



Legend

- Navigator Quarter
- Key roads
- Local sites

Southampton

0 1 2 km

Navigator Quarter

Figure 3-1: Local Highway Network

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Public Transport

- 3.38 The Site is well connected by local bus services as well as rail, which provides links to a number of local, regional and national towns and cities.
- 3.39 The existing public transport network is illustrated in **Figure 3-3**.

Bus

- 3.40 The closest bus stops are located on Mitchell Way and at Southampton Airport Parkway Rail Station. These are both a c1.6km walk from the western edge of the Proposed Development masterplan.
- 3.41 The northbound Mitchell Way bus stop is an inset bus layby and includes a bus shelter. The Airport Parkway bus shelter is located in the forecourt area at the western side of the station.
- 3.42 There is also a bus stop on the southern side of the Spitfire Loop at the forecourt of the Airport Terminal which is a c.1.5km walk from the western part of the Proposed Development via Mitchell Way, with a further southbound bus stop on Mitchell Way (on road) to the south of the Royal Mail car park entrance.
- 3.43 To the north of the Site, a bus stop is located at the Bishopstoke Road/Chickenhall Lane roundabout (named Recreation Ground), an approximate 1.6km walk from the northern part of the Site (link below the railway line), if a pedestrian connection were theoretically in place to the north, via Conegar Road / Chickenhall Lane.
- 3.44 Bus and coach routes stopping at the above locations and their frequencies are presented in **Table 3-2**. Journey times to Southampton City Centre from the airport are approximately 35 minutes, and journey time to Eastleigh is under 10 minutes.

Table 3-2: Existing Bus and Coach Routes and Frequencies Near the Site

Bus Stop	Bus Service	Weekday AM Peak Hour Frequency (per hour)
Southampton Airport Parkway	U1E: Southampton City Centre – Airport (To Airport)	0 (2 PM services only)
	24/ 424/425: Eastleigh – Hedge End	1
	U8: Airport Parkway – Science Park	1
	Megabus (Coach)	Once per day
Mitchell Way/ Spitfire Loop (Airport Parkway/ Outside Royal Mail)	U1A: Southampton City Centre – Airport (To Airport)	8
	U1C: Airport – Southampton City Centre (from Airport)	6
Recreation Ground (Bishopstoke Road/ Chicken Hall Lane roundabout)	2: Southampton – Fair Oak	3
	3: Southampton – Eastleigh	1
Campbell Road	5: Romsey – Boyatt Wood	1

- 3.47 The U1A/U1C/U1E routes provide the most frequent bus services between the Airport and the National Oceanography Centre (NOCS), located at the Port of Southampton. The U1E

bus service follows a route between the NOCS, University of Southampton and Southampton Airport Parkway Rail Station. The U1E service is only operational during University term time.

- 3.48 The U1A bus route runs between the NOCS/ Southampton City Centre and the Airport. The U1C runs in the opposite direction between the Airport and NOCS.

Airport Shuttle Bus

- 3.49 In addition to the above there is a Southampton Airport shuttle bus which runs between the Spitfire Loop and the long stay car parks at the northern end of Mitchell Way (at the very end of Mitchell Way and to the western side of Mitchell Way).
- 3.50 The shuttle bus has no set schedule but at its peak there are generally two buses per hour in each direction. These buses either wait at the Airport Terminal or at the long stay car parks for 5 minutes prior to their return journeys.

Bishopstoke Road Bus Priority Improvements Scheme

- 3.51 Major works are underway by EBC to upgrade the Bishopstoke Road bus stops. The HCC website lists the Bishopstoke Road, Eastleigh Bus Priority Improvements under their upcoming transport schemes.
- 3.52 The scheme will deliver junction improvements for all users at Riverside and Chickenhall Lane and will offer a length of bus only lane between the two junctions (for westbound buses). It will also provide improved bus stops for waiting passengers, including real-time information facilities and enhanced bus stops/shelters, in addition to improved facilities for pedestrians and cyclists travelling along Bishopstoke Road. A high-level graphic of the improvements is provided at **Figure 3-2**.

Figure 3-2: Bishopstoke Road Bus Priority Scheme Location



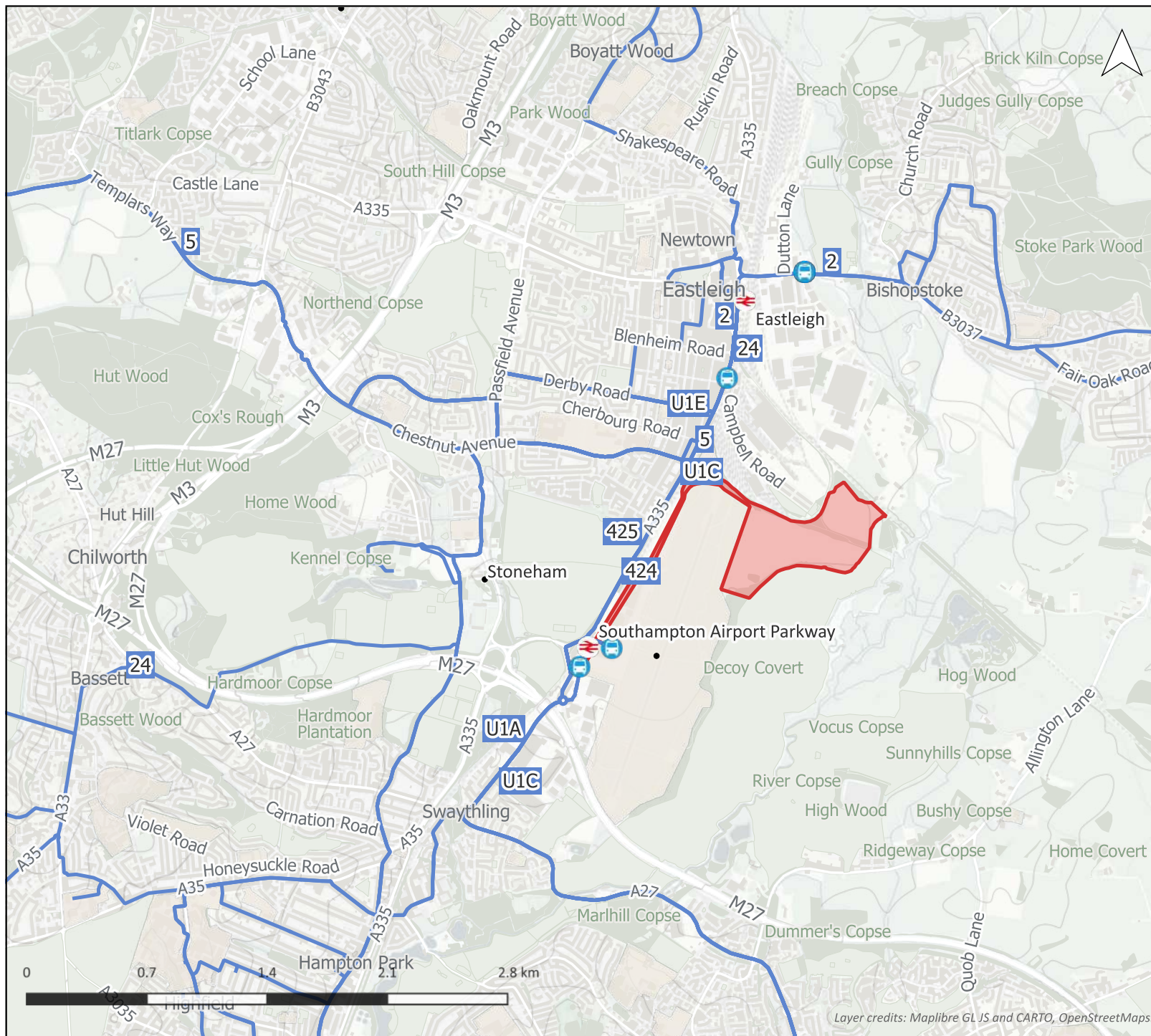
Source: HCC (<https://www.hants.gov.uk/transport/transport schemes/bishopstoke-road-bus-priority>)

Rail

- 3.53 The nearest rail station is Southampton Airport Parkway. It is located approximately 1.5km from the western side of the Proposed Development masterplan on foot / by bike. The journey time to the Site is approximately 25-minutes on foot or 5-minutes by bike. The main direct destinations from this station include Winchester, Basingstoke, Woking, London Waterloo, Southampton Central, Bournemouth, Poole Romsey and Salisbury. Cross country services also link the station to Reading, Birmingham New Street and Manchester Piccadilly.
- 3.54 Eastleigh Station is located approximately 2km north of Southampton Airport Parkway Station, albeit accessing the station from the Site is limited due the railway lines which bound the Site.
- 3.55 Services to/from Eastleigh Station are the same as for Southampton Airport Parkway, except there are no direct services to Birmingham New Street, Weymouth, Poole or Manchester Piccadilly. In addition, services to Portsmouth stop at Eastleigh Station but not at Southampton Airport Parkway Station.
- 3.56 Services from both stations are summarised in **Table 3-3**.

