

Land at Denham's Corner, Horton Heath

Travel Plan

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Travel Plan

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DN/NS/24478-03b Travel Plan

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1.0 INTRODUCTION

1.1 This Travel Plan (TP) has been prepared by DTA Transportation (DTA) on behalf of Southern Strategic Land to support an outline planning application for a residential development on Land at Denham's Corner, Horton Heath. A sketch layout is attached at **Appendix A**.

1.2 A TP is a term used for a package of measures aimed at promoting sustainable transport, with the main aim of reducing travel by single occupancy vehicles. TPs are site specific and are dependent upon not only the location of the site, but the size and type of development located there. They also require continuous monitoring and refinement in order to be successful.

1.3 The TP includes:

- A strategy for setting target modal share for access to the site.
- A strategy for achieving the target.
- A process for monitoring progress towards achieving the target.
- Public transport initiatives.
- Cycling incentives and facilities.
- Walking incentives.

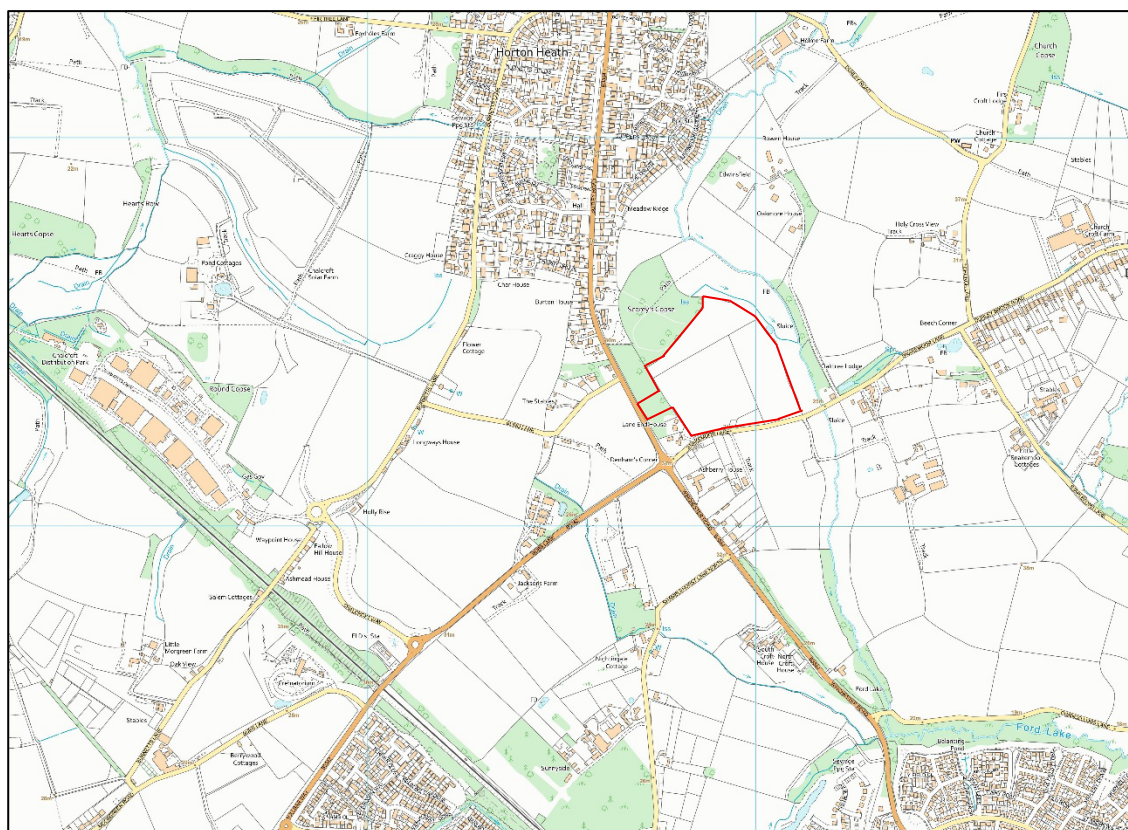


2.0 EXISTING CONDITIONS

2.1 Site Location

- 2.1.1 The site is located within easy walking distance of Horton Heath and is approximately 6.4km to the south-east of Eastleigh and 8.8km north-east of Southampton. The site is bounded by the B3354 Botley Road to the west and Snakemoor Lane to the south (which leads into the B3342 Bubb Lane). At present the site is primarily open agricultural land. The location of the site is shown in **Figure 1**.

