

BLOOR HOMES LIMITED

LAND SOUTH OF MADDOXFORD LANE

TRAVEL PLAN

REPORT REF.
2501890_A-ACE-XX-XX-RP-C-0103

March 2026

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Document Control Sheet

REV	ISSUE PURPOSE	AUTHOR	CHECKED	APPROVED	DATE
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Distribution

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1. Introduction

- 1.1. This Travel Plan (TP) has been produced by Ardent Consulting Engineers (ACE) on behalf of Bloor Homes Limited, in respect of a proposed development at land to the south of Maddoxford Lane. The proposed development for the land south of Maddoxford Lane comprises demolition of existing buildings and the construction of up to 280 dwellings, provision of informal and formal open space, together with associated highways, landscape, earth works and level changes, foul and surface water drainage facilities, utilities provision and other associated and necessary infrastructure.
- 1.2. The outline planning application (with all matters reserved except for main access) for the proposed development scheme is to be submitted to Eastleigh Borough Council (EBC) as the Local Planning Authority. Hampshire County Council (HCC) is the local highway authority responsible for the roads in the surrounding area.
- 1.3. This TP follows on from pre-application discussions with HCC which were informed by a Transport Scoping Note (Report Ref. 2501890_A-ACE-XX-XX-RP-C-0101). Within HCC's pre-application response it was noted that submission of a TP is welcomed, with any document produced to be prepared in accordance with the HCC document '*A Guide to Development Related Travel Plans*' (April 2025).
- 1.4. The planning application is supported by a Transport Assessment (Report Ref. 2501890_A-ACE-XX-XX-RP-C-0103) which sets out the details of the trip generation, development proposals, distribution and junction capacity assessments.

Scope of Report

- 1.5. This TP has been prepared in accordance with the latest government advice and current local best practices, with the aim of promoting the use of sustainable and active modes of travel for journeys to and from the site. Since the development involves residential use, this TP takes the form of a residential TP aimed at residents, but it may also have a positive effect on the travel choices of visitors.
- 1.6. This TP has been produced to set out a range of measures and incentives to facilitate and encourage all users of the site to utilise sustainable modes of travel wherever possible. It also identifies associated procedures for implementation and monitoring, along with suitable targets, to ensure the overriding objectives of reducing single occupancy car travel and increasing uptake of sustainable modes are achieved.

Purpose of a Travel Plan

- 1.7. A TP is defined by the Department for Transport (DfT) and by the Department for Communities and Local Government (DCLG) as: a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed.
- 1.8. The benefits of a TP can loosely be categorised under three main headings:
- Health benefits;
 - Environmental benefits; and
 - Financial benefits.

Health Benefits

- 1.9. A reduction in the potential number of polluting vehicles on the roads surrounding the site will contribute to better air quality throughout the area. There is also well documented health benefits associated with active travel, such as walking and cycling, which are increasingly being recognised as ways to reduce sedentary lifestyles.
- 1.10. Regular moderate physical activity (including walking and cycling) can help prevent and reduce risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure and musculoskeletal problems.

Environmental Benefits

- 1.11. Climate change is a global issue, and the government has pledged to play its part in reducing harmful carbon and related emissions by setting carbon reduction targets. The 2008 Climate Change Act explains that it is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 80% lower than the 1990 baseline.
- 1.12. Encouraging residents and visitors to make smarter, low carbon travel choices in the way they travel can reduce the impact that new and existing developments across the UK have on the local environment and air quality.
- 1.13. An increase in car trips can also contribute to negative local environmental issues such as severance. By encouraging sites to reduce car dependency, the local highway

networks will benefit from a reduction in vehicular movements and local communities will benefit from less traffic.

Financial Benefits

- 1.14. There are financial benefits to be gained from increasing active travel rates and reducing harmful emissions produced by vehicles, both for individuals and for wider society.
- 1.15. Individuals can benefit financially from travelling to and from a site with a TP in place due to increased awareness of the range of transport options available, some of which may be more cost effective than car travel.
- 1.16. In some circumstances, TP measures can remove an individual's need to own a car, minimising the capital and on-going cost of car ownership.
- 1.17. An effective TP can help encourage residents and visitors of the site to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle and can reduce financial wastage.

Policy and Guidance

- 1.18. TPs have become an important tool for the delivery of national, regional, and local transport policy and commonly play an integral aspect within the planning process, fulfilling a role in encouraging more sustainable development.
- 1.19. This TP has been developed in conformance with the following documents, where possible:
- The National Planning Policy Framework [NPPF] (Ministry of Housing, Communities & Local Government [MHCLG], December 2024);
 - National Planning Practice Guidance [NPPG] - Travel Plans, Transport Assessments and Statements (MHCLG, Last updated March 2014);
 - Hampshire County Council Local Transport Plan 4 (HCC, February 2024);
 - A Guide to Development Related Travel Plans (HCC, April 2025);
 - Eastleigh Borough Local Plan 2016-2036 (EBC, April 2022)

Report Structure

1.20. Following this introduction, the remainder of this report is structured as follows:

- Section 2.0 describes existing conditions in terms of the site's accessibility on foot, by cycle and public transport;
- Section 3.0 provides a description of the proposed development scheme;
- Section 4.0 provides details of objectives and targets;
- Section 5.0 outlines the proposed package of measures and initiatives to encourage use of alternative modes of travel to the private car;
- Section 6.0 outlines the proposed TP monitoring and review process; and
- Section 7.0 sets out an indicative Action Plan.

2. Existing Situation

- 2.1. This section gives a brief overview of the site and the existing surrounding conditions. More detailed information on these can be found in the supporting planning documents submitted as part of the outline planning application at the site.

