers to sustainable travel. The Travel Plan Monitoring Report included in **Appendix C** confirms the findings of the 2023 Travel Survey.

7.5.3 Future biennial travel surveys will continue to be undertaken online and will, if necessary, be accompanied by in-person surveying. This face-to-face surveying being undertaken during planned local events and at information points located within the forthcoming local centres, schools and key facilities particularly throughout the travel survey period, to raise awareness of the survey and increase response rates.

7.5.4 The surveys will be promoted through emails to residents, the welcome pack provided upon each property purchase, through established community forums and websites, via social media campaigns and letter drops to residents including QR codes to allow easy access to the survey platform.

7.5.5 The TPC will also seek to incentivise the survey by providing prizes that can be won/raffled off. These incentives will be funded through the North Whiteley Travel Plan funding allocation. The TPC will also contact local bike shops and businesses, seeking to acquire discounted cycle and fitness equipment, health tracking watches, pedometers, high visibility vests for use when walking / wheeling or cycling, and umbrellas or similar.

¹³ The results of the 2023 Travel Survey can be accessed via the following link:
<https://myjourneyhampshire.com/media/4247/north-whiteley-full-travel-survey-results-2023-v2.pdf>

7.6 Marketing and Communication

7.6.1 In addition to the initiatives already outlined within the Travel Plan, and the continued dissemination of resident welcome packs, there is a sustained programme of marketing in place to raise Travel Plan awareness and to communicate up-to-date sustainable travel information. This marketing campaign is already active and is being delivered through the North Whiteley section of the 'My Journey'¹⁴ website¹⁵ particularly through the North Whiteley Travel Matters Newsletter which brings up-to-date sustainable travel information straight to subscriber inboxes and ensures up-to-date information is available online for potential future residents of the site. Examples of the newsletter already in circulation are provided in **Appendix D**¹⁶.

7.6.2 The information contained within the welcome packs will be periodically reviewed and updated and reissued as appropriate. The sustainable travel credentials of the site will be relayed to the various housebuilders and will form part of the ongoing marketing campaign during the sale of properties to potential purchasers. This will help to ensure that sustainable travel is considered a primary mode choice for purchasers.

7.6.3 The Travel Plan Co-ordinator will liaise with local transport operators and the wider HCC Travel Planning Team to provide up-to-date materials and information to support the Travel Plan events.

7.7 Notice Boards

7.7.1 As a minimum, notice boards will be offered at both the Local Centres, if not already provided, with these to be installed prior to their occupation. The TPC will investigate the potential to deliver further notice boards in proximity to public open space and at LEAPs and NEAPS through North Whiteley, where permission is given.

7.7.2 These boards will provide information regarding public transport timetables, sources of real-time bus information, car share / car club schemes, details of walking and cycle groups and a link to the My Journey Hampshire website. Where appropriate these resources will be accompanied by a QR code to allow mobile phone users to easily access the information. This notice board will provide up to date information for residents and will also be useful for visitors to the site.

7.8 Site Specific Travel Website

7.8.1 A North Whiteley site-specific travel website has been developed within the My Journey platform and can be access via the following link. The website is actively being

¹⁴ The 'My Journey' brand is well established having been promoted since 2012 and is used by the Solent Authorities.

¹⁵ The North Whiteley My Journey website can be accessed via the following link:

<https://myjourneyhampshire.com/moving-home/north-whiteley/>

¹⁶ Online versions of the newsletter can be found via the following link:

<https://myjourneyhampshire.com/moving-home/north-whiteley/news-and-local-information/>

managed by the TPC with the site owner and is accessible to anyone living at, or travelling to, the site.

7.8.2 The North Whiteley portion of the website has been developed maintaining the branding guidelines applied to existing promotional material with this providing consistent and easily identifiable messages across all advertising platforms. Links to the website will be included on all promotion material and via communications delivered around the site. This providing maximum exposure and reach.

7.8.3 The website currently provides a broad range of information under the following categories:

News and Local Information

7.8.4 The page provides access to relevant articles, including key announcements regarding the North Whiteley Travel Survey Results, the winners of the Love2Shop vouchers for participating, and sustainable travel schemes such as the Green Boost. This portion of the website also provides access to all issues of the North Whiteley Travel Matters newsletter.

7.8.5 The news and information portion of the website can be reached via the following link: <https://myjourneyhampshire.com/moving-home/north-whiteley/news-and-local-information/> .