Figure 1 – Site Location



2.2 Active Travel

- 2.2.1 There is no footway provision currently along Snakemoor Lane, by the proposed site access. However, footway provision is provided on B3354 Botley Road, B3342 Bubb Lane and Durley Brook Road, all within close proximity of the site.
- 2.2.2 Public Right of Way paths 085/719/1 and 069/15/1 are located along the north and east boundary of the site, with various other PRoW paths in the local area.



- 2.2.3 National Cycle Route 23 is accessible approximately 5km to the west of the site near Southampton Airport Parkway railway station. This route provides connections to Southampton if followed south and Winchester if followed north.

2.3 Passenger Transport

Bus Services Provision

- 2.3.1 The nearest bus stops are located within 200m of the site access at the B3354/ B3342/ Snakemoor Lane roundabout. Bus stops are located on the B3354 Botley Road and Snakemoor Lane arms of this roundabout. These provide services 3 and 49 which are summarised in **Table 1** below.

Table 1 – Summary of Bus Services

Service No.	Route	Frequency		
		Mon-Fri	Saturday	Sunday
3	Southampton – Hedge End – Boorley Green – Fair Oak – Eastleigh	1hr	1hr	1hr 20mins
49	Bishops Waltham – Hedge End Park via Durley, Botley	Not frequent (NE bound only at 13:47 – SW bound at 13:47, 16:20, 17:20)	-	-

- 2.3.2 In addition to these, services 606 and 649 are not open to the public but allow students to travel to Barton Peveril College and Swanmore Technology College.

Rail Services Provision

- 2.3.3 Hedge End Railway Station is located approximately 1.25km to the south of the site. The station benefits from 54 sheltered cycle storage spaces, which are protected by CCTV, and 96 car parking spaces, with 4 accessible spaces available, ticket machines and waiting rooms.
- 2.3.4 Direct hourly rail services are available to London Waterloo and Portsmouth Harbour via South Western Railway.

2.4 Local Facilities and Amenities

- 2.4.1 Paragraph 4.4.1 of Manual for Streets (Dft, 2007) confirms that:



"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPS13 states that walking offers the greatest potential to replace short car trips, particularly those under 2km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance of most residents."

2.4.2 Page 20 of the National Design Guide clarifies that as a definition "walkable" is where local facilities are within walking distance, generally to be no more than a 10-minute walk (800m radius).

2.4.3 Table 3.2 of IHT's Providing for Journeys on Foot confirms that journeys on foot suggest that for commuting, walking to school and recreational journeys, distances of 2 km can be considered acceptable. This guidance dates from 2000 and it is generally accepted that the MfS approach of 2km walkable neighbourhoods is the most appropriate benchmark. A distance of 5km is typically considered the maximum distance where cycling can provide a reasonable alternative to the private car. **Appendix B** provides walking and cycling isochrones and those facilities within those distances.

Education

2.4.4 The proposed residential development will generate demand for education with the resulting trips to access the local schools. The closest primary school to the proposed development is Durley Church of England primary school located around 1.1km to the east. Fair Oaks Infants and Junior school are located around 1.7km to the north.

Local Retail

2.4.5 There is a Londis store at the petrol filling station in Horton Heath. A new Asda Express in Boorley Green located approximately 1.3km to the south of the site is due to open in October 2025.

Employment

2.4.6 Chalcroft Business Park is located 2km to the west of the site providing some employment opportunities. Further employment is located around 3km to the south-west in the Hedge End area and this includes Herald Industrial Estate, supermarkets and retail units.



- 2.4.7 The site is located within the geographic middle super output area (MSOA) of Eastleigh 010. The modal split for this area is summarised in **Table 2** below.

