



Hampshire County Council

WHITEHILL AND BORDON COMMUNITY TRAVEL PLAN





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TYPE OF DOCUMENT (VERSION) PUBLIC

UK0028032.6013

PUBLIC

DATE: NOVEMBER 2025

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QUALITY CONTROL

Issue/revision	First issue	Revision 1	Revision 2	Revision 3	Revision 4	Revision 5
Remarks	Draft 1	Draft 2	Draft 3	Draft 4	Draft 5	Final
Date	25/09/2024	06/10/2024	20/11/2024	19/12/2024	20/03/2025	18/11/2025
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Project number	UK0028032.6013					
Report number	01	02	03	04	05	06
File reference	\\corp\global\GB\Projects\UK0028xxx\UK0028032.6013 - Whitehill and Borden\03 WIP\TP Transport Planning\Reports\WIP					

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1 INTRODUCTION

1.1 BACKGROUND

- 1.1.1. This Community Travel Plan (CTP) has been prepared by WSP on behalf of Hampshire County Council Travel Planning Services Team (referred to as HCC throughout this document) for the Whitehill and Bordon (W&B) area.
- 1.1.2. Whitehill and Bordon has experienced substantial development in recent years, resulting in many new residents, presenting a unique opportunity to shape travel habits.
- 1.1.3. In 2016, the Strategic Travel Plan for the redevelopment of Prince Philip Park was produced and approved in 2017 by HCC in conjunction with the overarching Hybrid Planning Application for the regeneration of Whitehill and Bordon. The Strategic Travel Plan has served as a basis to produce this CTP.
- 1.1.4. With the recent adoption of Local Transport Plan 4 and an updated Transport Strategy for Whitehill and Bordon. The two core aims of the CTP are:
- To promote sustainable travel to the local community in Whitehill and Bordon,
 - To support the delivery of the Whitehill and Bordon Transport Strategy.
- 1.1.5. This CTP outlines a range of measures to promote sustainable travel, such as walking, cycling and public transport use, and reducing the reliance on single-occupancy car journeys. It aims to benefit the entire community—residents, employees, school children, staff, and visitors—not just those in new developments.
- 1.1.6. This CTP should be read alongside the CTP Goals document prepared by HCC, which sets out targets and measurable outcomes for the Whitehill and Bordon Area, to promote sustainable travel and reduce reliance on single-occupancy vehicles.

1.2 DELIVERY OF THE TRAVEL PLAN AND KEY CONTACTS

- 1.2.1. Replicating the approach in the Transport Strategy, delivery of the Travel Plan will be across three phases (i) 0-3 years, (ii) 3-7 years and (iii) 7+ years. This is proposed to include;
- HCC is responsible for preparing the CTP and supporting its implementation in the early years.
 - W&B Strategy Group/Delivery & Implementation Group: made up of HCC, key stakeholders and relevant parties, will assist the local community in progressively implementing the measures outlined in the CTP over the first five years. This group will initially be led by HCC, with the intention of handing over to the Strategy Group/Delivery & Implementation Group.
 - After five years, responsibility for certain aspects of the CTP will be transferred to the local community and stakeholders, with ongoing support from the Strategy Group/Delivery & Implementation Group. This Group will be eligible to apply for limited funding from HCC to help implement these measures. While HCC will provide oversight, it will no longer be directly involved in the implementation of the CTP.

2 POLICY AND KEY GUIDANCE

2.1 INTRODUCTION

2.1.1. National, regional and local policy were reviewed to determine the context for investment in transport infrastructure in Whitehill and Bordon. An overview is provided in the policy tree, with further detail on some of these documents available in Appendix B.

Figure 2-1 – Transport Policy Tree for Whitehill and Bordon Transport Strategy



2.2 LOCAL TRANSPORT PLAN 4

2.2.1. HCC’s Local Transport Plan 4 (LTP4) was adopted in February 2024. The LTP4 provides the primary policy document for all aspects of transport in Hampshire. The LTP4 also includes the following vision for transport in Hampshire to 2050 as:

“A carbon neutral, resilient and inclusive transport system designed around - and with - 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 natural and built environment.”

2.2.2. The LTP4 has been developed to reflect HCCs climate emergency and carbon neutrality principals to avoid, reduce, replace, and offset carbon emissions. It is based on two guiding principles:

- Give people a choice of high-quality travel options, and
- Provide a transport system that promotes quality, prosperous places and puts people first.

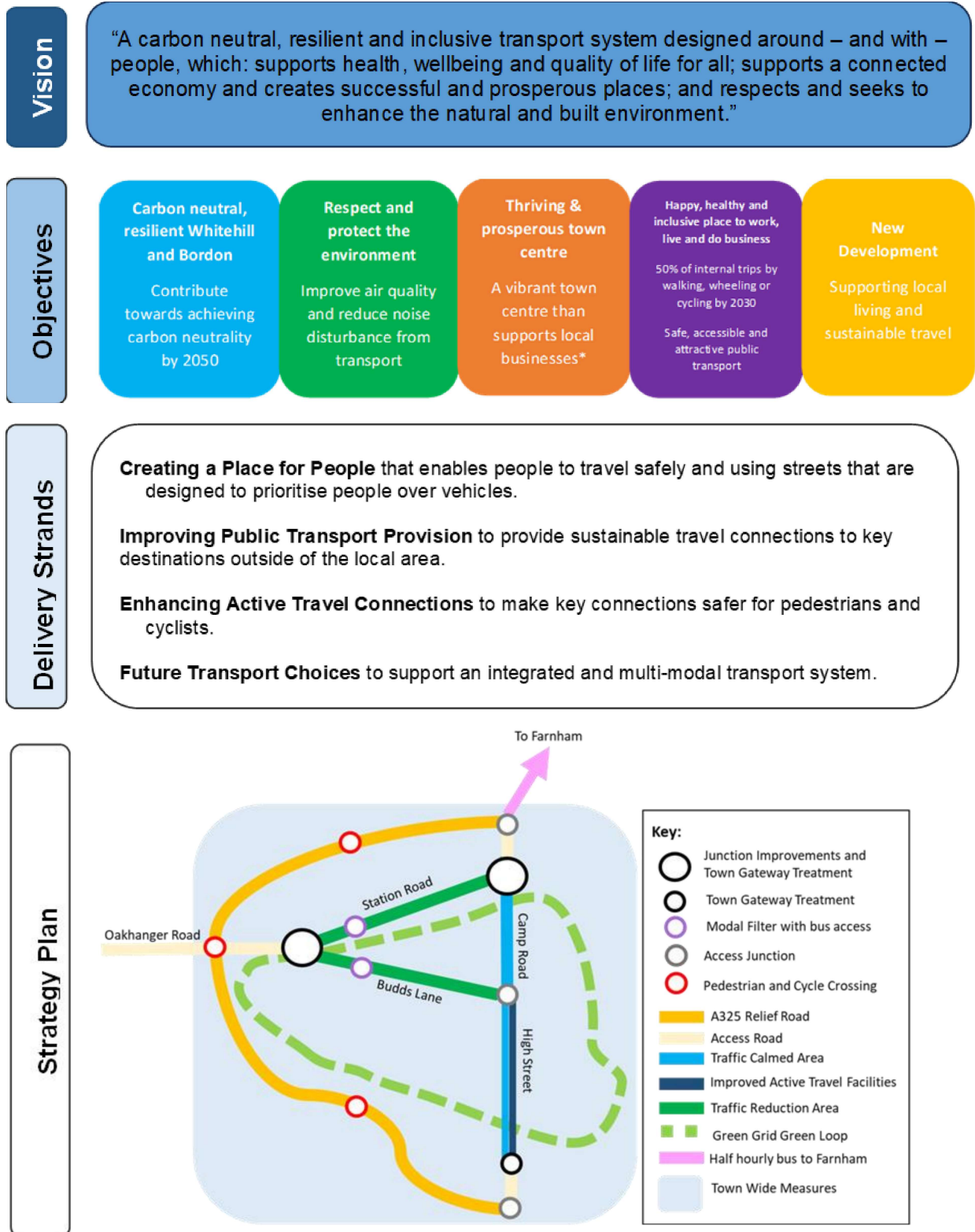
2.3 WHITEHILL AND BORDON TRANSPORT STRATEGY (2024)

2.3.1. The Whitehill and Bordon Transport Strategy was adopted in October 2024. It sets the vision for transport across the towns and aligns with the county’s LTP vision.

2.3.2. The transport strategy also included a action plan, which highlights how each measure will support the delivery of the strategy’s objectives and the associated timescales.

TRANSPORT STRATEGY OVERVIEW

2.3.3. An overview of the Transport Strategy is shown below, with the TS Action Plan on the Page 16.



TRANSPORT STRATEGY ACTION PLAN

2.3.4. An overview of the Transport Strategy Action Plan with measures split out by short, medium and long term is provided below. These tend to be hard infrastructure measures, which will be complemented by softer travel plan measures in this CTP. Key stakeholders will be kept informed of the timelines for these schemes to ensure alignment with the CTP measures.

