



Oak Cottage, Winchester Road, Boorley Green

Travel Plan

February 2026

McCarthy Stone

RETIREMENT LIVING DEVELOPMENT
OAK COTTAGE
WINCHESTER ROAD, BOORLEY GREEN

TRAVEL PLAN

CONTROLLED DOCUMENT

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Prepared by:	Tom Purnell	June 2024
Checked by:	Shannon Betteridge	June 2024
Approved by:	Mark Smith	June 2024

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McCARTHY STONE
Life, well lived

McCarthy Stone
Southern House
Embankment Way
Ringwood
Hampshire
BH24 1EU

 **paulbasham**
associates

Paul Basham Associates Ltd
The Bothy
Cams Hall Estate
Fareham
Hampshire
PO16 8UT

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1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of McCarthy Stone to support a planning application for 50no. Retirement Living Affordable (RLA) apartments at Oak Cottage, Winchester Road, Boorley Green. A further two houses are included within the proposals but do not form part of the Travel Plan as will be under separate management. The site location is demonstrated in **Figure 1**, with the site layout included in **Appendix A**.

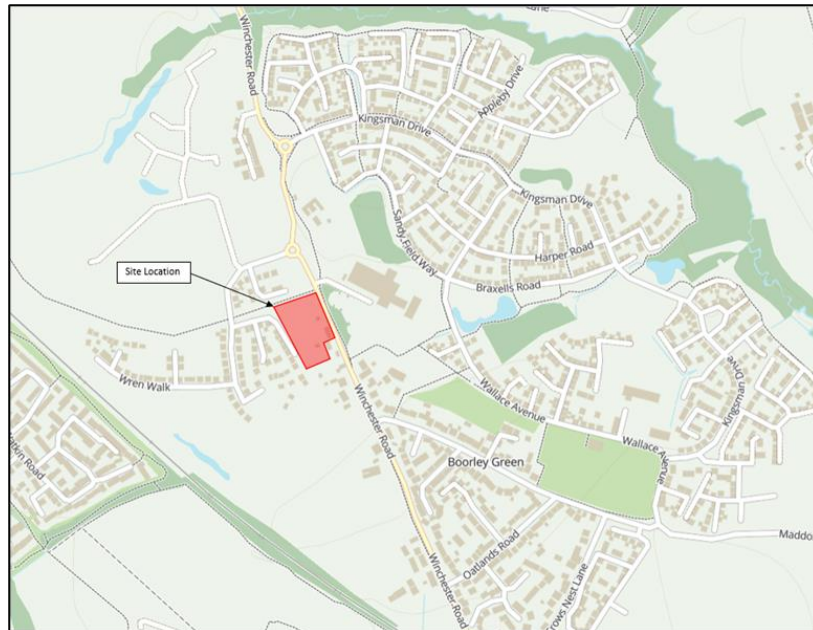


Figure 1: Site Location

- 1.2 It should be noted that this application is informed by a previous application on the site. A full planning application was submitted in August 2024 (F/24/97945) for the 'Erection of 52 retirement living apartments with associated communal facilities and car parking; the erection of a pair of detached dwellings; improved vehicular access and new pedestrian access to Winchester Road'. This application was refused due to it being considered contrary to Policy BO4 (a) of the Eastleigh Borough Local Plan (2016-2036) by reason of its failure to provide a range of housing types, sizes and tenure (no provision of affordable housing) and a lack of sufficient material considerations to outweigh the planning harm identified. Despite this, it is noted that Hampshire County Council (HCC) Highways officers had no objection to the proposals from a highway perspective.
- 1.3 In addition to this Travel Plan a Transport Statement has been prepared by Paul Basham Associates, outlining the anticipated impacts of the development in relation to transportation and highways. Therefore, this Travel Plan should be read in conjunction with that document.

Purpose of the Travel Plan

- 1.4 A TP is a strategy for managing travel demand to a development site by addressing the travel needs of its future users, reducing the impact of car travel by promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable travel practices where appropriate. This TP supports access to a full range of local facilities and activities for future site users, whilst encouraging good design principles and working with the local community.
- 1.5 A TP is an evolving process initiated by a front-loading exercise through site visits, the completion of a TP, and frequent meetings and conversations between its authors (Paul Basham Associates), the client (McCarthy Stone) and the Local Authorities (Hampshire County Council and Eastleigh Borough Council). As such the TP will develop over time following feedback received from monitoring exercises, local developments in sustainable transport and other external factors.

Travel Plan Principles

- 1.6 A successful TP must follow a set of principles to be determined acceptable and create a sustainable development. A TP must be Transparent, Realistic, Achievable, Committed, Enforceable and Sustainable (TRACES). This TP therefore aims to demonstrate that there are sustainable local travel options available, and measures proposed, along with an implementation and monitoring strategy.

Travel Plan Structure and Approach

- 1.7 This TP will follow the following structure:
- Chapter 2 – Travel Plan Policy
 - Chapter 3 – Site Audit
 - Chapter 4 – Proposed Development
 - Chapter 5 – Indicative Baseline and Targets
 - Chapter 6 – Travel Plan Strategy
 - Chapter 7 – Action Plan
 - Chapter 8 – Implementation and Monitoring

2. TRAVEL PLAN POLICY

2.1 This TP has been produced in accordance with relevant national, regional and local policy. For reference this includes:

- National Planning Policy Framework (NPPF) (December 2024);
- Hampshire County Council Local Transport Plan 4 (February 2024);
- HCC's A Guide to Development Related Travel Plans (2025);
- Eastleigh Borough Council Local Plan 2016 – 2036;

National Planning Policy Framework (NPPF)

2.2 The NPPF (December 2024) acts as the central guidance for development planning. As defined in NPPF Annex 2: Glossary, a Travel Plan is '*A long-term management strategy for an organisation or site that details how agreed sustainable transport objectives are to be delivered, and which is monitored and regularly reviewed*' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the Travel Plan:

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.*

(NPPF Para.109)

The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

(NPPF Para.110)

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.

(NPPF Para. 118)

2.3 It should be noted that the NPPF had a minor update in February 2025 to resolve a cross-referencing point. This did not constitute a change to the policy and the NPPF continues to be dated December 2024.

Hampshire County Council Local Transport Plan 4 (LTP4)

2.4 HCC have recently adopted LTP4 (February 2024) which replaces LTP3. The LTP4 describes the transport vision for 2050, sets out transport policies covering all aspects of transport planning, delivery and operation and presents the approach to delivering the Plan.

