

Land at Romsey Road, Eastleigh Mixed-Use Development Initial Travel Plan

Date: April 2022
Project No. W01201
Revision: 1

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	Highway Engineering
	Event Engineering

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Revision	Comment/Amendment	Prepared	Reviewed	Approved	Date
0	First Issue	JH	SG	SG	01/2016
1	Revised Issue Version	JH	-	-	04/2022

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Contents

1.0	Introduction	4
2.0	Site Audit	5
3.0	Travel Survey Data	8
4.0	Initial Objectives	9
5.0	Initial Targets	10
6.0	Initial Measures	11
7.0	Management and Monitoring	12
8.0	Action Plan	13

1.0 Introduction

- 1.1** Scott White and Hookins were commissioned to produce this Travel Plan for the proposed development of land at Romsey Road, Eastleigh. The first version of this plan was published in January 2016; now that the construction work is close to completion this revised version of the Travel Plan has been provided.
- 1.2** The approved scheme involved the demolition of three existing three-storey buildings which currently provide office space for organisations including Age UK and One Community (a community development charity); formerly Knight Polson Solicitors and Rothmans Chartered Accountants also occupied buildings within the site.
- 1.3** Following demolition, a new block has been erected of three-to-five storey height to accommodate a number of small office uses on the ground floor and a total of 49 no. self-contained flats on the upper floors. One Community and Age UK will retain a presence in the proposed office facilities.
- 1.4** A total of 58 no. car parking spaces are available within the site. These include the following provision by use:
- 43 no. allocated residential car parking spaces will be available to the rear of the building, 4 no. allocated car spaces will be made available for Age UK and 7 no. allocated car spaces will be made available for One Community, also to the rear of the building.
 - Two disabled parking spaces and two visitor spaces will be provided to the front of the buildings, as well as a minibuss and deliveries drop-off area. The car spaces will be allocated to the charity uses.
 - A total of 12 no. electric buggy charging points will be provided, and 24 no. cycle spaces, all within a dedicated storage facility to the rear of the building.
- 1.5** A carriage driveway to the front of the building will be created using existing vehicular crossovers onto Romsey Road, with the other two crossovers removed and restored to footway with full height kerbs.

2.0 Site Audit

2.1 Local Highway Network

2.1.1 The site is located close to the town centre of Eastleigh, on the A335 Romsey Road, a District Distributor road which to the west of the site becomes Leigh Road, linking Eastleigh to junction 13 of the M3 and beyond the neighbouring town of Chandlers' Ford. To the east of the site, the route turns sharply right and heads south past Southampton Airport to junction 5 of the M27, and onwards towards the centre of Southampton.

2.1.2 Traffic counts were obtained from Hants C.C. (December 2013) as summarised in the following table;

Time period	Westbound	Eastbound	Combined
08.00 – 09.00	432	536	968
15.00 – 16.00	506	565	1,071
17.00 – 18.00	442	395	837
Daily Total	5,583	5,702	11,285

2.1.3 Additional data is available from the Department for Transport which demonstrate the annual average daily traffic flow (AADTF) on major roads. One such count point is located directly to the east of the proposal site, at the junction between Newtown Road and the A335 Romsey Road. Records show that traffic levels in this location have remained relatively constant over the last 20 years; since this report was first written the following AADTF figures have been recorded:

Year	AADTF
2014	11905
2015	12137
2016	12425
2017	12436
2018	12353
2019	12453
2020	10821

2.1.4 To the rear of the site, a narrow (single width) service road runs between Newtown Road and Archers Road, both of which are local access roads serving areas of housing to the north of Romsey Road. Markings at each end of the service road indicate that it can be exited in either direction, and hence is not formally a one-way route; it serves the parking areas to the rear of the existing office buildings as well as garages and parking areas to the rear of the dwellings at nos. 1-15 (odd) Weston Road, 1 Newtown Road and 2 Archers Road.

2.2 Public Transport

2.2.1 Eastleigh Railway Station is within approximately 480m of the site (6 minutes' walk). The station is a mainline station and an interchange point between services from London Waterloo via Woking, Basingstoke and Winchester towards Portsmouth Harbour or towards Southampton, Bournemouth and Poole. It also provides access to local line services via Romsey and Salisbury, and services to Brighton via Portsmouth.