Site Location

- 2.2. The site is located south of Maddoxford Lane, Boorley Green, within the Eastleigh Borough of Hampshire. The site, indicatively shown in red in Figure 2.1.



Figure 2.1: Aerial View of the Site (Source: Google Maps)

Existing Use

- 2.3. The application site comprises of an area of 14.3 hectares and is predominantly formed of agricultural land, as well as including a residential dwelling and mobile home to the north-east boundary and a commercial business relating to automobiles.

Surrounding Highway Network

- 2.4. At present there is no vehicular access point to the development, except for gated field access points at the western and eastern extents of the frontage onto Maddoxford Lane, however the farms to the northeast of the site have their own vehicular accesses off Maddoxford Lane. There was a temporary access created into the site for the installation of an Esso pipeline along the site's frontage with Maddoxford Lane; however, this has since been replanted with hedgerow.

- 2.5. Within the vicinity of the site, Maddoxford Lane is a single lane country road that borders the site to the north, extending in an east to west alignment and subject to a 30mph speed limit. This was previously 60mph, however, a traffic regulation order (TRO) was approved in December 2024 to extend the existing 30mph zone. The TRO was *“to impose a 30 miles per hour limit on Wangfield Lane and on Maddoxford Lane between a point 158 metres east of its junction with Crows Nest Lane to its junction with Wangfield Lane”*.
- 2.6. There is no footway provided on Maddoxford Lane along the site frontage and to the east. However, there is a segregated footway/cycleway on the northern side of the road towards the western end of the site, which connects to Wallace Avenue and serves the neighbouring residential development. This connection continues west to tie into the footway present further down Maddoxford Lane. Street lighting is present on Maddoxford Lane to the west; however, the road is characteristic of a rural road to the east, with no streetlighting present.
- 2.7. Further afield, Maddoxford Lane meets Netherhill Lane and Wangfield Lane to the east, which are country roads subject to the national speed limit. Wangfield Lane provides a connection to the B3035 and the A334 to the east and Netherhill Lane serves local settlements to the north.
- 2.8. To the west, Maddoxford Lane meets Wallace Avenue which is a road that serves the residential development of Boorley Park, which is provided with footways on both sides of the road and street lighting at regular intervals.
- 2.9. Further west, Maddoxford Lane meets the B3354 at a simple priority junction. The B3354 provides a route to the north to access Fair Oak, Eastleigh and Chandler’s Ford and it connects to the A334 to the southwest, which in turn connects to the wider strategic road network.
- 2.10. To the south, the B3354 merges into Woodhouse Lane. From Woodhouse Lane, a new roundabout junction has been constructed to serve a new bypass around Botley, which is currently under construction. The aim of the bypass is to alleviate traffic congestion through Botley and offer an alternative route which avoids the centre of the village. The bypass will connect from the junction with Woodhouse Lane to a new junction with the A334/A3051 to the east of the village.

Opportunities for Sustainable Travel

Local Amenities and Facilities

- 2.11. A number of facilities/amenities are located within Boorley Park and can be accessed by the off-road footway/cycleway on Maddoxford Lane, that connects to the footways provided on Wallace Avenue.
- 2.12. The Chartered Institution of Highways and Transportation (CIHT) document 'Providing for Journeys on Foot' recommends suggested acceptable walking distances of between 500 metres (6 minutes, "Desirable") and 2km (25 minutes, "Preferred Maximum") for commuting and journeys to school.
- 2.13. Manual for Streets (MfS) identifies walkable neighbourhoods as being those typically characterised by having a range of facilities within an 800 metres (10 minute) walk distance, however not an upper limit, with walking offering the greatest potential to replace short car trips, particularly those under 2km. Table 2.1 summarises some of the local amenities within a walking/cycling distance of the site, with distances taken from the proposed pedestrian crossing point.

Destination	Distance
Boorley Green Community Centre	400m
Boorley Park Primary School	500m
Boorley Green Sports Pavillion	500m
The Peartree Inn	850m
MacDonald Botley Park Hotel & Spa	1.2km
Chancellors Play Park	1.3km
Asda Express	1.5km
Curdridge Primary School	1.6km
Deer Park Secondary School	1.8km
Botley C of E Primary School	2.3km
Botley Surgery	2.4km
Botley Village Centre	2.4km

Table 2.1: Local Facilities within Walking Distance

- 2.14. A primary school, community centre, sports pitches/green space and bus stops are located within the residential centre and can be accessed in an approximately 8-minute walk from the proposed site access.

Walking

2.15. Currently there is no footway provision that exists on either side of the road towards the north east of the site. To the west opposite the proposed access there is footway provision that connects to the wider network, providing access to Boorley Green. The footway/cycleway is surfaced, lit, has dropped kerbs and tactile paving to allow for preferred desire lines.

2.16. Public Right of Way Footpath 026/3/1 leads south from Maddoxford Lane towards the village of Botley, connecting to the B3354 within the village. This provides a traffic-free route from the site to amenities within Botley. The route is currently temporarily closed due to the construction of the Botley Bypass but is scheduled to reopen in the summer of 2027.

Cycling

2.17. In regard to cycling, Local Transport Note 1/20 – Cycle Infrastructure Design (Department for Transport (DfT), July 2020) states at Paragraph 2.2.2 that:

“...Two out of every out of every three personal trips are less than five miles [circa 8 kilometres] in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking.”

2.18. As mentioned before the site does not currently have cycle connections but as part of the proposals the site will provide a cycleway that connects to the existing footway/cycleway routes.