Table 2 – Journey to work mode share (Eastleigh 010)

Mode of Transport	Percentage
Train	7%
Bus, Minibus or Coach	2%
Taxi	0%
Motorcycle, Scooter or Moped	1%
Driving a Car or Van	80%
Passenger in a Car or Van	5%
Bicycle	2%
On Foot	4%
Other Method of Travel to Work	0%

Health Practices

- 2.4.8 In terms of access to health provision, the closest GP Surgery is Stokewood located around 2.6km to the north-west of the site.
- 2.4.9 The nearest Dental Practice is Thurlow Dental located 1.5km to the north of the site.

2.5 Local Highway Network

- 2.5.1 To the north, the B3354 Botley Road provides access to the M3 at Junction 11 via the B3335. This route provides access to multiple villages including Horton Heath, Fair Oak, Colden Common and Twyford. To the south, the B3354 Winchester Road leads into Botley via Boorley Green and provides access to the A334.
- 2.5.2 Snakemoor Lane (subject to a 40mph speed limit) runs along the site frontage and into the B3342 Bubb Lane to the west of the site, via a roundabout junction with the B3354 Botley Road. This provides access to Tollbar Way which makes the M27 accessible at Junction 7 by the Hedge End Interchange. East of the site, Snakemoor Lane leads into Durley Brook Road, Durley Street and Winters Hill which give access to other local villages as well as the B2177 Winchester Road.



3.0 TRAVEL PLAN MANAGEMENT

3.1 Introduction

- 3.1.1 A principal aim of the TP is to achieve more sustainable travel from the outset in preference to cutting car use incrementally once residents are in occupation. Therefore, the initiatives implemented from the onset will be funded by and instigated by the developer via the marketing organisation and the maintenance company.

3.2 Travel Plan Co-ordinator

- 3.2.1 In order to implement the TP, a TP Co-ordinator (TPC) will be appointed by the developer of the site. The contact details of the TPC will be provided to Hampshire County Council, once known. As the Travel Plan develops it is likely that the time commitment required from the Travel Plan Co-ordinator will vary considerably with periods of limited activity between monitoring periods as such the Co-ordinator role may be undertaken by an external consultant in order to achieve greater flexibility. A budget will be allocated for the TPC to implement the TP.

- 3.2.2 The TPC's responsibilities will include:

- Taking responsibility for the delivery of the TP.
- Marketing the TP to residents and distributing the Sustainable Travel Pack and promotional material.
- Training the people selling or letting the residential units in respect of the TP so that it is marketed as an integral part of the site.
- Ensuring that structures for the ongoing management of the plan are set up and running effectively.
- Organisation of travel surveys on the basis of timescales set out below.
- Review and revision of the TP as appropriate arising from annual surveys.
- Reporting progress to Hampshire County Council and develop future initiatives working with sustainable transport organisations.



4.0 TRAVEL PLAN MEASURES

4.1 Introduction

4.1.1 The Department for Transport (DfT) 'Good Practice Guidelines' refers to 'hard measures' as the "*provision of infrastructure and improvements to highways and public transport networks, including those to benefit pedestrians, cyclists and other road users*", and 'soft measures' as the "*provision of services and information to encourage the use of sustainable transport. These include new public transport services, changes to working practices, provision of information and/or a travel plan co-ordinator to promote a travel plan for a particular use*".

4.1.2 This section of the TP details the 'hard' and 'soft' measures to be implemented for the site.

4.2 Pedestrian and Cycle

4.2.1 The internal layout of the site will be developed in accordance with Manual for Streets and local design guidance to ensure that residents can easily walk and cycle within the local community.

4.2.2 Pedestrian and cycle access will be granted via a separate point onto Botley Road. This will deliver a 3m shared use footway/ cycleway that will cater for the forecast demand and appropriate given the existing constraints. A new Puffin crossing will be provided to ensure safe crossing of Botley Road. Following pre-application discussions with the Highway Authority and provision of PV² calculations this form of crossing is agreed to be appropriate.

4.2.3 A mix of cycle parking facilities will be provided at the development to comply with local standards and will be designed and tailored to the likely needs of future occupants. Cycle parking will be provided within the confines of a dwelling/ garage, or alternatively provided in secure, well lit, covered cycle storage facilities.

4.2.4 The following sets out potential measures and supporting events that would encourage greater walking and cycling levels to and from the site.

- Form a residents Bicycle Users Group (BUG) to encourage cycling and organise promotional events.