Green Travel Boost

7.8.6 The Green Travel Boost scheme went live as of July 2024 and is now available to residents of North Whiteley, with each eligible household able to claim up to £100.00 to help them travel more sustainably and reduce their car use. This initiative is fully funded by the North Whiteley Consortium, including the set-up costs and administrative costs, and HCC has been commissioned to deliver it on their behalf.

7.8.7 Information regarding eligibility, how the Green Travel Boost can be spent and the process for claiming it can be found via the following link: <https://myjourneyhampshire.com/moving-home/north-whiteley/green-travel-boost/> .

7.8.8 Following full occupation of the development, the TPC will review whether there are any residual funds available from the scheme funding source. The best use of any remaining funds will be discussed and agreed by the Travel Plan Steering Group. It will be the role of the TPC to implement the approach agreed by the Steering Group.

Walk and Wheeling

7.8.9 The walking page highlights to residents the health benefits of travelling on foot and also provides links to other walking focussed webpages that may be of interest. The page includes an easy to access journey planner to enable residents to plan both their practical and recreational routes.

7.8.10 The walking webpage can be accessed via the following link
<https://myjourneyhampshire.com/moving-home/north-whiteley/walk/>.

Cycle

7.8.11 The cycle portion of the 'My Journey' webpage highlights the benefits of using a bicycle in preference to the car and summarises the key cycle routes through the development. The page also provides links and contact details for local cycle shops and local cycles groups which residents can become involved with.

7.8.12 The cycle webpage can be accessed via the following link:
<https://myjourneyhampshire.com/moving-home/north-whiteley/cycle/> .

Bus

7.8.13 The bus webpage includes links to live bus information/a journey planner and directs residents to access bus routes 28/28A which provide links to North Whiteley, Swanwick station and to Fareham. The website also promotes taking advantage of the current DfT funded £2.00 single adult fares to try the new bus service that will be available until November 2024 (increasing to £2.50 at that time), and use of the Green Travel Boost to contribute towards purchasing season tickets.

7.8.14 In addition to supplying information regarding the main bus routes through North Whiteley the page also provides advice regarding school/colleges transport and direction for those who have difficulty using public transport.

7.8.15 The bus webpage can be accessed via the following link
<https://myjourneyhampshire.com/moving-home/north-whiteley/bus/>

Train

7.8.16 The rail webpage provides an overview of the stations that are accessible by foot, bicycle and bus for residents of the development, Botley and Swanwick, and provides typical journey times to key destinations. The page includes a link to the National Rail website for journey planning purposes and additional links to the PlusBike section of the National Rail website for information regarding taking bikes on trains and bike reservations. Advice is also provided regarding using the Green Travel Boost to contribute towards a rail card.

7.8.17 The train webpage can be accessed via the following link
<https://myjourneyhampshire.com/moving-home/north-whiteley/train/>

Drive

7.8.18 The driving portion of the website site focuses on greener travel practices if travelling by car, including providing links to the My Journey Car Share app for employees of specific organisations in South Hampshire and the free to access Liftshare website.

7.8.19 The drive webpage can be accessed via the following link
<https://myjourneyhampshire.com/moving-home/north-whiteley/drive/>

7.8.20 Following approval of the Travel Plan the relevant web pages will be updated to include the following as a minimum:

- Local cycling maps;
- Local walking maps;
- Local bus route maps including operational bus stops locations throughout North Whiteley;
- Promotion of planned sustainable travel events and schemes such as the Green Travel Boost; and,
- A copy of the Travel Plan / Monitoring Reports.

Travel with Breeze Journey Planner App

7.8.21 The Travel with Breeze portion of the website includes information about the Breeze Journey Planner app which is freely available and designed to make planning travel easier by providing:

- Real time travel Information on bus and train schedules, ensuring users have the latest information for their journey;
- Cost and time efficiency by highlighting the most affordable and quickest routes;
- Comprehensive information for all of South Hampshire bus and train tickets; and,
- An intuitive, easy to use platform for making travel bookings

7.8.22 The Travel with Breeze Journey webpage can be accessed via the following link
<https://myjourneyhampshire.com/traffic-and-travel-info/travel-with-breeze/>

7.9 Funding

7.9.1 The implementation of the Travel Plan is to be funded by the North Whiteley Travel Plan Fund which has been secured through S106¹⁷ contributions. This will include all costs associated with the implementation, management, marketing and monitoring of the Travel Plan. The ongoing monitoring of the Travel Plan measures will illustrate their effectiveness in meeting the objectives of the plan. In the event that the Travel Plan is not on track to meet its targets the biennial review will outline any additional or remedial measures that may be used to get back on track, including: allocation of resources for further promotional activities; or funding further improvements to infrastructure for non-car modes, such as additional cycle parking spaces for residents.

