

ONE
HORTON
HEATH



Upper Acre

Travel Plan

December 2025



Upper Acre – One Horton Heath

Travel Plan

For

Eastleigh Borough Council (One Horton Heath
Team)

Document Control Sheet

Upper Acre – One Horton Heath
Eastleigh Borough Council (One Horton Heath Team)

This document has been issued and amended as follows:

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1.0 Introduction

- 1.1 This Transport Plan has been prepared by Motion on behalf of Eastleigh Borough Council (One Horton Heath Team) in relation to the proposed development of the Upper Acre phase within the One Horton Heath strategic development.
- 1.2 One Horton Heath is set within the semi- rural parish of Fair oak and Horton Heath, joining the existing Horton Heath settlement to the east and will provide 2,500 homes, a local centre, a primary school along with a sports field.
- 1.3 The One Horton Heath development received Outline Planning Permission in October 2025 (Planning Ref:O/20/89498) for the following development:
- ▶ Up to 2,500 residential units in total (across the Lower Acre, Quobleigh Breach, The Upper Acre, Round Copse, The Holme, The Homestall, Chalcroft Farm and The Folds phases);
 - ▶ A Local Centre (and supporting secondary local centres) on land up to 3.1 hectares comprising mixed-use residential/retail/leisure/community/employment/ day nursery/food establishment uses (Local Centre Phase);
 - ▶ A three form Primary School;
 - ▶ Public open space including formal sports facilities and informal provisions;
 - ▶ Allotments, ecological, landscape and sustainable drainage works;
 - ▶ Key infrastructure and utilities provision including new roads, footpaths, bridleways and cycle paths.
- 1.4 The Upper Acre phase consists of a development of 424 residential dwellings and follows the measures outlined within the Framework TP which was supported the Outline Planning Permission (OPP).
- 1.5 The OPP was granted with a Section 106 agreement which has set out the requirement for a Travel Plan to be provided and approved by the Council per phase of the One Horton Heath development prior to occupation of that Phase. The Travel Plan Bond has been agreed in line with the implementation and compliance with targets and measures set out within the Framework One Horton Heath Travel Plan. This Travel Plan has been prepared in line with the requirements set out in the S106.

Document Purpose

- 1.6 Through the implementation of this TP, which will be overseen by the Travel Plan Coordinator (TPC) and in liaison with Hampshire County Council (HCC), the overall traffic and environmental footprint of the development will be managed.
- 1.7 A TP forms a long-term strategy and provides a bespoke package of measures for the development site with the overall aim to minimise single-occupancy private car travel for residents travelling to and from the development. The overarching objectives of the strategy will be to:
- ▶ Manage car parking across the development;
 - ▶ Reduce traffic generated by the development to a significantly lower level of single occupancy car trips than would be predicted for the site without the implementation of the Travel Plan;
 - ▶ Promote healthy lifestyles and a sustainable community;
 - ▶ Ensure good urban design principles are used that increase the permeability of the development for cycling and walking;
 - ▶ Increase awareness of sustainable transport options including public transport;

- ▶ To promote car sharing; walking, cycling and public transport as safe and affordable alternatives to the private cars; and,
- ▶ To highlight the advantages to health and the environment of active transport modes.

Document Structure

1.8 The remainder of this TP is structured as follows:

- ▶ Section 2 outlines the relevant policy context and best practice;
- ▶ Section 3 describes the site context and that of the surrounding area;
- ▶ Section 4 outlines the aims and objectives of the Travel Plan;
- ▶ Section 5 outlines the targets of the Travel Plan;
- ▶ Section 6 sets out the management strategy for the Travel Plan;
- ▶ Section 7 details the physical and management measures to be implemented to encourage and promote sustainable travel;
- ▶ Section 8 sets out the monitoring and review strategy for the Travel Plan; and
- ▶ Section 9 provides an Action Plan summarising what needs to be done, by when and who is responsible.

2.0 Planning Policy Context

- 2.1 This section details the relevant adopted national and local transport policies that have informed the preparation of this TP.

National Policy

National Planning Policy Framework (NPPF)

- 2.2 The NPPF (February 2025) sets out the Government's planning policies for England and how these are expected to be applied.
- 2.3 The NPPF presumes in favour of sustainable development and is a material consideration in planning decisions. Section 9 focuses on 'Promoting Sustainable Transport' which aims to *"actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable through limiting the need to travel and offering a genuine choice of transport modes"*.
- 2.4 Paragraph 116 states:
- "Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios."*
- 2.5 Paragraph 118 states:

"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored".

NPPF Consultation (July 2024)

- 2.6 The proposed reforms to the NPPF were published for consultation on the 30th July 2024 which proposed amendments to 'Chapter 9 Promoting Sustainable Transport'. The amendments focus on incorporating a 'vision led' approach to promoting sustainable transport modes and mitigating development. This makes changes to paragraph 115 (changed to 113 as part of draft document) which is proposed to state:
- "Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe, in all tested scenarios."*

Local Policy

Hampshire County Council Local Transport Plan (LTP 4)

- 2.7 The LTP4 was adopted in February 2024 and sets out the policy objectives for transport in Hampshire up to 2050.
- 2.8 Policy DM2: Support proactive master planning of new development sites for high quality neighbourhoods states:
- "...ensure that planning applications are supported by Transport Statements/ Assessments and Travel Plans in accordance with the County Council's guidance..."*

Hampshire County Council's A Guide to Development Related Travel Plans

- 2.9 The HCC Guide to Development Related Travel Plans was published in January 2009 and sets out the relevant guidance for the preparation and implementation of travel plans within the county.