2.19. Figure 2.2 below shows the 20-minute cycle catchment area centred on the site and demonstrates that the surrounding area including Botley, Hedge End and Herald & Waterloo Industrial Estates, along with the associated amenities in these places can be reached within a comfortable cycling distance.

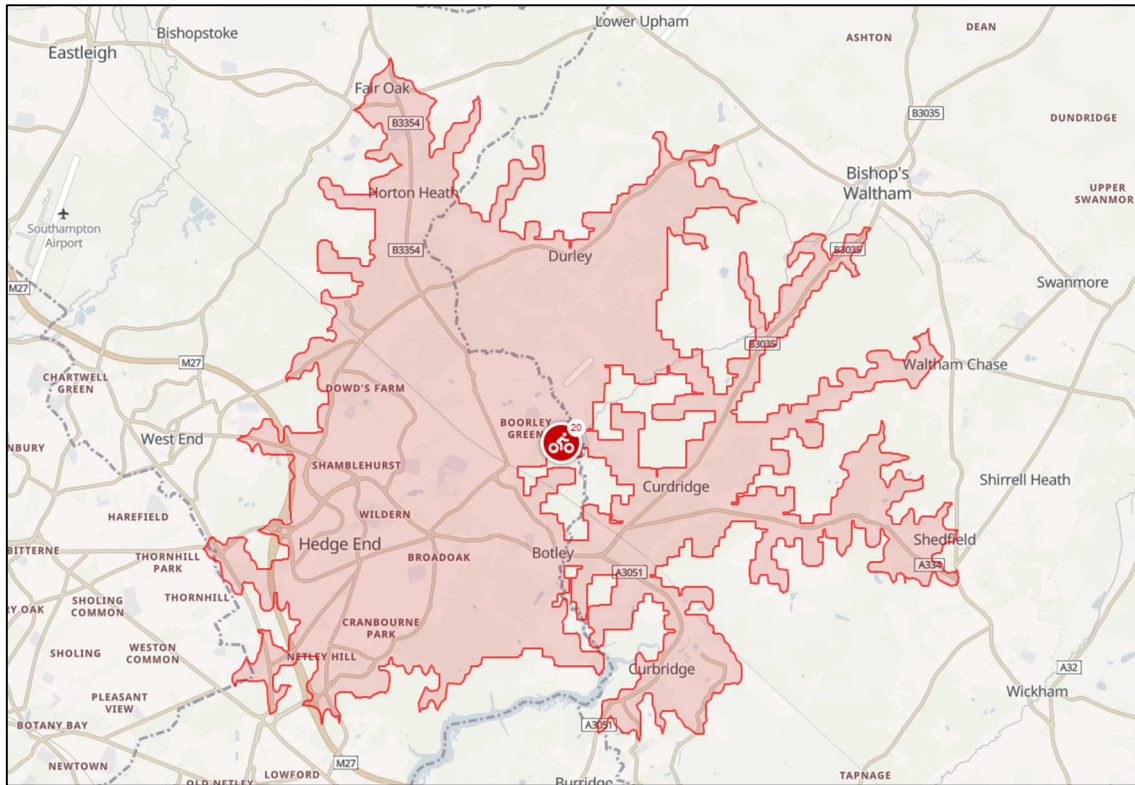


Figure 2.2: 20-Minute Cycle Catchment from the site (Source: CommuteTimeMap) *Catchment is taken from centre of the proposed site frontage

2.20. EBC has prepared cycle maps with different grades of cycle accessibility by road. The maps show that Maddoxford Lane and Crows Nest Lane are both classified as 'Yellow Routes', which are recognised as routes with light traffic suitable for all cyclists, providing safe cycle access. The B335 is classed as a 'Dark Orange' route, which is recognised as a carriageway that is suitable for cyclists with moderate skills, also providing a safe route for more experienced cyclists. An extract from the map is included in Figure 2.3.



Figure 2.3: Extract from EBC Cycle Map

Bus

2.21. The nearest bus services are situated on Wallace Avenue approximately within 350m walking distance to the west of the potential site access. Stops can be found on both sides of the road (Boorley Park Outside Primary School and Boorley Park Opposite Primary School) and benefit from a flag and pole arrangement with real-time services information. Table 2.2 shows the available services from the nearest stops.

Number	Bus Route	Approximate Frequency		
		Mon-Fri	Saturday	Sunday
3	Southampton – Eastleigh (Operated by Bluestar)	Hourly	Hourly	80 mins
425	Barton Perevil College - Botley CofE Primary School - Eastleigh College - Cherbourg Primary School (Operated by Bluestar)	School Service	-	-
608	Boorley Park Primary School – Whiteley Primary School – Cornerstone Primary School – Botley Primary School - Barton Perevil College (Operated by Bluestar)	School Service	-	-

Table 2.2: Summary of Local Bus Routes and Service Frequencies

Rail

2.22. Botley Railway Station is circa 1.9km from the site, which can be reached via cycle, bus or car. This station provides direct services to London Waterloo and Portsmouth Harbour. Intermediate stops include Woking, Basingstoke, Winchester and Fareham.

Summary

2.23. It is clear from the information discussed above that the site is suitably located to local services, with a variety of non-car travel modes available to facilitate residents' needs. The proximity of bus stops ensures future residents have access to additional educational, business and leisure facilities in the larger town of Hedge End and the city of Southampton.