Table 2-1 – Transport Strategy Action Plan

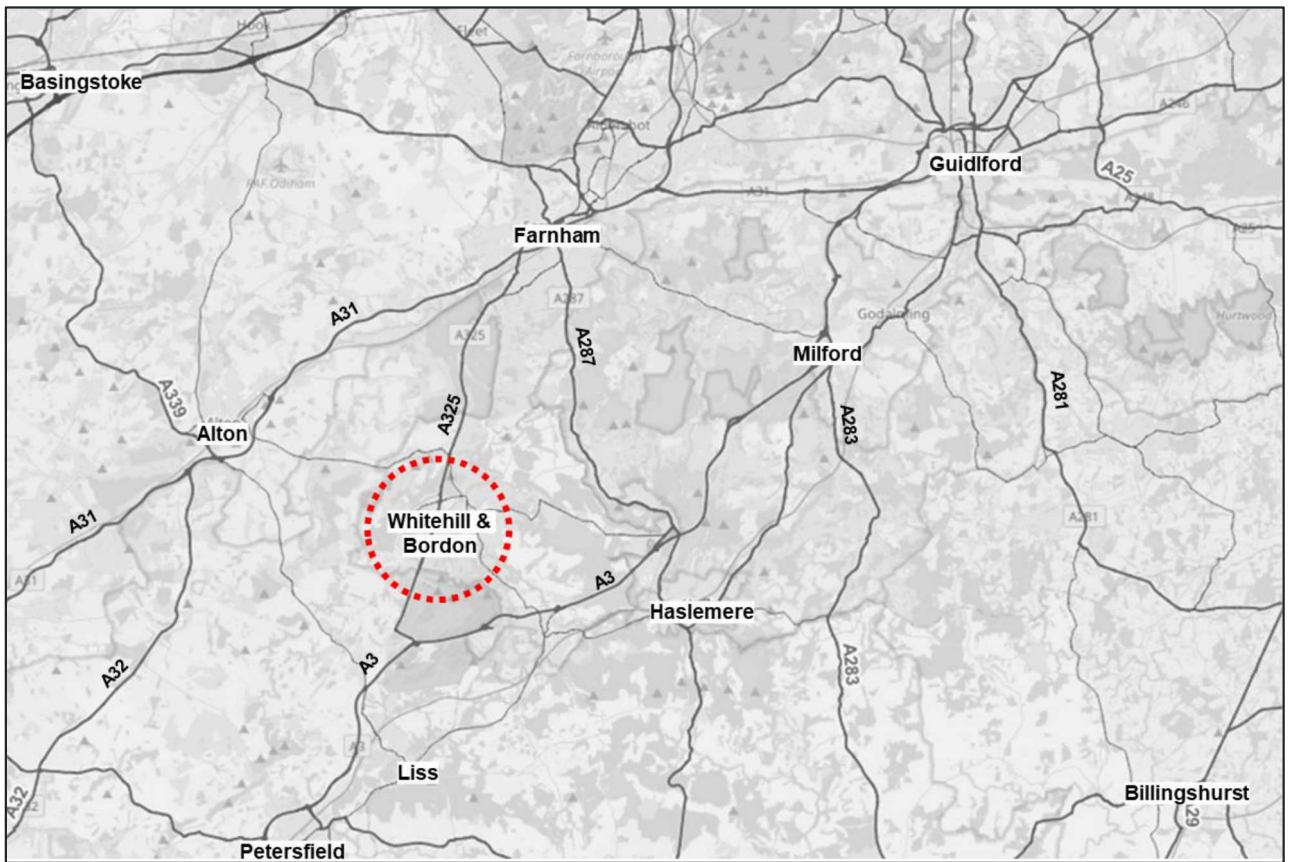
Key Strand	Scheme	<3 Years	3-5 Years	>5 Years
Enhancing Active Travel Connections	Crossing provision and improvements along the A325	✓		
Enhancing Active Travel Connections	Oakhanger Road junction improvements with pedestrian and cycle facilities	✓		
Creating a Place for People	Station Road/Camp Road Junction	✓		
Creating a Place for People	Station Road modal filter / Budds Lane traffic reduction	✓		
Improving Public Transport Provision	Increase frequency of 18/13 services (subject to funding)		✓	
Improving Public Transport Provision	Enhancements to bus/rail interchange at Farnham station		✓	
Creating a Place for People	High Street traffic calming to reduce vehicle speeds and improve walking, cycle and vehicle parking		✓	
Improving Public Transport Provision	Enhancement of bus stop facilities, including cycle parking		✓	
Enhancing Active Travel Connections	Green Grid priorities – completion of network		✓	
Complementary Measures	Wayfinding signage		✓	
Future Transport Choices	Shared Mobility- Car club		✓	✓
Future Transport Choices	Micromobility – E-Scooters / E-Bikes			✓
Future Transport Choices	Safeguarding of spaces for Car Club / Micromobility operators	✓	✓	✓
Complementary Measures	Refresh of Community Travel Plan	✓	✓	✓
Complementary Measures	Lower parking standards in close proximity of town centre	✓	✓	✓

3 CURRENT TRAVEL SITUATION

3.1 OVERVIEW

- 3.1.1. Whitehill and Bordon is located in East Hampshire between the A3 to the south, which connects London to Portsmouth, and the A31 to the north, running from Guildford to Winchester, as illustrated in Figure 3-1.
- 3.1.2. The town has experienced significant growth in recent years, largely due to extensive development that followed the closure of the Bordon Camp military base in the area. It is primarily composed of residential areas, with a local town centre and a few employment sites located near the A325.

Figure 3-1 – Location of Whitehill and Bordon along with the local road network



3.2 SCHEMES CURRENTLY IN DESIGN PHASE

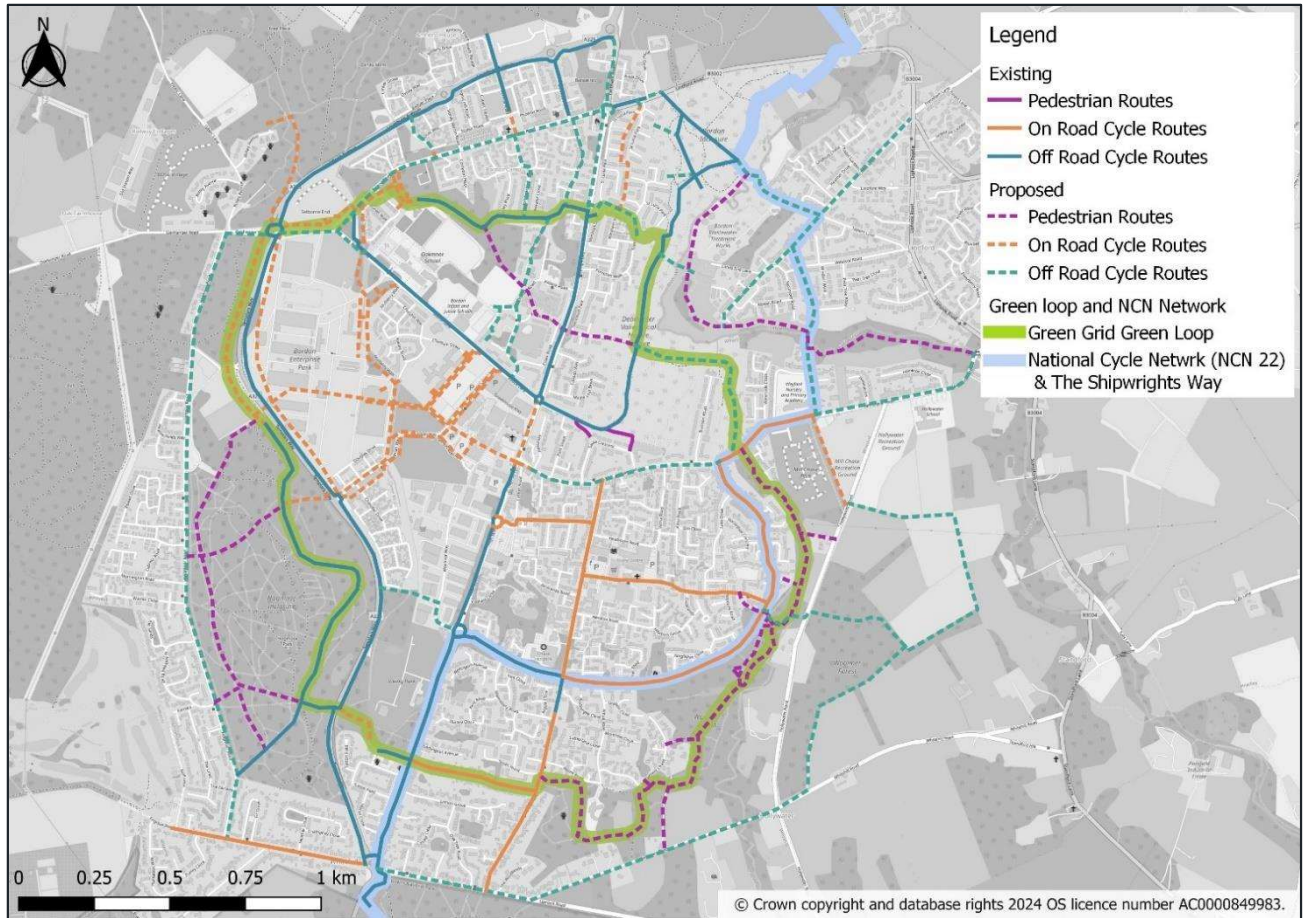
- 3.2.1. A substantial number of schemes and measures have been successfully delivered in Whitehill and Bordon. A detailed list of completed schemes can be found in **Appendix D**. The following are the schemes currently in the design phase as of November 2024:
 - **Oakhanger Traffic Calming:** measures have been designed to slow vehicles through the village and encourage walking and cycling. Phase 2 is currently in the process of design.
 - **Oakhanger Road / Budds Lane / Station Road (West):** shared use path - the second phase from Maple Fields to Station Road crossroads, including links on the C114 currently in preliminary design for delivery in 2024/25.

- **Hogmoor Road Cycle Route:** to provide a safe and accessible cycling infrastructure from the Southern to Northern end of Hogmoor Road. Including safe crossing points for pedestrians and cyclists, traffic calming measure in the northern section and an enhanced footpath through the Hogmoor Inclosure. Currently in preliminary design for delivery in summer 2025 for six months.
- **Route to Lindford – Quebec Park:** shared use foot/cycle path of bound gravel construction with replacement bridges and boardwalks.
- **Alexandra Park to Lindford link:** shared use path. Works are being split into two due to bird nesting. Works to the bridge construction over the River Wey and board walk on the Lindford side were completed June 2024. Construction to the Bordon side board walk will be completed in 2024.

3.3 WALKING AND CYCLING

- 3.3.1. Walking and cycling offers the cheapest, healthiest and most reliable method of travel over short distances – generally it is considered that walking is attractive at distances up to 2 km (1.2 miles) and cycling at 5 km (3.1 miles).
- 3.3.2. As a relatively small and compact town, the majority of Bordon’s local services - such as food stores, a post office, community centre and library - are within a 2km walking and cycling distance from the town centre, as shown in Appendix C.
- 3.3.3. To enhance opportunities to walk and cycle around the Whitehill and Bordon area, an extensive network of pedestrian and cycling facilities have been built or improved. There are wide footways, a number of crossing points with tactile paving and dropped kerbs in and around Whitehill and Bordon.
- 3.3.4. The Green Grid Green Loop (GGGL), a 7 km (4.3 miles) pedestrian and cycling network that connects both established and new areas of the town is being developed. The route is well signposted passes through local parks and along quieter streets. It promotes walking and cycling for improved physical and mental well-being, while also aiming to reduce single-occupancy vehicle use. This is shown in Figure 3-2.
- 3.3.5. A secondary network of footpaths and cycle routes connects the GGGL to the town. These mainly consist of on-road markings to indicate the cycle lanes, such as between Firgrove Road and Templars Way.
- 3.3.6. The town is also served by National Cycle Network Route 22, which offers both on-road and off-road cycle paths. This route connects Whitehill and Bordon to Banstead via Canes Lane, Washford Lane, Mill Chase Road, Holybrook Park, Conde Way, Petersfield Road, and continues down to Portsmouth. Additionally, The Shipwrights Way, a 50-mile long-distance route, begins at Alice Holt Forest, passes through Whitehill and Bordon, and ends in Portsmouth.
- 3.3.7. There are a number of initiatives that have undertaken to encourage the use of the Green Loop, this includes the Wayfinding project, bulb planting, locally arranged walks and [Cycle Sphere](#) a dedicated bicycle workshops and e-bike centre.
- 3.3.8. [Whitehill and Bordon My Journey Hampshire](#) offers information on [cycling groups and rides](#) suitable for all ages and abilities across the region. Cycle Sphere also provides links to [guided rides](#). The My Journey webpage further includes details on local groups offering [walks](#).