- Provide free cycle training for children and adults.
- Promotion of national campaigns, for example Walk to Work and Walk to School Weeks, National Bike Week, and Cycle to Work Day.
- Negotiate discounts for residents on bikes and equipment with local cycle outlets.

4.3 **Car and Cycle Parking Provision**

4.3.1 As the application is to be determined in outline form, parking provision will be confirmed at the reserved matter.

4.3.2 Cycle parking will also be considered at the reserved matters stage. It is proposed that cycle parking will be provided within garages, or within sheds located in rear gardens.

4.4 **Initial Marketing**

4.4.1 Residents need to be made aware of the available travel and access options at the site from the onset. The accessibility benefits of the site in terms of the availability of public transport and the proximity of facilities alongside the provision of personalised travel planning advice will be actively marketed within sales literature and by sales staff.

4.4.2 This initial marketing will help potential residents consider their travel options with knowledge of the wider choices available to them.

4.5 **Travel Voucher**

4.5.1 A £50 travel voucher will be provided to each household, and this will give residents the option of using on public transport or for cycle equipment. The Travel plan coordinator will either run this through a reimbursement scheme where residents purchase their product and up to £50 is reimbursed, or the TPC can get vouchers directly from the companies.

4.6 **Website/ social media presence**

4.6.1 A dedicated website or social media presence will be set up to provide travel plan related information.

4.7 **Sustainable Travel Pack**

4.7.1 Each household is to be provided with a Sustainable Travel Pack which contains site



specific information on the location of facilities, bus services and walking/ cycling routes. This is to be presented in a clear and concise format with the aim of providing an initial overview of travel choices available to residents and an ongoing reference guide.

4.7.2 The information will include:

- Bus network map with details of bus number, hours of operation and frequency.
- Bus and rail timetables.
- Information on rail services and timetables and provision of journey planning websites, for example: www.traveline.info, www.nationalrail.co.uk.
- Pedestrian and cycle routes to the site indicating shared and dedicated facilities.
- Car sharing information – <https://liftshare.com/uk>.
- Details of walking websites, for example, www.livingstreets.org.uk.
- Details of cycling websites, for example, www.sustrans.org.uk.

4.7.3 This information will be kept up-to-date by the TPC and circulated as and when services change.

4.8 Car Sharing

4.8.1 Information will be provided to residents through the Travel Pack and notice board on Hampshire's car share scheme <https://liftshare.com/uk> which enables people to join for free and search for potential car share matches. Car sharing helps:

- Reduce the costs of travelling.
- Undercuts the cost of nearly all forms of motorised transport.
- Cuts congestion and pollution; and
- Reduces parking problems.

4.9 Household Broadband

4.9.1 Each household will be fitted with broadband connections to promote working from home and online shopping. Working from home and home shopping helps save money on fuel and parking, saving wear and tear on the car, and saved time on travelling and finding a car parking space at work or at the shops.



4.10 **Notice Board**

- 4.10.1 A notice board will be placed in the site providing travel information and information on local events.



5.0 OBJECTIVES AND TARGETS

5.1 Introduction

- 5.1.1 It is important that all parties are clear from the outset as to the objectives being sought through the TP. These requirements will drive the form and content of the TP, including the targets chosen.

5.2 Objectives

- 5.2.1 The overarching objectives of this TP are to:

- 1) Reduce the need for unnecessary travel to and from the development and assist those who need to travel to do so by sustainable modes.
- 2) Achieve a minimum number of additional single occupancy car traffic movements to and from the development.
- 3) Encourage those travelling to and from the development to use public transport, cycle, walk and car share.
- 4) Provide adequately for those with mobility difficulties.
- 5) Monitor Travel Patterns and identify further opportunities to encourage travel by walking, cycling and public transport.

5.3 Targets

- 5.3.1 Setting targets is essential in assessing whether or not the TP has been successful and where, if necessary, improvements / amendments could be made. These targets should be SMART:

- Specific.
- Measurable.
- Achievable.
- Realistic.
- Time-bound.

- 5.3.2 A review of 2011 Census data for the Middle Super Output Area (MSOA) of Eastleigh 010 in which the site is located shows that 79.9% of people drive to work and 14.5% walk,



cycle or use public transport. **Table 3** sets out a 10% targeted modal share for the five-year monitoring period following completion of the development.