3. Proposed Development

Summary

- 3.1. The proposed development would comprise the construction of up to 280 dwellings, provision of informal and formal open space, together with associated highways, landscape, earth works and level changes, foul and surface water drainage facilities, utilities provision and other associated and necessary infrastructure.
- 3.2. Vehicular access to the site will be taken from Maddoxford Lane along the northern boundary. The proposals also involve the provision of a 3m shared footway / cycleway along the frontage (set back from the carriageway to allow for reprovision of existing ditch / hedgerow) which connects into the existing shared footway / cycleway on the northern side of Maddoxford Lane through a new crossing point.
- 3.3. Car and cycle parking for the proposed development is to be provided in accordance with EBC's *'Parking Standards Supplementary Planning Document'* (September 2025). Bloor Homes Limited will provide 100% of dwellings with active EV charging facilities in accordance with Part S of the Building Regulations and designed in line with HCC guidance.
- 3.4. A full description of the proposed development scheme is contained in the supporting documents accompanying the planning application, with the land use and access plan attached at Appendix A for reference.

Predicted Travel Patterns

- 3.5. As part of the TA that has been prepared in support of the application, the peak hour and daily trip generation of the proposal has been estimated using data derived from previous planning applications that have come forward in the vicinity of the proposed site. The methodology has been agreed with HCC through pre-application discussions.
- 3.6. Trip rates have been derived from a recent application at Holly Tree Farm (EBC Ref. O/22/92771), with the vehicular trip generation applied to a development of 260 dwellings outlined in Table 3.1 below.

Vehicle Trip Generation	AM			PM			Daily		
	In	Out	Two-Way	In	Out	Two-Way	In	Out	Two-Way
Proposed Development (280 dwellings)	36	105	141	98	43	141	633	641	1,273

Table 3.1: Proposed Development Vehicle Trip Generation

3.7. The modal share based on data from the 2021 Census has been derived for the Middle Super Output Area (MSOA) in which the site is located (Eastleigh 010). The resultant multi modal person trips are set out in Table 3.2.

Mode	Share	AM			PM			Daily		
		In	Out	Two-Way	In	Out	Two-Way	In	Out	Two-Way
Train	1%	0	1	2	1	1	2	8	8	15
Bus	1%	0	1	2	1	1	2	8	8	15
Taxi	0%	0	0	0	0	0	0	0	0	0
Motorcycle	1%	0	1	2	1	1	2	8	8	15
Car Driver	83 %	36	105	141	98	43	141	633	641	1,273
Car Passenger	5%	2	6	8	6	3	8	38	39	77
Bicycle	2%	1	3	3	2	1	3	15	15	31
Pedestrian	5%	2	6	8	6	3	8	38	39	77
Other	1%	0	1	2	1	1	2	8	8	15
Total	100 %	43	127	170	118	52	170	763	772	1,534

Table 3.2: Proposed Development Multi-Modal Trip Generation

3.8. Table 3.2 shows that the proposed development is forecast to generate approximately 141 two-way vehicle trips in both the AM and PM peak periods, with up to 1,273 throughout the day.

3.9. As shown in Table 3.2, approximately 83% of all anticipated trips to the proposed development are anticipated to be made by cars. Hence, this information suggests that use of car travel by residents of the site would be significant from the outset and the focus of this TP should primarily be to reduce the number of car trips and encourage walking and cycling in line with HCC aims.

Baseline Data

- 3.10. Establishing baseline travel patterns is necessary to enable the progress of the TP to be measured. However, this can only be confirmed once the development is built-out and occupied. Therefore, for a TP prepared in advance of occupation, such as in this case, it should initially be assessed against the anticipated trip generation / attraction by travel mode set out within the corresponding TA (as reproduced above). These estimates therefore help to inform the initial TP targets set out in Section 4.0 of this document.
- 3.11. The TP should be monitored through a combination of formal and informal survey methodologies to identify modal split, travel choice and behaviour and the achieved level of modal shift. As per HCC guidance, the TP will be monitored through the TRICS UK Standard Assessment Method (SAM) for Travel Plans.
- 3.12. At this stage, it is proposed to undertake baseline travel surveys at 50% occupancy of the site or within 6 months of initial occupation, whichever comes first. Monitoring timescales will be agreed with HCC accordingly. Once travel surveys are completed, this TP will be reviewed and updated to ensure that target and measures are Specific, Measurable, Achievable, Realistic and Time-Bound (SMART).
- 3.13. Further monitoring surveys will subsequently be undertaken on the first, third and fifth years following initial occupation in accordance with HCC guidance. Section 6.0 provides further details in respect of ongoing TP monitoring.

4. Objectives & Targets

4.1. This section sets out the objectives for the TP, as well as targets for the short and medium term. It also includes information regarding indicators through which progress towards meeting the targets of this plan will be measured. Further information on monitoring and review of the TP can be found in Section 6.0.

4.2. Objectives are the high-level aims of the TP, giving it direction and providing a focus. Targets are the measurable goals by which progress can be assessed. At this stage, indicative targets informed by the predicted travel trends, have been set to cover the lifespan of the TP (five years). Indicators are the elements which will be measured to assess progress toward meeting the final and interim targets.

Objectives

4.3. The TP sets out the primary objectives below:

- To provide a commitment to develop the site with suitable facilities which will encourage its users to travel to and from the site in a sustainable manner;
- To reduce dependency on single occupancy car-borne trips at the development;
- To market the accessibility of the site to key amenities via public transport and active travel modes; and,
- To implement effective travel targets which are SMART (Specific, Measurable, Achievable, Realistic and Time-Bound).

Targets

4.4. In order to achieve measurable outputs from the TP process, it is important to establish targets from the outset, against which progress towards the objectives can be measured.

4.5. As the development is yet to be occupied, the targets set out in this TP are provisional and will be confirmed as part of a detailed TP post-submission. However, it is important that the TP actively seeks to ensure that travel behaviour towards more sustainable modes is established early on, with initiatives in place from the day of opening.