Figure 3-2 – Green Grid Loop and Planned Routes



3.4 PUBLIC TRANSPORT ACCESSIBILITY

BUS

3.4.1. At present, two operators run seven services that serve Whitehill and Bordon providing routes to Aldershot, Liphook, Haslemere, Alton, Farnborough, Petersfield and Basingstoke. Table 3-1 summarised the bus services through the area.

Table 3-1 – Regular bus service in East Hampshire

Service	Route	Operator	Weekdays	Saturday	Sunday
13	Basingstoke – Alton – Whitehill	Stagecoach South	Hourly 7:50 – 19:50 with additional 6:35 service	Hourly 7:50 – 19:50 with additional 6:35 service	No Service
18	Aldershot Princes Gardens - Bordon	Stagecoach South	Hourly 09:02-14:02, 16:12-20:17 with additional 5:52, 6:52, 8:22 and 15:22 services	Hourly 6:22-20:17	Every two hours 08:06-18:06
23	Liphook Sainsburys - Haslemere Town Hall	Stagecoach South	5 services per day	3 services per day	Every half hour 10:00-13:30

Service	Route	Operator	Weekdays	Saturday	Sunday
28	Bordon Town Service	Hampshire Community Transport	Every half hour 10:00-13:30	Every half hour 10:00-13:30	Every half hour 10:00-13:30

Source: HCC BSIP, 2023

3.4.2. Three additional bus services run once per day on weekdays:

- 113 Liphook Sainsburys – Holybourne Alton College runs at 08:40.
- 418 Whitehill Bus Turning Circle – Farnborough Green Sixth Form College runs at 07:25.
- 737 Havant and South Downs College – Petersfield – Bordon runs at 16:40.

3.4.3. Outside of the regular bus services, [Connect Call & Go East Hampshire](#) is a bookable service for anyone whose transport needs are not met by public transport. Connect Call & Go is an HCC scheme and is operated in East Hants by Community First. In 2022/23, around 54,000 individual trips were undertaken on the HCC Dial-a-Ride and these Call & Go services¹.

3.4.4. There is also the [Bordon and Whitehill Voluntary Car Service](#). This service transports residents to any medical appointments, not including London hospitals.

3.4.5. The [Bordon Town Taxishare](#) also operates within the Whitehill & Bordon area. Around 18,000 individual trips were made across the broader HCC Taxishare network in 2022/23¹.

RAIL

3.4.6. There are no railway stations within Whitehill and Bordon, with the nearest stations being in Liphook (6.5 km), Alton (8.5 km) and Farnham (12 km). Liphook and Alton offer seven trains to London during the morning 8-9am peak.

3.4.7. The Whitehill and Bordon Eco-Town Masterplan (2010) initially included proposals for a new rail station. The Governance for Railway Investment Projects 3 Study investigated this further in 2012. However, due to the ‘medium’ and ‘poor’ value for money ranking, the report concluded that securing funding for the proposed scheme would be challenging considering the limited availability of public funding combined with competition from alternative schemes which are classed as ‘High’ and ‘Very High’ value for money.

3.4.8. Buses from Bordon connect to the four railway stations: Alton and Liphook (bus service 13) and Farnham and Haslemere (bus service 23 and 18).

3.4.9. Trains in both direction cross at Farnham, and therefore it is identified in the transport strategy as the station with greatest scope to collaborate with operators to explore aligning bus schedules with rail services at Farnham, ensuring seamless bus-rail connections.

¹ <https://www.hants.gov.uk/aboutthecouncil/haveyoursay/consultations/future-services-consultation/passenger-transport>

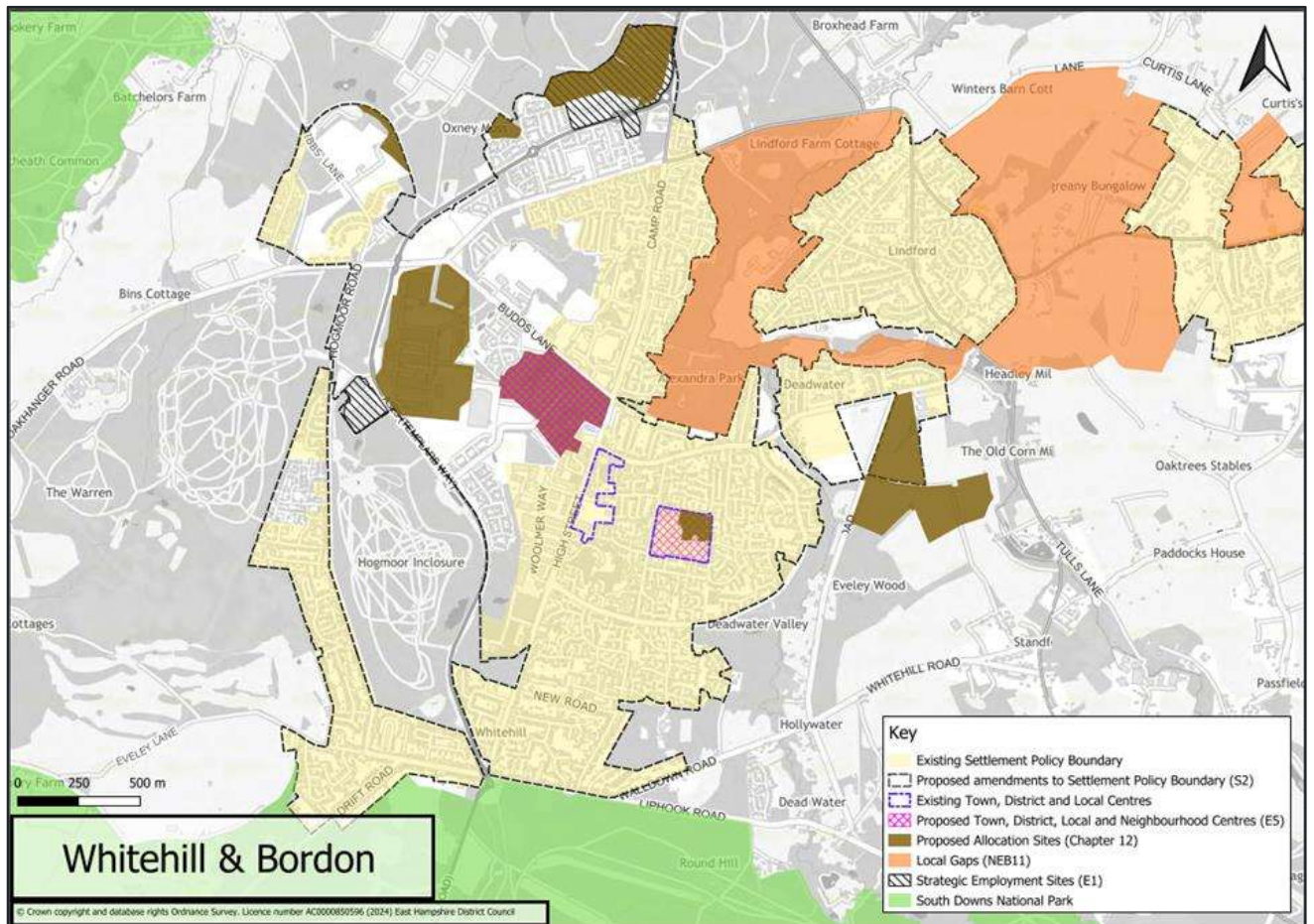
3.5 CAR OWNERSHIP

- 3.5.1. According to the national Census (Table TS045), in 2021 Whitehill and Bordon has the highest average car ownership at 1.67 cars per household. This is greater than the average for East Hampshire (1.62), Hampshire (1.48) and England (1.21). This relatively high level of car ownership highlights the need for the travel plan to address the reliance on private vehicles and consider initiatives that promote more sustainable modes of transport or reduce the need for multiple cars per household.
- 3.5.2. The habitual and ingrained use of cars for most journeys, driven by high car ownership, could pose a significant challenge in encouraging more active and sustainable travel modes. Although this CTP presents this as an opportunity, it remains uncertain whether it will be possible to substantially reduce car usage in Whitehill and Bordon.

3.6 FUTURE GROWTH

- 3.6.1. The East Hampshire Local Plan designates areas north of the A325 and south of Deadwater for future development, alongside anticipated population growth. Additionally, areas like Budds Lane, are marked for ongoing development, including housing and employment opportunities. Figure 3-3 highlights these sites and others with planning permissions, illustrating the town's continuous growth and potential for improvements.

Figure 3-3 – Sites for Development in Whitehill and Bordon



3.7 TRAVEL PATTERNS

TRAVEL SURVEYS WERE CONDUCTED IN 2020, 2022 AND 2024. THE 2020 RESULTS WERE AFFECTED BY THE TRAVEL RESTRICTIONS IMPOSED DURING THE COVID-19 PANDEMIC. HEADLINE 2024 SURVEY RESULTS

3.7.1. The headline findings from the Whitehill and Bordon Travel Survey, conducted by Hampshire County Council in November and December 2024, are presented below. 326 valid responses were received to the 2024 survey.

- Motor vehicle usage was high for all journey types, with the top three destinations being main food shops, top-up food shops, and socialising.
- 13% indicated that they lift-shared at least once per month, with 31% of respondents doing so to save money.
- Most vehicles were diesel/petrol (66%), with 9% using an electric car and 25% considering buying one in the future.
- Public and community transport usage could be increased with improvements to frequency, reliability, online booking options, and clearer information.
- There was high satisfaction with the Green Loop, with 76% aware of the new Lindford Link.