Table 3-3: Existing Direct Rail Services

Train Station	Service	Weekday AM Peak Hour Frequency (per hour)
Southampton Airport Parkway Station	Bournemouth	3
	Basingstoke	2
	London Waterloo	2
	Weymouth	1
	Manchester Piccadilly	1
	Salisbury	1
	Poole	2
	Romsey	2
	Birmingham New Street	1
Eastleigh Station	Bournemouth	2
	Basingstoke	2
	London Waterloo	1
	Salisbury	1
	Romsey	2
	Portsmouth Harbour	1



Legend

-  Navigator Quarter
-  Key bus stops
-  Local Bus Routes
-  Rail Stations

Navigator Quarter

Figure 3-3: Existing Public Transport Network

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Pedestrian and Cycle access

Existing Site Access

- 3.57 Pedestrian and cycle access is currently limited due to the Site being on undeveloped land.
- 3.58 There is no formal public pedestrian access from the northern end of Mitchell Way or from the private road at the southern end of Conegar Road.
- 3.59 The Applicant is currently in dialogue with HCC regarding a potential access route through the plot of the HCC owned land north of the railway line (consented MRF site - Ref: CS/22/92463), to facilitate access by active travel users (pedestrians and cyclists) to the proposed Navigator Quarter masterplan.

Conegar Road / Chickenhall Lane – North of Site

- 3.60 The section of Conegar Road directly adjacent to the HCC owned MRF site and Chickenhall Lane which is within private ownership have no footway provision, cycle facilities or lighting, however there is a verge running adjacent to the carriageway, which appears to be used by pedestrians. These roads are lightly trafficked and cyclists share the carriageway with other road users. This provision was deemed acceptable by EBC / HCC to serve the MRF site.
- 3.61 The public highway section of the road has street lighting and includes a footway on the western side of the carriageway, which is generally wide. All pedestrian crossings along the Chickenhall Lane side roads between Bishopstoke Road and Tower Lane have dropped kerbs and tactile paving.

Mitchell Way Facilities

- 3.62 The existing footway infrastructure and associated dimensions along Mitchell Way are shown in the Drawings in **Appendix C**.
- 3.63 On Mitchell Way there is an initial section of shared use footway (c2.5m wide) which runs along the western footway for the initial c. 70m of the road, north of the Spitfire Roundabout. This merges into a footway which then runs along the western side of the road. The width of this footway between the end of the shared use footway and the station car park, north of HSBC House, ranges from c2m wide to 1.6m wide. The latter width is a pinch point immediately to the south of the northbound inset bus layby. There is also footway present on the eastern side of Mitchell Way up the station which is c 1.9m wide.
- 3.64 The eastern footway width (from the edge of kerb) directly adjacent to the station platforms ranges from 1.3m wide to 2.1m wide, but the actual usable footway width of this section, is further reduced by the presence of guard railings and street furniture on the footway. This footway along Mitchell Way (south of the northern zebra crossing) experiences pedestrian flows of approximately 88 users in the AM peak hour, 123 users in the PM peak hour and c 1,435 across the daily period.
- 3.65 To the north of Southampton Airport Parkway Station, the footway continues along the western side of the road up to the Signature Aviation building with widths from the edge of kerb ranging from 1.3m to 1.8m. Guard railing is again present along this section up to a point c150m to the north of the station, and this further reduces the usable footway width.

- 3.66 There is no continuous footway on the western side of Mitchell Way to the north of the Signature Aviation building, other than intermittent sections providing access to the airport shuttle bus shelters, on the eastern side of Mitchell Way, opposite the long stay airport car park.
- 3.67 There is no continuous footway on the eastern side of Mitchell Way, between the Spitfire Loop access and the long stay car park entrance. The eastern footway then recommences adjacent to the long stay car park and is c2m wide from edge of kerb, but the usable width is narrower in places due to the presence of guard railing. This section of footway serves the long stay car park and provides access to the airport shuttle bus stops.

Southampton Airport Parkway Station Access

- 3.68 There are two zebra crossings across Mitchell Way outside Southampton Airport Parkway Station. The southern zebra crossing provides access between the station and the eastern footway leading to the Royal Mail site, the southbound bus stop, and the Mitchell Way roundabout.
- 3.69 The northern zebra crossing provides access between the station, the Airport Terminal building and Spitfire Loop.
- 3.70 Southampton Airport Parkway Station can be accessed directly from stairs and ramps to the western side of Mitchell Way with two footbridges provided to access the northbound platforms. The northern footbridge includes lift facilities.
- 3.71 Southampton Airport Parkway Station has approximately 236 cycle parking spaces. Short stay cycle parking spaces for airport users are provided in the short stay car park, opposite the main airport terminal building.

Wide Lane (north of Spitfire Roundabout)

- 3.72 On Wide Lane, between the Spitfire Roundabout and the A335/ Wide Lane roundabout, there is a footway running along the eastern side of the road. This ranges from c 2m closer to the Spitfire Roundabout to a pinch point of 1.44m to the south of the railway bridge and is c1.66m on the bend of the bridge. However, the footway width is further reduced in places by signage and street clutter. Although the footway is not a shared use footway, it is used by cyclists given the narrow nature of the carriageway, particularly at the bend.
- 3.73 NCR 23 provides a connection for cyclists between Southampton and Reading via Winchester, Basingstoke and Bramley. NCR 23 runs along Wide Lane, passing the Southampton Airport Parkway Station and routing over the Wide Lane Bridge, providing direct access to Mitchell Way. It provides access to the Site from Eastleigh and Southampton, running north / south. NCR 24 also runs east / west through Eastleigh, Connecting with NCR23 at Passfield Avenue.

Itchen Way Navigation

- 3.74 The Itchen Way Navigation Heritage Trail passes to the east of the Site, along the western side of the River Itchen. The trail is a long-distance walking and cycling route which follows the River Itchen between Winchester in the north to Swaythling in the south. It is understood that the current path along the River Itchen adjacent to the Site is difficult to access during winter conditions (i.e. susceptible to flooding and is overgrown with vegetation).

- 3.75 A map of the existing pedestrian and cycling conditions is presented in **Figure 3-4**. A map showing the local Public Rights of Way (PRoWs) to the Site is found at **Appendix F**.
- 3.76 A 20-minute walk catchment plan is presented in **Figure 3-5** and a 30-minute cycle catchment plan is presented in **Figure 3-6**.