Primary Multi-Modal Targets (Outcome Targets)

4.6. Based on the size of the site and level of identified movements (see Table 3.2), the preliminary target of the TP is to reduce single occupancy vehicle trips at the site by 10 % over a minimum period of five years. This target is provisional and will be revisited following receipt of baseline surveys undertaken at the site.

4.7. This target meets the previously mentioned “SMART” criteria as follows:

- Specific: A target to reduce the level of vehicle trips identified to be met within five years of occupation.
- Measurable: The number of residents using each mode of transport will be measured and monitored using the travel surveys outlined later in this section. This will include details on weekday travel times / patterns to allow the number of peak hour journeys to be determined, including by single occupancy car driver.
- Achievable: It is considered that given the site's location in close proximity to public transport facilities and the good potential for residents to walk and cycle to / from the site, then these targets are achievable.
- Realistic: It is considered that a target to reduce the number of single occupancy vehicle trips by 10% is realistic given the measures and initiatives contained within this TP.
- Time-Bound: The targets are to be met within five years of initial occupation of development.

Secondary ‘Action’ Targets

4.8. The following secondary targets could also be adopted as part of the ongoing monitoring of the TP. Any such targets will be established following the initial surveys undertaken as part of the detailed TP, in order to establish baseline figures.

4.9. These could be as follows:

- Increase in active travel modes (i.e. walking or cycling) being the primary mode of travel; and,
- Increase in number of users using public transport.

Summary

- 4.10. It is expected that the baseline level of trips will be updated following the completion of the initial survey, which will be undertaken at 50% occupancy of the site or within 6 months of initial occupation, whichever comes first. The exact timescale for undertaking surveys is expected to be specified within the Section 106 Agreement.
- 4.11. Additional targets may be determined by the Travel Plan Coordinator (TPC) when comparing the existing level of trips against the predicted level of baseline trips. Similarly, if actual demand for vehicle trips is lower from the outset than the predicted baseline shown in this TP, the targets will be adjusted accordingly with a view to ensuring that single occupancy car travel does not exceed the initial survey results.
- 4.12. Any changes to targets must be agreed with the reviewing Travel Plan Officer at HCC.
- 4.13. It is important that the TP evolves with the site in order to adapt measures and initiatives in accordance with alterations to surrounding network, service adjustments and travel trends to ensure targets are met.
- 4.14. Targets will be reviewed in year one, three and five after full occupation following the monitoring survey and in consultation with HCC and any other relevant stakeholders. The TP will be renegotiated with the local authority if the target levels of vehicle trips do not look to be achievable at the three-year milestone.

5. Measures and Initiatives

- 5.1. The measures proposed in this TP are primarily intended to encourage residents and visitors to use non-car modes of transport for trips to and from the development. This TP has therefore identified measures to encourage such active modes of travel and achieve the targets set out in this report.
- 5.2. The measures combine “hard measures” such as site design and infrastructure, with “soft measures” including marketing, promotion, and awareness. Bloor Homes Limited will ensure that the options for non-car travel are promoted and highlighted during the marketing phase of the development.
- 5.3. Table 5.1 outlines the recommended measures, with each measure explained in further detail in this section. This list is not finalised, and additional measures may be identified in due course once residents’ local travel patterns have been confirmed.

Measure	Brief Description
Travel Plan Coordinator	The TPC is to be appointed as a permanent member of staff to implement and manage the TP over the first five years of its lifespan.
Travel Information Packs	A Travel Information Pack will be provided to each residential unit that promotes the existence of alternative modes of transport to the private car.
Sustainable Travel Vouchers	Residential travel vouchers for public transport and / or cycling incentives (e.g. free bus travel) to be offered to all households at a rate of £50 per flat and £100 per house, in accordance with HCC guidance.
Partnerships	The TPC will utilise partnerships to help with the implementation of the TP and its development.
Promoting Walking and Cycling	The TPC will ensure suitable pedestrian / cycle route links are provided and negotiate discounts for residents on purchase of bikes and equipment with local cycle outlets.
Promoting Public Transport Services	The TPC will liaise with local providers seeking to provide residents with a voucher that promotes sustainable travel.
Provision of Travel Information	The TPC will ensure relevant and up-to-date travel information is provided to residents.
Car Share / Car Club	Promote car sharing and the locations of car club bays in the local area.

Table 5.1: Recommended Travel Plan Measures

Travel Plan Co-Ordinator

- 5.4. To ensure the delivery and management of the TP, a TPC has been nominated to promote and implement the various initiatives. An interim TPC could be appointed to act as the TPC until a main TPC has been appointed.
- 5.5. The TPC will be the first point of contact for residents on any matters regarding travel to and from the site and will also raise issues on their behalf with HCC and local public transport operators.
- 5.6. The main TPC is anticipated to be within the role for approximately 5 years to ensure the objectives of the TP have been met. The TPC will be based within close proximity of the site and be contactable by residents from the site.
- 5.7. The contact details for the main TPC will be submitted to HCC upon appointment to the role and included within the TP. This will be updated within the TP when the management arrangements are in place.
- 5.8. Responsibilities of the TPC duties will include:
- Overseeing the development and implementation of the Plan;
 - Designing effective marketing and awareness campaigns to promote sustainable travel (i.e. Sustainable Travel Welcome Packs);
 - Co-ordinating the data collection / travel surveys of residents travel behaviour;
 - Managing the ongoing monitoring, and production of required reports following the travel surveys;
 - Ensuring that cycle storage facilities are fully operational at time of first occupation;
 - Organise Travel Surveys, analyse and submit the results to the HCC, together with an assessment of the success of the TP in reducing the number of trips by private car and details of any additional measures necessary to achieve the targets set within the TP;
 - Be the liaison between the development and the highway authorities;

- Investigate new ideas, modes of transport and future plans, and promote or implement as appropriate;
- Update the TP at least every two years, based on results of the traffic counts and travel surveys, to incorporate additional measures as agreed with HCC. This would likely be for a period of five years; and
- Provide a point of contact with transport operators, stakeholders and officers of the Council and work with other local businesses to pursue joint plans and initiatives where relevant.