CENSUS DATA

3.7.2. Travel to work mode share for 2011 and 2021 is compared below in Table 3-2 for Whitehill and Bordon, East Hampshire, Hampshire and England. The 2021 census was undertaken during the Covid-19 pandemic meaning there was a decrease in commuting and a significant increase in working from home. Although some travel behaviours are likely to return to pre-Covid, higher levels of hybrid and home working are likely to remain.

3.7.3. Walking and cycling were higher in 2011 in Whitehill and Bordon than the wider regional averages. However, bus trips in 2021 were lower than the wider regional averages.

Table 3-2 – Mode Share

Method used to travel to work	Whitehill and Bordon		East Hampshire		Hampshire		England	
	2011	2021	2011	2021	2011	2021	2011	2021
Car/Van	75%	63%	72%	52%	72%	52%	62%	48%
On foot	10%	5%	9%	6%	9%	6%	11%	8%
Bicycle	3%	1%	2%	1%	3%	2%	3%	2%
Train	3%	1%	5%	1%	4%	1%	5%	2%
Bus, minibus or coach	2%	1%	1%	1%	3%	2%	7%	4%
Other modes	2%	1%	2%	1%	2%	2%	6%	4%

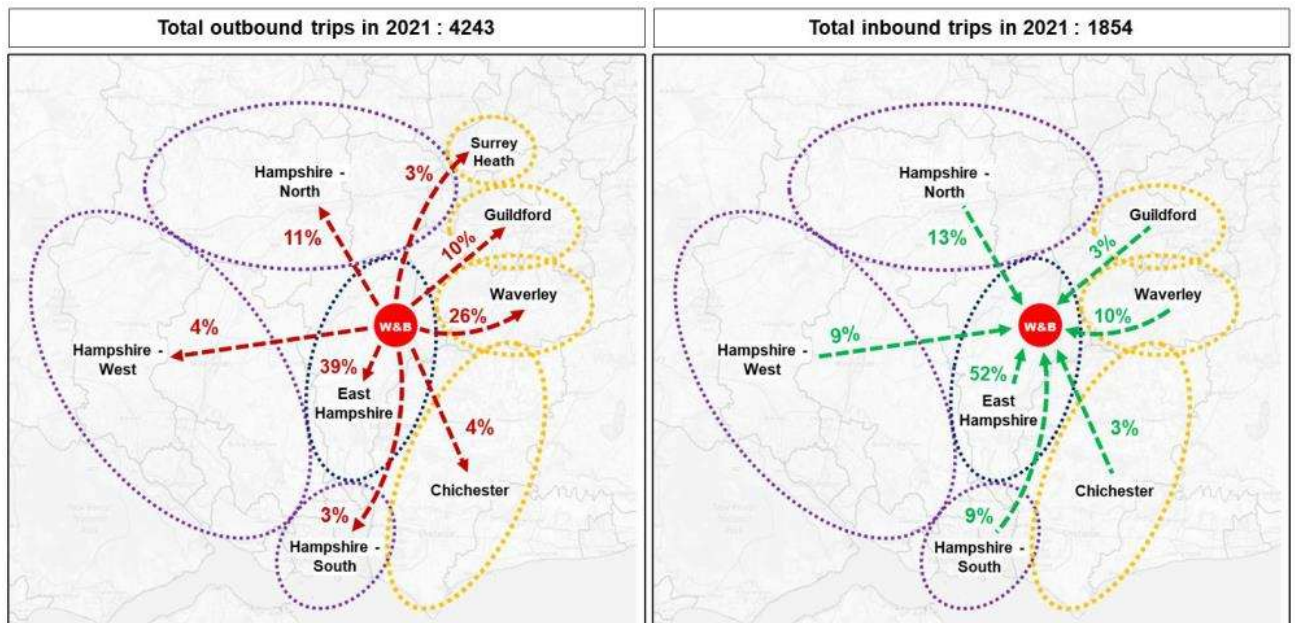
Method used to travel to work	Whitehill and Bordon		East Hampshire		Hampshire		England	
	2011	2021	2011	2021	2011	2021	2011	2021
Work from Home	6%	28%	9%	37%	6%	35%	5%	32%

*Percentages do not sum to 100% due to rounding to nearest decimal place.

COMMUTING DESTINATIONS

3.7.4. Figure 3-4 shows the 2021 commuting movements made by the residents in Whitehill and Bordon. The Census data shows that around one in five commuting trips originating within Whitehill and Bordon are local trips destined within the town, while the remaining commute out of Whitehill and Bordon.

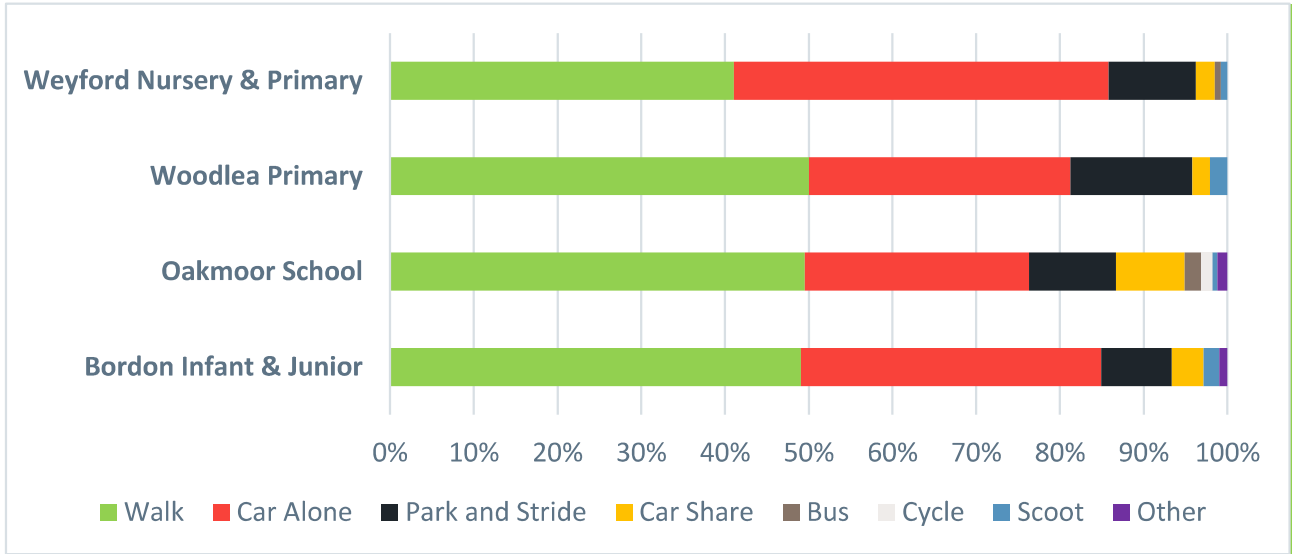
Figure 3-4 – Outbound and inbound commuting trips in Whitehill and Bordon



3.8 SCHOOL TRAVEL

3.8.1. HCC collected school travel data in April 2021 from four local schools: Bordon Infant and Junior School, Oakmoor School, Woodlea Primary School, and Weyford Nursery and Primary Academy. This is currently the most recent data available. The results are summarised below in Figure 3-5.

Figure 3-5 – Mode share percentages for Schools



3.8.2. Walking was the most common travel mode to school (41-50% of trips), though schools with a nursery had the lowest walking share and highest car usage. For more details, see the Transport Strategy.

3.8.3. The difference between the preferred and existing mode share is tabulated in Table 3-3. The data shows that majority of the respondents would prefer to walk to school instead of using a car whether that is car alone, park and stride or car sharing. Cycle, scoot and bus also see a positive in the difference between existing mode and the preferred mode. This shows that there is appetite for sustainable and active travel.

Table 3-3 – Difference between preferred mode share and existing mode share

Mode	Bordon Infant and Junior	Oakmoor School	Woodlea Primary	Weyford Nursery and Primary
Walk	12%	0%	15%	2%
Car Alone	-18%	-3%	-21%	-13%
Park and Stride	-2%	-3%	-4%	-1%
Cycle	5%	5%	10%	7%
Car Share	-2%	-2%	-2%	1%
Bus	2%	-2%	2%	0%
Scoot	1%	0%	0%	4%
Other	2%	4%	0%	0%

4 STAKEHOLDER ENGAGEMENT

4.1 OVERVIEW

- 4.1.1. Two virtual stakeholder workshops were held on Microsoft Teams: one with internal HCC officers on 22nd October 2024, and another with external stakeholders on 12th November 2024.
- 4.1.2. The External Workshop was held with HCC, EHDC, HCC Cllr Andy Tree, Town Clark of WBTC, Whitehill Town Council Cllr Linda Delve, EHDC Cllr Adeel Shah, EHDC Cllr Kirsty Mitchell and Whitehill and Borden Living Streets Representative.
- 4.1.3. The workshops involved a discussion of the area, identifying which measures are currently effective, which are not, and what additional measures could be considered for inclusion in the CTP and associated Action Plan.

4.2 POTENTIAL MEASURES AND OPPORTUNITIES

- 4.2.1. The measures and opportunities that were discussed in the workshop are broadly outlined below.
 - **Improving Public Transport Provision:** As outlined in the W&B Transport Strategy, public transport will be enhanced by increasing bus frequencies, especially the 18 service to Farnham, and aligning bus schedules with rail services at Farnham Station for smoother interchanges. Bus stops will be upgraded with cycle parking, shelters, seating, Wi-Fi, and real-time info. Efforts will also focus on improving bus vehicle quality and promoting public transport use. Key junction improvements will maintain bus access, and the introduction of a town bus service will be considered as the population grows, depending on commercial viability.
 - **Public Transport Marketing:** Raising awareness of public transport, new bus stop infrastructure and service frequencies, such as the 18, through notice board posters, flyers, and cost-comparison posters at bus stops to effectively engage non-digital users, as well as through websites like EHDC, My Journey, and others. Additionally, promoting bookable services for individuals whose transport needs are not met by public transport.
 - **Park and Ride:** Exploring the potential for a Park and Ride service to/from the town centre.
 - **Bus Ticket Reimbursement:** A model allowing individuals to try bus travel for free, for example submit bus tickets for reimbursement after a set number of trips could encourage regular use and provide a positive experience.
 - **School Travel Planning:** Initiatives like the 'Living Streets' Walk Once a Week (WOW) challenge have seen strong participation, with potential to further engage parents and encourage active travel.
 - **My Journey Hampshire Website:** The HCC website's "My Journey" section for Whitehill & Bordon provides valuable resources, including the travel survey and welcome packs. Expanding this content further could increase its effectiveness.
 - **Phased Measure Rollout:** Aligning measures with development projects, like the Health Hub opening or cycle parking installation, could be beneficial. It's important to keep all stakeholders informed of project timelines to ensure coordination of all activities.
 - **Community Events:** Implementing Personalised Travel Planning at community events and Travel Surveys, will allow measures to be tailored to local needs.