2.5 LTP4 'proposed transformational changes which:

- Shift away from planning for vehicles, towards planning for people and places;
- Meet national priorities to decarbonise the transport system;
- Reduce reliance on private car travel;
- Support sustainable economic development and regeneration; and promote active lifestyles.

2.6 The policies which are relevant to this TP and development are outlined below.

Deliver the infrastructure required to support a largescale shift towards walking and cycling for everyday trips.	<i>(Policy HP1)</i>
Widen participation and broaden the appeal of walking and cycling as a natural travel choice.	<i>(Policy HP3)</i>
Provide the infrastructure needed to enable reliable, frequent, fast and connected public transport trips.	<i>(Policy PT2)</i>
Integrate transport and strategic land-use planning to reduce the need to travel.	<i>(Policy DM1)</i>
Support proactive master planning of new development sites for high quality neighbourhoods.	<i>(Policy DM2)</i>

HCC's A Guide to Development Related Travel Plans (2025)

2.7 Since the previous retirement living application on this site in 2024 (ref: F/24/97945), HCC have updated their guidance, with new guidance being published in 2025. This TP has therefore been updated to accord HCC's current guidance where possible.

2.8 It does however reflect the previous residential Travel Plan produced to support the 2024 planning application (ref F/24/97945), which was produced in line with the previous HCC Travel Plan guidance, dated 2009. In particular, the overall objectives of this previous TP have been taken forward into this TP, albeit the targets of this Travel Plan have been revised to reflect current guidance.

Eastleigh Borough Council Local Plan 2016 – 2036

2.9 EBC's Local Plan was formally adopted in April 2022 and identifies several objectives which relate to highways and transport which include:

- i Tackling congestion – Tackle local traffic congestion and associated pollution by reducing car usage and improving transport infrastructure;
- ii Developing green infrastructure – Provide green links to and between local facilities and open space and a linked habitat network to safeguard wildlife and natural resources;

- iii Encouraging a sustainable community – Ensure future development contributes to the Borough's sustainability and resilience through effective low carbon and water efficient planning and design.

2.10 Policy DM13, 'General development criteria – transport' confirms that *'all new development must have safe and convenient access to the highway network and make provision for access to, and by, other transport modes including public transport and cycle and pedestrian routes as appropriate'*. The policy also confirms that *'all new development will be assessed to establish whether it should contribute to off-site improvements to transport infrastructure in accordance with Hampshire County Council's Transport Contributions Policy, to the extent that these are necessitated by the development and proportionate to the scale of development. Development proposals that will generate vehicle movements likely to have an adverse impact on traffic conditions beyond the immediate vicinity of the site must be subject to Transport Assessment'*.

2.11 This TP has been written in accordance with the above policies to meet the sustainable requirements for new developments within EBC and increase the modal share of alternative transport options for the benefit of the proposed development and wider community.

3. SITE AUDIT

Site Context

- 3.1 The proposed site is situated to the west of the B3354 Winchester Road in the village of Boorley Green, c.2.3km northeast of Hedge End and c.1.7km northwest of Botley. The site currently comprises two residential dwellings, Oak Cottage and Appletree Cottage, along with various small outbuildings and land totalling c.1-hectare.
- 3.2 Along the northern boundary of the site is the Public Right of Way (PRoW) footpath 026/1/1, which leads to Shamblehurst Lane North near Hedge End Railway Station. To the north and west is the Miller Homes and Bellway Homes 'Boorley Gardens' residential development, while to the south is existing residential dwellings. Along the eastern border is the B3354 Winchester Road and the Macdonald Botley Park Hotel & Spa. The site and its surroundings are shown in **Figure 2**.



Figure 2: Site Context

Local Facilities

- 3.3 The site is well located in relation to the existing facilities and amenities within Boorley Green and the surrounding area. Within the local area there are a range of facilities and amenities, as summarised in **Table 1**.

Amenity	Distance from Site Access (Metres)	Walking Time (80m per minute)	Cycle Time (250m per minute)
Macdonald Botley Green Hotel and Spa	150m	2 mins	<1 min
The Peartree Inn	275m	3 mins	1 min
Boorley Park Bus Stops	335m	4 mins	1 min
Pear Tree Bus Stops	360m	5 mins	1 min
Boorley Green Community Centre	825m	10 mins	3 mins
Hedge End Railway Station	950m	12 mins	4 mins
Tesco Express Local Store	2.0km	25 mins	8 mins
St Lukes Pharmacy	2.0km	25mins	8 mins
Botley Post Office	2.1km	26 mins	8 mins

Table 1: Local Amenities and Facilities

- 3.4 In addition to the facilities included in **Table 1**, the location of the two substantial developments sites located to the north east and north west of the site was considered accessible. These developments comprise total of c.2,080 dwellings along with community, retail education and health facilities, which will be well within acceptable walking distance for future site users. It is understood that the retail element includes a Coop store which is currently under construction.
- 3.5 The Chartered Institution of Highways and Transportation's (CIHT) 'Planning for Walking' (April 2015) document identifies that the average length of pedestrian journeys is now 1.37km (page 6). With many of the local amenities identified coming well within this threshold, it provides a good opportunity to promote journeys by walking and other sustainable modes of travel, thus reducing the reliance on motorised vehicles.
- 3.6 Manual for Streets (MfS) and CIHT also describe a 'Walkable Neighbourhood' as one which has a range of facilities which can be accessed within 10-minutes' walk time (800m). Therefore, the location of the site in relation to the local facilities fits the description of a 'Walkable Neighbourhood'.
- 3.7 The location of the site therefore presents an good opportunity to encourage local journeys by walking, cycling and public transport.

Local Highway Network

- 3.8 The B3354 Winchester Road is a local distributor road linking Boorley Green with Botley to the south and to Junction 11 of the M3 to the north via several settlement areas including Fair Oak and Colden Common.

- 3.9 The B3354 has been subject to recent improvements in association with the developments on land northeast of Boorley Green. These recent improvements include the reduction in speed limit to 30mph and traffic calming measures and the Winchester Road / Fieldfare Avenue roundabout located circa 130m north of the site access.
- 3.10 To the south, the B3354 continues through Boorley Green to Botley, where it intersects the A334, this then heads west to Hedge End and east towards Botley railway station.