5.9. The TPC will be appointed ahead of occupation of the development to give sufficient to time to organise Travel Information Packs (see below) and other measures. The amount of time the appointed TPC will spend on the management and implementation of the TP is difficult to determine at this stage. It is likely that more time will be required in the early stages around occupation and when residents are first moving in.

5.10. Sufficient resource will be made available to the TPC to ensure that the obligations and requirements of the TP are met.

Travel Information Packs

5.11. A Travel Information Pack (TIP) will be provided to all residents upon first occupation in order to promote the existence of, and use of, alternative modes of transport to the private car.

5.12. The packs will take the form of a Welcome Brochure, bespoke to the site and would contain information on local walk, cycle and public transport routes and provide service timetables.

5.13. The TIP will contain details of:

- The TPC details;
- Guidance and promotional material on the use of sustainable modes of travel;
- Details on walking, cycling, buses, trains, park & ride, taxis, car sharing, car clubs, electric vehicles, electric vehicle charging, school transport and personalised journey planning services;

- Reference to travel websites, resources and support services for each mode of travel provided by county, districts and/or borough councils;
- Details of local travel campaigns and networking / support groups;
- Optional bus tickets (scratch cards) for local operator services; and,
- Access to an online tool to generate personalised TP using a home and destination postcode to provide details of different travel modes / options, travel routes / maps and timetable information.

Partnerships

5.14. The TPC will utilise partnerships to help with the implementation of the TP and its development. Examples include:

- Residents Associations that may form within the development;
- Steering Groups, with potential members including the TPC, representatives from the site management team and Resident Association, and local groups as appropriate;
- Property Management Companies;
- Local Groups as appropriate, such as walking, cycling and Public Transport Operators (e.g. Eastleigh Health Walks, Eastleigh Ramblers, Cycles4all etc.); and,
- TPCs of other developments in the locality to idea share and enable full benefits to be realised for all residents in the area.

Promoting Walking and Cycling

5.15. Residents will be provided with a local area cycle map, included as part of the TIP. Information on the health benefits of walking and cycling can also be distributed as part of the TIP.

5.16. Each household could be offered a discount at a local cycle shop to encourage residents to take up cycling, with this incentive subject to negotiations with local retailers.

5.17. The TPC will support national initiatives to promote cycling, such as Bike to Work Week and Cycle to Work Day (as detailed below). The TPC will be responsible for raising awareness and encouraging residents to participate.

5.18. Cycle hire services are also available in proximity to the proposed development, allowing residents to access a bicycle on an ad-hoc basis without the need to own one. The fleet in Eastleigh currently comprises 50 e-bicycles. These bicycles can be picked up and dropped off at Beryl Bays or elsewhere across Eastleigh, and are easily unlocked via a mobile app. Bay locations and information on how to set up a Beryl account will be provided to residents as part of the TIP.

5.19. The TPC will promote cycle training for residents who wish to cycle but are lacking in confidence and provide details of local cycle shops for maintenance. CycleTogether Eastleigh is a combined initiative between EBC Sustrans and Steer, to engage residents in training and events to cycle more, cycle safely and discover new routes across the Borough.

Promoting Public Transport Services

5.20. The TIP will encourage the increased use of public transport, which is a fundamental aspect of the Government's sustainable transport strategy, which has one of the greatest levels of provision in the country. The benefits of travelling by public transport can include:

- No need to park;
- Traffic free routes; and,
- The ability to relax, read or work.

5.21. The TIP will contain information on public transport routes and provide service timetables with online route planners (Traveline) in addition the possibility of providing incentives / discounts for bus travel. This may be possible to negotiate with EBC / HCC.

5.22. It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important, particularly for journeys of more than 5 miles (8 kilometres)

5.23. There may also be the possibility of providing incentives / discounts for bus travel subject to negotiation with bus/rail operators.

Provision of Travel Information

5.24. The primary issue with achieving successful TP initiatives is raising the awareness of sustainable travel modes, including highlighting the potential personal benefits that can accrue from those initiatives.

5.25. Publicity is a key element of a TP as it will help meet the objectives. Regular marketing and advertising are the most effective way of ensuring residents and visitors are given information on the sustainable ways to travel to and from the site within the local area.

5.26. The TP and Travel Information Leaflet includes the following information:

- Details of walking websites:
 - o <https://www.alltrails.com/> – a trail, walk and path finder for walking routes around the UK
 - o <https://www.walkinginengland.co.uk/hants> - downloadable walking maps for Hampshire
 - o <https://myjourneyhampshire.com/walk/hampshire-walking-opportunities/> - provides information on free walks in Hampshire
- Details of cycling websites:
 - o <https://www.britishcycling.org.uk> – for information on type of bikes and how to get started
 - o www.letsride.co.uk – cycling initiative website that allows users to find bike rides in line with their needs
 - o <http://www.opencyclemap.org/> - for leisure and commuting cycle routes available in the local area
- Provision of journey planning websites:

- <https://myjourneyhampshire.com/> - combined website providing information on how to travel throughout Hampshire
- Localised area maps and leaflets showing walking and cycling routes within the local area; and,
- Focus on promoting the benefits of a car share scheme which will benefit the local environment and reduce traffic going in and out of the site.