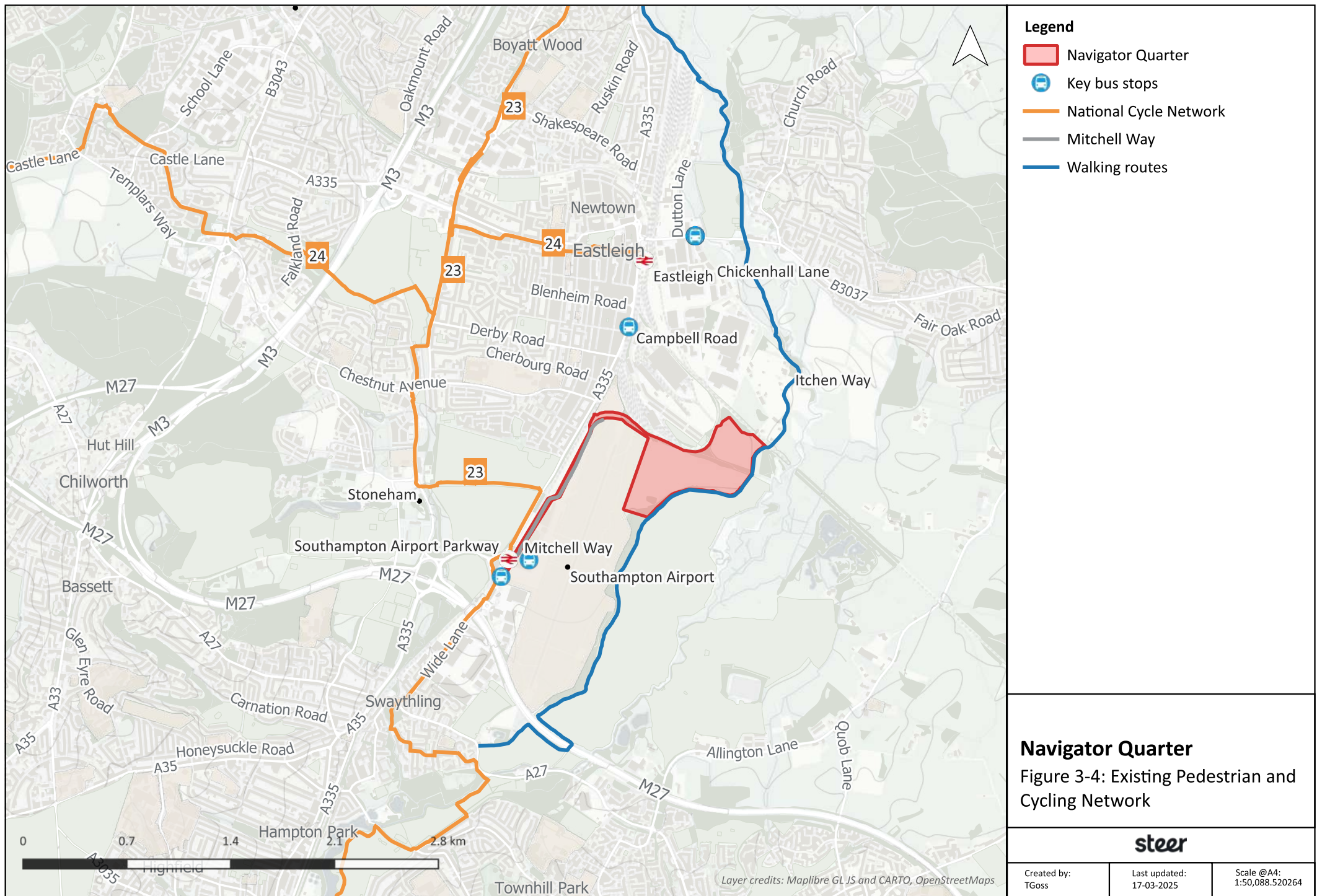
Local Amenities

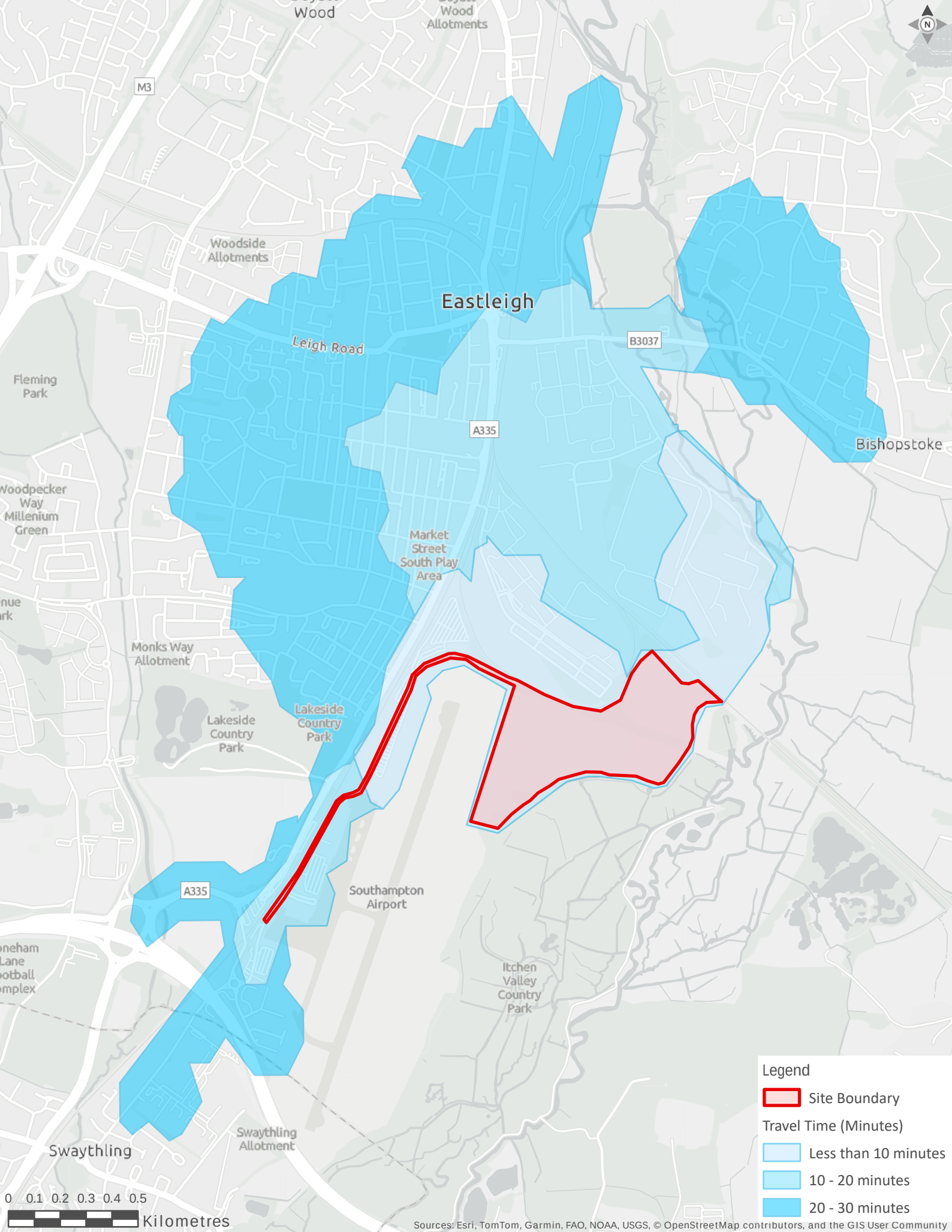
- 3.77 **Table 3-4** summarises the local amenities that are accessible from the Site. The amenities have been selected that are appropriate for the employment land use category.

Table 3-4: Local Amenities

Type	Name	Distance (m)	Walking time (mins)	Cycling time (mins)
Public Transport	Nearest bus stops	1,700m	20	7
	Southampton Airport Parkway Rail Station	1,600m	19	7
	Eastleigh Rail Station	2,400m	29	10
Retail	WHSmith (Southampton Airport – landside)	1,600m	19	7
	Tesco Express (Bishopstoke Road)	2,300m	27	9
	Eastleigh Town Centre/ Swan Centre	2,600m	31	11
Health	Old Anchor Surgery	2,600m	31	11
	Wainwrights Chemist	2,550m	30	10
Leisure/Fitness	Wide Lane Sports Ground	2,200m	26	9
Café	Costa Coffee (Southampton Airport - landside)	1,600m	19	7
	Pumpkin Café (Southampton Airport Parkway Rail Station)	1,600m	19	7
	Costa Coffee (Eastleigh)	1,900m	23	8
Outdoor Open Space	Eastleigh Lakeside Country Park	2,700m	32	11
	Itchen Country Park	2,700m	32	11
Post Office	Southampton Mail Centre	2,200m	26	9

Note: Walking time is based on a 1.4 m/s speed and cycling time is based on a 4.1 m/s speed.