Pedestrian and Cycle Network

- 3.11 The B3354 Winchester Road features a continuous 3m shared footway / cycleway along the eastern side of the carriageway from the B3354 / Kingsman Drive Roundabout to a point c.120m north of Maddoxford Lane. This route provides access to the Winchester Road bus stops and the wider pedestrian and cycle network with routes to both Botley and Hedge End.
- 3.12 Although a formal footway is not present on the west side of Winchester Road in the immediate vicinity of the site access, approximately 50m northbound and 260m southbound from the site access footways are present. The crossing points in the vicinity of the site are all equipped with dropped kerbs and tactile paving.
- 3.13 As aforementioned the northern boundary of the site is bordered by the public footway 026/1/1, leading directly from the B3354 Winchester Road to Shamblehurst Lane North near Hedge End a c.800m walk west of the site. Footway 026/1/1 provides a leisure route towards Hedge End which is within a c.1.5km walk from the site, as well as other local amenities.
- 3.14 Whilst cycling isn't anticipated to be a primary method of travel for residents of the development given the nature of the development proposals, it may be an option for visitors or staff.
- 3.15 In addition to the shared footway/cycleways in the vicinity of the site, the gentle topography and wide carriageways also make the area attractive for cyclists. With many amenities within an acceptable distance via cycling, the site location provides a good opportunity to encourage cycling as a preferred mode of transport.
- 3.16 The section of the Eastleigh Cycle Map in the vicinity of the site is demonstrated in **Figure 3**.



Figure 3: Eastleigh Cycle Map in the vicinity of the site

- 3.17 As demonstrated in **Figure 3** and on the Eastleigh Cycle Map, the B3354 is considered a medium trafficked road which is suitable for cyclists with moderate skills.

Public Transport Services

Bus Services

- 3.18 The site is well located to public transport services. The nearest bus stops are located on the B3354 c.335m north of the site called 'Boorley Park'. They receive a daily school service (route 649) between Borley and Swanmore Technology College.
- 3.19 However, a much more regular service serves the Winchester Road bus stops, which are c.360m walk (southbound) from the site access (and so only c.25m further away than the Boorley Park stops). They are served by the regular Bluestar 3 service between Southampton and Eastleigh as well as two education services (including the aforementioned 649). The Bluestar 3 allows for regular hourly services to key destinations including Southampton and Eastleigh. The distance to both sets of bus stops is within the 400m distance recommended by the CIHT in their 2015 'Planning For Walking Document'.

Rail Network

- 3.20 The closest railway station to the site is Hedge End, located c.900m west of the site. Hedge End Railway Station is accessible within a c.1.2km walk from the site via the new link through the land northwest of Boorley Green. The station is also accessible within a 1.7km cycle journey using on road routes.
- 3.21 The station is located on the Eastleigh to Fareham line and is served by South Western Railway. The station benefits from with 54 cycle storage spaces through the provision of cycle racks, a station car park, manned ticket office, CCTV, a comprehensive range of facilities, and a degree of step free access.
- 3.22 From Hedge End Railway Station, direct trains are available to a number of locations, these include London Waterloo (1h 28mins), Basingstoke (34 mins), Winchester (14mins), Eastleigh (6 mins), Fareham (11 mins) and Portsmouth (34 mins).

Summary

- 3.23 The site is well located in relation to pedestrian, cycle and public transport infrastructure, therefore presenting an excellent opportunity to encourage the use of sustainable transport for residents and visitors. In addition, with frequent bus and rail services available presents a good opportunity to promote sustainable travel both during the week and for those who access the site at the weekend.

4. PROPOSED DEVELOPMENT

- 4.1 The proposed development comprises 50no. RLA apartments with 35no. car parking spaces accessed via Winchester Road. A further 2 houses (and an associated additional 4no. parking spaces) are proposed but these fall outside the scope of this Travel Plan. The proposed accommodation schedule is demonstrated in **Table 2**.

No. Of Bedrooms	No. Of Units
1 Bedroom	30
2 Bedrooms	20
Total	50

Table 2: Accommodation Schedule

- 4.2 McCarthy Stone provide a unique range of accommodation which does not always fall neatly within local retirement or elderly residential sites in requirements for highway considerations such as traffic impact and parking provision. Information obtained by McCarthy Stone has identified that their RLA developments tend to have the following characteristics:
- Designed to accommodate elderly persons who live a relatively independent lifestyle compared to a traditional care home;
 - Average age of entry is 78 years;
 - Consist of individual apartments with communal lounge and gardens; and
 - 1 full-time member of staff (House Manager)

Car Parking

- 4.3 A suitable quantum of parking is proposed for the site to ensure that all parking demand can be accommodated safely on site. Consideration has been given to both local standards and McCarthy Stone independent development data.
- 4.4 Eastleigh Borough Council's residential parking standards have been assessed against the proposed parking provision for the development. Eastleigh Borough Council have specific parking guidance for 'Older People's Housing' and the proposed RLA development best fits into EBC's 'Active elderly with Warden Control'.
- 4.5 In order to meet EBC's car parking standards, the proposed development would be required to provide 25 car parking spaces if more than 50% of the parking spaces are unallocated and 30 car parking spaces if less than 50% of the parking is unallocated.

- 4.6 The McCarthy Stone research identified an average car parking provision of 0.45 spaces per unit and a further 0.1 spaces per apartment for visitors equating to 0.55 car parking spaces per unit. Therefore, 50 RL apartments would be required to provide 28 car parking spaces to meet the anticipated demand. The McCarthy Stone element of the development proposals include 35no. (including 4no. disabled spaces) parking spaces, equating to a provision of 0.7 spaces per apartment.
- 4.7 The proposed provision is therefore considered sufficient to meet the demands of the site and ensure no overspill is placed on the local road network.

Electric Vehicles

- 4.8 In accordance with Building Regulations Part S electric vehicle charging points will be provided on the site.

Mobility Scooter and Cycle Parking Provision

- 4.9 Consideration to local standards and McCarthy Stone's research into cycling parking demand across Retirement Living developments has also been given to provide a suitable cycle/scooter storage provision.
- 4.10 Secure mobility scooter parking will also be provided given the nature of residents. The independent research undertaken by McCarthy Stone highlights that mobility scooter ownership per apartment is 0.079, which therefore means that 4 mobility scooter spaces are required. As shown on the site plan in **Appendix A**, the secure mobility scooter store is located externally, to the west of the main building, immediately north of the bin store. It is proposed that the secure mobility scooter store will have 8 spaces, in excess of the requirement of 4 spaces.
- 4.11 In a similar manner to the car parking provision, cycle provision is atypical for McCarthy Stone developments due to the nature of residents at their developments. McCarthy Stone's research into cycle parking demand across RL developments identified a demand of 0.0289 cycles per apartment, therefore equating to a requirement for 2 cycle spaces to be provided on site. Cycle parking will be accommodated within the aforementioned mobility scooter store located to the west of the main building, immediately north of the bin store.