2.2.2 The following services are generally available from Eastleigh Station;

- Stations towards Poole (1 train per hour)
- Stations towards London Waterloo (2 trains per hour)
- Stations towards Salisbury (1 train per hour)
- Stations towards Portsmouth Harbour (1 train per hour)
- Stations towards Romsey (1 train per hour)

2.2.3 A bus-stop is available directly outside the application site for eastbound services (X6 and X7) which run around the corner and into Eastleigh bus station. Alternatively, the bus station is within 320m (3 minutes' walk) which offers a wide range of services as follows;

Number & Operator	Route	Frequency
2, Bluestar	Southampton, Portswood, Swaythling, Stoneham, Eastleigh, Bishopstoke, Fair Oak	4 per hour each way, Mondays-Fridays
3, Bluestar	Southampton, Bitterne, Thornhill, Hedge End, Botley, Fair Oak, Eastleigh	1 per hour each way, Mondays-Fridays
5, Bluestar	Eastleigh, Chandlers Ford, North Baddesley, Romsey	1 per hour each way, Mondays-Fridays
43/44 Hants Community Transport	Flexford, Valley Park, Chalvington Area – Chandlers Ford/Eastleigh Taxishare	Up to 4 services each way on demand
E1, Stagecoach	Eastleigh, Colden Common, Twyford, Winchester	5 per day each way, Mon-Sat
E2, Stagecoach	Eastleigh, Otterbourne, Shawford, Winchester	3 per day each way, Mon-Sat
U1C, Unilink	Southampton, Portswood, Highfield, Airport Parkway, Eastleigh	Only calls at Eastleigh afternoons and evenings
X4, Xelabus	Hedge End, West End, Mansbridge, Eastleigh	1 per hour each way, Mondays-Fridays
X6/X7/X7A, Xelabus	Hiltingbury, Chandlers Ford, Eastleigh	1 per hour each way, Mondays-Fridays
X8, Xelabus	Eastleigh, Boyatt Wood, Eastleigh (Loop)	1 every 2 hours, Sundays only
X9, Xelabus	Bishops Waltham, Hedge End, Eastleigh	1 per hour each way, Mondays-Fridays
X15, Xelabus	Hamble, Netley, Hedge End, Botley, Fair Oak, Eastleigh	2 per day each way, Mondays to Fridays
X17, Xelabus	Petersfield, Meon Valley, Bishops Waltham, Eastleigh	1 per day each way, Wednesdays only

2.3 Walking and Cycling

- 2.3.1** The site is located opposite Leigh Road Recreation Ground, and a signalled pedestrian crossing is available adjacent to the bus stop on the site frontage. This makes the main shopping area to the south of the bus station easily accessible for pedestrians.
- 2.3.2** Eastleigh Borough Council has worked hard to provide off-road cycle routes, and in the 2011 "Town Access Plan" described routes being developed along Southampton Road, Bishopstoke Road, Leigh Road, Passfield Avenue and Chestnut Avenue.
- 2.3.3** The importance of the cycle network to Eastleigh can be seen in Hampshire County Council data which sets out an increase in overall cycle trips within the town from 175,200 in 2006 to 196,370 in 2009. This demonstrates the strong and growing existing demand for cycling infrastructure in the locality. Whilst several "severance points" were identified in the cycle network plans, within the central area there is a grid of routes which serve the commercial centre, residential areas within the urban area and a number of local schools and colleges. The proposal site can benefit from this existing and improving cycle network.

3.0 Travel Survey Data

- 3.1** As the development has not been completed as yet, there is no existing travel survey data to be analysed. It is common practice in Travel Planning to commit the developer to carrying out surveys of the residential units once 50% of the dwellings are occupied, or within 3 months of this level of occupation being reached.
- 3.2** In the meantime, provisional objectives and targets may be set for the residential element of the scheme, based on the TRICS analysis of a typical development of this type, as set out in the Transport Assessment.
- 3.3** The retained office uses should already have a source of modal data for existing employees; if this is provided it can fit into the setting of objectives and targets. If no data is available, again a commitment to undertaking staff travel surveys should be made within 3 months of the new offices being occupied.

4.0 Initial Objectives

- 4.1** The first and most important objective is to properly implement this Travel Plan. It is included here as an objective as there are actions which must be undertaken in a timely manner in order to achieve Travel Plan implementation.
- 4.2** It is likely that however sustainably the future residents of the proposed flats travel, there will still be a significant number of solo-occupancy car journeys associated with the site. Reducing the level of such journeys is nearly always a suitable objective for a Residential Travel Plan.
- 4.3** In addition, the patterns of travel associated with the proposed office uses are also likely to generate a significant proportion of solo-occupancy car journeys. While the restraint of on-site car parking for the office uses is likely to assist with this, it will remain a worthwhile objective to reduce these car trips.
- 4.4** A general objective to support and promote sustainable travel to and from the site is likely to be appropriate.
- 4.5** Further objectives responding to specific issues will be brought forward once baseline travel surveys have been completed. This will be the responsibility of the appointed Travel Plan Co-ordinator.

