



Danes Park, New Milton

Residential Travel Plan

Client: Pennyfarthing Homes

i-Transport Ref: SJH/GV/ITB12027-016C

Date: 17 March 2025

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Quality Management

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SECTION 1 Introduction and Planning History

1.1.1 i-Transport LLP has been appointed to produce a Full Travel Plan for the Danes Park site which forms Strategic Site 10 (SS10) in the New Forest District Council (NFDC) Local Plan. The site previously received a resolution to grant at New Forest Planning committee under application reference 21/11179 with the planning permission being subsequently issued in February 2024 following completion of the Section 106 agreement. A key component of the obligations within the S106 is the production and agreement of a 'Full' Travel Plan with Hampshire County Council (HCC).

1.1.2 This Residential Travel Plan has therefore been drafted to build upon the Framework document previously submitted alongside the planning application to enable discussion and agreement with HCC's Travel Planning team. Comments provided by HCC at the application stage have been reflected within this updated document.

1.2 Relevant Transport Policy

1.2.1 The primary purpose of this Residential Travel Plan (TP) is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling and public transport to reduce the demand for travel by less sustainable modes, and to identify a management strategy to ensure these opportunities are taken up for future residents.

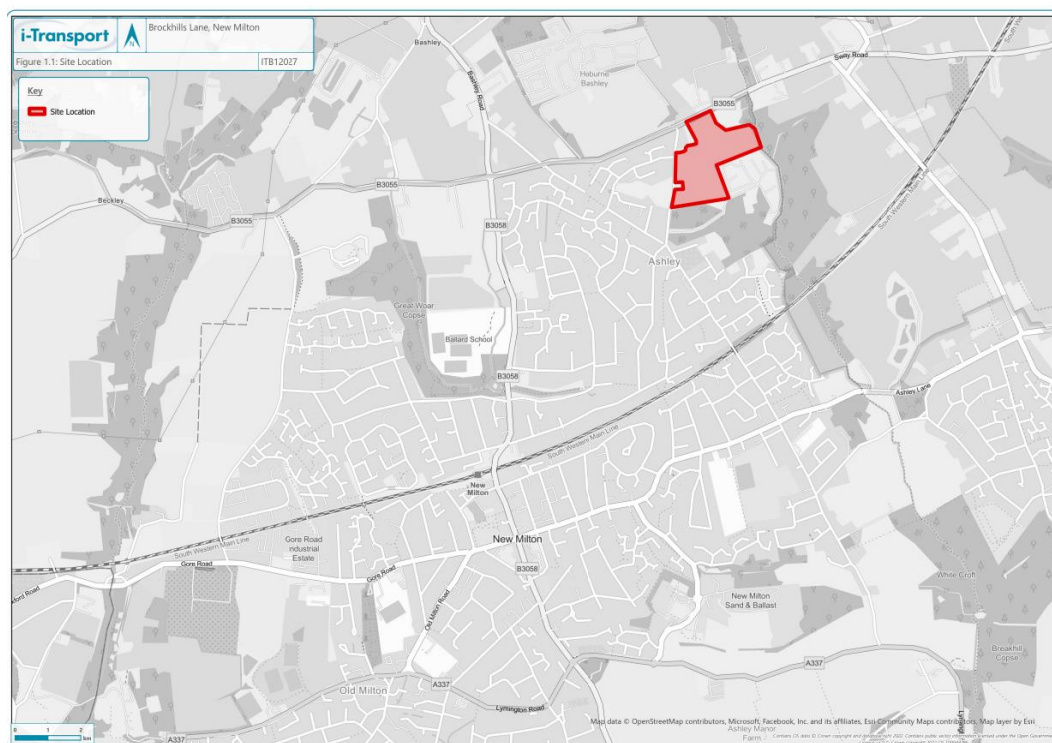
1.2.2 The National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG) both require a Travel Plan to be submitted alongside proposals for developments likely to result in significant travel demand. Hampshire County Council (HCC) is the local highway authority and has issued its 'Guidance on Development Related Travel Plans' (2009) which identifies that a travel plan is required for all developments exceeding 100 dwellings.