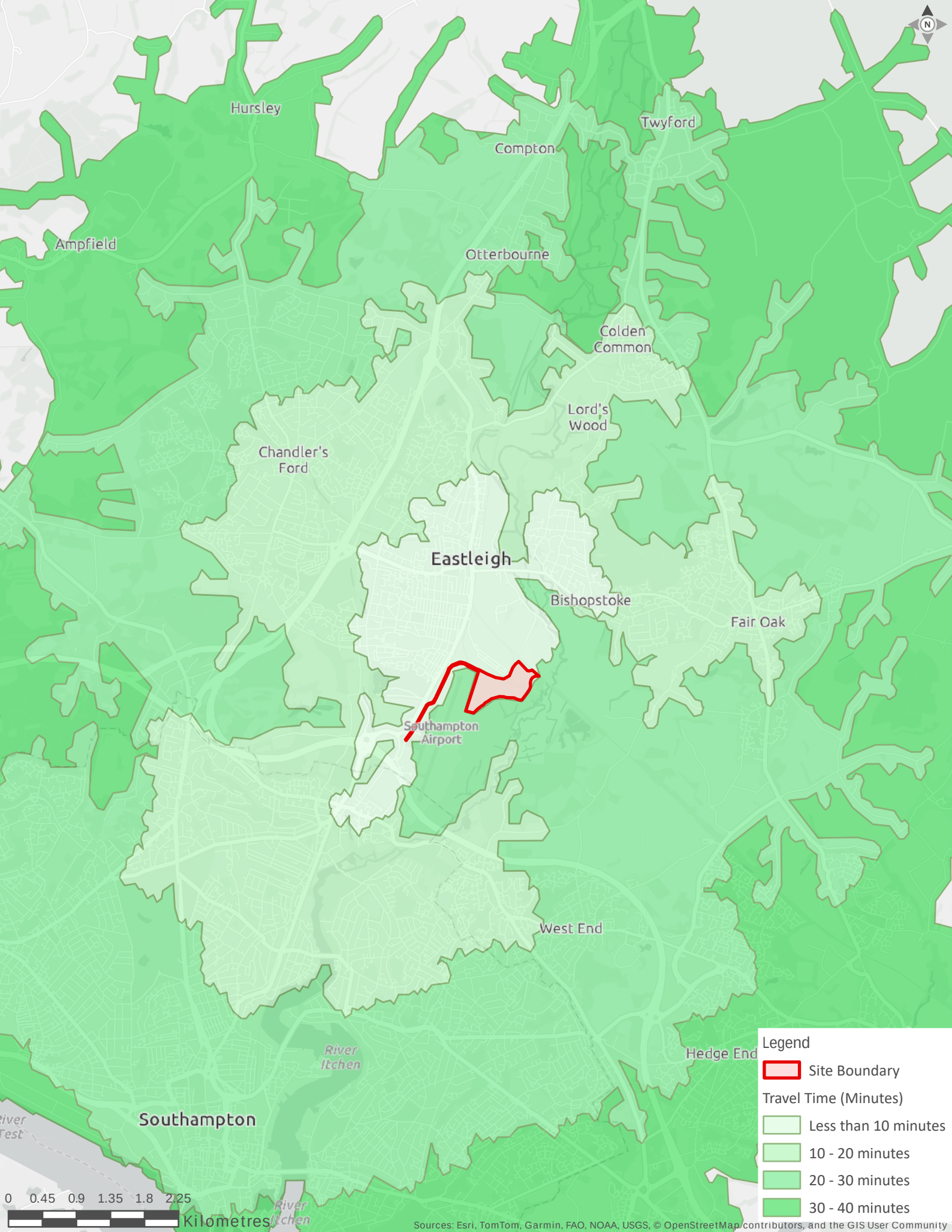
Navigator Quarter

Figure 3-5: Walking Catchment - 30 minutes

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Date: 17/03/2025
Creator: TGoss

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Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

Figure 3-6: Cycling Catchment - 40 minutes

4 Sustainable Travel Measures

Measures

- 4.1 The key FTP measures for the Proposed Development involve a provision of infrastructure to facilitate the use of non-car modes of transport and promotion of these modes. This section provides details of the infrastructure to be provided, as well as the ‘soft measures’ to be implemented, and publicity and promotion of these. These measures will collectively contribute to achieving targets and meeting the objectives of the FTP.

The Vision

- 4.2 In line with Vision Led Decide and Provide development principles, and as required by National Highways circular 01/2022, the transport vision for the Site has been set out below, with sustainable transport measures provided to fulfil that vision.

The Navigator Quarter development will deliver a high quality, well-connected masterplan designed around delivering flexible, modern employment units that will provide for a range of occupier’s requirements. This will be within an environment that meets their operational needs where people want to work within, and is accessible to all, via safe and sustainable transport modes. The Site is well located to take advantage of local populations, and specifically Eastleigh and Southampton. It is well connected by rail and bus, allowing for employees to easily access the Site via sustainable travel modes from both the local area and further afield. Measures both on and off site will improve facilities for pedestrians and cyclists, helping to minimise vehicular traffic to and from the site and also assisting the authorities and National Highways aims of reducing car-based trips within the immediate vicinity of the Site and on the Strategic Road Network.

Notwithstanding the issues that accompany employment sites such as this, whereby opportunities to affect modal shift are limited by the nature of the mix of vehicle types they generate, the Applicant supports the national, regional and local guidance and best practice which seeks to shift away from planning for vehicles, towards planning for people and places, i.e. a Vision Led approach based on Decide and Provide principles.

Site Layout and Infrastructure Measures

- 4.3 The following infrastructure elements are included in the Site design to encourage and support the use of sustainable travel modes:

Proposed Development Active Travel Facilities

- 4.4 A high-quality north-south active travel route will be provided along Mitchell Way and within the new primary spine road within the masterplan. This will include:
- Upgrading the pedestrian footway along the western side of Mitchell Way between the existing station car park entrance (just to the south of the station) and the S-bend to the north of the Signature Aviation building to a 3m wide shared use path.
 - Provision of a segregated cycle and pedestrian route (a 3m cycle route, adjacent 2m footway and 500mm buffer to the edge of the carriageway) on the western side of Mitchell Way up to the northern end of Mitchell Way, prior to the bend.
 - Provision of a parallel pedestrian and cyclist crossing point at the northern end of Mitchell Way, with the western segregated cycle route and footway, then crossing to the southern side of the road. It will then run along the southern side of the road around the bend (the vehicle carriageway will run in a cutting), with the route continuing to run along the southern side of the primary spine road through the masterplan.
 - The above enhancements to Mitchell Way will ensure there is a high-quality active travel link between the masterplan, Southampton Airport Parkway Station and the southern airport bus stops. The route would also serve users travelling further south into Southampton.
- 4.5 The above improvements are illustrated in **Appendices G, H and I**.
- 4.6 High quality active travel facilities will be provided on the secondary masterplan roads including:
- A shared-use 3m footway/ cycleway to one-side of the road, with a 2m wide footway on the opposite side of the road.
 - Crossings with dropped kerbs and tactile paving will be provided for pedestrians/ cycles to travel across the side junctions and Plot entrances within the North and South Plots.
 - All internal secondary roads will include street lighting. It is proposed to secure the street lighting design on the primary spine road and on the secondary roads by condition.
- 4.7 These improvements are illustrated in **Appendix I**.