- 2.10 The guidance document details the requirements of a Travel Plan associated with development within Hampshire, with Appendix C of the document including an evaluation template, providing a checklist of all elements that should be considered within the TP.
- 2.11 Furthermore, the document outlines a number of key details, including information regarding the management and monitoring of the Travel Plan, alongside a breakdown of measures to consider within Appendix F of the document.
- 2.12 This TP has been prepared with reference to the guidance and evaluation template set out within HCC's A Guide to Development Related Travel Plans.

Eastleigh Borough Local Plan (2016 to 2036)

- 2.13 The Eastleigh Borough Local Plan was adopted in April 2022 and sets out the vision and strategy for the borough until 2026. The policies related to transport are outlined below.
- 2.14 Strategic Policy S11, Transport Infrastructure providing the strategic approach the council will take states:

"The Council will work with the highway authorities, Solent Transport, transport operators, funding bodies and developers to minimise transport emissions, pollution and congestion by:

a. ensuring new developments:

- i. encourage walking, cycling and the use of public transport; and*
- ii. minimise congestion and support safety on the highway network; as informed by appropriate transport assessments; and*

b. safeguarding the routes and securing the funding to deliver new and improved transport infrastructure."

- 2.15 With regards policy relating to development Policy DM13, General Development Criteria – Transport states:

1. All new development must have safe and convenient access to the highway network and make provision for access to, and by, other transport modes including public transport and cycle and pedestrian routes as appropriate. Access arrangements to the highway network must:

- a. meet national and local guidance and standards with all highway improvements meeting the standard required to be adopted by the Highway Authority;*
- b. not cause or increase danger to road users or have a significant detrimental impact on the operation or safety of the highway network; and*
- c. be provided without unacceptable environmental impact.*

2. All new development will be assessed to establish whether it should contribute to off-site improvements to transport infrastructure in accordance with Hampshire County Council's Transport Contributions Policy, to the extent that these are necessitated by the development and proportionate to the scale of development.

3. Development proposals that will generate vehicle movements likely to have an adverse impact on traffic conditions beyond the immediate vicinity of the development site must be subject to Transport Assessment and will be required to incorporate and implement mitigation measures such as:

- a. provision of/contribution towards on and off-site highway improvements such as junction improvements and potentially new road links*
- b. on-site pedestrian, cycle and public transport infrastructure*

c. contributions towards relevant off-site sustainable transport infrastructure, public rights of way and service improvements where appropriate

d. on-site measures aimed at increasing uptake of non-car travel options (e.g. Travel Plans⁴⁹) to reduce car use.

4. New development intended to serve or accommodate large numbers of people will only be permitted in locations that as well as having adequate road access, or will have as a result of the development, are or can be served by means of transport other than the private car, including bus, train, cycle and pedestrian access.”

2.16 Policy DM14 Parking states:

1. New residential development will be required to provide off-highway parking which is adequate in terms of highway safety/traffic management. Provision will take account of the adopted Eastleigh Borough Council’s Residential Parking Standards SPD which sets out minimum requirements for parking provision. Over provision relative to car ownership levels or which would create an ineffective use of space will be avoided. Applications with parking levels which deviate away from the expected standard should be substantiated by robust evidence contained within the transport statement/assessment/travel plan.

2. For out-of-centre development proposals, parking needs will be assessed based on the impacts of the development on neighbouring town, district or local centre or a neighbourhood parade.

3. Within town, district and local centres and in neighbourhood parades, parking needs will be assessed in relation to wider needs within the centre/parade. Where existing provision is inadequate, the provision of additional parking may be permitted subject to a financial contribution towards measures to assist on-street parking management, public transport, cycling and walking.

4. Proposals to provide new car parks, extend existing car parks or provide workplace park and ride facilities will be permitted if:

a. it can be demonstrated that this is the only way the transport requirements driving the proposals for car parking provision can be met;

b. the proposals form part of a strategy aimed at managing use of the private car, such as a workplace travel plan; and

c. transport and other environmental assessments demonstrate that the benefits of the proposal (e.g. reduction of on-street parking pressures, reduction of traffic congestion) outweigh any adverse effects; and

d. the design, layout, planting and landscaping and lighting provision addresses visual and landscape impacts, noise, lighting and impacts on residential amenity; and

e. the developer pays for any off-site highway improvements necessary from traffic generated by the proposal, and any additional works necessitated by an inability to meet workplace travel plan targets; and

f. for sites outside the urban edge and in accordance with other policies in the Plan, they are subject to a sequential approach prioritising sites within the urban edge. Proposals in settlement gaps will only be acceptable in exceptional cases (see strategic policy S6).

2.17 The strategic development site at One Horton Heath is covered by Policy HH1, Land west of Horton Heath, which provides the parameters for the development which includes the provision of the strategic highways infrastructure which was consented through the outline planning application.