7.9.2 The Travel Plan Action Plan, included in the FTP, detailed the breakdown of the Travel Plan measures and associated costs. The total estimated costs for Travel Planning measures identified in the FTP was £1,079,551.96.

¹⁷ The S106 agreement can be found using following link: [S106 Agreement – Part 1](#). See pages 46 – 52.

7.9.3 An updated Action Plan including indicative costs is included in Section 10 of this document.

8 Travel Plans and Initiatives

8.1 Introduction

8.1.1 In order to ensure that the opportunities for modal shift can be realised there are a number of measures that will be implemented and encouraged by the TPC.

8.2 Measures to reduce car use for residents

8.2.1 Parking provision across the site is being delivered in accordance with Winchester City Council's parking standards. Whilst on-street parking bays are provided for visitors throughout North Whiteley it is expected that each dwelling will have sufficient on-plot parking to keep on road parking to a minimum, and in doing so providing a more pleasant environment for pedestrians and cyclists.

8.2.2 The following measures will be included in welcome packs to reduce car use for future residents of the proposed development:

- Information on public transport links including service routes and journey times;
- Access to a £100.00 Green Travel Boost that can be used to purchase cycle equipment, or similar, and contribute to the cost of bus or rail season tickets;
- Promotion of local car share and taxi services;
- Promotion of local walking and cycling buddy schemes;
- Promotion of local and national sustainable travel events, such as walk to work and Cycle to Work Week; and,
- Identification of the cost of fuel and parking for car journeys to key destinations within the surrounding area.

8.2.3 In addition to the welcome pack measures the TPC will secure the provision of two on-site hybrid car club spaces – one in the northern half of the development and the other in the southern half of the development. Ideally the spaces will be located within or in proximity to the community centres. Alternatively, if after surveying the residents one key location is preferred by the majority as a central hub, this will be considered.

8.2.4 Whilst seeking the provision of the hybrid vehicles the TPC will also look for future opportunities to deliver fully electric vehicle car clubs within the development as well as electric cycle charging docks. The latter to ideally be located within the community centres in close proximity to the travel notice boards and also accompanied by publicly available bike repair stands.

8.3 Cycle parking

8.3.1 Cycle parking at dwellings and associated with commercial premises at the local centres is being provided in accordance with the standards set out in Winchester City Councils' parking standard. This provision will be periodically reviewed in light of the biennial travel survey findings and resident feedback provided at travel events.

8.4 Provision of travel information

8.4.1 In order to raise awareness of the public transport options, information relating to potential means of non-car access to the site will be included within welcome packs provided on occupation of each dwelling and through the notice boards and online platforms, including the North Whiteley section of the My Journey website. These marketing platforms will hold up to date information about the Travel Plan and the reasons for implementing it, providing:

- Information on health benefits;
- Information regarding journey times of car, bus and cycle to key destinations;
- Information regarding fuel costs for car journeys to key destinations;
- Information regarding car parking costs;
- Cycle routes;
- Pedestrian access;
- Public transport links;
- Bus and train timetables and contact information;
- Information regarding the Green Travel Boost;
- Details of any discounts secured at local cycle shops;
- Details of local car share and walking buddy schemes;
- Contact details of local sustainable transport groups and organisations; and,
- Details of local and national sustainable travel events, such as walk to work and Cycle to Work Week.

8.5 Measures to promote and facilitate cycling

8.5.1 North Whiteley already benefits from the delivery of key 'hard' cycle measures in the form of shared footway/cycleways along Bluebell Way, Whiteley Way and Curbridge Way within the site. These provide connectivity to the external shared use route between North Whiteley along the A3051 to the north and the shared use routes to Whiteley Shopping Centre to the south. The TPC will provide the following cycle initiatives to complement the hard measures and further encourage cycling to and from the site:

- Information on the local cycle network routes to be provided to residents via maps made available through this Travel Plan, included in the welcome packs, on the My Journey website and on community notice boards;
- The health and financial benefits of cycling to be promoted in the welcome packs, on the My Journey website, through the North Whiteley Travel Matters newsletter and on community notice boards.
- TPC to distribute contact details and information regarding local cycle groups and cycle shops. This being designed to encourage residents to cycle to work and local places of recreation with other residents. This promotional activity is already being undertaken via the website and will be applied to the welcome packs and community notice boards from approval of the Travel Plan;