Masterplan Active Travel Connections

- 4.8 Additional active travel connections are proposed to link the masterplan with adjacent areas. A connection has been explored between the northern boundary of the North Plot beneath the railway line leading into the HCC-owned Materials Recycling Facility (MRF) site to the north will be retained, with a shared use 3m footway/ cycleway being provided to run up to and through the railway line underpass (which is currently a width of 4.5m). This will create a new publicly available route under the railway line, with the potential to reduce north / south severance that is currently created by the railway line.

- 4.9 The opportunity to connect the Site to the Itchen Way PRow route has been considered, via a 3m section of shared-use footway/ cycleway from the masterplan. However, while it may be technically feasible to provide this connection, the ecological impact of these proposals is considered to outweigh the benefits of providing a connection to the PRow at this time.
- 4.10 The proposed active travel connections are illustrated in **Appendix I**.
- 4.11 Cycle parking will be provided across all units. The cycle parking will include spaces for staff and visitors and will be provided via secure and covered shelters (to be detailed as part of subsequent RMAs or pursuant to planning conditions). The provision of showers and changing facilities will be provided for each unit within each internal fit-out.
- 4.12 Two Beryl Bike bays will also be provided within the development.

Public Transport

- 4.13 To safeguard the potential for a future bus route connection within the Site, the illustrative Masterplan includes the following measures:
- All internal roads have been designed to a width of 7.3m which is sufficient width for a bus to pass an oncoming HGV.
 - The provision of a single bus stop southbound outside Unit 12 within the South Plot. This will provide good connectivity within the South Plot, which contains the majority of the Proposed Development units/ floorspace, with the majority of the units falling within 400 metres.
 - The provision of a bus turnaround (in the form of a roundabout layout) south of Units 13/15 to allow buses to turnaround and exit the South Plot in a forward gear.

Parking Provision

- 4.14 Electric vehicle charging provision will be provided across the development in line with local planning policy, which will be detailed once the final form of layout of the employment development is known.

External Strategic Connections (Outside Application Boundary)

- 4.15 In addition to the delivery of new infrastructure through the masterplan and the improvements to Mitchell Way, there are opportunities to facilitate improvements to both the pedestrian and cycle facilities locally (outside the application boundary) as well as address existing capacity / safety issues on the highway network. These include:
- The proposed shared use footway/ cycleway connection from the North Plot to underneath the railway bridge, provides the potential for a wider onward active travel connection to be provided subsequently through the MRF site, and along Conegar Road and Chicknehall Lane to the industrial estates and Eastleigh to the north.
 - Improving Wide Lane Bridge is a long-standing aspiration of EBC / HCC. It is considered that the best option is to provide a new active travel bridge to the north east of the existing structure, to provide a 3m wide shared use route for pedestrians/ cyclists. This will remove pedestrian and cycle activity from the bridge and allow the existing carriageway to be widened to facilitate two-way HGV movements. It is understood that SCC have already collected financial contributions from other

developments locally to assist in the delivery of this infrastructure. Its delivery will improve conditions for existing pedestrians and cyclist using NCR23, help encourage more walking and cycling and also address the existing geometric alignment issues.

Soft Measures

4.16 The following paragraphs describe the ‘soft’ FTP measures which support the stated objectives, including:

- Measures to encourage employees to walk and cycle.
- Measures to encourage employees to use public transport.
- Measures to manage car use.
- Opportunities to reduce the need to travel.

Walking Measures

- Walking trips will be encouraged, supported and facilitated through the development, including the provision of walking route maps that will identify routes between the Site and transport connections, local services and amenities, including walking times, calories burned, and carbon saved compared to driving. These will be provided on communal noticeboards.

Cycling Measures

- Provide two Beryl Bike bays within the masterplan.
- Cycle maps from HCC/EBC covering the local area will be displayed on communal noticeboards;
- The FTP Coordinator (i.e. Travel Plan Coordinator (TPC)) will seek to organise a discount with a local cycle shop to offer reduced cost of servicing/purchasing cycles;
- Promote the Cycle to Work scheme and its associated benefits;
- Provide interest free loans to staff in to assist with cycle purchasing;
- Arrange annual ‘Bike Doctor’ visits;
- Provide subsidised cycle training to employees; and
- Promote the health, fitness and time saving benefits of cycling, through specific events such as National Bike Week and Bike2Work Days.

Public Transport Measures

- Providing public transport information on communal noticeboards.
- Maintaining regular contact with HCC/bus operators to ensure staff are kept up to date on service improvements.

Car Sharing

- Lift Share Schemes (<https://liftshare.com/uk>) will be advertised with details provided to all employees to encourage staff and visitors to car share.

Employee Noticeboards

4.17 Noticeboards will be established in communal areas and will be updated annually or when there is a material change in bus or rail timetables.

4.18 The noticeboards will contain the following information listed overleaf:

- Contact details for the nominated TPC;
- Pedestrian, cycle and public transport network maps and information, including typical journey times, routes to local facilities;
- Information on the health benefits of walking and cycling;

- Full set of published timetables for bus services operating in the vicinity of the Site, including contact details for operators;
- Contact details of local taxi companies;
- Information regarding local businesses selling bicycles and protective clothing and providing cycle maintenance services;
- Details of the car sharing scheme (including guaranteed ride home);
- Information on initiatives and proposals detailed in this FTP; and
- Information on sources of travel information, including telephone numbers and internet links (e.g. Traveline - <http://traveline.info/>).

Sustainable Travel Toolkit

4.19 The suite of measures that will form the transport strategy for the Site to enable the successful implementation and operation of the Proposed Development are summarised at **Table 4-1**.

Table 4-1: Sustainable Travel Toolkit

Theme	Measure
Reduce single occupancy vehicle trips	Restraint-based car parking from the outset compliant with local policy, subject to conditioned agreement at RMA stage.
	Encourage car sharing through Site-wide smartphone application, priority measures, financial incentives and 'guaranteed ride home' scheme for emergencies.
Encourage sustainable vehicle travel	Electric Vehicle Charging (EVC) will be provided in line with EBC standards.
Enable and support active travel	Provide a shared use 3m wide shared use footway/cycleway along the western side of Mitchell Way between the Airport Parkway Station and the S-bend north of the Signature Aviation building. A segregated cycling and walking route will be provided to the north of this on the western side of Mitchell Way up to just before the northern bend where Mitchell Way connects with the primary masterplan spine road. In this location a parallel pedestrian/ crossing will then be provided, with the segregated cycle route then running along the southern side of the primary spine road around the bend (north of the airport runway) and continuing on the southern side of the primary masterplan spine road. Suitable crossing points with dropped kerbs and tactile paving will be provided at side junctions.
	Provision of the shared use footway/cycleway connection from the North Plot to underneath the railway line could enable a future strategic active travel connection to be delivered to provide a northern link to Eastleigh. Note that this relies on third party land which is beyond the control of the Applicant.
	Provision of high-quality pedestrian and cycle infrastructure within the Site, including routes and supporting end-of-trip facilities within the individual units. On secondary roads, a continuous network of 3m wide shared pedestrian/cyclist routes will be provided throughout the

Theme	Measure
	Masterplan adjacent to one side of the carriageway, in addition to 2m wide footway (pedestrians only) on the other side of the carriageway.
	Cycle parking will be provided in line with EBC parking standards.
	The Development Proposals accommodate for a Beryl electric shared bicycle scheme at the outset, with provision for two painted bays to each designate an area for eight electric bicycles.
Maximise use of public transport	Safeguard bus access provision with the Proposed Development design including space for a bus stop and turnaround facilities in the South Plot. This will include comfortable passenger waiting areas and real-time information.
	Comfortable passenger waiting areas and real-time travel information.
Access for All	The buildings have been designed to be accessible to disabled people.
	Provision of disabled persons parking and level access to the Site have been included.
	Cycle parking for larger / adaptable bikes will be provided.
Framework FTP	Occupiers will be encouraged to implement measures within the Framework FTP and there will be Site-wide events and centralised cycle maintenance, training, etc.
	Secured as part of the S106 Agreement to include a series of measures to achieve its objectives and targets.
Monitoring	Those responsible for the delivery of the FTP will meet regularly to assess progress against targets/triggers, and, if required, will implement further sustainable travel measures.