Summary

- 2.18 National and local transport policy encourages new developments to be located in accessible areas and to provide opportunities to use sustainable modes of transport such as walking, cycling or public transport.

3.0 Site Characteristics

Site Location

- 3.1 The proposed development is located to the south east of the One Horton Heath development area, adjacent to the west side of Burnetts Lane and north of The Lower Acre phase, which is currently under construction as detailed on Figure 3.1.

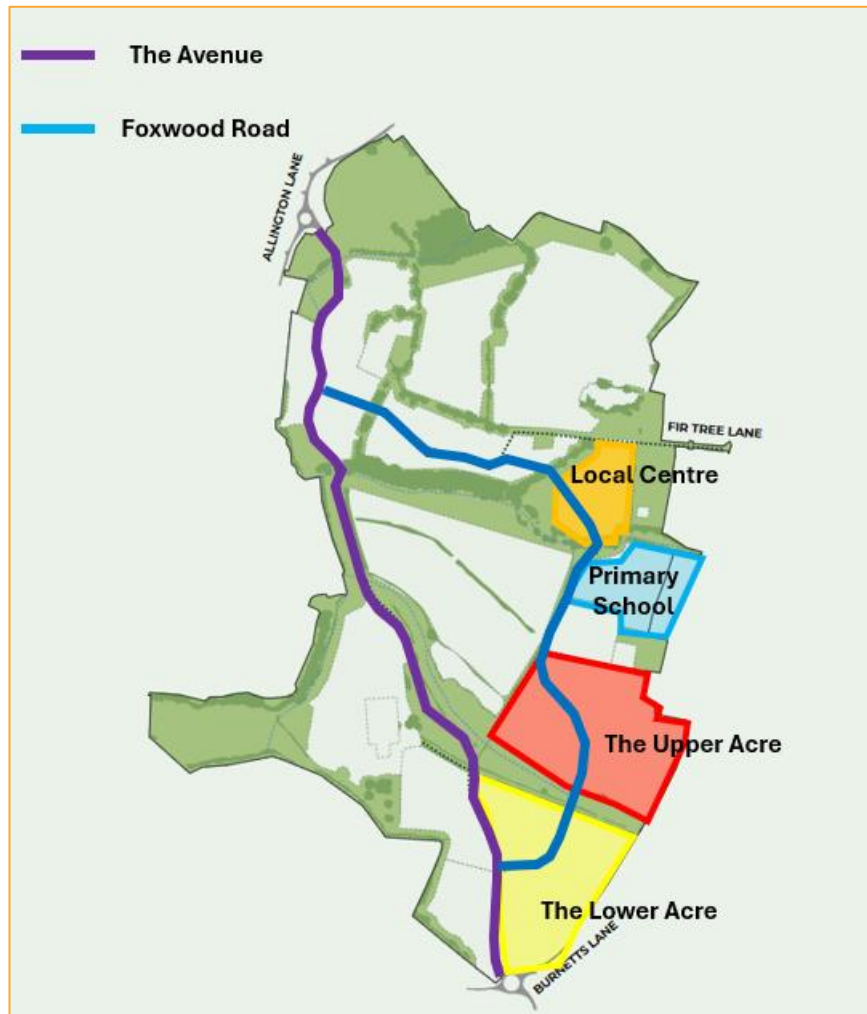


Figure 3.1 – One Horton Heath, Phases

- 3.2 The Upper Acre Phase is in close proximity to the Primary School and Local Centre and will be accessed by Foxwood Road. Foxwood Road is a primary street which provides access to the eastern phases of One Horton Heath, which will also be a bus route through the development.
- 3.3 Foxwood Road joins The Avenue, which is the main link road through the development between Burnetts Lane / Chalcroft Way in the south and Allington Road in the north and was open to traffic in September 2025.
- 3.4 Allington Lane continues north to join the B3037 Fair Oak Road, which provides a link between the A335 in Eastleigh town centre and the B3354 Winchester Road in Fair Oak. Chalcroft Way provides a link to the B3342 Bubb Lane, which continues south to the Hedge End industrial estates and large shopping areas as well as junction 7 of the M27. To the north Bubb Lane provides another connection to the B3354 Winchester Road.