5.27. The above marketing, promotion and information would be provided to residents via the provision of a leaflet (as detailed above). The following list identifies a number of national / local campaigns that could be published within the leaflet to help promote sustainable travel, along with indicative dates when they occur:

- National Walking Month – May;
- Walk to School week – May;
- National Working from Home Day – June;
- Bike Week – June;
- Cycle to Work Day – August;
- National Liftshare Week – October; and,
- National Commute Smart Week – November

5.28. To further promote the surrounding opportunities for travel by non-car modes, the TPC will arrange for sustainable travel annual newsletters to be made available for all residents for a period of 5 years. These annual newsletters will include up to date sustainable travel information and provide website addresses that may be useful for users, potentially with digital barcodes that could be scanned using smartphones for a direct link to the website.

5.29. Residents will be made aware of useful sustainable travel related smartphone apps that they can download (with digital QR barcodes provided if possible). Examples of such apps include:

- 'MyBus' for the iPhone and 'CatchthatBus' for Android phones, both of which provide up to date bus information for any particular stop;

- 'CycleStreets' (iPhone and Android), which is a cycle route journey planner and is free to download; and,
- 'GoJauntly' (iPhone and Android), which shows self-guided walks in the area.

Car Share / Car Club

5.30. Residents will be encouraged to sign up to the lift sharing website scheme which enables people to car share in and around the area. This would allow other users to identify opportunities to car share with other people with the area.

5.31. The TIP will promote the following:

- The benefits of car sharing;
- Details of any local car share initiatives can be located <https://hub.liftshare.com/regional/hampshire>;
- Community coffee morning to promote car sharing amongst residents; and,
- Details of taxi services in the area.

6. Monitoring and Review

6.1. This TP is to be subject to a continuous process for improvement, requiring monitoring, review, and revision to ensure it remains relevant to those residing within the site in future years. This document sets out the proposals for monitoring and review of the detailed TP over the first five years of the occupation of the development.

6.2. This section sets out the specific monitoring proposals associated with the site and how the TPC will assess progress towards the targets outlined earlier in this document. All monitoring will be carried out by or procured by the TPC and funded by the end developer.

Monitoring

6.3. The appointed TPC will be responsible for the on-going monitoring of the TP. The monitoring programme will accord with that set out in the HCC document '*A Guide to Development Related Travel Plans*' (April 2025) and will take the form of a five-year cycle, with surveys undertaken at Years 1, 3 and 5 post-occupation.

6.4. Travel surveys will be coordinated in order to gain an overview of the effectiveness of the various measures implemented. The initial survey will provide details of the baseline mode share of residents through multi-modal counts. The Year 1, 3 and 5 surveys will be conducted in accordance with TRICS SAM, as per HCC guidance.

6.5. All monitoring data will be stored on a secure countywide travel plan database and will be used to monitor targets for travel plan development. Information gathered through the monitoring process will also be made available to the users of the development on request.

6.6. Immediately following completion of the monitoring described above, a monitoring report will be developed by the TPC which will summarise the results of the investigations. This will include a comparison between the target level of peak hour and daily trips, with the actual levels derived from the travel surveys.

Review

6.7. The TPC will take responsibility for the development and management of the plan and ensure its delivery. Updates must be submitted to HCC for review. The data

provided will be used to identify the progress of the TP against its targets and objectives.

6.8. If the targets are not being met, additional measures will need to be developed to address this. In this regard, it is anticipated that the TP will be a flexible and adaptable document that is continually evolving.

6.9. Examples of additional measures which could be considered are;

- Ensure TIPS are being issued and check that new households have the necessary public transport information, which is up to date;
- Re-issue cycling / walking maps to illustrate the area that can be assessed using these modes;
- Offer personalised travel planning to all residents; and,
- Undertake a site survey to specifically target mode change.

Funding

6.10. The management of the TP requires funding for administrative purposes and to support the role of the TPC. This funding will be secured through the sale of properties on site and a specifically designated fund within the S106 agreement.

6.11. The final occupier of the site (or the appointed management company) will take direct responsibility to provide the role of TPC, undertake the monitoring programme, and manage the TP. Specific funding / budgets will be set following the appointment of the TPC.