- **EV Charging and Parking:** The town centre is introducing commercial EV charging spaces, and some laybys may be designated for EV car clubs. Reconfiguring parking spaces under future town centre planning applications presents further opportunities to encourage modal shift.
- **Business Partnerships:** Building relationships with local businesses and promoting interest-free bike loans for employees can support sustainable travel initiatives.
- **Cycle Training and Incentives:** Providing cycle training (e.g., Bikeability) for children and adults can boost safety and confidence. Incentives like discounts and improved signage can further promote cycling. A local bike repair centre, offering training and equipment, could also encourage more people to cycle.
- **Community Education:** Educating residents on how to use new infrastructure, like courteous use of shared paths. Training walk or bike leaders can also foster community participation. Additionally, focusing on leisure trips can help drive longer-term shifts in commuting travel habits.

4.3 SUMMARY

- 4.3.1. These measures and opportunities will be used in the development of the CTP to shape and guide improvements in transportation and sustainability within the community. The insights gathered from the workshop will inform the creation of specific measures, focused on encouraging active travel and enhancing public transport.

5 COMMUNITY TRAVEL PLAN

5.1 INTRODUCTION

5.1.1. The two core aims of the CTP are:

- To promote sustainable travel to the local community in Whitehill and Bordon,
- To support the delivery of the Whitehill and Bordon Transport Strategy.

5.1.2. This CTP and associated Action Plan have been split into three sub categories.

- **Monitoring Measures:** that will determine how the travel plan will be managed and monitored.
- **Delivered Measures/Events:** these are the measures that have already been delivered in W&B.
- **Delivery Strands linked to the TS:** the travel planning measures will sit under the same delivery strands as the TS.
- **Complementary Travel Plan Measures:** to support the schemes identified within the Transport Strategy.

5.1.3. The Action Plan showing an indicative timescale for delivery, costs and ownership is provided as Appendix A.

5.2 GOVERNANCE

5.2.1. To support the regeneration of the town, a multi layered governance structure has been set-up comprised of three strands;

- a strategic strand – Intended to bring the key strategic partners together to work towards delivery of the successful regeneration of Whitehill & Bordon in accordance with an agreed strategy and approach;
- a delivery strand – Intended to support collaborative working in order to overcome barriers to delivery and to build on opportunities to ensure a successful regeneration programme; and
- a community stakeholder engagement strand.

5.2.2. Full details of the strategy including minutes of past meetings can be found [here](#)

COMMUNITY TRAVEL PLAN COORDINATOR

5.2.3. A Community Travel Plan Coordinator (CTPC) will be identified for the Whitehill and Bordon area within HCC.

5.2.4. The role of the CTPC is to implement and monitor the impact of the CTP and respond to all queries as required. This will be done in co-ordination with HCC, EHDC, the local community and developers.

5.2.5. This CTPC role is funded by developer contributions, and is outlined in the agreement terms, which are set to be received by HCC in instalments over the period up to 2032. During this period the CTPC will consult on, implement and monitor activities and embed them sustainably into the community where possible.

5.2.6. In accordance with the S106, the CTPC oversees the implementation and monitoring of the CTP, assessing whether measures and activities are achieving their intended outcomes. The CTPC will track effectiveness, recommend adjustments, or suggest discontinuing activities if they are

unsustainable. The CTPC will report progress to the Transport Strategy/Delivery Board and present any recommendations and/or decisions based on monitoring results.

5.3 DELIVERED TRAVEL PLAN MEASURES

5.3.1. Since 2018, the following Travel Plan measures have been introduced in the area by HCC to encourage residents to adopt sustainable travel options. Some initiatives have been completed, while others will continue.

ONGOING MEASURES

- HCC supported the Summer Fun Day event with a stall, and has attended the event three times to date.
- Active travel promotion through events/campaigns – run/promote ‘Walktober’, Scooter Challenge, Walk to School Week and Sustrans run Big Walk and Wheel etc.
- Developed and delivered the launch of a dedicated website for the Whitehill and Bordon development, which was set up for this CTP.
- Will maintain the Whitehill and Bordon “My Journey” travel page, providing ongoing access to travel route information for the community after the development is completed.
- Conducted a Residential Travel Survey with all residents of the Whitehill and Bordon development in 2020, 2022 and 2024.
- Created and WBRC distributed electronic welcome packs and Travel Map/Guide outlining local travel options.
- Disseminated travel-related e-newsletters, social media campaigns, and travel maps.
- Living Streets Whitehill And Bordon Local Group promoted Liftshare carsharing service.
- Ran regular working group meetings with key stakeholders to review and coordinate ongoing developments.
- Sustrans ran a couple of bike maintenance and training sessions with Hollywater School.
- Supported Living Streets Whitehill And Bordon Local Group during bike security marking in Oakmoor School and Project94 Youth Club.
- Provide ongoing school travel planning support and active travel promotion through 's My Journey Hampshire website, including distribution of a "How Could You Travel to School?" booklet for reception pupils and transition maps provided for Year 6 pupils progressing to secondary school. This also include distributing Park and Stride maps to local schools.
- Developed a Communication Plan to support outreach and engagement.
- Delivered Modeshift STARS accreditations for the following schools Bordon Infant, Bordon Junior, Weyford Nursery and Primary, and Woodlea Primary.

DELIVERED AND DISCONTINUED MEASURES

- Delivered a comprehensive School Travel Plan developed for Oakmoor, Bordon Infant, and Junior Schools.
- Delivered Betterpoints travel incentive app, rewarding local residents for active and sustainable travel.

- Supported the Green Loop launch, but this was delivered by others in .
- Undertook marketing photography to support promotional efforts.
- Organised a focus group consultation with key stakeholders to address travel-related concerns.
- Communications team organised and managed the use of drone footage to highlight and promote the Green Loop.
- HCC contacted Sustrans to have an officer assigned to the area to support the Travel Plan.
- HCC facilitated a meeting between various individuals, which resulted in the establishment of the Living Streets Whitehill And Bordon Local Group.
- Undertook a School Route Audit in collaboration with Living Streets to explore routes around Woodlea Primary and parts of Green Loop.
- Promoted Travelwise Week to encourage modal shift among local workplaces.
- Provided Early Years scooter and bike skills project provided using Public Health funding.

5.4 DELIVERY STRANDS LINKED TO THE TRANSPORT STRATEGY

- 5.4.1. Supplementing the major investment in new infrastructure with complementary promotion and behavioural change measures can help to maximise their impact. In turn, this can also contribute to the longer-term viability of public and shared transport services.
- 5.4.2. Within this CTP a selection of updated measures are identified to complement the Whitehill and Bordon Transport Strategy. These are described under the strategy delivery strands in more detail below.
- **Creating a Place for People** – This includes promotion, community involvement with local events and fostering collaboration. These will help to increase the usage of enhanced places and establish approaches to further enhance the attractiveness of improved spaces within Whitehill and Bordon.
 - **Improving Public Transport Provision** – Measures to increase awareness of improvements to service frequency and bus/rail interchange. Taster tickets will also provide residents with opportunities to trial services, helping to establish new passengers for improved services.
 - **Enhancing Active Travel Connections** – Promotion and marketing of the improved infrastructure, particularly the Green Grid Loop. Organising and promoting community events (such as Walktober - celebration of International Walk to School month, Clean Air Day - focus on air pollution, Scooter Challenge for schools) and offering led walk/rides to help familiarise residents with the active travel routes and opportunities in and around Whitehill and Bordon.
 - **Future Transport Choices** – Promoting the financial benefits of shared transport choices and providing taster tickets to trial and/or discounts to sign up to any future car club or micromobility scheme.

5.5 COMPLEMENTARY TRAVEL PLAN MEASURES

- 5.5.1. A range of measures are provided below, that support the Transport Strategy schemes and promote sustainable travel across Whitehill and Bordon.

PROMOTION AND MARKETING

- 5.5.2. Ongoing promotion and marketing of travel improvements and travel choices will help to raise awareness of sustainable travel choices, share travel information and link to local events.
- 5.5.3. Residents will be made aware of the existence of the CTP through marketing material and through communications from local councils. Several channels will be used to share notifications with local residents including.
- Facebook is the main channel via the [Whitehill and Bordon Community Trust page](#). The page has 20,000 members and is used to promote events, gather feedback, share positive stories and key travel information.
 - [Instagram](#) and [Twitter](#) are used as secondary channels for the same purpose.
 - Whitehill and Bordon Community Trust operate the “Whitehill and Bordon” [community website](#), a portal for residents that provides information and updates on the community events and development. Residents can contact an advisor 24/7 for queries relating to the area, such as paths, landscaping, play areas, street lighting, waste and health and safety concerns.
 - The “Whitehill Town Council” is another [community page](#) that provides basic information to people living in and around Whitehill and Bordon.
- 5.5.4. Additional information will also be disseminated using notice boards provided in prominent locations within the public realm such as within the town centre.

EVENTS

- 5.5.5. The following marketing and promotional events are proposed, along with methods for gathering community feedback, to be organised and delivered by the CTPC.
- National events such as Car Share Day, Bike to Work Month and Walk to Work Day;
 - Promotion of car share through promotional events including information on savings to be made and instruction on how to use the lift share website; and
 - Community events such as "slow down" days, to raise awareness of traffic calming efforts.
 - Public transport promotions through the local bus operators.

TRAVEL INFORMATION

- 5.5.6. The [Whitehill and Bordon “My Journey” travel page](#) will serve as a central hub for all travel-related information in the area, including public transport maps, walking routes, cycle routes, car share website links, maps showing local amenities.
- 5.5.7. A regular newsletter will also provide periodic updates of travel information, new facilities and promotions to get more people travelling sustainably.
- 5.5.8. Promote the W&B [‘Smarter Travel Guide’](#) which includes a travel map which has been created for Whitehill and Bordon to show people the travel choices, that could form part of targeted engagement and included in Welcome Packs for new and existing residents.