1.2.3 Pennyfarthing Homes are committed to the delivery of the Travel Plan and see it as an integral part of delivering a high quality development at Danes Park and across their portfolio. Reducing the use of the private car will enhance the development and the surrounding area and Pennyfarthing Homes are committed to promote walking, cycling and public transport use as alternatives to the private car. The delivery of the Travel Plan forms part of a comprehensive package of measures encouraging travel by sustainable modes.

1.3 Site Location

- 1.3.1 The site is located on the northeastern corner of New Milton, is bordered by Brockhills Lane to the west, B3055 Sway Road to the north, Stanley Holiday Park to the east and open green space to the south. As set out above the site benefits from a planning consent for up to 164 dwellings on land identified for residential development in the NFDC 2016 – 2036 Local Plan. The site location is shown on **Image 1.1** below which is an extract of **Figure 1**.

Image 1.1: Site Location Plan



Source: i-Transport Figure 1

1.4 Scope and Structure of the Residential Travel Plan

- 1.4.1 This Residential Travel Plan has been prepared to take account of the comments provided by HCC in relation to the earlier Framework Travel Plan (ITB12027-008). These comments alongside the provision of further detail and updating the work undertaken at the planning stage has been used to produce this Full Residential Travel Plan.
- 1.4.2 This TP is presented using the following structure:
- **Section 2** - Principles, Objectives and Benefits;
 - **Section 3** – Existing Conditions and Travel Patterns;

- **Section 4** – Targets;
- **Section 5** - Site Layout and Infrastructure Measures;
- **Section 6** – Promotional and Marketing Measures, (Soft Measures);
- **Section 7** – Travel Plan Implementation; and
- **Section 8** – Monitoring.

SECTION 2 Principles, Objective and Benefits

2.1 Principles and Objectives

2.1.1 This Residential Travel Plan sets out a sustainable transport strategy for the development of the site. In line with national and local government guidance, the headline aims for the plan are:

- ***To reduce the number of car journeys to/from the site; and***
- ***To improve accessibility to the site by non-car modes of transport.***

2.1.2 The plan will have the following additional objectives:

- a To support a range of sustainable transport alternatives to provide the future residents with options for travel to / from the site;
- b To develop an awareness of the options for sustainable travel to and from the site and local area amongst local residents and build an awareness of the wider improvements delivered by adjacent parcels;
- c To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes;
- d To manage car parking demand across the development; and
- e To minimise the impacts of car based travel to the site on the local and strategic highway network and environment.

2.2 Benefits

2.2.1 The development of a Travel Plan has a number of benefits for future residents and visitors; as well as the existing local community and surrounding environment, as set out below:

Residents

- Improved health and fitness through increased levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices;
- The social aspects of sharing transport with others; and
- A better environment within the site and its immediate environs as vehicular movements are minimised and parking pressures are reduced.

Local Community and Environment

- 2.2.2 The sustainable transport strategy for the development proposal and the infrastructure proposed will benefit existing residents in the local area in a number of ways. The sustainable transport strategy will improve pedestrian links locally, allowing for wider access between the site and the facilities in New Milton.
- 2.2.3 The potential benefits compared to the 'without Travel Plan' scenario, are as follows:
- The impact of the development on the local environment will be lessened, in terms of reducing congestion, noise and atmospheric pollution created by vehicle trips to and from the site, and
 - A reduction in vehicular movements to and from the site will reduce vehicular turning movements to / from the site. This will contribute to both local air quality management and national climate change reduction targets.
- 2.2.4 Overall, it is anticipated that the Travel Plan will result in benefits for residents of the site and the wider community in the vicinity of the development. This is in addition to a series of infrastructure measures that are designed to encourage the uptake of sustainable transport options for residents of the site and the wider community in the vicinity of the development.

SECTION 3 Existing Conditions and Travel Patterns

3.1 Introduction

3.1.1 This section of the Travel Plan outlines the transport conditions in the vicinity of the site and the surrounding area, including opportunities for travel by public transport, walking, and cycling. The characteristics of the road network surrounding the site are also covered.