Access Arrangements

- 4.12 The proposed development would be accessed from Winchester Road via a priority-controlled junction. The site benefits from an existing access in the form of a bellmouth junction. The proposals would see the existing access widened from 5m to 6m in width to accommodate two-way vehicle movements.
- 4.13 Pedestrian access to the site is proposed via a new connection onto the existing shared footway/cycleway along the western side of Winchester Road. The pedestrian footway is located to the northeast of the proposed site and measures 2m in width. A pedestrian link is also proposed to the west of the site providing a connection between the proposed development and the Bellway homes development
- 4.14 The proposed site also benefits from a footway throughout the internal site layout to provide connections to parking areas and around the site. The proposed pedestrian facilities are demonstrated on the site layout included in **Appendix A**.

5. AIMS, OBJECTIVES AND TARGETS

Travel Plan Aim

5.1 The overall aim of the TP is:

to support a sustainable development by reducing the need for single occupancy vehicle trips through highlighting and promoting the use of more sustainable travel methods.

5.2 This chapter sets out an indicative baseline split and associated multi-modal targets for both future residents and staff members.

5.3 McCarthy Stone have undertaken exhaustive travel surveys of their schemes over a number of years in an effort to better understand the needs of their residents and in turn inform their future schemes.

Table 3 provides a summary of the factors affecting 'Retirement Living' schemes and helps enable a strategy of appropriate and focused measures to be tailored for this Travel Plan.

Detail	Retirement Living Developments
Average Age of Entry	Male = 78.3 years, Female = 78.0 years Average = 78.15 years. As developments become established the average age of residents increases above average age of entry.
Top 3 Reasons for Moving into Apartment	1. Previous Dwelling was no longer suitable 2. To be nearer to family 3. Health Reasons
Car Ownership	33.9% of residents give up their car in their year of entry 14.3% of residents give up their car in the year following their year of entry
Top 3 Reasons for Giving up Ownership	1. Age, including safety concerned tired of driving, lack of confidence, DVLA requirement 2. Health Reasons, including poor eyesight and slow reactions 3. No need, including use of good public transport

Table 3: McCarthy Stone 'Retirement Living' Development Characteristics

5.4 Based on these findings, the TP will initially adopt a strategy which:

- Accepts a certain level of car travel by residents but aims to reduce overall single occupancy vehicle trips to and from the site;
- Makes use of existing primary (resident) or secondary (family/friends) familiarity of the locale and its facilities, services and travel networks;
- Promotes local bus services;
- Promotes use of/proximity to local facilities e.g. for shopping trips, local residential areas, doctors/dentists, places of worship and suitable routes for leisure/exercise;
- Provides up to date information to visitors and supports accessible and sustainable travel;
- Increases awareness among residents of the costs of car ownership; and
- Ensures local travel facilities are safe and secure.

5.5 Meeting these objectives will help achieve a development that has a high standard of sustainable travel practices and a decreased reliance on the private car, thus reducing the impact of car travel on the local road network.

Baseline Travel Patterns

5.6 Before setting specific targets, understanding how residents/employees currently travel to work is essential. To establish an indicative modal split for the Retirement Living development, the TRICS database has been consulted to obtain multi-modal trip surveys conducted at comparable sites. This TRICS data has been replicated from the TP submitted as part of the previous application in 2024, where it was previously deemed acceptable by HCC.

5.7 The TRICS dataset (V.7.11.1) has been interrogated as follows:

- Under land- use class 'residential' and sub-category 'Retirement Flats';
- Sites in England excluding Greater London;
- Parameter of 0 - 100 units;
- Weekday Surveys only;
- 'Suburban Area' Locations; and
- Sites with no Travel Plans

5.8 The results of this assessment are outlined in **Figure 4**. The baseline modal split includes all trips including staff (House Manager), visitors and residents. The full outputs of this assessment are attached in **Appendix B**.

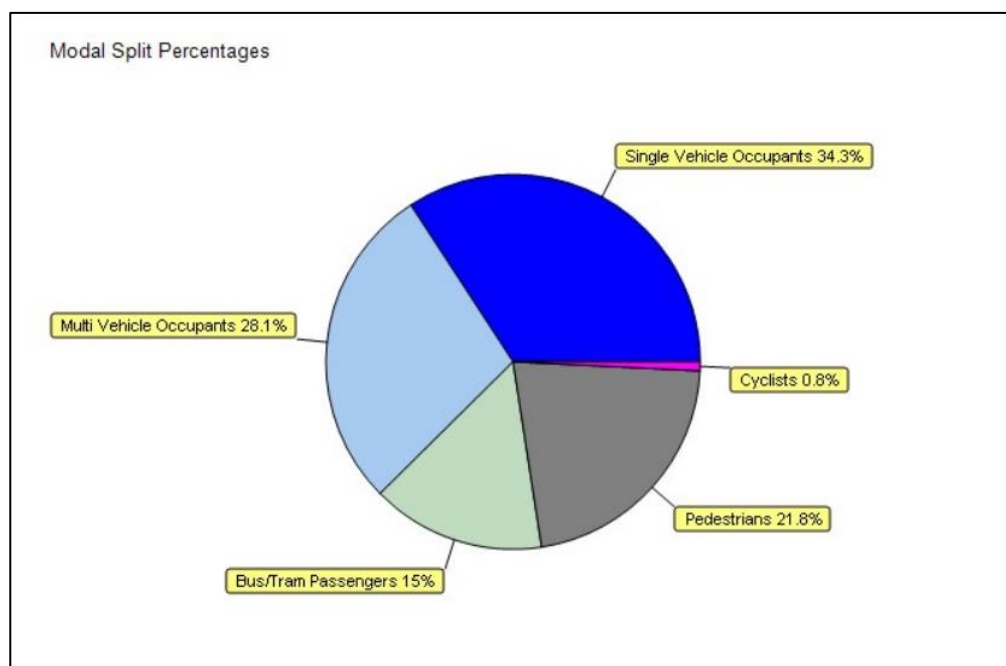


Figure 4: Modal Split Percentages for Retirement Flats

- 5.9 The multi-modal TRICS assessment that there is likely to be a reasonable balance between different modes of travel, mainly between single vehicle occupants, car sharers and pedestrians. Single vehicle occupancy vehicle trips are expected to account for circa 34.3% of trips whilst the remainder of trips are expected to be made via sustainable modes.
- 5.10 It is proposed that to determine the 'actual' travel patterns, surveys would be completed within 3 months of full occupation. This would enable a sufficient sample size whilst also providing the opportunity to embed the residential TP before too many units are occupied.
- 5.11 Once the 'actual' baseline modal splits have been established, the Travel Plan Coordinator (TPC) and HCC's Travel Plan Officer (TPO) should discuss the acceptability of the indicative modal share targets presented in **Table 4**. These targets have been amended to meet HCC's new 2025 Travel Plan guidance, which requests a 10-percentage point reduction in single occupancy vehicle trips.