5.0 Initial Targets

- 5.1** Department for Transport (DfT) guidance for good practice in travel planning state that a robust travel plan can achieve a 15% reduction in solo occupancy car trips. It is proposed therefore that this level of reduction is set as an initial target within 5 years of the development being occupied.
- 5.2** Given the generous provision of cycle parking proposed as part of the development, and Eastleigh Borough Council's work on their cycle network, a target that at least 5% of all journeys to and from the site are made by bicycle within 5 years of the development being occupied is proposed.
- 5.3** Given the proximity of the site to the commercial centre of Eastleigh, another reasonable target would be for 10% of the residents to walk to and from work within 5 years of the development being occupied.
- 5.4** Travel Plan targets should be SMART, i.e. Specific, Measurable, Achievable, Relevant and Time-bound. Without Travel Survey data, it cannot be demonstrated at this time that the proposed targets are Achievable or Relevant to the issues faced by the site. Travel Planning is an iterative (repeating) process, and therefore if the targets do not meet SMART criteria, there is the mechanism to review and revise targets as part of annual monitoring activity.

6.0 Initial Measures

- 6.1** There are a variety of measures which can assist in achieving Travel Plan targets. These predominantly fall into two categories;
- “Hard” measures. Including the design of the development scheme, restrained car parking provision, generous cycle parking provision and infrastructure.
 - “Soft” measures. Including information provision, promotional campaigns, incentives and offers.
- 6.2** These are some of the measures suggested by Transport for London in their online guidance documents, many of which are relevant to implementation of a successful Travel Plan in any urban area:
- Appointment and training of a Travel Plan Co-ordinator.
 - Provision of travel information packs (online, in welcome packs for housing or even by providing a laptop pre-loaded with information)
 - Promotional events (Cycle to work week, Walk to work week etc)
 - Introducing flexible working practices
 - Public health campaigns for walking and cycling
 - Discounts or loans for cycle equipment or public transport passes.
 - Periodic on-site cycle repair (e.g. “Dr Bike” events)
 - Pool bicycle provision, cycling club memberships.
 - Shuttle bus service to key locations.
 - Parking Management Plan
 - Car parking charges
 - Car club membership
 - Electric vehicle charging points
- 6.3** The developer should specify which of these measures they are happy to include as part of their scheme.
- 6.4** In addition to the above measures, the level of cycle parking and mobility scooter storage will be reviewed annually; this will allow an increase in one at the expense of the other, depending on the needs and demand profile of residents for cycle parking and mobility scooter charging points respectively.

7.0 Management and Monitoring

- 7.1** It is crucial that a Travel Plan Co-ordinator (TPC) is appointed in order to implement the Travel Plan. The role is ideally taken on in residential schemes by an individual working for a site management company, in cases where there is already a residents' service charge towards tasks such as lift maintenance, tending any communal gardens and communal space maintenance etc. This then provides a sustainable funding stream for the TPC's activities.
- 7.2** In order to increase the TPC's effectiveness, a Steering Group can also be set up which spreads the tasks between more people. In the case of a residential scheme, a small number of volunteers who live at the site can help increase resident "buy-in" for the Travel Plan. In the case of the office element, it can be helpful to have a senior figure attending the Steering Group meetings in order to then cascade news and information to the other staff.
- 7.3** Monitoring of the Travel Plan should be undertaken via travel surveys, to be completed every two years which may help to prevent "survey fatigue". The results of the surveys can then be compared with targets to show what progress is being made. Results should then be shared with residents and employees, and may also be of interest to the Local Authority as part of the evidence base for the efficacy of Travel Planning as a development management tool.

8.0 Action Plan

Action	Linked Objective	Responsibility	Timescale
Appointment of Travel Plan Co-ordinator (TPC)	Implementation of Travel Plan	Developer	Prior to occupation of new flats/offices
Creation of Steering Group	Implementation of Travel Plan	TPC	Within 3 months of occupation of flats/offices
Provision of Travel Information in "Welcome Pack"	Promoting Sustainable Travel	Developer & TPC	Needs to be ready before first residents move in.
Promotional Events	Promoting Sustainable Travel	TPC & Steering Group	First event within 6 months of occupation.
Provision of discounted/loans for cycle equipment and travel passes	Increasing sustainable travel	TPC & Steering Group (check Gov't schemes)	Within 3 months of occupation of flats/offices.
Car Club Membership	Increasing sustainable travel	TPC to liaise with Eastleigh Borough	Ideally prior to occupation of flats and offices
Parking Management Plan	Reducing car travel	To be submitted as part of Planning	Immediate

This list can be populated with further actions as part of the ongoing process of Travel Planning. The responsibility for new/additional actions lies with the TPC.