- The TPC has obtained contact details for local cycle stores and will engage with the businesses owners to identify what, if any, discounts could be made available to residents¹⁸;
- The Green Travel Boost initiative, worth £100.00 per eligible household, is now live and will be advertised to residents via the website, welcome packs, newsletter and notice boards. The marketing material will provide confirmation that the Green Travel Boost can be used to purchase cycling equipment;
- Provide details of Cycle to Work Week and other local bike events in collaboration with organisations such as Sustrans via the My Journey website and newsletter;
- Run promotional bike days in collaboration with Dr Bike (or similar), Bikeability, Sustrans ¹⁹ or similarly established local groups. Event days can be aligned to national cycle events or promoted as a local event through workplaces or schools;
- Fund a series of group cycle training courses via HCC's Bikeability Team and Partners (minimum of two courses per annum). Should interest / attendance, in the training course exceed course capacity fund additional training courses to capitalise on the success;
- Bikeability initiatives held at on site primary schools. These schemes teach primary school students cycle safety on the road and provide a free bike check by a trained mechanic; and,
- Family focussed training sessions provided by HCC's Bikeability Team. This to provide further training for children after they complete the Level 2 course at school and to provide parents' additional support.

8.5.2 In addition to the above the TPC will investigate whether there is interest from residents for provision of e-bike hire within the development and if so where they would be best situated.

8.5.3 There has been an aspiration to provide fixed place bike repair and pump stands within the development. However, through discussions with the Local Authority TPAM team it has been confirmed that use of fixed place bike repair stands often results in the equipment becoming damaged and unusable. The TPC will be engaging with existing local businesses and schools to encourage them to produce their own Travel Plans. As an alternative to providing fixed place repair stands in public places the TPC will incentivise production of their own Travel Plans by offering to provide cycle repair equipment that can be used by pupils and staff.

8.6 Measures to promote walking and wheeling

8.6.1 Numerous hard measures are already in place within North Whiteley that are designed to increase the viability of walking / wheeling to, from and through the site. This including an extensive network of footways along key access routes and through

¹⁸ At the time of writing this Travel Plan the Xtremity Bike Shop has offered local residents a £100.00 discount on cycle purchases.

¹⁹ HCC have previously organised for a Sustrans Officer to deliver cycle sessions at Cornerstone School. The Officer has run a Bike Repair session.

neighbourhood areas as well as providing connections to the existing PROW network the crosses and surrounds the site. The TPC will support the following walking initiatives to complement the hard measures already in place:

- Distribution of information regarding the 'on and off' highway pedestrian network routes already provided, and any expected future provisions. This to be provided by way of maps made available within the welcome packs, via the My Journey Website and newsletter;
- Promotion of a 'walking buddy' scheme for residents;
- Identification of the health benefits of walking promoted in welcome packs and through the website;
- Promotion of local ramblers / walking groups²⁰;
- Promote leisure walking and provide details of local walking routes and PROWs;
- Provide details of Walk to Work Week and school-based initiatives including Walktober; and,
- Supply links to the MyJourney website which provides information about free led and self-guided walks in the local area as well as a link to Whiteley Wander walk map <https://myjourneyhampshire.com/moving-home/north-whiteley/walk/>.

8.7 Measures to promote and facilitate public transport use

8.7.1 Increasing the accessibility and use of public transport is a key element of this Travel Plan. The site benefits from good public transport accessibility, with frequent bus services available along Bluebell Way and a short section of Whiteley Way, both of which are within a reasonable walking / wheeling or cycling distance of most residential areas already built. The wider site has also been future proofed against increased public transport demand through the provision of regular bus stops along all main through routes, even those that do not currently benefit from a bus service.

8.7.2 The welcome packs provided to residents on the purchase of their property will include the following to encourage public transport use:

- Up-to-date public transport information including timetables and bus and train company contact information;
- Access to the Green Travel Boost which can be used against the cost of buying bus and train season tickets, or a rail card;
- Provide information on council run transport schemes;
- Promotion of the Breeze App which shows the quickest, cheapest and most eco-friendly options for journeys. The Breeze App can be used for trips across South

²⁰ Fareham Healthy Walks is already active in the region. The walks are led by a trained Volunteer Walk Leaders and offer the opportunity for people to walk at a pace they can manage, improve their fitness and enjoy the sociable company of others. More information can be found at: [Fareham Healthy Walks - Community First](#)

Hampshire and the Isle of Wight. More information can be found on the Breeze website (<https://breezeuk.app/>); and,

- Promotion of the My Journey website which provides information regarding school and college transport options as well as live bus timetable information.