5 Travel Patterns

Expected Mode Split

- 5.1 **Table 5-1** presents the existing 2011 Census mode shares relevant to the Site at Eastleigh 006/007 MSOA level, and the adjusted mode shares that have been assumed for the Proposed Development.
- 5.2 2021 Census data has not been used as it was collected whilst Covid restrictions were in force and so it is not representative of current likely mode shares.

Table 5-1: 2011 Census Transport Mode Shares and Adjusted Proposed Development Mode Share

Mode	2011 Census	Adjusted
Driving a car or van	62.4%	63%
On foot	15.1%	15%
Train	7.3%	7%
Passenger in a car or van	6.0%	6%
Bicycle	4.0%	4%
Bus, minibus or coach	3.0%	3.5%
Motorcycle, scooter or moped	1.3%	0.5%
Other method of travel to work	0.4%	0%
Taxi	0.4%	1%
Underground, metro, light rail, tram	0.1%	0%
Total	100%	100%

Trip Generation Summary

- 5.3 The forecast multi-modal trips for the Proposed Development has been calculated by summing the total Proposed Development Scenario 1¹ car and LGV trips. The trips for the other modes were then calculated by proportioning these off the vehicle trips using the adjusted mode shares in **Table 5-1**. The Proposed Development Scenario 1 multi-modal trip forecast is presented in **Table 5-2**.

Table 5-2: Proposed Development Scenario 1: Multi-modal Trips

Mode	AM Peak (08:00-09:00)			PM Peak (17:00 - 18:00)			Daily		
	In	Out	Total	In	Out	Total	In	Out	Total
Train	34	7	41	6	27	33	163	166	329
Bus, minibus or coach	17	3	20	3	14	17	81	83	164
Taxi	5	1	6	1	4	5	23	24	47
Motorcycle, scooter/ moped	2	0	3	0	2	2	12	12	23
Driving a car or van	304	62	366	53	246	300	1,465	1,495	2,960
Passenger in a car or van	29	6	35	5	23	29	139	142	282
Bicycle	19	4	23	3	16	19	93	95	188
On foot	72	15	87	13	59	71	349	356	705
Other	0	0	0	0	0	0	0	0	0
Total Vehicles	483	98	581	85	391	476	2,325	2,373	4,698

- 5.4 **Table 5-2** demonstrates that across the day, 2,960 trips will be undertaken by driving a car/van, 893 trips will be undertaken by active travel (walking and cycling and 493 trips will be undertaken by public transport (bus and rail).

¹ Scenario 1: 15% Class E (g) (ii) R&D and (iii) Industrial Processes + 15% B2 - General Industrial Use + 60% B8 - Warehousing Use + 10% B8 – Parcel Distribution. This is the selected Proposed Development scenario for ascertaining the forecast trip generation for the Site.

6 Objectives and Targets

Introduction

- 6.1 This chapter outlines the overarching Objectives and Targets of the FTP for the Proposed Development.
- 6.2 The Objectives are supported by a set of quantified SMART (Specific, Measurable, Achievable, Realistic and Timed) Targets so that progress towards achieving them can be measured.

Objectives

- 6.3 The overarching objective of this FTP is:

“To facilitate the sustainable movement of staff and goods to and from the Proposed Development.”

- 6.4 To support the realisation of this overarching objective, several sub-objectives have been set:
- Ensure the Site is accessible to all and that the needs of vulnerable groups, e.g., those with mobility impairments;
 - Promote walking and cycling as an alternative to public transport use;
 - Increase awareness of the FTP and its constituent measures;
 - Encourage the most efficient use of servicing vehicles;
 - Promote smarter working and living practices that reduce the need to travel overall or during the peak periods;
 - Encourage staff to use sustainable transport modes to access the Site, particularly walking and cycling;
 - Encourage the use of cycle parking and associated facilities on Site;
 - Improve the safety of persons travelling to and from the Proposed Development on foot or by cycle;
 - Improve the health of staff and minimise the impacts on the environment; and
 - Reduce single occupancy car use by 10 percentage points over the life of the FTP.

Targets

Overview

- 6.5 The key aim of the FTP is to reduce single occupancy car use for travel to the Site by future staff. Targets are the measurable goals through which the progress of the FTP can be assessed against the objectives.
- 6.6 The targets will be reviewed as part of the on-going promotion and implementation of the FTP to ensure that they are challenging but realistic. Targets apply to the first five years of the FTP.
- 6.7 At this stage (i.e. prior to baseline site surveys) it is accepted practice to derive interim targets based on the estimated baseline trip generation set out in the TA accompanying the planning application.

Interim Targets

- 6.8 The following targets have been set:
- **Target 1** – To reduce the proportion of single occupancy staff car trips by 10 percentage points from the baseline position over a five year period;
 - **Target 2** – To increase the proportion of staff travelling by sustainable travel modes by 10 percentage points from the baseline position over a five year period; and
 - **Target 3** – To achieve a 75% (minimum) awareness of the FTP.
- 6.9 The proposed multi-modal targets are presented at **Table 6-1**.

Table 6-1: Proposed Employment Mode Share

Mode	Census 2011 Mode Share – Adjusted	Interim Target Mode Share
Driving a car or van	63%	53%
On foot	15%	17%
Train	7%	10%
Passenger in a car or van	6%	6%
Bicycle	4%	6%
Bus, minibus or coach	3.50%	6%
Motorcycle, scooter or moped	0.50%	1%
Other method of travel to work	0%	0%
Taxi	1%	0%
Underground, metro, light rail, tram	0%	0%
Total	100%	100%

7 FTP Management

FTP Delivery

- 7.1 Effective management of the FTP combined with clearly defined roles and responsibilities, is recognised as being fundamental to achieving the overarching objectives.
- 7.2 It is envisaged that Unit/ Plot specific Travel Plans will be required at Reserved Matters stage (secured by S106 Agreement) for any Units exceeding the Travel Plan threshold requirement (thresholds to be agreed with EBC and HCC). These will be prepared in accordance with the overall aims and targets of this overarching site-wide FTP.
- 7.3 In order to co-ordinate the overall implementation, monitoring and review of this FTP, and the subsequent full Travel Plans for each occupier, a TPC will be appointed. This role will be part-time and will commence prior to the opening of the new development.
- 7.4 Within each unit, a member of staff will also be appointed as a Travel Plan Manager (TPM). The TPM roles will require part time involvement, and appointing a TPM will be mandatory for the occupiers. Each end occupier will be required to enter into an appropriate legal agreement within the lease or occupier tenancy agreement, which requires them to participate in implementing the Travel Plan process in accordance with this document.
- 7.5 In the eventuality that any companies are relocating to the development, the TPM role will need to be appointed once they have leased/rented the unit, but prior to occupation. This will ensure there is adequate time to promote the Travel Plan and the sustainable travel opportunities to the Proposed Development. This will allow employees to identify potential travel modes before they relocate.
- 7.6 For new companies that require the recruitment of new staff the TPM role will need to be appointed prior to the point new staff are recruited and the unit is occupied.
- 7.7 The names, addresses, and telephone numbers of each TPM will be supplied to the TPC as soon as they are appointed. The name, address (postal and email), and telephone number of the TPC will be provided to EBC/ HCC upon appointment.
- 7.8 The TPC will be the key point of contact for the development and the council's will be informed of any changes to the TPC's details.
- 7.9 The contact details for the Interim TPC will be provided prior to occupation of the units.
- 7.10 Under the leadership of the TPC the TPMs will be responsible for:
- Overseeing the development, promotion, and implementation of the measures within their unit. Each unit will follow the same procedures specified by the TPC.