WELCOME PACKS

- 5.5.9. The Welcome Packs have been created and should be distributed to all new residents and the existing community, providing essential information on local travel options.

- 5.5.10. The Welcome Pack should be regularly updated to ensure the information remains relevant. It should cover a wide range of sustainable travel options within the local area and beyond, including:
- Local amenities i.e. cycle shops;
 - Walking and Cycling routes;
 - Information on cycle training/confidence sessions;
 - Bus routes, including ticketing offers;
 - Rail network, routes, and access;
 - Accessibility options (including the National Bus Pass); and
 - Shared transport options (where available).
- 5.5.11. The content should be tailored to the specific area or housing development, with additional resources provided via QR codes or shortened web links.

CYCLING INITIATIVES

- 5.5.12. Bikeability is a course designed to improve a child's cycling skills. It is delivered by qualified instructors to school children in years 5 or 6 and includes a range of levels from teaching riders the basics (i.e. balance and control) to making independent journeys on suitable roads. Bikeability training will be continued as part of HCCs ongoing training across the county.
- 5.5.13. Dr Bike events offer free bike safety checks, including inspections of brakes, gears, and tyres, with minor repairs made on-site. For more serious issues, riders are referred to bike shops. These events help encourage cycling and support those who don't regularly use their bikes. Dr Bike will continue as part of HCC's services or alternatively a local provider (e.g. Mens Shed) could support if they had the appropriate qualifications.
- 5.5.14. Bike security marking is a process of labelling or engraving your bike with a unique identifier to help protect it from theft and improve the chances of recovery if it is stolen. By improving bike security, this measure can help alleviate concerns about theft, encouraging more people to cycle as part of a sustainable travel initiative.
- 5.5.15. [Bordon & Whitehill Community Cycling Club](#) has been set up in partnership between Change Gear and My Journey to offer fun, social cycling activity for the local community. This enables more users to gain confidence cycling, initially this will be run by CTPC and then taken on by local volunteers.

LED WALKS/RIDES

- 5.5.16. Offering organised walks and cycle rides led by an instructor, offering a pathway into commuter cycling for those looking to build confidence or explore unfamiliar areas of the local community.
- 5.5.17. Initially funded and managed by HCC and the CTPC, the goal is to train local volunteers to build capacity for these activities, ensuring their continuation beyond the first five years of the Travel Plan.

SCHOOL TRAVEL

- 5.5.18. Hampshire schools can access various engaging initiatives, challenges, and resources through the "My Journey" Hampshire travel planning website.
- 5.5.19. Schools are supported in achieving Modeshift STARS accreditation, a national scheme that rewards active and sustainable travel efforts. They can use the Modeshift STARS online tool to develop and monitor their travel plans.



PARTNERSHIPS WITH LOCAL BUSINESSES

- 5.5.20. Building partnerships with local businesses to strengthen collaboration and potentially promote Modeshift STARS Cycle-to-Work Schemes and investment in the CTP.

DISCOUNTS AND INCENTIVES

- 5.5.21. Offering discounts and tailored incentives can effectively encourage the use of sustainable travel options and support the goals of the CTP. Sustainable travel discounts could include reduced fares, pre-loaded cards, long-term ticket reimbursements, or special offers for walking, cycling, e-biking, and public transport, along with additional incentives like free cycle training or bike repair discounts. These incentives help reduce financial barriers to sustainable transport and promote active travel within the community.

COMMUNITY OWNERSHIP

- 5.5.22. Establishing community-led programmes to improve local green spaces in Whitehill and Bordon can foster a sense of ownership within the community. By empowering local groups with resources and equipment, they can play a key role in shaping the environment, which could ultimately encourage them to take ownership of and actively contribute to the success of the CTP.

6 MONITORING AND REPORTING

6.1 INTRODUCTION

6.1.1. Formal monitoring will take place in accordance with HCC guidance and will be undertaken using Multi-Modal Surveys and Travel Questionnaire Surveys.

6.2 TARGETS

6.2.1. A range of targets have been developed to promote sustainable travel, such as walking, cycling and public transport use, and reducing the reliance on single-occupancy car journeys.

6.2.2. The aim is to benefit the entire community—residents, employees, school children, staff, and visitors—not just those in new developments.

6.2.3. Targets are recommended across 5 broad areas:-

- Reducing the proportion of people who live in the town and regularly drive to work
- Increasing the proportion of people regularly walking for trips around the town (once a week or more)
- Growing public transport usage (bus & train);
- Increase in schools taking up active travel to school measures;
- Increasing the proportion of children who walk or cycle to and from school;
- Reducing the proportion of through traffic using the High Street;
- Increasing satisfaction with the environment of the town as a place for cycling

6.2.4. Please refer to the CTP Targets and Goals document for full details on the targets and proposed monitoring.

6.3 TRAVEL SURVEYS

6.3.1. Travel Surveys will be used to determine the effectiveness of the CTP measures and enable residents to remain involved in the CTP process. Travel surveys were conducted in 2020, 2022 and 2024.

6.3.2. The CTPC will co-ordinate the survey process and the results of the survey will be presented within monitoring reports to identify areas of improvement and measures to address this.

6.4 MULTI-MODAL SURVEYS

6.4.1. The Whitehill and Bordon area is equipped with eight permanent traffic counters located around the town. This data will help understand any modal shift and identify which measures should be prioritised for residents. The data will be collected biennially and used alongside Travel Surveys to monitor the CTP's progress.

6.5 TRAVEL PLAN ACTION DATABASE

6.5.1. Produce and maintain a Travel Plan action database for logging and recording data, progress, ensuring GDPR compliance.

6.6 ADDITIONAL MONITORING

6.6.1. As well as the questionnaire, other forms of monitoring (informal) will also be reviewed at appropriate times including:

- The levels of bus patronage;
- The use of specific schemes and measures;
- Feedback provided via social media channels;
- Feedback from focus groups/stakeholder workshops; and
- Level of participation in CTPC led promotional events.

6.7 MONITORING REPORTING

6.7.1. Monitoring reports will be provided on a regular basis and will set the results of the surveys out against the CTP aim and objectives. Residents will also be informed of the survey results via the website, newsletters and community notice boards.

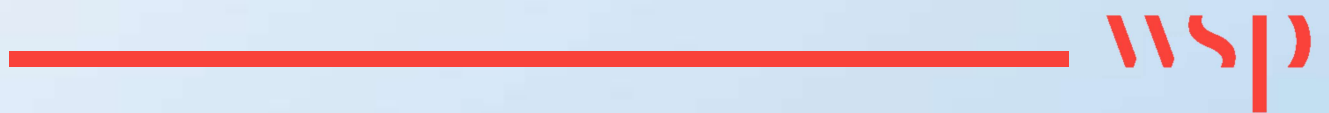
6.7.2. Monitoring reports will use the travel survey data and other reporting methods to understand the effectiveness of the Travel Plan Measures and the Complimentary Travel Plan Measures.

7 CONCLUSION

- 7.1.1. In conclusion, the Community Travel Plan (CTP) outlines a clear strategy to create a more sustainable and efficient transport system for the local community, prioritising active travel, improved infrastructure, and community engagement.
- 7.1.2. The plan includes three key categories of measures:
- Monitoring Measures for managing and monitoring the plan.
 - Town Wide Travel Plan Measures that will continue to be delivered by HCC in the future.
 - Complementary Travel Plan Measures focused on the first five years, aligned with the Transport Strategy.
- 7.1.3. These initiatives cover active travel promotion, public transport improvements, shared transport options, and community events. Partnerships with local businesses and incentives for sustainable travel will further support the plan.
- 7.1.4. The CTP will be delivered in three phases: (i) 0-3 years, (ii) 3-7 years, and (iii) 7+ years. HCC will lead the initial implementation. After five years, responsibility for certain aspects of the CTP will be transferred to the local community and stakeholders, with ongoing support from the Transport Strategy/Delivery Board. The Board will be eligible to apply for limited funding from HCC to help implement these measures. While HCC will provide oversight, it will no longer be directly involved in the implementation of the CTP.
- 7.1.5. Monitoring will include biennial Travel Surveys, multi-modal traffic data, and other methods such as bus patronage reviews and participation tracking. Monitoring reports will assess progress and share findings with the community.
- 7.1.6. Ultimately, the CTP aims to create a healthier, more accessible transport environment in Whitehill and Bordon, encouraging sustainable travel choices and long-term positive changes for the community.