8.7.3 In addition to the above the TPC will engage with bus route operators to discuss what incentives they could provide to attract residents to use the bus. An example of this could be that the first 200 people to contact them from the development area will receive a taster ticket to try the bus. Ideally it would be for at least a one week period to help residents establish use of the bus as a viable proposition.

8.7.4 The TPC will monitor demand for buses via the biennial travel survey. Where growth in this mode of transport is identified this will be highlighted to bus services providers with a view to encouraging additional service provision and expanding routes provided through the site.

8.8 Car Sharing

8.8.1 Car sharing is a good means of reducing single-occupancy car use. The main benefits of car sharing are as follows:

- Reduction in travel costs;
- Reduced demand for car parking;
- Reduction in wear and tear on vehicles;
- An opportunity to socialise with your neighbours;
- Shared driving and reduced stress; and,
- Less cars on the road, resulting in less congestion and pollution.

8.8.2 The main reasons for not wanting to car share are often found to be as follows:

- Fear of not being able to get home;
- Reduced flexibility to meet job requirements;
- Less freedom to combine trips to and from the destination with other journeys; and,
- Difficulties in keeping to agreed schedules.

8.8.3 An indication of the annual costs that a driver may incur and the savings they could potentially make in terms of fuel through car sharing are provided in **Table 8.1**.

Table 8.1: Car Share Fuel Cost Savings Per Annum

Distance to Work	Driver Only	Sharing with One Person ²¹	Sharing with Two People
10km (6 miles)	£650.00	£325.00	£216.00
20km (12 miles)	£1300.00	£650.00	£432.00
30km (20 miles)	£1950.00	£975.00	£648.00

²¹ Based on use of a 1600cc engine with petrol at 130p per litre achieving 10km per litre and working 250 days per annum

40km (25 miles)	£2600.00	£1300.00	£864.00
-----------------	----------	----------	---------

8.8.4 Given the complexity of matching potential car sharers, residents will be encouraged to sign up to established car share clubs for people living and working the local area. The MyJourney website launched a Car Share app in September 2023 which can be used to find people from similar workplace locations to car share with when commuting. More information can be found on the MyJourney website <https://myjourneyhampshire.com/carshare>.

8.8.5 In addition to the above, Liftshare is another car sharing scheme, accessible via <https://liftshare.com/uk/search/from/whiteley-uk> which also includes a lift sharing calculator that can be used to identify potential cost savings based on the origin/destination, the number of days sharing and the number of people sharing. Both platforms enable members to lower travelling costs and their carbon footprint by sharing journeys.

8.9 Car Clubs

8.9.1 The inclusion of car clubs within residential developments the scale of North Whiteley is considered to be standard practice and provides a real alternative for residents who do not own, or wish to own, a car.

8.9.2 The TPC and wider HCC Travel Planning Team has met with the car club provider Enterprise on many occasions with an interest being shown in providing car club vehicles as they have existing car club network across the wider area. At the time of writing no agreement has been reached but there is an intention to provide a minimum of two hybrid car club spaces within North Whiteley. Ideally these will be located at, or in proximity to, each of the proposed local centres. This providing coverage in both the northern and southern halves of the site.

8.9.3 The planning application for the North Whiteley development was produced at a point in time, circa 2014, when EVC provision had not established itself and was not bound into local or national policy. As a result there is no planning requirement for the provision of publicly available EVC spaces. However, there are ongoing investigations regarding the provision of EVC enabled Car Club spaces in proximity of the proposed local centres. Whilst the viability of the EVC provision is explored the TPC will liaise with local Car Club providers regarding the provision of two hybrid vehicles, which could be accommodated within, or close to, the local centres. This, with a view to establishing a car club on site to the benefit of residents and which could, in due course, be upgraded to meet future demand.

8.9.4 The TPC will encourage the service provider to offer residents incentives to take up car club membership and will assist in promoting the service through the Travel Plan and its associated promotional platforms. Working in collaboration with the service provider the TPC will track membership numbers, and if possible, car usage. This being undertaken to determine whether there would be value in expanding the car club network within North Whiteley and the surrounding area.

8.10 Events

8.10.1 As identified in Section 6 the TPC will organise an annual Travel Plan event, timed to coincide with a national initiative, such as “national bike week”, to help maintain the profile of the Travel Plan. The TPC will seek to hold the event at a school, workplace or community centre with sustainable travel information and incentives available.