3.2 Existing Travel Patterns

3.2.1 Travel to work data contained within the 2011 Census (known as 'Origin Destination') has been reviewed to identify the existing journey to work modal split. New Forest middle layer super output area (MSOA) ref: 018 has been used. This encompasses the predominately residential area immediately to the west of the site and therefore is comparable to the development in terms of location. A summary is provided in **Table 3.1**.

Table 3.1: New Milton – New Forest 018 – Journey to Work: Model Split

Mode	Journey to Work Modal Split (%)
Driving a car or van	82.0%
On foot	4.6%
Passenger in a car or van	4.9%
Bicycle	3.0%
Train	3.4%
Other method of travel to work	0.4%
Bus, minibus or coach	0.6%
Motorcycle, scooter or moped	1.1%

Source: 2011 Census

3.2.2 **Table 3.1** demonstrates that the main mode of travel for journeys to work for residents of New Forest MSA ref: 018 is car (driver and passenger), which accounts for 86.9% of all journeys to work. A further 4.6% walk to work, with cycling accounting for 3.0%. Journeys by public transport by rail and by bus are 3.4% and 0.6% respectively.

3.2.3 Through the delivery of the TP, there is an opportunity to establish positive travel behaviours from early in the development buildout with future residents being made aware of sustainable alternatives to travel by the private car.

3.3 Walking and Cycling

Walking Opportunities

South of Site - Existing

3.3.1 Immediately south of the southern site boundary (approximately 200m south of the proposed site access) on Brockhills Lane a street-lit footway measuring c.2.0m in width begins on the western side of the carriageway. The footway continues circa 200m southbound via Oakwood Avenue, providing access to Marston Road Bus stop or further to the south on Ashley Common Road.

3.3.2 Footways measuring circa 1.5m-1.8m in width continue both east and west side of Oakwood Avenue, leading onto Manor Road, and provide access towards New Milton Town centre and Railway Station after approximately 1.6km.

North of Site - Existing

3.3.3 Approximately 50m north of the proposed site access, Brockhills Lane meets Hollands Wood Drive at a simple priority junction. A footway measuring 1.8m in width is provided on the southern side of the carriageway of Hollands Wood Drive and is also street lit. The footways on Hollands Wood Drive provide wider access to New Milton via B3058 Fernhill Lane, and to Ferndale Road which offers local services including convenience store / post office.

Improvement Schemes to be Implemented

3.3.4 A range of improvement schemes to walking and cycling infrastructure have been secured as part of the planning consent. These are detailed in Section 5 however can be summarised as follows:

- Footway connection to Hollands Wood Drive;
- Improved crossing on Sway Road to the north of the site to connect to the Farm Shop and New Forest National Park;
- New section of footway on Brockhills Lane to the south of the site and crossing to connect to the existing footway;
- Improvements to the walking routes between the site and Ashley Infant and Junior schools.

- 3.3.5 In addition to the above speed reduction measures are also proposed on Sway Road along with an improvement to the Brockhills Lane / Sway Road junction.

PROW Network

- 3.3.6 There is an extensive network of Public Rights of Way in the vicinity of the site. A map of these routes (extract provided as **Image 3.1**) can be viewed for free online at: <http://localviewmaps.hants.gov.uk/LocalViewmaps/Sites/ROWOnline/>

Image 3.1: Local PROW Network



Source: Hampshire County Council

- 3.3.7 The local Public Right of Way (PROW) network provides low traffic / off-road connections to the surrounding area and other local destinations.
- 3.3.8 The proposals include connections to the PROW network, particularly via the new crossing point to be provided on Sway Road to connect to the PROW to the north

Cycling Opportunities

- 3.3.9 As detailed at the planning stage there are no dedicated cycling routes within the immediate vicinity of the site however Brockhills Lane, Oakwood Avenue and Hollands Wood Drive are all subject to 30mph speed limits and lightly trafficked. These characteristics make these roads conducive to on carriageway cycling for future users connecting south or southwest towards facilities and services in the centre of New Milton.