Mode of Travel	Indicative Baseline	Year 5 Target
Car Alone	34.3%	-10%
Car Share	28.1%	+10%
Train	0%	
Bus	15%	
Cycle	0.8%	
Walk	21.8%	
Total	100%	-

Table 4: Indicative Baseline Splits and Targets Based on TRICS Data

Travel Plan Targets

- 5.12 To enable the progression and assessment of the success of the travel plan, it is key that SMART targets (Specific, Measurable, Achievable, Realistic and Time-bound) are implemented.
- 5.13 This Travel Plan proposes a target which should be met over the lifetime of the TP. The overarching aims is to decrease the number of journeys made by single occupancy vehicles by 10%, as summarised in **Table 5**.

Objectives	Timescale
Decrease the proportion of journeys made by single occupancy car vehicles by 10 percentage points	End of Year 5
Increase the proportion of trips made by active modes (walking/cycling) and public transport by 10 percentage points	End of Year 5

Table 5: Travel Plan Objectives

- 5.14 The suitability of the TP targets and the lifetime of the TP have been assessed further in the subsequent sections of this report.

6. TRAVEL PLAN STRATEGY AND MEASURES

- 6.1 A Travel Plan is a useful tool produced to encourage both residents and staff (in this case just the house manager) to use alternative modes of transport to single occupancy vehicle journeys. The following provides a summary of the measures available to target users of the development site.

Measures Package

- 6.2 In addition to onsite infrastructure linking the site to the wider highway network, the following section proposes a package of soft measures to be implemented and refined by the TPC over the lifetime of the TP. The measures proposed are strongly influenced by the site location, the TP aim, objectives and targets and the local and national policy.
- 6.3 The measures set out in this section will be determined based on the final levels of occupancy and the potential for achieving a 5% modal shift, which will help reduce greenhouse gas emissions. These measures have been identified through the master planning process, the Transport Statement and Travel Plan submitted and by drawing upon community transport solutions.

Key Stages: Preliminary

- 6.4 McCarthy Stone would be required to appoint a TPC at least 1 month before occupation to ensure all pre-occupation tasks are completed. The TPC (likely to be role fulfilled by the house manager) would then be required to contact the TPO (Travel Plan Officers) to confirm their contact details and their understanding of the Travel Plan.
- 6.5 The TPC would implement the preliminary tasks agreed within the approved TP Action Plan and keep a record of works undertaken.
- 6.6 To meet the objectives of the TP it is essential that a number of tasks are completed prior to the first occupation, as outlined below:
- Produce Resident/Staff Welcome Pack (TPC) including:
 - Walking and cycling routes;
 - Bus stop locations, prices and times;
 - Rail Station information;
 - Electric charging information;
 - Car sharing information and benefits; and
 - Details of the TPC.

Key Stages: Upon Full Occupation

- 6.7 Upon full occupation of the proposed development, a resident survey will be conducted to produce results that represent a true multi-modal split for the site.
- 6.8 It is proposed that the TP period would become fully active upon full occupation would remain active for 5 years following that date. After the 5 years of official monitoring has ended, and HCC have signed off the TP, ownership would pass to the development.
- 6.9 During these 5 years, the Action Plan set at the preliminary stage would evolve to reflect the needs of the residents and staff. Such measures would be determined by the TPC in dialogue with occupants of the site, local authorities and other key players as necessary. These measures are discussed in further detail in the remainder of this section and are included in the Action Plan.

Modal Measures: Walking and Cycling

- 6.10 This TP has summarised the local walking and cycle networks and the facilities which this TP would promote to residents and staff. These will be detailed to residents and staff in their welcome pack and through the biannual newsletters (as discussed later in the report).
- 6.11 The accessibility review and baseline modal splits indicate that walking is likely to be a key travel mode for residents and staff due to well-lit, wide footways and a number of facilities and amenities within reasonable proximity to the proposed development.
- 6.12 Whilst the baseline modal splits (and nature of the development) do not indicate that cycling is likely to be a key travel mode for residents, it is hoped that the proposed improvements to the infrastructure will help this become a more favourable travel mode especially for the staff/visitors.
- 6.13 The TPC would work with walking and cycling campaigns and support local and national campaigns and events. To incentivise walking and cycling the TPC will investigate the option of discounts at local stores to maximise potential for residents and staff to habituate walking and cycling as part of healthy lifestyle practices, whether for daily commuting or occasional leisure.

Modal Measures: Public Transport

- 6.14 The baseline modal splits indicate that almost 5% of residents are anticipated to travel by bus and therefore it is considered that the development provides an opportunity to promote bus travel as an alternative mode.

- 6.15 The attractiveness of the bus services, particularly those from the 'Pear Tree' bus stops would be supported and promoted through tailored promotions, especially as many of the retirement living residents may be entitled to a free bus pass.
- 6.16 Maximising resident and staff use of public transport would also be supported through highlighting costs and benefits in comparison to single occupancy vehicle use through the use of the Welcome Pack and regular newsletters.
- 6.17 The TPC will also promote the available rail services from Hedge End Railway Station.

Modal Measures: Car Sharing

- 6.18 Car sharing is a simple yet effective way of quickly reducing the number of single occupancy car trips, whilst bringing reductions in transport costs, congestion and pollution as well as social benefits including increasing resident and staff interaction and creating a sense of community.
- 6.19 Liftshare is a well-established scheme and would be promoted to residents and staff through newsletters and their welcome pack to help them find potential lift sharing partners in the local area. The TPC will also look to promote the savings brought about through car sharing.