8.10.2 The TPC will also co-ordinate with both Cornerstone Primary School and Whiteley Primary School, local employers/retailers and local residents to run competitions/challenges and to deliver additional marketing activities, such as an exhibition stand and personal travel consultations with local residents during events.

8.10.3 The TPC will also liaise with local transport operators to seek out potential incentives and to provide up-to-date materials and information that can be distributed in support of the sustainable travel events.

8.10.4 The area surrounding the Meadowside Play Park is used on an annual basis for the following events:

- Meadowside Music Festival;
- Annual Assembly;
- Skate Jam;
- Fireworks displays; and,
- December Christmas switch on.

8.10.5 The TPC will attend at least one of these events to advertise the Travel Plan and promote sustainable travel, not only to the residents of North Whiteley, but also residents attending from the surrounding areas.

9 Summary and Conclusions

9.1.1 This document sets out the full Residential Travel Plan for the North Whiteley urban extension. The document builds on the Framework Travel Plan submitted as part of the original planning application.

9.1.2 The measures and initiatives recommended within this Travel Plan are considered beneficial to encourage residents of the proposed development to travel in a sustainable manner by promoting and securing initiatives and incentives which would minimise the need to travel by car.

9.1.3 The purpose of this Travel Plan is to reduce the possible negative effects of the development on congestion and air quality by encouraging and facilitating sustainable and active travel.

9.1.4 This Travel Plan sets out the measures and incentives already put in place and the planned measures yet to be put in place to encourage sustainable and active travel.

9.1.5 The TPC contact details are provided for future monitoring of the Travel Plan. **Table 10.1** sets out the Travel Plan measures proposed as well as the timescales for the measures proposed and who is responsible for implementing them.

10 Action Plan

10.1.1 It should be noted that the measures included in the following Action Plan focus on those measures that can be progressed at the time of writing. However, this Travel Plan is an organic document that will evolve over time and as local circumstances change. Therefore, as the North Whiteley development progresses, and more travel infrastructure is delivered, where appropriate the Travel Plan, and the actions within it, will evolve to make best use of all connectivity and sustainable travel opportunities available.

Table 10.1 Residential Travel Plan Action Plan

Travel Plan Measure	Measure Category	Timescale	Year of implementation	Indicator
<p>Appoint Travel Plan Co-ordinator (1 day per week)</p> <p>Hampshire County Council employee</p>	Travel Plan Strategy	Currently in place and to be maintained for the life of the Travel Plan	2023	Contact: Travel Planning Coordinator Organisation: Hampshire County Council Email address: travelplans@hants.gov.uk
<p>Produce a full Travel Plan document</p> <p>Pell Frischmann</p>	Travel Plan Strategy	End of February 2025	2025	Travel Plan released into the public domain
<p>TPC to participate in the North Whiteley Working Group</p> <p>Eight meetings per year lasting one hour</p>	Travel Plan Strategy	Currently in place and to be maintained for the life of the Travel Plan. One meeting every six weeks	2023	Minutes of Working Group meeting recorded and disseminated to its members for ratification
<p>TPC to establish and participate in a Travel Plan Steering Group</p> <p>Two meetings per year lasting two hours</p>	Travel Plan Strategy	From ratification of the Travel Plan. One meeting every six months	2025	Minutes of meetings made available through monitoring reports

<p>TPC to engage with local businesses to encourage them to develop Travel Plans through STARS</p> <p>Assumes a maximum of five businesses are contacted and this activity is limited to 2025 and 2026 only</p>	Travel Plan Strategy	From ratification of the Travel Plan. 1 meeting every 12 weeks	2025	Summary and outcomes of engagement to be included in monitoring reports. Outcomes are not linked to Travel Plan measures or target setting
Electronic magazine (Ezine) production. This including updates to the Local Area Guide and a calendar of local events	Marketing	Four editions per annum	2023	Promoted through the 'My Journey' website
Produce residential welcome packs	Marketing	Currently in place. Distributed to each resident at the time of property occupation	2023	Distributed to residents at the time of property occupation. Record of properties that have received the welcome pack to be maintained by TPC
Produce residential welcome packs	Travel Plan Strategy	Currently in place. Distributed to each resident at the time of property occupation	2024	Distributed to residents at the time of property occupation. Record of properties that have received the welcome pack to be maintained by TPC
Green Travel Boost £100.00 incentive	Incentive	Currently in place and to be maintained for life of Travel Plan	2024	HCC maintained record of properties that have utilised the Green Travel Boost - name of record to be documented in monitoring reports
Provide a site-specific travel website on the My Journey platform. This including a calendar of local events	Marketing	Currently in place and to be maintained for life of Travel Plan	2023	Live website launched through the 'My Journey' website
Develop a Bicycle User Group (BUG) for residents. Develop a Public Transport User Group for residents focused on improving public transportation services Advertise through online platforms	Travel Plan Strategy	From ratification of the Travel Plan	2025	Progress confirmed through travel survey / monitoring reports