3.5 The relation of the site to the local highway network is provided within Figure 3.2.

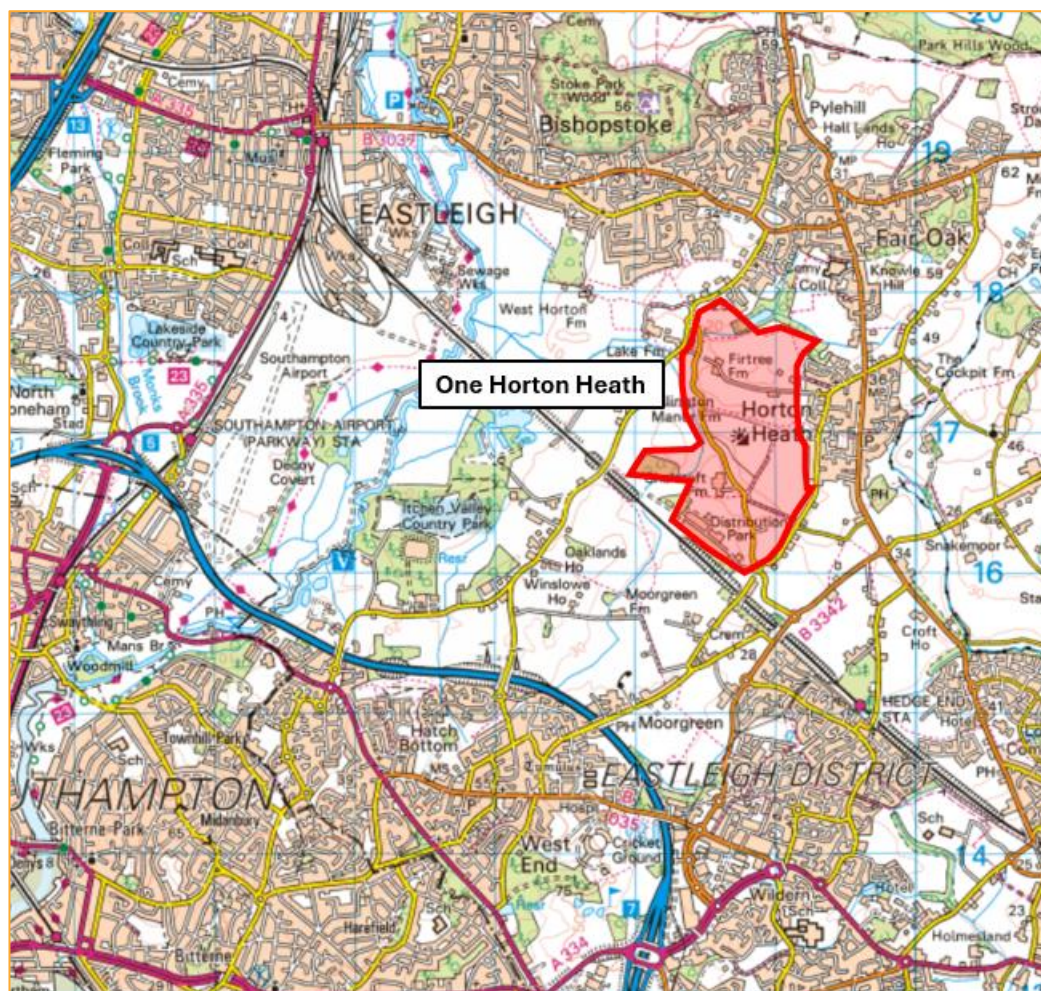


Figure 3.2 – Local Highway Network

Sustainable Transport Accessibility

- 3.6 It is generally accepted that walking and cycling provide important alternatives to the private car and should be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy, that the Institution of Highways and Transportation (IHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents it is suggested that:
- ▶ 80% of journeys one mile, 1.6 kilometres and under are undertaken by foot with an average walking speed of 3 miles per hour (Paragraph 2.1, 'Planning for Walking' 2015).
 - ▶ The bicycle is a potential mode of transport for short journeys of up to five miles , 8 kilometres (Section 2, 'Planning for Cycling' 2014).
 - ▶ Buses are the preferred method of sustainable transport for trips between 2 and 10 miles, with surface rail being the preferred method for trips mover 10 miles (Section A.2, 'Buses in Urban Areas' 2018).
- 3.7 Notwithstanding the above, it should be noted that the NPPF recognises that different polices and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural locations. Moreover, Manual for Streets (MfS) identifies 'Walkable Neighbourhoods' as being:

'characterised by having a range of facilities within 10 minutes (up to about 800 metres) walking distance of residential areas which residents may access comfortably on foot'.

3.8 However, it is important to recognise that MfS does not consider 800 metres to be a maximum walking distance. Indeed, paragraph 4.4.1 of MfS contends that walking can be used to access a variety of destinations within a range of up to 2 kilometres. Finally, it is also important to recognise that 81% of all trips that cover a maximum distance of one mile are completed on foot (National Travel Survey, 2022).

3.9 However it is important to recognise that 'active travel' is only one of the modes which are classified as sustainable travel as detailed within the Glossary to the NPPF which defines, as outlined within Section 2, sustainable modes as:

"Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, ultra low and zero emission vehicles, car sharing and public transport".

Walking and Cycling

3.10 The site will benefit from being part of the wider development area, and as such The Upper Acre phase will be within walking distance of a wide range of facilities such as a primary school, a local centre (containing a mix of retail, leisure, community, employment and food establishment uses as well as a day nursery) and new employment areas.

3.11 The phase is designed to connect with pedestrian and cycle routes within the wider development area including the three metre shared footways / cycleways provided along The Avenue and Foxwood Road which enable residents to go within and beyond the wider site boundary.

3.12 The shared footway / cycleway along The Avenue connect with the shared footway/cycleway along Chalcroft Way to the south, which provide connections to the footway /cycleway along Babb Lane and Tollbar Way, providing an active travel route into Hedge End. While to the north, the provision of shared footway/cycleway along Allington Lane provides connections to Fair Oak, Bishopstoke and onwards to Eastleigh.

3.13 The layout will support and encourage activity by being safe, well overlooked will be a mixture of secondary and tertiary streets in accordance with HCC guidance, noting that Foxwood Road, the primary street with bisects the phase will be provide by others.