Modal Measures: Sustainable Private Vehicle Use

- 6.20 On occasions when single occupancy vehicle use is unavoidable or where alternative travel options are significantly limited in comparison, opportunities to promote sustainable driving practices would be promoted.
- 6.21 A wider network of electric charging points is being explored across the County, encouraging the greater uptake of electric and hybrid vehicles. Altering the perceptions on hybrid vehicles, and in particular electric vehicles, is fundamental for creating a more sustainable development.
- 6.22 Electric vehicles now have significant ranges, with some vehicles achieving at least 300 miles before needing to be recharged. In addition, manufacturers are confident in the batteries that they are now offering 8 year warranties on some models.
- 6.23 Hybrid vehicles combine both electric motors with a standard combustion engine providing a normal driving scenario with the addition of an electric provision. Promotion of both electric and hybrid vehicles is becoming a key aspect of sustainable travel, and with Government grants available, this would be promoted as part of the TPC.

Modal Measures: Other Modes

- 6.24 Should monitoring exercises and communication with residents and staff identify a strong interest in other travel modes (such as motorcycle/taxi), measures (and associated targets) will be explored by the TPC through dialogue with the relevant groups/individuals such as operators and the HCC Travel Plan Officer.

Personalised Travel Planning

- 6.25 Upon moving into their new home / to their new job, residents and staff will be offered a Welcome Pack, provided by the TPC and will inform residents on how they can travel to local destinations more sustainably in support of achieving the longer-term targets for the site. The literature provided will contain up to date information regarding public transport facilities, walking and cycling routes within the local area.

Marketing and Communication

- 6.26 To ensure the ongoing promotion of the Travel Plan to residents and staff, over its lifetime, a number of marketing and communication elements would be implemented.
- 6.27 The TPC would produce biannual newsletters for the 5 years of the Travel Plan, providing residents with updated sustainable travel information, details of any national events and offer personalised travel planning information, to their door.

Local Area and Other Site Users

- 6.28 The TP will promote the local area's facilities. Maximising use and enjoyment of the local area is essential to providing an affective TP. Successful co-operation with key players would lead to a wide range of benefits including:
- Stronger sense of local community;
 - Greater presence of local pedestrian/cycle/buggy activity;
 - Greater understanding of the locale; and
 - Greater understanding of local travel needs, trends and opportunities.
- 6.29 This Travel Plan should encourage and extend sustainable travel opportunities to future site-users. Visitors will have access to useful Travel Information via the onsite noticeboards. This will enable visitors to make an informed decision about how they may travel to/from the site. Residents and staff's own positive sustainable travel experiences may also have a knock-on effect to visitors.

6.30 McCarthy Stone have developed efficient servicing and delivery strategies for their developments. Economic and operational efficiency are both key factors in the running of such sites, to ensure essential goods and services are available when needed.

7. ACTION PLAN

7.1 An Action Plan for the implementation of the Travel Plan has been prepared and as measures are reviewed, this Action Plan will be updated. The table does not yet include dates as these would be dependent on construction schedule and occupation dates. The Action Plan outlined in **Table 6** is therefore indicative at this stage.

	Action
Initial Measures (Prior to occupation)	Local Authority to be provided with contact details for the appointed individuals, and for a contingency contact. Implement physical measures
Within 3 Months of Full Occupation	Prepare site noticeboard with relevant transport service information for residents and visitors Prepare a Travel Information Pack/Welcome pack and provide to residents and Staff Provide training to Sales staff and identify point of contact for any queries
	Action
Walking & Cycling	Space on noticeboards to promote local and national campaigns and events, as well as details of local services, facilities, pedestrian and cycle routes, cycle hire schemes and cycle stores Issuing Travel Information Packs to new residents/staff (Welcome Pack) Provision and maintenance of on-site pedestrian areas and buggy/cycle storage Advertise any local walking groups in the area Promote the health benefits of cycling and walking to work.
Public Transport	Space on noticeboards to include up-to-date timetables Periodic review of local travel infrastructure and bus services Issuing Travel Information Packs to new residents/staff Help to residents to obtain concessionary bus passes Provide contact numbers and assistance to residents for community transport services
Other	Advertise the benefits to the environment for using sustainable transport. Advertise monetary benefits of car sharing on noticeboards. Promotion of EV charging on site and in locale

Table 6: Indicative Action Plan

8. IMPLEMENTATION AND MONITORING

Implementation

- 8.1 The Travel Plan has been prepared on behalf of McCarthy Stone to help encourage a sustainable development.

Travel Plan Coordinator

- 8.2 This section covers the implementation and monitoring of the development. The TPC position would be part-time over the life of the TP which at this stage is anticipated to be the Preliminary period followed by 5 years of full implementation, beginning within 6 months of 1st occupation.
- 8.3 The TPC role and contact details will be finalised with HCC prior to occupation and following their appointment by the developer. The TPC would be responsible for the day-to-day implementation and monitoring of the TP to ensure targets are met. The early stages of the TP are relatively time intensive, and the budget should be 'front-loaded' to consider the work that is required to establish the TP.
- 8.4 More specifically, the role of the TPC requires:
- Overseeing the development and implementation of the TP and maintaining support:
 - Liaising with public transport operators, local interest groups, HCC:
 - Designing and implementing an effective marketing strategy and raising awareness:
 - Acting as the point of call for all TP enquiries: and
 - Co-ordinating the monitoring and evaluation programme for the TP including organisation of surveys.

Surveys and Feedback

- 8.5 It is important that a consistent approach to data collection and feedback is implemented in order to ensure that the following outcomes are delivered:
- Collect a representative and informative data account in accordance with the development timescales:
 - Develop an accurate understanding of local travel modal shares, perceptions and influencing factors:
 - Adoption of the principles beyond the TP's active period: and
 - The successful delivery of the TP in co-ordination with other local developments and communities.

Monitoring

- 8.6 This TP's approach to monitoring acknowledges the above requirements and is based on our experience of being TPC's on a number of sites within Hampshire.
- 8.7 The resultant monitoring structure for the TP is therefore set out within **Table 7** and summarised in the subsequent paragraphs.

Preliminary Period	End of Year 1	End of Year 3	End of Year 5
Baseline Resident Questionnaire (within 3 months of full occupation)	Resident Questionnaire	Resident Questionnaire	Resident Questionnaire

Table 7: Monitoring Strategy

- 8.8 A resident questionnaire is proposed to be undertaken to identify accurate site-specific travel patterns for residents. Following the baseline survey, surveys would be undertaken annually at the end of each year to identify shifts in travel patterns. The results of the surveys would be made available to all residents, and visitors to view on the developments noticeboard and would be included in any resident newsletters. An example resident survey is included in **Appendix C**.
- 8.9 A biennial monitoring/progress report will be produced and submitted to HCC within 3 months of surveys taking place. This report will outline how the TP has been implemented for the year, along with a presentation of any survey results, analysis of the responses and information of measures implemented. The report will then conclude with an outline of the future monitoring strategy and a confirmation of targets and revisions where necessary/applicable. On years where no monitoring is scheduled to take place (namely Years 2 and 4), an end of Year email will be sent to HCC's TPOs reflecting and summarising the TPC works that have taken place over the past year.

