

NORTH WHITELEY TRAVEL PLAN: YOUR GUIDE

This summary, created in August 2025, gives a clear and accessible overview of the Travel Plan—its purpose, key goals, headline actions, and the benefits it’s already bringing to the wider community. It’s here to help you get up to speed with what’s been achieved so far and where things are heading. The Travel Plan itself will continue to grow and evolve, with updates shared as progress is made and new ideas take shape.

BACKGROUND INFORMATION

A Travel Plan is a long-term strategy to support safer, healthier, and more sustainable travel—like walking, wheeling, cycling, using public transport, or lift-sharing. It helps reduce car journeys and makes travel better for people and the environment.

The North Whiteley Travel Plan was developed in line with national planning policy, which requires such plans for developments that generate significant travel. It is funded by the North Whiteley Consortium — the site’s developers — as part of their planning obligations, with Hampshire County Council commissioned to deliver it on their behalf.

Developed in 2024 the Travel Plan will be active throughout the building of the development. Once construction is complete, currently expected in 2032, monitoring will continue for five more years to track progress and keep things moving in the right direction.



KEY AIM

To reduce single-occupancy car trips by at least 10% and to encourage, support and facilitate walking, wheeling, cycling, and public transport use across the development.

OBJECTIVES

- Promote healthier lifestyles.
- Reduce travel-related emissions/ congestion/ mileage.
- Improve safety and accessibility for all users.
- Support local and national climate targets.

HOW WE MEASURE PROGRESS

We monitor Travel Plan progress through biennial resident travel surveys (held in 2023 and 2025) and TRICS SAM surveys, which track travel behaviour and traffic levels. These help us understand how people travel now, what might encourage greener choices, and how commuting patterns are changing. A Working Group meets every six weeks to guide delivery, while a Steering Group meets twice a year to review progress and support improvements.

BENEFITS TO THE COMMUNITY

At its heart, the Travel Plan is designed to bring real, everyday benefits to the community through practical, well-informed travel initiatives that make getting around easier, greener, and more connected.



Stronger connections between residents, schools, and local businesses.



Support for inclusive, low-carbon travel options.



Enhanced access to local amenities and green spaces.



Safer, quieter streets for all with improved air quality.



Reduced parking pressure and traffic congestion.



Streets and travel services that support healthier, happier lives.

WHAT HAS HAPPENED SO FAR

Thanks to S106 funding, a range of exciting Travel Plan initiatives are already up and running. These actions are making a real difference—supporting greener travel, improving connections, and helping the community move in a more sustainable direction.

TP Coordinator	TP Coordinator employed one day a week for the lifespan of the TP. They're responsible for implementing the TP, engaging stakeholders, running surveys, coordinating initiatives, and reporting progress to ensure the plan stays on track.
Full TP production	The Full Travel Plan, which builds on the framework, is more detailed and tailored to the actual development as it takes shape. It focuses on how these measures will be delivered, monitored, and updated over time.
North Whiteley website	The webpages provide up-to-date travel information for the local area. https://myjourneyhampshire.com/moving-home/north-whiteley/
Travel Matters Newsletter	A newsletter for residents to discover the latest sustainable travel options. Subscribe to receive future issues. [here] .
Residential Welcome Pack	These packs are all about informing, enabling, and encouraging travel choices that make everyday journeys easier, healthier, and more convenient. They include useful resources like the Travel Guide, which helps residents explore sustainable travel options from the moment they move in.
Cycle support and training	Working with the Walk, Wheel, Cycle Trust and the County Council's Bikeability Team, a range of cycle training, bike demos and repair sessions have been delivered.
Green Travel Boost	Each household can claim up to £100 to help them travel more sustainably and reduce their car use. Find out more here.
School Travel Planning support	Supporting Cornerstone Primary School with developing its Travel Plan and running active travel campaigns that promote walking, cycling, and wheeling. Family Cycle Confidence sessions have also been delivered by Hampshire Outdoors in partnership with the Walk, Wheel, Cycle Trust, helping families travel actively and confidently together.

FUTURE TRAVEL INITIATIVES

The Travel Plan is an evolving process, shaped by community needs and new opportunities. Below is a snapshot of exciting future initiatives—each one focused on making everyday travel easier, healthier, and more sustainable.

Supporting Local Businesses	Reaching out to up to five local businesses in 2025 and 2026 to encourage them to develop their own Travel Plans through the Modeshift STARS programme. Extending the benefits of sustainable travel beyond residential areas and building a stronger, greener local network. Contact: travelplans@hants.gov.uk
Resident Travel Groups	Plan to launch two new resident-led groups: a Bicycle User Group (BUG) and a Public Transport User Group. These will give people a voice in shaping local travel options and improving services. The Travel Plan Coordinator (TPC) will work closely with stakeholders to get these groups up and running and keep the conversation going. Promotion through online platforms to reach as many residents as possible.
Walking Buddy Scheme	The TPC will coordinate with stakeholders to set up a 'walking buddy' scheme for residents. This aims to make walking more social and accessible.
Hybrid Car Club Space	Exploring the potential to introduce a hybrid car club space within the development. If a suitable location is identified and enough interest is shown by residents, the scheme will be launched and managed by a car club provider. Road markings and signage will be funded through the Travel Plan, with initial support provided during the first year to help it get off the ground.
Electric Cycle Charging & Repair Support	Investigate installing an electric cycle charging dock on-site, making it easier for residents to use e-bikes. In addition, up to 10 cycle repair stands will be purchased and distributed to local businesses, schools, and community centres in 2027 / 2028- helping keep bikes road-ready and encouraging more people to ride.
Local Incentives & Event Support	Conversations with local bike shops and businesses to source free or discounted travel and health items to support events and newsletter sign-ups. To boost survey responses and support local trade, we'll also offer vouchers. These incentives aim to reach a wider audience and make participating in Travel Plan activities even more rewarding.

FIND OUT MORE & GET INVOLVED

If you're part of a business, school, or community group and would like to get involved, with any of our existing or upcoming Travel Plan initiatives we'd love to hear from you!

Please get in touch at travelplans@hants.gov.uk to express your interest or find out more. Together, we can make travel easier, healthier, and more sustainable for everyone.



Want to explore the full Travel Plan? [\[Read it here\]](#).



Access free Travel Plan support and access to Modeshift STARS Business to create a travel plan.



Host a cycle repair stand at your school, community hub or business.



Join a Public Transport or Bicycle User Group to help shape travel options in the future.



Take part in a Walking Buddy Scheme to make walking more accessible and sociable.



Support the Travel Plan with vouchers or discounts for your business.