3.14 Secondary streets will be designed so that they meet the following criteria:

- ▶ Quieter residential streets;
- ▶ Where traffic volumes and speeds are low, allowing cycling on the carriageway in accordance with DfT document LTN 1/20;
- ▶ Will have a clear distinction between vehicular and pedestrian space, with a defined kerb and footways;
- ▶ Enable an inclusive environment that meets the needs of people of all ages and abilities in line with the Equality Act 2010;
- ▶ Street trees will be provided to enhance the street scene;
- ▶ Provided with street lighting; and,
- ▶ Will have a self-enforcing design speed on 20 miles per hour.

3.15 Tertiary streets will be designed so that they meet the following criteria:

- ▶ Quiet residential streets used only by those accessing properties on the street (and for walking / cycling direct routes);

- ▶ Minimise the use of cul-de-sacs;
- ▶ Cycling on the carriageway will be acceptable due to the low traffic speeds and volumes as set out within LTH 1/20;
- ▶ Enable an inclusive environment that meets the needs of people of all ages and abilities in line with the Equality Act 2010;
- ▶ Enable direct links to key destinations, including bus stops, by active travel modes;
- ▶ Will typically have a clear distinction between vehicular and pedestrian space, with a defined kerb (with a vertical face) and footways;
- ▶ should have a self-enforcing design speed of 20mph or less; and,
- ▶ streets will tend to be private streets and be accessed via a vehicle crossover.

Public Transport

- 3.16 The consented masterplan was developed in consultation with local bus operators and follows the guidance within the CIHT's document 'Buses in Urban Developments' (January 2018).
- 3.17 The Avenue and Foxwood Road have a minimum width to accommodate buses and bus stops are provided on Foxwood Road where it bisects The Upper Acre phase, ensuring that all new properties will be within 400 metres of a bus stop in accordance with the Section 106 obligations attached to the outline consent.
- 3.18 The bus service will operate on a 30 minute frequency between Eastleigh and Hedge End between the hours of 06:30 and 19:00 Monday to Saturday and every 60 minutes on a Sunday between 10:00 and 16:00 in accordance with the Section 106 obligations.

4.0 Travel Plan Aims & Objectives

Aim

- 4.1 The main aim of this TP is to put in place the management tools deemed necessary to enable residents to make informed choices about their methods of travel to and from the site, whilst at the same time minimising the adverse impacts of travel on the environment. This is achieved by setting out a strategy for eliminating barriers that keep residents from making use of sustainable modes.
- 4.2 Improving travel choices available to people, rather than focusing on providing for the private car, will lead to a more equitable and sustainable development that provides travel options for all residents regardless of whether or not they own a car.

Objectives

- 4.3 Objectives provide the focus and direction for a Travel Plan. The overarching objective of the Travel Plan is to identify a package of physical and management measures that will facilitate residents to travel by modes of transport other than the private car, thus reducing the environmental impact of travel to and from the site.
- 4.4 The key objectives of this Travel Plan are to:
- ▶ Maximise sustainable and active modes of travel to, from and within the site;
 - ▶ Support walking, cycling and the use of public transport to and from the site;
 - ▶ Minimise the use of the private vehicle, particularly for short trips;
 - ▶ Highlight the health and environmental benefits of using sustainable travel modes; and
 - ▶ Establish long-term sustainable and active travel patterns associated with the site.
- 4.5 These objectives accord with the aims of national and local policy documents. The objectives will provide focus and direction to the TP, leading to appropriate measures and targets being set.

Benefits

- 4.6 By meeting the objectives, the TP will bring about the following benefits:

Resident Benefits

- ▶ Overall health benefits associated with active forms of travel such as walking and cycling;
- ▶ The opportunity to save money by utilising alternative modes of travel to the private car; and
- ▶ Improved quality and reliability of resident journeys.

Wider Community Benefits

- ▶ Ongoing reduction in vehicular generated traffic on the local highway network;
 - ▶ Increasing patronage on existing public transport modes;
 - ▶ Health benefits associated with walking and cycling; and
 - ▶ A contribution towards overall reduction in travel emissions.
- 4.7 It is intended that these objectives will be met by identifying and implementing initiatives that provide residents with the necessary information to make an informed decision in respect to travel to and from the development, thus according with national and local policy.

5.0 Travel Plan Targets

Overview

- 5.1 The aim of the Travel Plan is to increase awareness of sustainable travel options and to encourage their use, with the objective of reducing demand for single occupancy private car travel. In order to assess the progress and success of the TP, specific targets are identified at this stage that the monitoring and review programmes can be checked against.

Targets

- 5.2 Targets are the measurable goal by which progress will be assessed. When setting targets, it is important that they are SMART (Specific, Measurable, Achievable, Realistic and Time-bound) enabling the outcomes to be quantified and an assessment of what the TP has, or will, achieve can be undertaken.
- 5.3 Targets will take the form of both 'action' and 'aim' targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and in the case of this TP relate to the degree of modal shift the Plan is seeking to achieve.

Action Targets

- 5.4 The Action targets for the development involve:
- ▶ The appointment of the TPC prior to the occupation of the development;
 - ▶ Launch the Travel Plan upon occupation of the site; and
 - ▶ Provide travel information to all residents.