Overcoming Barriers to Success

- 8.10 Mismanagement can become a potential barrier to the successful implementation of TP's. Whilst the TPC is responsible for the overarching management of the TP, ongoing co-ordination with HCC TPO will ensure that mismanagement does not occur.
- 8.11 Whilst specific remedial measures have not been identified within the Travel Plan, such remedial measures would be identified through discussions with HCC Travel Plan Officers. For example if one measure is not working in year 1, there would a review and alternatives suggested in year 2 to rectify this and change to new measures if needed.

Community Embedding and Handover

- 8.12 Following the successful completion of the TP's 5-year strategy, the site should be operating more sustainably than if a TP were not implemented. Through liaison with residents over the course of the TP and engagement of the house manager, it is hoped the principles would continue beyond the formal life of the Travel Plan.

9. SUMMARY AND CONCLUSION

- 9.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of McCarthy Stone to support a planning application for 50no. Retirement Living Affordable (RLA) apartments at Oak Cottage, Winchester Road, Boorley Green. A further two houses are included within the proposals but do not form part of the Travel Plan as will be under separate management.
- 9.2 A similar application for 52no. retirement living apartments was previously submitted on the site in August 2024 (ref: F/24/97945). Whilst it was rejected, it was not on Highways Grounds, with Hampshire County Council (HCC) highways officers having no objections to the proposals from a highways perspective, nor the submitted TP.
- 9.3 As such, the TP previously submitted with the August 2024 application has been updated to reflect the resubmission of an application on this site, namely to reflect the changes in accommodation schedule from 52 retirement living units to 50 retirement living affordable units. Since the previous submission, both national and local policy has changed and so this TP has been updated to support HCC's newest 2025 guidance where possible. This includes a change in the proposed targets to a 10-percentage point reduction in single vehicle trips, matching HCC's newest TP guidance.
- 9.4 The site is well located in relation to the existing facilities and amenities in and around Boorley Green, thus presenting a good opportunity to promote sustainable travel and create a sustainable development.
- 9.5 The overall aim of this TP is *"to support a sustainable development by reducing the need for single occupancy vehicle trips through highlighting and promoting the use of more sustainable travel methods"*. This aim will be achieved through a range of hard and soft measures.
- 9.6 This TP proposes a 10-percentage point reduction in single occupancy vehicle trips, and the targets themselves are based on indicative baseline data from the TRICS database. These targets will be agreed with HCC's Travel Planning Officer (TPO) prior to the commencement of this TP, and will be reviewed on a regular basis, and revised, if necessary.
- 9.7 There are two objectives proposed to support the implementation, which are to decrease the proportion of journeys made by single occupancy vehicles by 10 percentage points and similarly to increase the proportion of journeys made by other modes by 10 percentage points.

- 9.8 Hard measures include pedestrian access to existing pedestrian and cycle routes. Meanwhile, soft measures include the production of Welcome Packs for all new occupants and staff and, once the TP is implemented, biannual sustainable travel newsletters.
- 9.9 Monitoring will take place in the form of resident surveys in the preliminary phase, and then in Years 1, 3 and 5. In years where there is monitoring, a monitoring report will be prepared for HCC's TPOs.
- 9.10 The TPC would oversee the implementation of all aspects of the TP for the site at Boorley Green and would work alongside HCC, Eastleigh Borough Council, residents and staff on site, and the developer to ensure that accurate and achievable targets are proposed and met, where possible.

Appendix A

Oak Cottage, Winchester Road, Boorley Green
Travel Plan

Paul Basham Associates Ltd
Report No 034.0171/TP/4



Total = 35 required (35 shown)

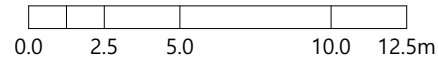
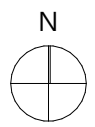
Outline of RL Block
from previous
planning submission

Oak
Cottage

Appletree
Cottage

Myrtle
Cottage

rev.	date	changes description	status	issued by
P04	18/12/2025	minor landscape revisions	S3	KM
P03	10/12/2025	bin store proportions revised	S3	KM
P02	08/12/2025	Layout arrangement, bin store, MSS store, RLA block changes	S3	KM



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www.re-format.co.uk
mail@re-format.co.uk
+44 (0)1730 778778

drawn by
AD

checked by
DB

date created
Nov 2025

scale at A1
1:250

project title
McS Boorley Green
document title
Proposed Site Plan

region	project no.	stage no.	discipline	number
SO	- 2977	- 03	- AC	- 0120

status	suitability description	revision
S3	Suitable for Review and Comment	P04

Appendix B

Oak Cottage, Winchester Road, Boorley Green
Travel Plan

Paul Basham Associates Ltd
Report No 034.0171/TP/4



Calculation Reference: AUDIT-247601-240509-0546

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 03 - RESIDENTIAL
Category : N - RETIREMENT FLATS
MULTI-MODAL TOTAL VEHICLES

<u>Selected regions and areas:</u>		
06	WEST MIDLANDS	
	SH SHROPSHIRE	1 days
07	YORKSHIRE & NORTH LINCOLNSHIRE	
	AL CALDERDALE	1 days

This section displays the number of survey days per TRICS® sub-region in the selected set

Primary Filtering selection:

This data displays the chosen trip rate parameter and its selected range. Only sites that fall within the parameter range are included in the trip rate calculation.

Parameter: No of Dwellings
Actual Range: 34 to 76 (units:)
Range Selected by User: 0 to 100 (units:)

Parking Spaces Range: All Surveys Included

Parking Spaces per Dwelling Range: All Surveys Included

Bedrooms per Dwelling Range: All Surveys Included

Percentage of dwellings privately owned: All Surveys Included

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/16 to 20/06/23

This data displays the range of survey dates selected. Only surveys that were conducted within this date range are included in the trip rate calculation.

Selected survey days:

Tuesday 2 days

This data displays the number of selected surveys by day of the week.

Selected survey types:

Manual count 2 days
Directional ATC Count 0 days

This data displays the number of manual classified surveys and the number of unclassified ATC surveys, the total adding up to the overall number of surveys in the selected set. Manual surveys are undertaken using staff, whilst ATC surveys are undertaken using machines.