Appendix A

ACTION PLAN



Travel Plan Action Plan

		Monitoring	Delivery of TS schemes and the complimentary TP Measures			
			<3 Years	3-7 Years	>7 Years	
Monitoring		Produce and maintain a Travel Plan action database- for logging and recording data, progress, ensuring GDPR compliance.	HCC	HCC	S6/DI	
Monitoring		Monitor the Travel Plan using the Travel Survey, traffic surveys, and social media channels where appropriate for users to provide feedback on the new facilities, helping to identify any further improvements needed.	HCC	HCC	S6/DI	
Town wide Travel Plan Measures						
Welcome Packs		Distribute electronic resident welcome pack and map/guide to providing information on travel options to all new residents.	££	S6/DI	S6/DI	
School Travel Planning		Ongoing school travel planning support and active travel promotion through HCC's My Journey Hampshire website and Modeskirt STARS.	£	HCC	HCC	
Lifshare		Promotion of the existing free Lifshare, WSCC existing car share database.	£	HCC	HCC	
Cycle Training		Cycle Training Programme (i.e. 'Bikeability') for children and adults.	££	HCC	HCC	
Training for lead walks/rides		Training for community groups/ individuals to be able to organise and lead walks and cycles.	£	HCC	S6/DI	
Cycle Maintenance		Dr Bike servicing workshops in the town and workplaces to encourage cycling. This may also require the training of bike mechanics in collaboration with Bordon BIK track and the cycle shop.	£	HCC	HCC	
Travel Information		Update travel flyer and information for Whitehill & Bordon on MyJourney Hampshire, website, social media and notice boards - inc public transport maps, walking routes, cycle routes, car-share website links, map showing local amenities.	£	HCC	HCC	
Events		Summer Fun Day could be used to promote walking, cycling and using public transport opportunities in the area.	£	HCC	COM	
Collaboration with business		Building partnerships with local businesses to strengthen collaboration and potentially promote Modeskirt Stars and investment in the CTP and local prizes/incentives linked to active travel events	Free	HCC	COM	
Bordon & Whitehill Community Cycling Club		Promotion of The Bordon & Whitehill Community Cycling Club which has been set up in partnership between Change Gear and My Journey to offer fun, social cycling activity for the local community.	£	HCC	COM	
Transport Strategy Key Strands						
Complimentary Travel Plan Measures						
Creating a Place for People	Introducing a modal filter on Stratton Road / Budds Lane to reduce movement of vehicles.	Setting up notice boards near the modal filter, town centre or near The Shed to provide maps and resources about alternative routes and transport options, which will be regularly updated.	£	HCC	S6/DI	COM
	Traffic calming measures along the High Street to reduce speeds, enhancing the environment for walking and cycling, along with infrastructure improvements like cycle parking.	Organising community events, such as "slow down" days or safety fairs, to raise awareness of traffic calming efforts.				
Improving Public Transport Provision	Improvements at bus stops (cycle parking, real time information and shelters)	Launching campaigns to inform the community about the improved bus stop facilities.	£	HCC	HCC	COM
Improving Public Transport Provision	Increase frequency of 18/13 services (subject to funding)	Promoting increased service frequency through targeted social media posts, and local news outlets to encourage usage.	££	HCC	HCC	S6/DI
Improving Public Transport Provision	Increase frequency of 18/13 services (subject to funding)	Ticket promotions at launch and significant milestones throughout first 2 years to provide targeted free travel. Enabling new and/or infrequent users to try the service.	££	HCC	HCC	S6/DI
Improving Public Transport Provision	Enhancements to bus/rail interchange at Farnham station	Launching campaigns to inform the public about the enhanced interchange and onward destinations that can be accessed by public transport. Opportunity for better marketing/communication of PlusBus at Farnham Station.	£	HCC	HCC	S6/DI
Enhancing Active Travel Connections	Crossing provision and improvements along the A25.	Running campaigns that highlight the benefits of walking and cycling, encouraging residents to use the improved areas.	£	HCC	S6/DI	COM
	Improvements to the Oakanger Road junction to enhance pedestrian and cycling facilities.	Offering guided walks, bike rides or seasonal events along completed sections of the loop to showcase its features and encourage use.	£	HCC	HCC	COM
Enhancing Active Travel Connections	Redesigning the Station Road/Camp Road junction to improve accessibility for pedestrians and cyclists.	Promoting the financial benefits of shared transport choices and providing "laster tickets to trial and/or discounts to sign up to any future car club or micromobility schemes.	£	S6/DI	HCC	
Future Transport Choices	Shared Mobility-Car club		£	HCC	HCC	
Future Transport Choices	Shared Mobility-Car club/micromobility	Organising events where residents can try shared transport vehicles, providing hands-on experience and encouraging adoption.	£	HCC	HCC	S6/DI

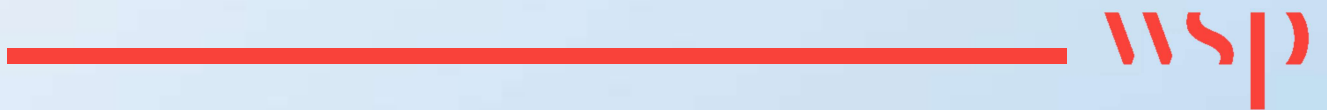
Delivery Organisations

S6/DI	W&B Strategy Group/Delivery & Implementation Group
COM	Delivered by Community
HCC	Boxes highlighted with dashed red line, indicate when the Transport Strategy scheme will be delivered by HCC.

Free	Free, if time volunteered to run social media campaigns or led walks and/or incentive is donated by local business etc.
£	Potential to be up to £1000 depending on scale of event etc.
££	Potential to be over £1,000 depending on time required, number of items to be printed etc.

Appendix B

POLICY AND GUIDANCE



NATIONAL POLICY

National Planning Policy Framework (NPPF) (2023)

The NPPF provides the policy foundation for the development of Travel Plans and serves as guidance for local planning authorities and decision-makers when creating plans and assessing planning applications.

Paragraph 108 highlights the importance of promoting sustainable transport from the earliest stages of planning and development proposals, stating that “opportunities to promote walking, cycling and public transport use are identified and pursued”.

Paragraph 110 states that planning policies should “provide for attractive and well-designed walking and cycling networks with supporting facilities such as secure cycle parking” in accordance with Local Cycling and Walking Infrastructure Plans.

Paragraph 117 identifies that all developments expected to generate significant movement are required to provide a Travel Plan. This tool is essential for promoting sustainable modes of travel.

National Planning Practice Guidance (NPPG) (2014)

The NPPG, Paragraph 005 states that the primary purpose of a Travel Plan is to identify opportunities to promote sustainable transport initiatives—such as walking, cycling, public transport, and telecommuting—related to both proposed and existing developments, ultimately reducing reliance on less sustainable travel modes.

Department for Transport (DfT) Transport Decarbonisation Plan (2023)

The Decarbonisation Plan sets out the commitment to decarbonising all forms of transport in support of achieving the UK’s target of net zero emissions by 2050. Key commitments include ambitions for 50% of journeys in towns and cities to be cycled or walked by 2030, and the delivery of 4000 zero emissions buses. The plan also recognises that many longer journeys and those living in rural areas will depend more heavily on roads.

The Plan outlines several key objectives which aim to create a sustainable, efficient, and low-carbon transport system in the UK:

- Net-zero greenhouse gas emissions from the transport sector by 2050.
- Encourage walking and cycling through investment in infrastructure and initiatives that make these modes safer and more attractive.
- Enhancing public transport by improving quality and accessibility of public transport services.
- Supporting electric vehicles by expanding the charging infrastructure and adoption incentives.
- Encouraging sustainable freight by shifting transport towards greener options.
- Integrating land use and transport planning for sustainable communities.
- Supporting new technologies that facilitate the decarbonisation of transport.

DfT The Second Cycling and Walking Investment Strategy (2023)

The Strategy outlines the government's ambition to make cycling and walking the natural choices for shorter journeys, or as part of a longer journey by 2040. The revised objectives are to:

- increase the percentage of short journeys in towns and cities that are walked or cycled;
- increase walking and double cycling; and
- increase the percentage of children aged 5 to 10 who usually walk to school.

DfT Bus Back Better Strategy (2021)

The Back Better Strategy sets out the government's ambitions to make radical improvements to bus services and infrastructure. Increased funding for buses, creation of Enhanced Partnerships, and support for the purchase of zero emission buses will increase bus patronage, lower operating costs and improve the reliability of the bus network.

REGIONAL

Transport for the South East (TfSE) Transport Strategy and Strategic Investment Plan

TfSE was established in 2017 and is the Sub-National Transport Board covering Bordon and surrounding areas in the southeast of England.

The TfSE Transport Strategy sets out a vision to grow the southeast's economy by delivering a safe, sustainable, and integrated transport system that makes the southeast more productive and competitive, improves the quality of life for all residents, and protects and enhances its natural and built environment.

TfSE have also produced a Strategic Investment Plan for delivering its strategy and a Future Mobility Strategy for the area.

LOCAL POLICY

Hampshire County Council, Local Transport Plan 4 (LTP4) (2024)

HCC's LTP4 sets out the vision for transport in Hampshire to 2050 as: *"A carbon neutral, resilient and inclusive transport system designed around - and with - 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 natural and built environment."*

The LTP4 has been developed to reflect HCCs climate emergency and carbon neutrality principals to avoid, reduce, replace, and offset carbon emissions. It is based on two guiding principles:

- Give people a choice of high-quality travel options, and
- Provide a transport system that promotes high quality, prosperous places and puts people first.

The LTP4 seeks to develop a transport system that:

- Supports a vibrant economy;
- Is safe and healthy to use;
- Does not pollute the environment with poor air quality and noise;

- Removes severance (where traffic flow impedes the movement of pedestrians and cyclists) and disparities within the county's streets and communities; and
- Allows residents to live healthier and more empowered lives.

East Hampshire District Council (EHDC), Local Plan (2024)

EHDC Local Plan sets out the vision: *“By 2040 and beyond, our residents will live in healthy, accessible and inclusive communities, where quality affordable homes, local facilities and employment opportunities in sustainable locations provide our communities with green and welcoming places to live, work and play and respond positively to the climate emergency”*.

The Local Plan designates Strategic Employment Sites, providing 28.2 ha of employment land along with proposing 8,816 homes in the East Hampshire Area and 677 homes in Whitehill and Bordon.

East Hampshire District Local Cycling and Walking Infrastructure Plan (LCWIP)

A LCWIP sets out a recommended approach to planning networks of walking zones and cycling routes that connect places that people want to get to, whether for work, education, shopping or for other reasons.

HCC and EHDC are currently working in partnership to develop an LCWIP for the district. A public consultation is expected on the draft LCWIP later in 2024.

Hampshire County Council, 2024 Transport Strategy

The Transport Strategy focuses on creating a sustainable and efficient transport network through several key priorities:

- **Decarbonisation:** A commitment to significantly reduce carbon emissions from the transport sector by promoting low-carbon and zero-emission vehicles.
- **Active Travel:** Enhancing infrastructure for walking and cycling to encourage healthier and more sustainable modes of transport.
- **Public Transport Improvements:** Investing in reliable, accessible, and frequent public transport services to reduce reliance on private cars.
- **Integrated Transport Systems:** Fostering better connectivity between different transport modes to create a seamless travel experience.
- **Community Engagement:** Involving local communities in transport planning to ensure that services meet their needs and support sustainable growth.

Hampshire County Council, Bus Service Improvement Plan (BSIP) (2021)

HCC BSIP aims to recover bus passenger numbers to 100% of pre-Covid-19 levels by March 2025. Thereafter, bus passenger numbers are estimated to increase by 10% between April 2025-March 2030, and improve bus passenger satisfaction to 94% by March 2025.

The Whitehill and Bordon Eco-Town Masterplan (2010)

This masterplan outlines the vision for the Whitehill and Bordon Eco-Town, highlighting that new facilities, leisure opportunities, jobs, education, infrastructure, and housing will create a model sustainable community recognised at local, regional, and national levels.