Aim Targets

- 5.5 The proposed aim targets for the residential development are as follows:
- ▶ To achieve a reduction in single occupancy vehicle trips; and
 - ▶ To achieve an increase in alternative modes to offset the reduction in single occupancy vehicle trips.
- 5.6 Travel Plan targets are set with a focus on the shift in approach from 'predict and provide' to 'decide and provide'. This facilitates a change in mindset to identifying a target outcome and modal split that would be based on targeted measures and travel planning to reduce the car driver modal split of travel from existing travel proportions in the area.
- 5.7 Table 5.1 below summarises the 2011 Census modal split alongside the targeted modal split of travel for the development site. This involves reallocating car driver trips from the 2011 Census data onto active modes of travel including bus, train, cycle and walking modes alongside increasing the proportion of residents working from home.
- 5.8 Targets have been informed by utilising the 2011 Census origin-destination dataset 'location of usual residence and place of work by method of travel to work' for the Eastleigh Output area in line with the agreed criteria used within the outline application Transport Assessment and Framework Travel Plan to establish a baseline position as detailed within Table 5.1.
- 5.9 2021 Census Data has not been used as the census day occurred during a national lockdown, where the government advice at the time was for people to work from home (if they could) and avoid public transport. People who were furloughed (about 5.6 million) were advised to answer the transport to work question based on their previous travel patterns before or during the pandemic, however people who were working at home were not asked about their travel patterns. As such National Statistics states "As Census 2021 was during a unique period of rapid change, take care when using this data for planning

purposes.” A review of 2021 census data indicated 35% of respondents working from home within Eastleigh Borough and therefore the results from the Method of Travel to the Workplace do not actively reflect nominal conditions.

Method of Travel to Work	%
Driving a car or van	75.4
Pedestrian	7.9
Passenger in a car or van	5.3
Train	4.2
Bus, Minibus or coach	3.1
Bicycle	2.7
Motorcycle, scooter or moped	1.2
Taxi	0.2

Table 5.1 – 2011 Census Travel To Work data

- 5.10 Given the location of the site, it is expected that the majority of the modal shift will involve walk, cycle and bus and rail modes of travel. These provide realistic modes that could be incentivised to residents to increase the proportion of sustainable travel trips associated with the site. In addition to this, given the recent changes to working habits as a result of the Covid-19 pandemic, it is likely that an increase to residents working from home will also occur.
- 5.11 In order to monitor the success of the TP with regards to the modal split targets, it is proposed that resident travel surveys will be undertaken. As detailed within Section 8, the first travel surveys will be undertaken after occupation of the 100 dwelling on the phase or one year after occupation, whichever is sooner.
- 5.12 All data to be collected will be in accordance with Local Authority standards, to ensure the TP is being accurately monitored and that targets are being met. The survey data will be collated, analysed and stored on a biennial basis to monitor the impact of the TP for the proposed development.
- 5.13 Table 5.2 outlines the interim Travel Plan targets based on the 2011 Census data and follow the same targets accepted for the consented Lower Acre phase, with the final targets being set out with the local highway and travel plan officers following the first baseline survey results. In line with the Framework Travel Plan the vision is a 10% shift away from single occupancy vehicle trips over a minimum period of five years.

Mode of Transport	Indicative Baseline (%)	End of Year 1 Target (%)	End of Year 3 Target (%)	End of Year 5 Target (%)
Car Driver (Petrol/Diesel)	75.4	73.1 (-3)	68.0 (-7)	65.4 (-10)
Car Passenger	5.3	6.3 (+1)	6.8 (+1.5)	7.3 (+2)
Public Transport	7.5	8.5 (+1)	9.0 (+1.5)	9.5 (+2)
Walking	7.9	8.4 (+0.5)	8.9 (+1)	8.9 (+1)
Cycling	2.7	3.7 (+1)	4.2 (+1.5)	4.7 (+2)

Table 5.2 – Interim Modal Share Targets

- 5.14 However, it is acknowledged that the adjacent phase at The Lower Acre is current under construction and if travel surveys are completed after the 100th dwelling has been occupied on that phase, the indicative baseline will be amended to include the results of those surveys.

6.0 Travel Plan Management

Overview

- 6.1 This section of the Travel Plan outlines the underlying strategy for managing the implementation of measures aimed at encouraging sustainable travel patterns amongst residents.

Travel Plan Coordinator

- 6.2 A Travel Plan Coordinator (TPC) will be appointed prior to the occupation of the development, which has been secured as part of the Outline Planning Permission, s Section 106 agreement.
- 6.3 The TPC will be responsible for overseeing the management, development, implementation, monitoring and review of the TP. On this basis, it is proposed that the TP will become operational 2-3 months prior to the occupation of the first dwelling at the site.
- 6.4 The TPC will be a part-time role and is usually undertaken by member of the sales team, who is responsible for liaising with future residents and assigning an appropriate level of input to the management of the TP, ensuring that monitoring and review obligations are fully met.
- 6.5 The TPC will be authorised to assume responsibility for:
- ▶ Overseeing the development and implementation of the Travel Plan;
 - ▶ Organising and coordinating the distribution of any necessary surveys and other data collection exercises required to develop the Travel Plan;
 - ▶ Coordinating of the monitoring programme for the Travel Plan including setting targets, review dates and reporting the results of the monitoring to Travel Plan officers at HCC, as required;
 - ▶ To act as a point of contact for all residents requiring information on travel-related matters as well as acting as a point of liaison with external organisations e.g. transport operators etc.
 - ▶ Ongoing promotion of the Travel Plan through effective communication at all levels;
 - ▶ Communicating with other TPCs in the local area whereby travel initiatives could be shared;
 - ▶ Ensuring the travel information provided to residents is always up to date.
- 6.6 Contact details of the TPC will be provided to HCC once the position has been appointed.