<p>Develop a 'walking buddy' scheme for residents Advertised through online platforms</p> <p>TPC to liaise with stakeholders during scheme set up and maintain open dialogue</p>	Travel Plan Strategy	From ratification of the Travel Plan	2025	Progress confirmed through travel survey / monitoring reports
<p>Provision of cycle parking for each residential dwelling</p> <p>Carried out by developers</p>	Physical infrastructure	Prior to occupation	2024	TPC to confirm with housebuilders / developers through North Whiteley Working Group
<p>Home to be broadband enabled</p> <p>Carried out by developers</p>	Physical infrastructure	Prior to occupation	2024	TPC to confirm with housebuilders / developers through North Whiteley Working Group
<p>Provide a high-quality pedestrian environment</p> <p>Carried out by developers</p>	Physical infrastructure	Throughout the full build programme for the development	2024	TPC to confirm with housebuilders / developers through North Whiteley Working Group
<p>Provide on-site hybrid car club space within the development following identification of a suitable location and sufficient demand being expressed by residents</p> <p>Travel Plan fund to provide road markings and signage. Car provider to deploy and manage the scheme. It is assumed that the car club will be pump primed during the first year only</p>	Physical infrastructure	From ratification of the Travel Plan	2027	Car club vehicle and space provided on site in appropriate location
<p>Investigate the potential to provide on-site hybrid car club space</p> <p>TPC to liaise with car club provider</p>	Travel Plan Strategy	From ratification of the Travel Plan	2027	TPC to create a record of the discussions undertaken with the results conveyed during steering group meetings
<p>Investigate the potential to provide an on-site electric cycle charging dock</p> <p>TPC to liaise with provider</p>	Travel Plan Strategy	From ratification of the Travel Plan	2027	TPC to create a record of the discussions undertaken with the results conveyed during steering group meetings

<p>Investigate the potential to provide an on-site electric cycle charging dock.</p> <p>Provider of infrastructure to provide markings, signage, a terminal, 8 docks, 5 e-bikes, setup, installation and marketing</p>	Physical infrastructure	From ratification of the Travel Plan	2027	Cycle charging dock installed at an appropriate location based on survey feedback
<p>Acquire and distribute cycle repair stands to local businesses, schools and community centres</p> <p>TPC to purchase and distribute equipment. Assumes a maximum of 10 locations and activity is undertaken in 2027 and 2028 only</p>	Incentive	From ratification of the Travel Plan	2027	TPC to create a record of where the incentive have been taken up with this information conveyed during steering group meetings
<p>Provide a notice board for public transport / sustainable travel information within northern local centre</p> <p>TPC to identify a suitable location. Installation of noticeboard by Hampshire County Council</p>	Physical infrastructure	From ratification of the Travel Plan	2027	Installation of notice boards in an appropriate location based on survey feedback
<p>Maintain notice board in northern half of the development</p> <p>TPC to update the board quarterly</p>	Travel Plan Strategy	Every four months from installation of noticeboard	2027	Record of information displayed, created and maintained by the TPC
<p>Provide a notice board for public transport / sustainable travel information within southern local centre</p> <p>TPC to identify a suitable location. Installation of noticeboard by Hampshire County Council</p>	Physical infrastructure	From ratification of the Travel Plan	2026	Installation of notice boards in an appropriate location based on survey feedback
<p>Maintain notice board in southern half of the development</p> <p>TPC to update the board quarterly</p>	Travel Plan Strategy	From ratification of the Travel Plan	2026	Record of information displayed, created and maintained by the TPC