Selected Locations:

Suburban Area (PPS6 Out of Centre) 2

This data displays the number of surveys per main location category within the selected set. The main location categories consist of Free Standing, Edge of Town, Suburban Area, Neighbourhood Centre, Edge of Town Centre, Town Centre and Not Known.

Selected Location Sub Categories:

Residential Zone 2

This data displays the number of surveys per location sub-category within the selected set. The location sub-categories consist of Commercial Zone, Industrial Zone, Development Zone, Residential Zone, Retail Zone, Built-Up Zone, Village, Out of Town, High Street and No Sub Category.

Inclusion of Servicing Vehicles Counts:

Servicing vehicles Included 2 days - Selected
Servicing vehicles Excluded X days - Selected

Secondary Filtering selection:

Use Class:

C3 2 days

This data displays the number of surveys per Use Class classification within the selected set. The Use Classes Order (England) 2020 has been used for this purpose, which can be found within the Library module of TRICS®.

Population within 500m Range:

All Surveys Included

Secondary Filtering selection (Cont.):

Population within 1 mile:

20,001 to 25,000	1 days
25,001 to 50,000	1 days

This data displays the number of selected surveys within stated 1-mile radii of population.

Population within 5 miles:

75,001 to 100,000	1 days
125,001 to 250,000	1 days

This data displays the number of selected surveys within stated 5-mile radii of population.

Car ownership within 5 miles:

0.6 to 1.0	1 days
1.6 to 2.0	1 days

This data displays the number of selected surveys within stated ranges of average cars owned per residential dwelling, within a radius of 5-miles of selected survey sites.

Travel Plan:

No	2 days
----	--------

This data displays the number of surveys within the selected set that were undertaken at sites with Travel Plans in place, and the number of surveys that were undertaken at sites without Travel Plans.

PTAL Rating:

No PTAL Present	2 days
-----------------	--------

This data displays the number of selected surveys with PTAL Ratings.

LIST OF SITES relevant to selection parameters

1	AL-03-N-01	RETIREMENT BUNGALOWS	CALDERDALE
	GROVE AVENUE		
	HALIFAX		
	WHEATLEY		
	Suburban Area (PPS6 Out of Centre)		
	Residential Zone		
	Total No of Dwellings:	34	
	Survey date: TUESDAY	23/10/18	Survey Type: MANUAL
2	SH-03-N-02	RETIREMENT FLATS	SHROPSHIRE
	ABBEY FOREGATE		
	SHREWSBURY		
	Suburban Area (PPS6 Out of Centre)		
	Residential Zone		
	Total No of Dwellings:	76	
	Survey date: TUESDAY	20/06/23	Survey Type: MANUAL

This section provides a list of all survey sites and days in the selected set. For each individual survey site, it displays a unique site reference code and site address, the selected trip rate calculation parameter and its value, the day of the week and date of each survey, and whether the survey was a manual classified count or an ATC count.

TRIP RATE for Land Use 03 - RESIDENTIAL/N - RETIREMENT FLATS
MULTI-MODAL TOTAL VEHICLES
 Calculation factor: 1 DWELLS
 BOLD print indicates peak (busiest) period
 Total People to Total Vehicles ratio (all time periods and directions): 2.02

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	2	55	0.045	2	55	0.091	2	55	0.136
08:00 - 09:00	2	55	0.073	2	55	0.100	2	55	0.173
09:00 - 10:00	2	55	0.118	2	55	0.118	2	55	0.236
10:00 - 11:00	2	55	0.127	2	55	0.173	2	55	0.300
11:00 - 12:00	2	55	0.109	2	55	0.073	2	55	0.182
12:00 - 13:00	2	55	0.082	2	55	0.082	2	55	0.164
13:00 - 14:00	2	55	0.100	2	55	0.109	2	55	0.209
14:00 - 15:00	2	55	0.155	2	55	0.127	2	55	0.282
15:00 - 16:00	2	55	0.127	2	55	0.109	2	55	0.236
16:00 - 17:00	2	55	0.100	2	55	0.064	2	55	0.164
17:00 - 18:00	2	55	0.073	2	55	0.036	2	55	0.109
18:00 - 19:00	2	55	0.045	2	55	0.036	2	55	0.081
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			1.154			1.118			2.272

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

*To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: COUNT/TRP*FACT. Trip rates are then rounded to 3 decimal places.*

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Parameter summary

Trip rate parameter range selected:
 Survey date date range:
 Number of weekdays (Monday-Friday):
 Number of Saturdays:
 Number of Sundays:
 Surveys automatically removed from selection:
 Surveys manually removed from selection:

34 - 76 (units:)
 01/01/16 - 20/06/23
 2
 0
 0
 0
 0

This section displays a quick summary of some of the data filtering selections made by the TRICS® user. The trip rate calculation parameter range of all selected surveys is displayed first, followed by the range of minimum and maximum survey dates selected by the user. Then, the total number of selected weekdays and weekend days in the selected set of surveys are show. Finally, the number of survey days that have been manually removed from the selected set outside of the standard filtering procedure are displayed.

Appendix C

Oak Cottage, Winchester Road, Boorley Green
Travel Plan

Paul Basham Associates Ltd
Report No 034.0171/TP/4



McCarthy Stone Resident Travel Survey Example

Thank you for taking the time to complete this travel questionnaire. This will help us help you and your local travel.

If you have any queries then please contact your Travel Plan Coordinators via:

✉ Email: travelplan@paulbashamassociates.com



✉ Post: Paul Basham Associates, Office Address, Office Address, Office Address

Hello McCarthy Stone Residents! Please answer ALL questions as this survey will help us (your Travel Plan Coordinators) understand a little more about your journeys and your local travel. We would like to thank you for your time.

1. What is your room number at McCarthy Stone Development?

Room Number:

2. How long have you been a resident at McCarthy Stone Development?

- ☐ Less than a month
- ☐ 1-6 months
- ☐ 7-12 months
- ☐ 1-3 years/since opening

3. Would you say that you know the area of XXXXX well?

- ☐ Yes
- ☐ No
- ☐ Could know more

4. Please tell us where you make your most frequent journey to:

5. What mode of transport do you use on this most frequent journey?

- ☐ Public Bus
- ☐ Cycle
- ☐ Car Alone
- ☐ Car Share
- ☐ Motorcycle/Scooter
- ☐ Walking
- ☐ Other

6. Would you consider using another form of transport on this journey?

- ☐ Yes
- ☐ No

7. What would encourage you to try a new way of making this journey? And is anything stopping you from trying something new?

McCARTHY STONE
Life, well lived