Appendix C

TRAVEL PATTERNS

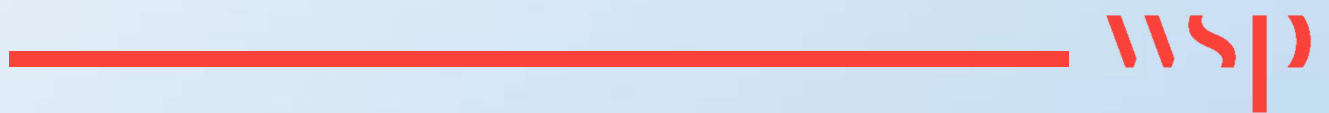


Figure C-1 – Cycle Travel distance from Bordon Town Centre

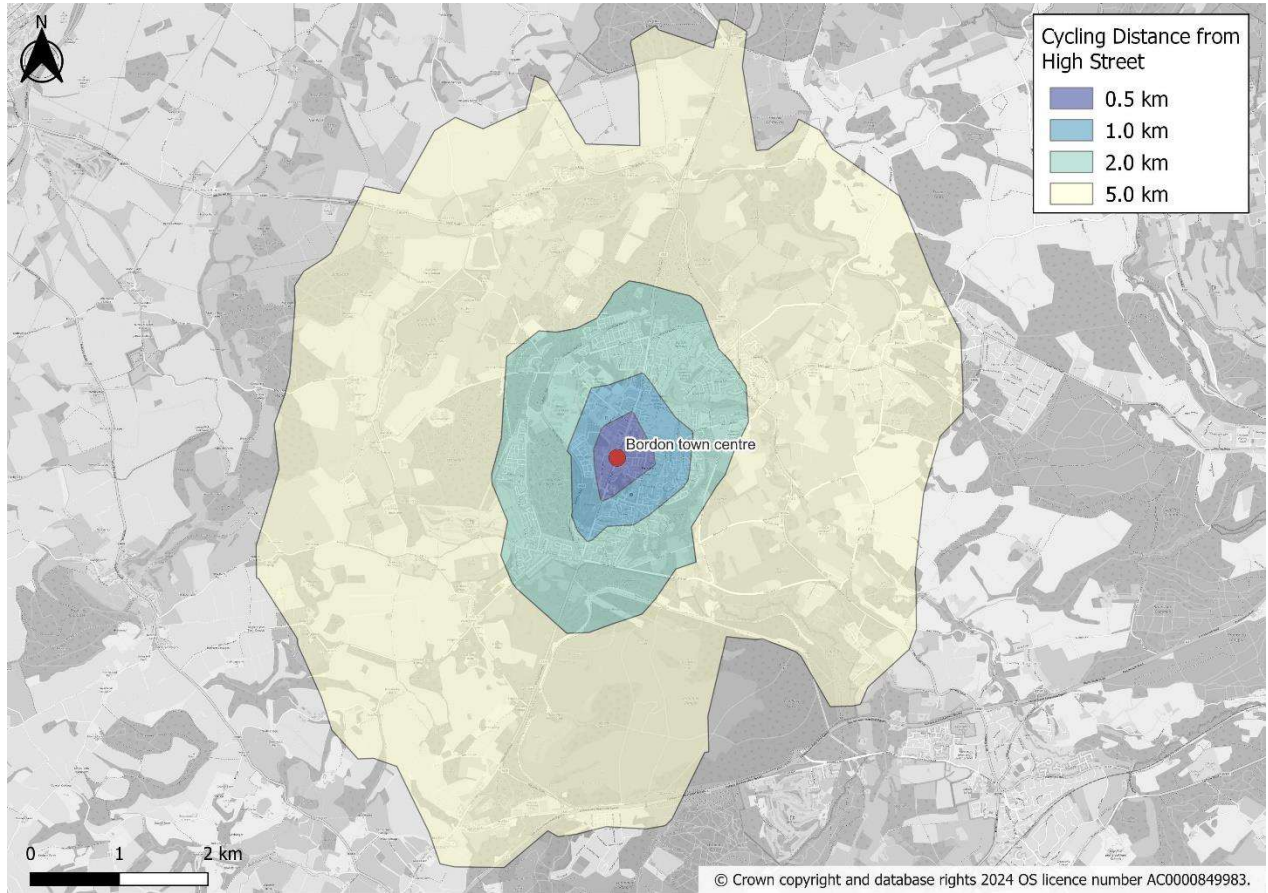
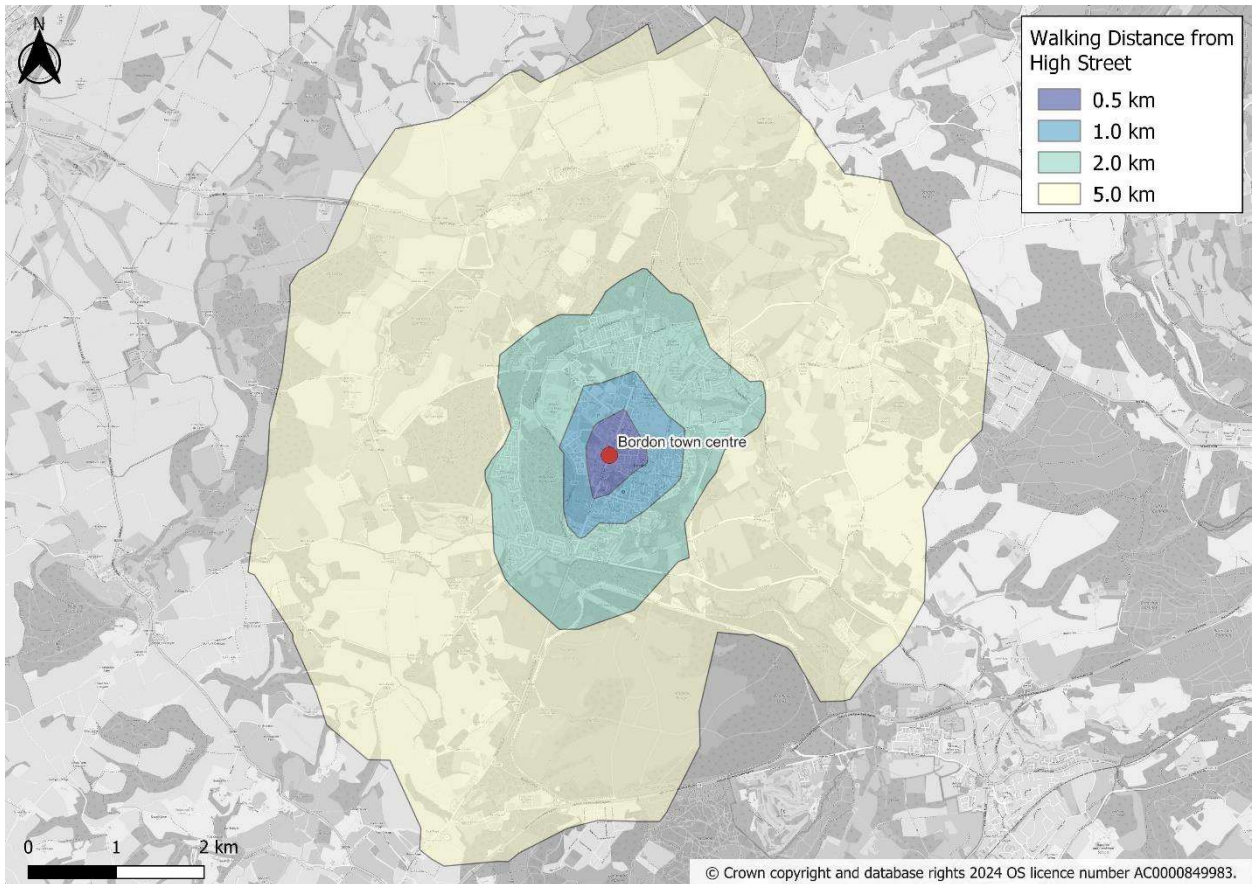
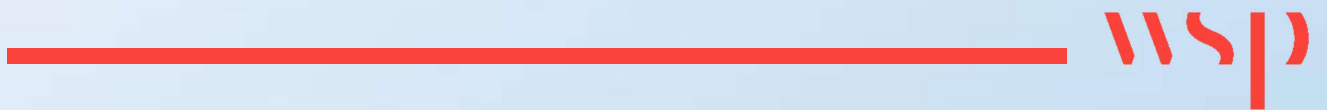


Figure C-2 – Walking Travel distance from Bordon Town Centre



Appendix D

COMPLETED SCHEMES



7.1.7. As of November 2024, the following transport schemes were completed in Whitehill and Bordon:

- Budds Lane Parallel Crossing - near Havannah Way.
- Budds Lane – pedestrian and cycle Improvements.
- Hogmoor Road - Footway - section of footway to connect the new Heatherfields development with the path to the south of Oakwood Court. Please view the plan.
- A325 Relief Road – Cycle Crossing Widening for pedestrians and cyclists to be widened in accordance with new cycle infrastructure design guidance (Local Transport Note 1/20) to cater for additional cyclists following the Junction 2-3 link and future Green Loop path.
- Petersfield Road - Parallel Crossing - for pedestrians and cyclists to link New Road with the new Village Hall path. Measures to encourage appropriate traffic speeds will be provided as part of this scheme.
- Arrival Square Improvements -provides the appropriate infrastructure to access the new town centre development as a destination from the north, south and east of Whitehill and Bordon. Connecting residents living in the existing housing developments to the new town centre development.
- Oakhanger Road / Budds Lane / Station Road (West) – Shared Use Path - pedestrian and cycle facilities linking to the new Maple Fields development, Hogmoor Road and A325 (Junction 3) to Oakmoor School. Measures to encourage appropriate traffic speeds.
- Ennerdale Road (4 Phases) – Station Road to C114 Camp Road / Quebec Park.
- C114 High Street – Ennerdale Road to Woolmer Way – conversion of pedestrian footway to shared use path for pedestrians and cyclists.
- C114 High Street / Woolmer Way (Tesco) Junction – conversion of pedestrian only signal crossings to Toucan (pedestrian/cyclist) crossings improving connectivity.
- C114 High Street / Conde Way Roundabout – improved crossing facilities for pedestrians and cyclists.
- Alexandra Park - shared use cycle/footpath – from Camp Road into the centre of the park.
- Whitehill Village Hall - shared use path.
- South East Loop; Bordon Inclosure to Mill Chase Road - shared use foot/cycle path of bound gravel construction with replacement boardwalk.
- South East Loop (Deadwater); Mill Chase Road to Forest Road - footpath of bound gravel construction with replacement bridges and boardwalks.
- South East Loop Northern Section (Jubilee Park) - shared use path from Mill Chase Road to Alexandra Park.
- Hollybrook Park Road and Apollo Drive – shared use path.
- Viking Park – shared use path link from village hall to A325 Relief Road.



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