Table 3 – Travel to Work Modal Splits – Eastleigh 010

Modal Choice	Baseline Modal Split %	Year 3	Year 5
Driving a Car or Van	79.9%	75.91%	71.91%
Passenger in a Car or Van	4.5%	5.50%	6.50%
On Foot	4.5%	5.50%	6.50%
Cycle	1.8%	1.95%	2.40%
Train	6.6%	7.55%	8.10%
Bus	1.6%	2.50%	3.50%
Other	1.1%	1.10%	1.10%
Total	100.0%	100.0%	100.0%

- 5.3.3 Travel surveys will be undertaken upon occupation to determine the baseline modal split. The above targeted modal split will be adjusted accordingly. Survey form will be sent out with the Sustainable Travel Packs. HCC require a minimum response rate of 35%.



6.0 MONITORING

6.1 Surveys

- 6.1.1 The effectiveness of the TP at encouraging sustainable travel will be monitored within a travel survey to be conducted by the Travel Plan Co-ordinator for a period of five years following the development's completion. Initial survey forms will be sent out with the Smarter Travel Information Pack.
- 6.1.2 Travel Surveys will be undertaken at Years 1, 3 and 5 of the monitoring period. Residents not part of the original response will be sent forms by post. In addition, a survey of peak hour vehicle movements will be undertaken at the same time as the travel surveys to monitor the impact of the TP and to assess the targets. The survey will be undertaken using automatic traffic counters collecting one week's worth of data from which the five-day average flows will be taken.
- 6.1.3 The results of the surveys will be analysed and reported to Hampshire County Council within three months of the survey being undertaken. The survey results will be compared against the baseline and previous years' survey results and used to assess whether targets have been met. Monitoring reports will be issued to Hampshire County Council at Year 1, Year 3 and Year 5 of the monitoring period. If Targets are not achieved within 5 years following occupation, performance reports will continue until the end of 9 years, or the Targets are achieved whichever is sooner.

6.2 Securing the Travel Plan

- 6.2.1 The travel plan will be secured via a s.106 agreement. A travel plan evaluation fee (£1,500) and five years of monitoring fee (£15,000) will be paid by the applicant. A travel plan cash deposit, which is the value of the travel plan action plan plus a surety of ten per cent will also be provided.



7.0 ACTION PLAN

7.1.1 **Table 4** below summarises the key actions based on the above.

Table 4 – Travel Plan Action Plan

Objective	Measures	Target	Action By	Timeframe	Costs
1) Reduce the need for unnecessary travel to and from the development and assist those who need to travel to do so by sustainable modes.	A new 3m shared use footway/ cycleway will be provided from the site to Botley Road. A new Puffin crossing will be provided to ensure safe crossing of Botley Road.	To increase walking and cycling from 6.3% to 8.9%	Developer	Prior to occupation. To be completed at site construction stage	Included in construction costs.
	Cycle parking to be provided for all dwellings		Developer		Included in construction costs.
	Site Notice Board	To increase public transport use from 8.2% to 11.6%	Developer		£400
2) Achieve a minimum number of additional single occupancy car traffic movements to and from the development.	Provision of Smarter Travel Information Packs		TPC / Developer	Packs to be prepared in advance of first completion. To be handed to occupant on occupation.	£30 per household.
3) Encourage those travelling to and from the development to use public transport, cycle, walk and car share.	Sustainable Travel Events	To reduce single occupancy car driver trips from 79.9% to 71.9%	TPC	From occupation and ongoing	Included within TPC role.
	Car sharing		TPC	From occupation and ongoing	No cost. Info from Liftshare website.
	Travel Voucher		TPC	From occupation and ongoing	£50 per household.
4) Provide adequately for those with mobility difficulties.	Dropped kerbing with tactile paving to be provided at junctions. Provision of disabled parking bays where appropriate.	-	Developer	Prior to occupation. To be completed at site construction stage	Included in construction costs.
5) Monitor Travel Patterns	Travel Plan Co-ordinator	To reduce single occupancy	Developer	Prior to occupation and	£15,000-20,000 per annum.