- Designing and implementing continuous effective marketing and awareness raising strategies to promote sustainable travel within their unit. For example, they will be responsible for the effective display of information on the staff notice boards and staff intranet etc. The information will highlight that car sharing be organisations/units is still beneficial. The information will be compiled by the TPC, to ensure that all staff receive the same relevant information.
- Acting as a point of contact for all staff, visitors, and/or suppliers at their unit who require information. Where necessary, the TPM will provide the TPC's details.
- Setting up any internal meetings or site wide meetings in conjunction with the TPC.
- Co-ordinating the necessary data collection exercise and monitoring procedures within their individual unit, which are required to develop their individual Travel Plan, which will be overseen by the TPC.
- Building upon this FTP to develop and review their individual full Travel Plan for their business, with assistance from the TPC. This includes the analysis of the travel questionnaires, including trends against previous years, and determining whether any additional measures require promotion.
- Reporting back to the TPC and EBC/HCC's FTP officers with the results of the FTP monitoring.
- Assisting the TPC with securing a sufficient budget for the Travel Plan to ensure the site-wide measures can be implemented and promoted, and their use is efficient and effective in relation to their unit.

Securing and Funding the FTP

- 7.11 It is envisaged that this FTP will be secured via an appropriately worded planning condition or Section 106 obligation. A series of sustainable transport measures will be implemented as part of the Proposed Development, demonstrating the commitment to this FTP by the Applicant.
- 7.12 The Applicant will ensure that suitable funding and a sufficient budget for the FTP are provided, subject to viability discussions. This will ensure future commitment and ongoing monitoring and review.

FTP Awareness and Marketing

- 7.13 The success of the FTP is dependent on the development and implementation of an effective marketing strategy which will be progressed by the occupier.
- 7.14 To increase awareness of the FTP, staff and visitors will be given information on the sustainable ways to travel to and from the application sites within the local area.
- 7.15 It is essential that staff are involved in the implementation and evolution of the FTP. The travel surveys and pre-survey marketing will contribute to raising awareness at the outset. It will also allow staff to have input into the ongoing development of the Full FTP.
- 7.16 The TPC and TPM will liaise to produce a marketing strategy which could include:
- Provision of local transport information to prospective buyers and commercial unit tenant prior to occupation with links to relevant external websites, e.g., real-time travel information; and
 - Annual review and update of all marketing information and material for the employee/visitor noticeboard.

Efficient Use of Private Vehicles

- 7.17 This FTP recognises that the use of private cars varies and that whilst this can be reduced, it cannot be totally eradicated for several reasons such as shift patterns and mobility issues.
- 7.18 The FTP will therefore encourage staff to make informed decisions about how they travel and will discourage the use of private cars, including setting a target of reducing single occupancy car use over the life of the FTP by 10%.
- 7.19 This measure will be supported by the initial designation of car-sharing spaces close to building entrances and the conversion of further parking spaces for the exclusive use of car sharers in response to observed activity.
- 7.20 In addition, this FTP advocates good access for servicing and deliveries, to avoid congestion in and around the Proposed Development.

Visitor Travel

- 7.21 The FTP aims to reduce the number of visitors and to encourage essential journeys to be made by sustainable modes of transport. Visitors will be able to access guidance on how to reach the Site by all modes so that they can make an informed decision. This guidance will highlight the commitment to sustainable transport modes and that car parking is limited.

Management Challenges

- 7.22 Times of operation will vary as will shift patterns of employees. It is important that the TPC and unit specific TPMs recognise this challenge and adapt measures to suit individual shifts.

8 Monitoring and Review

- 8.1 The FTP is a continuous process requiring monitoring, review and revision to ensure it remains relevant.
- 8.2 This section sets out the strategy for each Unit Travel Plan for monitoring and review over a five-year period from first occupation. Further details on the anticipated monitoring period will be explored within the Full FTPs, once occupiers are known.

Monitoring Programme

- 8.3 The Site-wide TPC and unit specific TPMs will oversee the monitoring and review of the TP to ensure that the measures are delivered effectively and access by sustainable transport modes are promoted. The Applicant will ensure suitable funding is provided for the TPC to deliver the proposed measures.
- 8.4 A monitoring programme for each unit will be devised once each unit is occupied and will be co-ordinated by the unit specific TPMs.
- 8.5 Monitoring will be undertaken through the distribution of a staff travel questionnaire survey, to understand how staff travel to/from work, alongside traffic surveys at the proposed Site access which will record vehicle movements (including vehicle classification) across the day.
- 8.6 **Table 8-1** below gives estimated plans and timescales for the monitoring and review of the TP.

Table 8-1: Plans and Timescales for FTP Monitoring

Action Timescale	Action Timescale
Baseline travel surveys	Within 6 months of occupation
Undertake annual audits of cycle parking, accessible car parking demand and EV charging demand.	Annually
Future travel surveys	Annually for 5 years
Feedback to employees	Annually
Undertake comprehensive strategic review of all aspects of the TP (including the objectives, targets, action plan and the monitoring programme)	Annually

Travel Surveys

- 8.7 The travel surveys will be undertaken within 6 months of initial occupation of each respective unit. The surveys will be produced and issued by the TPC to ensure consistent data is obtained from all of the units. The surveys will determine: the level of Travel Plan awareness; the baseline modal split and travel patterns within each unit, and thus at the Site as a whole; the uptake of any measures and incentives proposed in this Travel Plan; and help identify any further measures that need to be investigated and proposed.
- 8.8 The surveys will be undertaken during the main operation hours of the Site on a single typical day.

Review Process

- 8.9 The TPM will be responsible for undertaking a regular review of the Travel Plan for their unit, Travel Plan awareness and travel patterns of staff and visitors to their unit, under the leadership of the Site-wide TPC. The TPC will in turn be responsible for monitoring trends for the Site as a whole.
- 8.10 The data gathered by the surveys outlined above will be made available to the EBC, SCC and HCC.
- 8.11 The baseline survey targets outlined in **Table 8-1** will be reviewed and updated to reflect the actual modal splits observed. The targets will be reviewed annually and updated in accordance with new surveys.
- 8.12 The monitoring program will also include the following ‘hard’ data recorded at 12 monthly intervals by the TPC:
- demand for car parking and car share parking spaces (number of spaces occupied);
 - demand for electric vehicle charging points;
 - uptake of the Beryl Bikes scheme; and
 - informal comments made by employees and visitors regarding the operation of the Plan.
- 8.13 The results of the travel surveys and hard data monitoring will be presented in a report form to EBC/ HCC for discussion and agreement by the TPC. The individual sections, that are relevant to each unit, will be the responsibility of the TPM, whilst the TPC will be responsible for compiling the information and analysing the characteristics of the Site as whole. This includes analysing the potential to encourage inter-unit car sharing.
- 8.14 The report will outline the actual travel patterns of staff and visitors. The TPMs will use the analysis and results of this initial monitoring process for their individual unit to inform and develop their own full Travel Plan for their unit.
- 8.15 In addition, this FTP will be expanded to include the following sections:
- Introduction.
 - Travel Plan aims, objectives, and benefits.
 - Transport audit – a description of the existing transport links and infrastructure to support sustainable travel.
 - Description of the number of staff, and working hours etc. Detail will be provided in pie charts, or diagrams on the employee characteristics – such as home location,

method of travel to work, working hours etc. This information would be gathered in the travel surveys.

- Details will also be provided on visitor travel, including where they travel from, mode of travel, and Travel Plan awareness.
- Modal shift potential – this will detail any opportunities for employees/visitors to switch their travel mode to a more sustainable mode.
- Travel Plan targets will be revised if necessary.
- Measures to be implemented in order to encourage modal shift – with possible incentives identified based on the travel surveys.
- Implementation - The methodology for implementing the Travel Plan. This will be similar to the methods detailed above, with surveys and data collection.
- Monitoring and review – methodology for monitoring and reviewing the success of the travel plan.