Run promotional bike days	Event	From ratification of the Travel Plan and repeated every six months for the life of the plan	2025	Summary of events attendance to be incorporated in to monitoring reports
TPC to attend local events, including sustainable travel events, in order to raise awareness of the Travel Plan amongst residents, to promote resources such as the “My Journey Hampshire” website and to help attendees identify sustainable travel options for their travel	Event	From ratification of the Travel Plan With two events per annum attended	2025	Summary of events attendance to be incorporated in to monitoring reports
Distribute Sustainable Travel Information TPC to develop a programme for distributing sustainable travel information (pamphlets or similar) through information points located within local centre destinations, schools and key facilities such as GP surgeries and libraries	Travel Plan Strategy	Information points to be set up within six months of approval of the Travel Plan. Points to be restocked on a quarterly basis.	2025	TP to be updated to include summary of strategy
Distribute Sustainable Travel Information TPC to attend the information points throughout the travel survey period to raise awareness of the survey and increase response rates	Event	From ratification of the Travel Plan (assumes four information points are attended)	2025	Summary of locations to be incorporated in to monitoring reports alongside narrative describing effectiveness
TPC to contact local bike shops and local businesses to acquire free or reduced-price travel and health items to support events and sign-ups to newsletters. Review responses and subject to this revisit annually or as appropriate to align with events	Travel Plan Strategy	A minimum of one month prior to each event and annually in support of the newsletter	2025	TPC to create a record of what items have been acquired to incentivise the newsletter sign up and events. This to include product values and the year that they were raffled off/won TPC to review newsletter sign up rates, looking for correlations between the signups received and the number and value of the items distributed Findings to be conveyed through monitoring reports

<p>TPC to contact local businesses for vouchers or discounts to support greater survey responses e.g. free tickets to the local cinema, to support local trade. By not being travel-related, we hope there will be a broader range of responses. This will be supported/topped-up by a general voucher that can be used at a range of venues and shops locally, thus reducing the need to travel</p>	<p>Travel Plan Strategy</p>	<p>Three months prior to each biennial travel survey</p>	<p>2025</p>	<p>TPC to create a record of what items have been acquired to incentivise the travel surveys. This to include product values and the year that they were raffled off/won TPC to review travel survey response rates, looking for correlations between the volume of responses received and the number and value of the items raffled/won Findings to be conveyed through monitoring reports</p>
<p>Multi-modal TRICS Standard Assessment Methodology (SAM) transport surveys. To be undertaken by TRICS consortium</p>	<p>Travel Plan Strategy</p>	<p>Next survey to be 2025 followed by a survey one year post full development build out</p>	<p>2021</p>	<p>TPC to analyse and report the results of TRICS SAM survey and include the results in Travel Plan Monitoring Reports.</p>
<p>Biennial surveys of residents, including response analysis and monitoring report production</p>	<p>Travel Plan Strategy</p>	<p>Currently in place</p>	<p>2023</p>	<p>Survey updates made and record of changes recorded by TPC</p>
<p>Biennial surveys of residents Printed versions to be obtained for those residents without access to the internet</p>	<p>Marketing</p>	<p>From ratification of the Travel Plan</p>	<p>2025</p>	<p>TPC to maintain a record of costs incurred and a record of those properties that have received hard copies</p>

<p>Biennial surveys of residents</p> <p>Printed flyer, or similar, with survey web address and QR code to be obtained</p>	Marketing	From ratification of the Travel Plan	2025	TPC to maintain a record of costs incurred
<p>Biennial Questionnaire Surveys of residents</p> <p>Distribution of printed surveys to be undertaken by royal mail or similar</p>	Marketing	From ratification of the Travel Plan	2025	TPC to maintain a record of dates when survey postcards were delivered to residents.
<p>Biennial review of the Travel Plan and its initiatives to be undertaken based on the data obtained from the travel surveys</p> <p>TPC to review strengths and weaknesses of survey questions to inform survey updates</p>	Travel Plan Strategy	Currently in place and to be maintained for life of Travel Plan	2025	Based on the findings documented in the monitoring report TPC to consider actions to be undertaken prior to next survey
<p>Where response rates to the travel survey are considered to be poor, introduce an interim survey during an alternative period of the year to determine whether improved data can be captured</p>	Travel Plan Strategy	As necessary from approval of the Travel Plan	2025	Interim survey undertaken and summary of findings provided through monitoring reports
<p>HCC Travel Plan Assessment and Monitoring (TPAM) Team monitoring</p>	Travel Plan Strategy	Following each monitoring report	2025	Findings to be documented when updating the Travel Plan

10.1.2

Appendix A TRICS Surveys

Appendix B Resident Travel Survey

Appendix C 2023 Travel Plan Monitoring Report

Appendix D Example Promotional Material