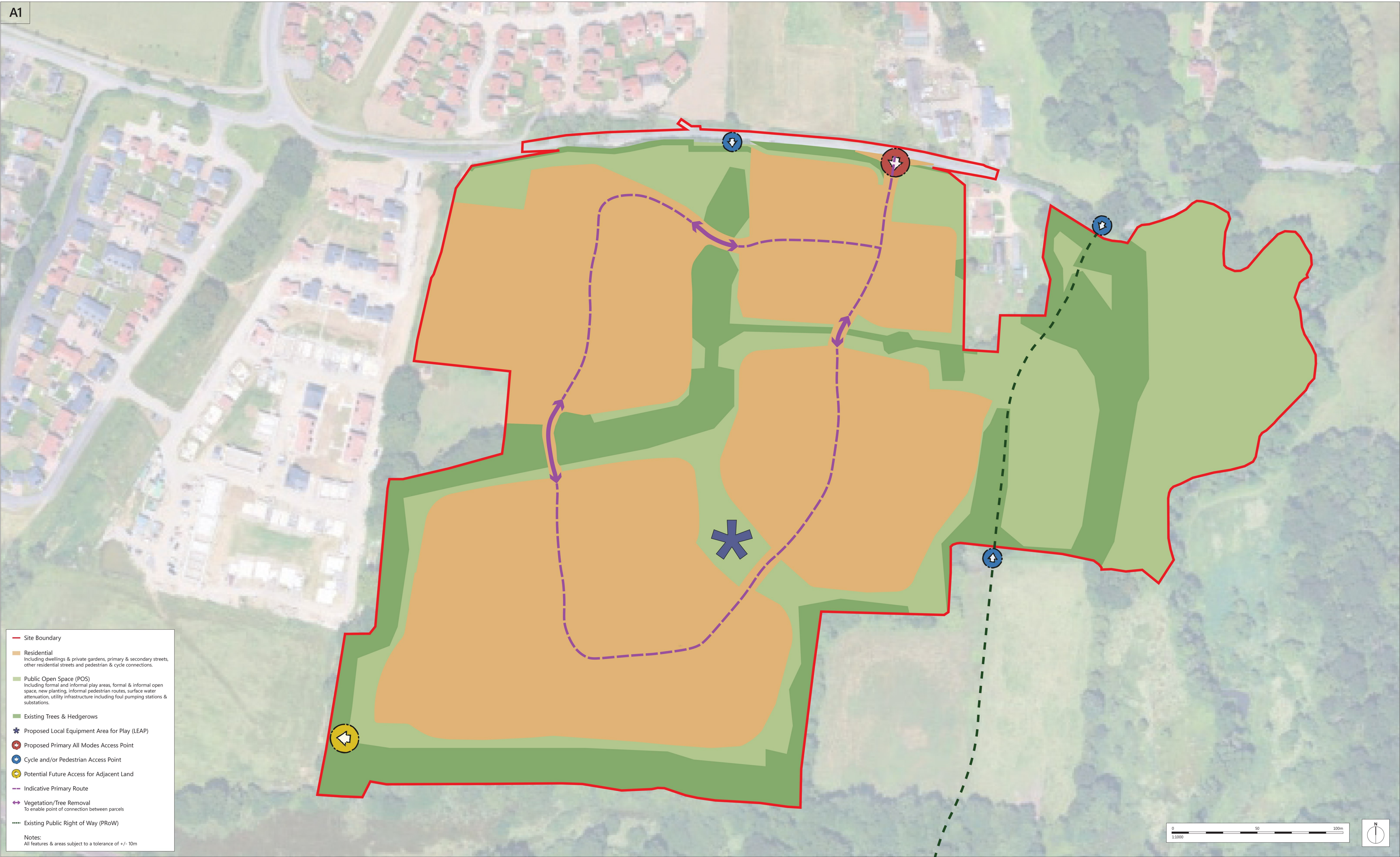
7. Action Plan

7.1. The Action Plan, which outlines the next steps for relevant stakeholders, is outlined in Table 7.1 below. It is intended that the Action Plan will be enhanced and expanded by the TPC following consultation with HCC / EBC and will allow the targets set out in the TP to be monitored.

Action	Responsibility	Timescale
Agree Travel Plan with HCC	Bloor Homes Limited / HCC	Before first occupation
Appoint a TPC	Bloor Homes Limited	Before first occupation
Prepare welcome pack and induction materials	TPC	Before first occupation
Undertake multi-modal "baseline" surveys	TPC	6 months of first occupation
Ongoing preparation of travel information for residents as detailed in Section 5.0.	TPC	Ongoing, at least annually
Monitor Travel Plan through TRICS SAM Surveys	Occupant / Management Company / TPC	Years 1, 3 and 5 post occupation
Provide Travel Plan monitoring reports to BHC	TPC	Within 6 weeks of each monitoring point as set out within Section 6.0
Review Travel Plan	TPC	Following approval of Travel Plan monitoring report(s)

Table 7.1: Action Plan

Appendix A
Land Use and Access Plan



— Site Boundary

Residential

Including dwellings & private gardens, primary & secondary streets, other residential streets and pedestrian & cycle connections.

Public Open Space (POS)

Including formal and informal play areas, formal & informal open space, new planting, informal pedestrian routes, surface water attenuation, utility infrastructure including foul pumping stations & substations.

Existing Trees & Hedgerows

✱ Proposed Local Equipment Area for Play (LEAP)

⬇ Proposed Primary All Modes Access Point

⬆ Cycle and/or Pedestrian Access Point

⬇ Potential Future Access for Adjacent Land

--- Indicative Primary Route

↔ Vegetation/Tree Removal

To enable point of connection between parcels

.... Existing Public Right of Way (PROW)

Notes:

All features & areas subject to a tolerance of +/- 10m

Romsey T: 01794 367703
Portishead T: 01275 407000
London T: 01794 367703

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Rev	Description	Date	Au	Ch
P1	Preliminary issue	04.11.25	GR/NR	GR
P2	Revised parcels and design changes	13.11.25	GR/NR	GR
P3	Revised parcels	17.11.25	GR/NR	GR
P4	Revised parcels & key	04.12.25	D8/GR	GR
P5	Revised key & primary route	05.12.25	D8/GR	GR
P6	Revised primary route	05.12.25	D8/GR	GR
P7	Adjusted aerial	10.12.25	D8/GR	GR
P8	Revised Information	18.02.26	GR/Al	GR

Project	Land South of Maddoxford Lane, Boorley Green				
Drawing	Land Use and Access Plan				
Client	Bloor Homes Limited				
Job no.	BLOO240103		Date	18.02.26	
Dwg no.	LUP-01		Rev.	P8	
Author	DB/GR	Checked	GR	Scale	1:1000@A1
Status	PRELIMINARY				
			Office	Romsey	
Client ref.	-				

The logo for thrive. architects is located in the bottom right corner. It features a solid orange square. Inside the square, the word "thrive." is written in a white, lowercase, sans-serif font. Below the square, the word "architects" is written in a smaller, lowercase, sans-serif font.