Land at Denham's Corner, Horton Heath

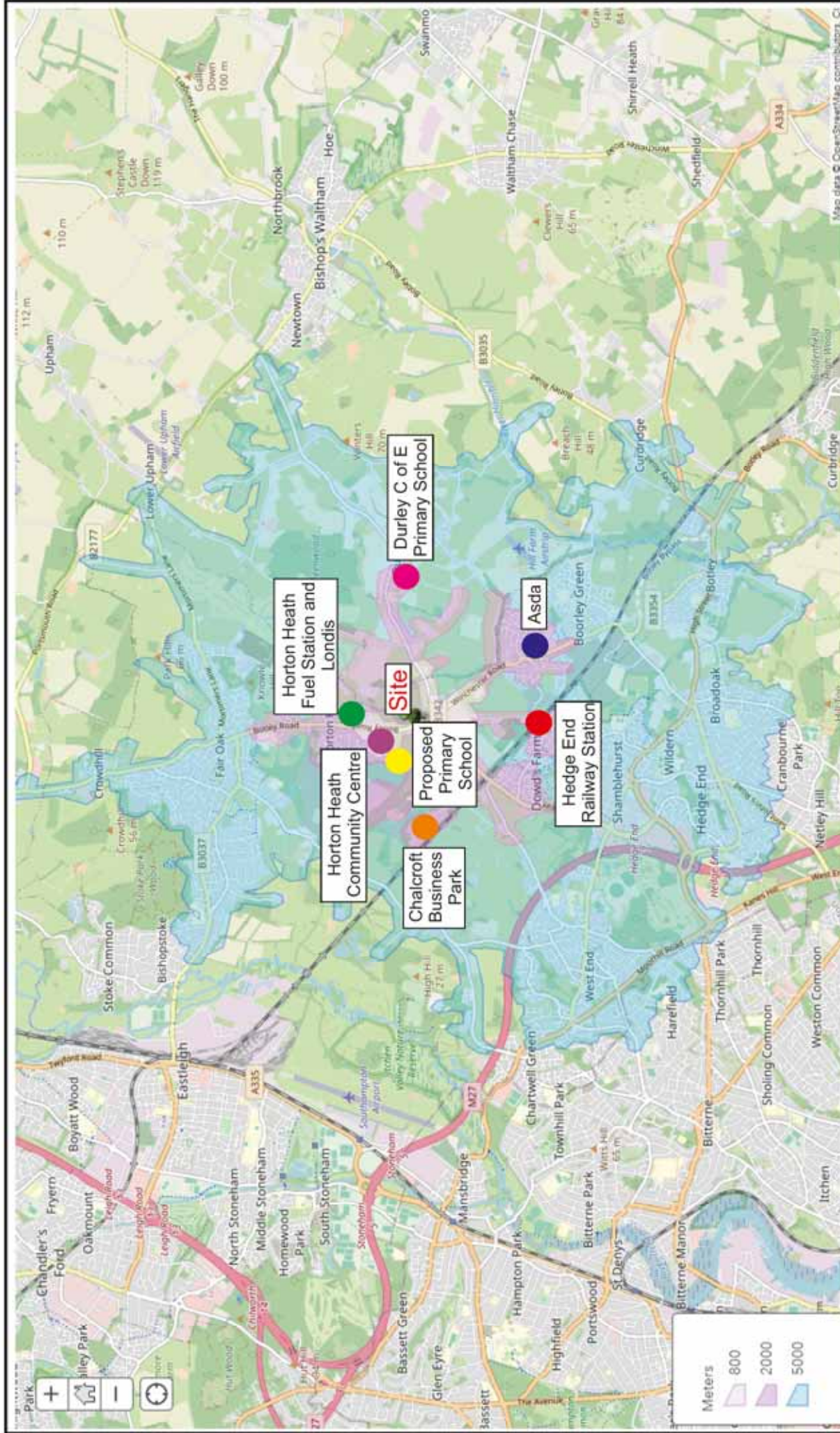
Travel Plan



		car driver trips from 79.9% to 71.9%		throughout lifetime of monitoring	
	Initial Marketing		TPC	From first occupation	£10 per household
	Monitoring		TPC	As set out in Chapter 6.0 above	£10 per household for travel survey. £250 for ATC per year.

Appendix A

Appendix B





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