Marketing and Communication

- 6.7 The success of the TP is dependent on the development and implementation of an effective strategy. To increase awareness of the TP, residents will be given information on the sustainable ways to travel to and from the development.
- 6.8 The following methods could be used as a means of communicating information to residents as well as promoting events, campaigns and promotions:
- ▶ Community and resident notice boards;
 - ▶ Development social media platforms;
 - ▶ Resident newsletters;
 - ▶ Travel information packs; and
 - ▶ E-groups and forums.

7.0 Travel Plan Measures

Overview

- 7.1 This section outlines the physical and management measures to be incorporated within the Travel Plan. As far as possible, the initiatives outlined are designed to be suitable for review and monitoring. However, the list is not exhaustive and the TPC is encouraged to investigate other potential initiatives if required.

General Measures

- 7.2 For residents who are not familiar with the local transport network and how it operates, a lack of basic information and knowledge of where to get the information from can form a major barrier to use. Relative physical measures, such as providing sustainable transport information, is easy to implement but can be influential in changing travel behaviour patterns. The following channels of information dissemination are proposed.

Travel Information Packs

- 7.3 A sustainable travel information pack will be provided to all residents upon moving into the development. The pack will include access details for all modes of travel, including walking and cycling maps, bus and rail timetables, fare information, details of local taxi companies and car sharing initiatives. It will be the TPC's responsibility to ensure that this information is relevant and kept up to date.
- 7.4 The travel information pack will also provide promotional material highlighting the benefits of active modes of travel such as walking and cycling. In addition, the pack will include contact details for the TPC, useful contact details for local transport providers and any other organisation related to sustainable modes of transport.

Sales and Marketing

- 7.5 The TPC will work closely with the sales and marketing team to ensure that they are aware of the role of the TP. In this way, future residents will be provided with information about the benefits of the TP and the site accessibility by sustainable modes of transport prior to taking up residence at the development.
- 7.6 This measure will encourage the use of sustainable transport from initial occupation. It is proposed that the sales and marketing team will be provided with a travel information pack to distribute to potential purchasers.

Promoting Walking

- 7.7 The development will be provided with a safe and convenient pedestrian/cycle network facilitating movement around the phase and connecting to the extensive by foot and cycle network in the surrounding area and to be provided through the One Horton Heath development area. The travel information pack will contain details of health, financial and environmental benefits of using these modes of transport.
- 7.8 The following measures are proposed in order to encourage walking:
- ▶ Information provided regarding details of pedestrian routes to and from the development, including local footways, PRow, and maps where appropriate;
 - ▶ Promotional literature to encouraging walking, emphasising the health benefits; and
 - ▶ Provision of information on walking awareness events, such as 'Walk to Work Week', 'Walk to School Week' and / or other relevant events to encourage walking.
 - ▶ Each dwelling will be provided with accessible, secure, covered cycle parking facilities providing the opportunity for residents to safely house bicycles to utilise for daily journeys.

Promoting Cycling

- 7.9 The benefits of cycling will be promoted through the implementation of the following measures:
- ▶ Provision of information on details of cycle routes to and from the development and the local area;
 - ▶ Details of local independent bicycle businesses offering hire and repair services;
 - ▶ The TPC will provide residents with information on local cycle training session, such as nearby Bikeability sessions, and courses with the aim to further encourage cycling promoting safer on-road cycling and improving confidence;
 - ▶ The TPC will encourage the use of cycle route planning apps such as Strava; and
 - ▶ The TPC will promote local and national cycling events such as 'Bike to Work Week' and / or other relevant events to encourage cycling.
 - ▶ Informing residents of the Horton Heath bicycle user group which will be set up for the future residents of the development with support from Eastleigh Borough Council and Hampshire County Council. This will provide a platform to enable cyclists to share information on cycle routes, safety and maintenance issues while enabling less experienced cyclists to gain information from experienced cyclists with the potential to find a 'cycling buddy' to accompany them on journeys.
- 7.10 The benefits of the use of E-bikes and E-scooters, subject to these being made legal for use on public roads, will be promoted to all residents within the Travel Information Pack and as part of on-going marketing efforts of the development.

Promoting Public Transport

- 7.11 To maximise the potential usage of public transport, the TPC will actively promote the use of local bus and rail services to make regular trips to school, work and the shops.
- 7.12 Details of local public transport services (bus and rail) will be included within the travel information pack. This will include details of route information, timetables, operator websites, journey planning websites and ticket types and fare information such as season tickets.
- 7.13 The TPC will ensure public transport promotions are made available to residents such as the [Eastleigh Plus Bus ticket](#) which enables users to unlimited travel on buses serving the Eastleigh and Chandlers Ford area, which includes a 7-day ticket for £13.50 and a monthly ticket for £48.00.