8.16 It is proposed that every 12 months for a period of five years, an Annual Monitoring Report will be prepared by the TPC and issued to EBC/ HCC. The report will comprise the following structure:

- Introduction & Background –number of staff employed, working hours, number of parking spaces per unit etc.
- Results of surveys – results of the surveys that have been undertaken against indicators defined in the Travel Plan.
- Description of work undertaken over the past 12 months with evidence and examples.
- Problems and issues encountered – details of any problems encountered in implementing the Travel Plan, and any issues that have not yet been resolved.
- Specific measures from Travel Plan – details on how the measures from the Travel Plan have been implemented in terms of infrastructure, policy, and promotion for each specific travel mode and strategy (walking, cycling, public transport, car sharing, general measures, working practices etc.), with evidence of how each measure has been implemented.
- Summary – detail whether the Site is on track to meet targets and any key issues to achieving these.
- Strategy for the next 12 months – detail of any specific outcomes or desired results.

8.17 The Annual Monitoring Reports would be made available to employees and visitors within the development, so individuals can see how their travel choices fit into the Travel Plan.

Remedial Measures

8.18 Should the modal shift targets set out in the TP not be met, various remedial measures can be implemented to further encourage modal shift, which could include:

- Increasing the level of personalised travel planning on offer;
- Increasing the number of cycle parking spaces provided;
- Providing additional changing facilities;
- Increasing the number of Beryl bikes provided;
- Exploration into the provision of an on-site car club (if necessary); and
- Increasing the number of electric vehicle charging points on the Site.

9 Action Plan

Overview

- 9.1 An indicative Action Plan is presented in **Table 9-1**, which sets out the proposed initiatives and the timescale and responsibility for implementation. This will be refined in due course as more details are confirmed.

Table 9-1: FTP Action Plan

Measure	Initiative	Timescale for Implementation	Responsibility
Establish Baseline	Undertake baseline surveys and staff questionnaires	Within 12 months of first occupation	TPC
Managing the on-going development and delivery of the FWTP with future tenants			
Appoint a TPC	Applicant to identify a TPC	Prior to occupation	The Applicant
Appoint TPMs	Appointment of TPMs for each Unit	Prior to occupation of each unit	The Applicant/ TPC
Unit TPs	Production of TPs for each unit in accordance with this FTP	6 months following occupation of each employment unit.	TPM
TPM / TPC meetings	Ad-hoc meetings with the TPC to encourage staff to sign up and discuss matters with TPC	Upon occupation	TPC/ TPM
Increasing Awareness of the FTP			
Feedback to staff	Regular feedback to staff through meetings/ newsletters on progress of FTP measures and site-wide transport issues	Within first year of occupation then annually	TPC/ TPM
Site information/ Staff Information and Welcome Packs	TPC to provide information to staff such as access arrangements, walking, cycling, public transport, including maps, website	Upon occupation and ongoing	TPC/ TPM

Measure	Initiative	Timescale for Implementation	Responsibility
	links and real-time journey information		
FTP information for prospective buyers and commercial unit tenant	TPC to provide information on the details of the FTP and a summary of the benefits, targets and measures to prospective buyers	Prior to occupation and ongoing	TPC
Health and financial benefits	Inform staff and visitors of the health and financial benefits of walking and cycling, through marketing material. Information will include safe walking and cycling routes with distances and times and possibly discounts for local cycle shops	Upon occupation and ongoing	TPC/ TPM
Encouraging Walking and Cycling			
Cycle parking and facilities	To provide cycle parking in line with EBC standards and to ensure that they are covered and secure. This will be detailed as part of RMA applications	Prior to occupation	The Applicant
Pedestrian facilities	To develop a high-quality pedestrian environment within the Site and create links with the wider area	Prior to occupation	The Applicant
Local Walking and Cycling Maps	Provide local walking and cycling maps with isochrones to encourage walking and cycling, plus knowledge of local sites and amenities accessible by foot/cycle	Prior to occupation	TPC/ TPM
'Cycle to Work' Schemes	The TPC will publicise the possibilities and benefits of "Cycle to Work" schemes (e.g. CycleScheme UK) to tenants and encourage them to enrol their organisation. Such schemes are free to enrol in for both businesses and employees and represent a key low-cost means of reducing the cost of cycling equipment which can thus be used for commuting	Upon occupation and ongoing	TPC/ TPM

Measure	Initiative	Timescale for Implementation	Responsibility
Bicycle User Group	Establish a regular meeting to discuss cycle issues facilitated by the TPC and encourage the use of local services and facilities	Upon occupation and ongoing	TPC/ TPM
Beryl Bikes	The Development Proposals accommodate for a Beryl electric shared bicycle scheme at the outset, with provision for two painted bays to each designate an area for eight electric bicycles	Upon occupation and ongoing	The Applicant and TPC / Beryl Bikes
'Try before you buy' bicycles	TPM to coordinate with a local bike shop, to provide Site users with an opportunity to try using bikes / e-bikes for 2months before they can then buy the bike they are renting at a discounted price or choose a different one. Includes e-bikes / child bikes / Brompton / cargo	Upon occupation and ongoing	TPC/ TPM
E-bike loan/subsidy scheme/grant	Encourage uptake of the proposed UK Government e-bike grant	Upon Occupation	TPC/ TPM
Cycle to Work Days	The TPC will encourage tenants to organise cycle-to-work days aimed at encouraging employees to either more regularly cycle or try cycling if they do not do so already	Ongoing	TPC/ TPM
On Site Cycles Maintenance Visits	The TPC will organise on-site Cycles maintenance visits to the Site, which will give cyclists the opportunity to get free assistance with minor repairs. This measure should be successful in encouraging employees to either more regularly cycle or try cycling if they do not do so already	Ongoing	TPC/ TPM
Promotion of Health and Financial Benefits	The TPC will publicise the health and financial benefits of walking and cycling via the measures	Prior to and upon occupation and ongoing	TPC/ TPM

Measure	Initiative	Timescale for Implementation	Responsibility
	listed within this Action Plan and promotional material. Information will include: <i>safe walking and cycling routes to/from the Site and walking and cycling distances to/from local amenities and public transport interchanges.</i>		
Encouraging the use of Public Transport			
Employee/ visitor Noticeboard	To provide details on key routes, maps and timetables to users of the Development	As part of Proposed Development	TPC/ TPM
Provision of a bus stop and turn around facility	The provision of a single bus stop southbound outside Unit 12 within the South Plot and the provision of a bus turnaround (in the form of a roundabout layout) south of Units 13/15 to provide potential for buses to serve the site in the future.	Prior to occupation	The Applicant
Encouraging the best use of cars and servicing vehicles			
Car Parking	Car parking will be provided in line with local parking standards. Further detail will be provided at RMA stage.	Upon occupation and ongoing	The Applicant
Car Sharing	Sign up to Lift Share Schemes (https://liftshare.com/uk) and provide details to staff.	Upon occupation	TPC/ TPM
Car Club	It is not proposed to provide a car club space from the outset, due to previous limited take-up at similar sites with the proposed land use. If demand for a car club should arise, this will be explored with Co Wheels following full occupation.	Post occupation	TPC/ The Applicant / Co Wheels
Launch Event	TPC to hold a launch event to advertise the FTP and promote sustainable travel.	Three months after first occupation	TPC/ TPM

Measure	Initiative	Timescale for Implementation	Responsibility
Promoting smarter working and living practices			
Development Location	Highlight that the proximity of the Site to a range of public transport links can reduce the number of trips and the distance of those that are made.	Upon occupation and ongoing	The Applicant
Internet Connectivity	To allow the infrastructure for super-fast fibre optic internet connections to be made available in each commercial unit.	Upon occupation and ongoing	The Applicant
Six Monthly Newsletter	Providing a brief marketing update for staff to maintain awareness of the FTP and promote initiatives and events – to be delivered via email.	Upon occupation and ongoing	The Applicant

Appendices

A Site Masterplan