Car Sharing

- 7.14 Encouraging the uptake of car sharing provides the opportunity to reduce the number of cars on the road and therefore reduce the impact of car travel on the environment. It is recognised that for some trips, using a private car is the only option and car sharing is an effective measure which allows use of the private car, but reduces the number of trips generated by the development.
- 7.15 The TPC will encourage car sharing among residents at the development by promoting the Hampshire car sharing scheme, Hants Carshare, the LiftShare website and, if demand is sufficient, a site-based car sharing database. The TPC will also organise car share awareness campaigns which will promote the cost saving, social and environmental benefits of car sharing and also help to introduce members of the community who work near each other. Such information would also be provided in the travel information pack.

Taxis

- 7.16 To promote the use of taxis, local taxi operator numbers will be provided within the travel information pack to allow residents to arrange for taxi services to collect / drop-off within the development.

Personalised Travel Planning

- 7.17 With two months of moving into their new home, the TPC will offer each household free personalised travel planning (PTP) advice. This would be provided by the TPC and aims to inform residents on how they can travel to/from destinations more sustainably in support of achieving the long term targets for the site.
- 7.18 The information which will be provided to each household will contain up to date and personalised information regarding public transport facilities and active travel routes within the area.

8.0 Monitoring and Review

Overview

- 8.1 A programme of monitoring and review will be implemented to generate information by which the success of the Travel Plan can be evaluated.
- 8.2 Monitoring and review will be the responsibility of the TPC, and the results of the monitoring process will be made available to HCC as appropriate.
- 8.3 The primary objective of this Travel Plan is to minimise the number of single-occupancy car trips to/from the site. A suitable indicator of the success of the Travel Plan is the undertaking of surveys to assess the modal split of staff travelling to the site for work.
- 8.4 Other less direct objectives of the Plan are to increase the awareness to residents about the environmental implications of travel mode choice. Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the Plan, measured by the volume and type of feedback from residents, both at the outset and as the strategy evolves.
- 8.5 A Framework for undertaking the monitoring and review is outlined in this section.

Monitoring Strategy

- 8.6 To monitor the progress of the TP, the TPC will instruct a TRICS multi-modal survey to be undertaken at the site. This will involve a multi-modal survey of the development, detailing the various modes of travel used for all trips arriving and departing the site.
- 8.7 The surveys will be undertaken within 12 months of first occupation, or after the 100th dwelling has been occupied if earlier, to establish baseline travel patterns and travel habits.
- 8.8 The survey would be repeated during Year 3 and 5 during the same calendar month as the baseline survey, enabling a mode shift to be identified and monitoring which TP measures are most effective in influencing travel behaviour.
- 8.9 The modal split captured through the baseline surveys will be used for monitoring purposes, whereby the results of future travel surveys will be compared with the results of the baseline survey.
- 8.10 The results of each travel survey will be compared with the target development modal split identified within Section 5 to monitor the progress and success of the TP.

Reporting

- 8.11 A biennial Travel Plan review will be undertaken for a period of five years from the occupation of 50% of the residential units by the TPC to assess the progress of the plan. This will outline the results of the monitoring in the preceding period, measures that have been implemented and any suggested changes to targets and measures as a result of the survey data. This review report will be submitted to Travel Plan Officers at HCC as necessary.

Remedial Measures

- 8.12 If the mode share targets are not met, the TPC will ensure that corrective measures are put in place, in consultation with HCC, to establish which measures have been successfully implemented and determine what measures can be taken to future reduce travel-related impacts and achieve a greater take-up of the measures and initiatives included within the Travel Plan.

9.0 Action Plan

Overview

- 9.1 To achieve the aims and objectives of the TP, a clear framework of targets and milestones in the form of both short and long-term objectives will be set out in an Action Plan, as detailed in this section.

Action Plan

- 9.2 The Action Plan will be reviewed by the TPC prior to any review process to check the performance of the TP and identify the need for any corrective actions that may need to be put in place for the following period.
- 9.3 Details of the initial Action Plan is summarised in Table 9.1 which sets out the measures and monitoring included in this Travel Plan.

Measure	Target Date	Responsibility
Appointment of the Travel Plan Co-ordinator (TPC)	Prior to occupation	Developer
Travel Information Packs	Provided to each resident upon occupation of dwelling	TPC
Provision of information related to promoting walking (outlining benefits, route maps, leisure and commuter routes etc.)	Provided through travel packs, websites and social media	TPC
Provision of information related to promoting cycling (outlining benefits, route maps, leisure and commuter routes, cycling initiatives etc.)	Promoted through travel packs, noticeboard, website and social media	TPC
Provision of sustainable travel information with timetables and bus stop information	Through travel packs and noticeboards / websites where applicable	TPC
Promote car share database and car sharing to residents	Through travel packs and noticeboards / websites where applicable	TPC
Provide details of local taxi services	Through travel packs and noticeboards / websites where applicable	TPC

- 9.4 Table 9.1 – Action Plan