Potential Future HCC Interventions

- 3.3.10 The draft New Forest LCWIP identifies future potential enhancements to Brockhills Lane and Sway Road for cycling as part of Route 110 improvements. This is extracted below as **Image 3.2**.

Image 3.2: Extract of Draft LCWIP Route 110: New Milton to Brockenhurst via Sway



Source: New Forest District Council Draft LCWIP

3.4 Public Transport

Bus

- 3.4.1 There are existing bus stops located on Marston Road, located circa 500m south of the site (15 minute walk) and Badgers Copse 400m (6 minute walk time). The bus stop on the eastern side of the carriageway provides timetable information and a bus shelter, whilst the bus stop on the western side provides a flag and timetable information.
- 3.4.2 **Table 3.2** summarises the current bus services available from these stops towards New Milton, Bournemouth, Lymington, and the surrounding area.

Table 3.2: Bus Service Summary

Bus Service	Destination	Frequency		
		Monday - Friday	Saturday	Sunday
X2	Lymington - Bournemouth (Leaving Marston Road)	Hourly Service (first service at 06:26, last service at 17:05)	Hourly Service (first service at 08:14, last service at 17:05)	-
120	New Milton – Lymington (leaving Badgers Copse)	2 Journeys per day (first service at 11:11 last 13:46)	-	

Source: Bustimes.org

- 3.4.3 **Table 3.2** demonstrates that the main bus route serving future residents of the site is the X2 with an hourly service between Monday to Saturday. There are services leaving prior to 7am on a weekday and therefore this provides the potential to be used as a commuting service.

Rail

- 3.4.4 The closest railway station is New Milton, which is located approximately 2km southwest of the site. This is within a reasonable walking distance, a short cycle trip, and is accessible via the X2 and 120 bus services from the stops closest to the site.

3.4.5 Table 3.3 summarises the rail services available from New Milton Railway Station and demonstrates that there are regular rail services to destinations for a range of journey purposes including Bournemouth, Poole, Weymouth, and London Waterloo.

Table 3.3: Rail Service Summary

Destination	Frequency (per hour)		Journey Time
	Peak	Off Peak	
Bournemouth	2	2	17 minutes
Poole	2	1	30 minutes
Weymouth	2	1	80 minutes
London Waterloo	2	1	110 minutes

Source: National Rail Enquiries (Note: this is based upon current timetables as of November 2024)

3.4.6 Through the implementation of the Residential Travel Plan future residents will be made aware of opportunities to access public transport opportunities.

3.5 Accessibility to Local Facilities

3.5.1 The primary destinations for future residents of the proposed development within the local area are listed in **Table 3.4**, which includes facilities for education, leisure, retail, employment and health and are also shown in the Local Accessibility Plan in **Figure 2**.

Table 3.4: Key Local Facilities

Purpose	Destination	Total Distance (m)	Walking Journey Time (minutes)	Cycling Journey Time (minutes)
Employment	New Milton Town Centre	2,350m	28	9
	New Milton Trading Estate	3,350m	40	13
	New Milton Industrial Park	3,450m	41	13
Education	Ashley Infant School	1,550m	18	6
	Ashley Junior School	1,750m	21	7
	Ballard School	1,850m	22	7
	The Arnewood School	3,050m	36	11
	New Milton Junior School	3,050m	36	11
	New Milton Infant School	3,250m	39	12
Retail	Ferndale Store/ Post Office / Waves Hairdresser	1,000m	12	4
	Ashley Centre	1,450m	17	5
	Bashley Post Office	1,850m	22	7
	New Milton Town Centre	2,350m	28	9
	Tesco Superstore	2,550m	30	10
	Tesco Express	2,650m	32	10

Purpose	Destination	Total Distance (m)	Walking Journey Time (minutes)	Cycling Journey Time (minutes)
	Morrisons	2,250m	27	8
	Lidl	3,250m	39	12
Leisure	New Milton Cricket Club	1,450m	17	5
	Bashley Village Hall	1,550m	18	6
	Bashley Cricket Club	1,550m	18	6
	Bashley Football Club	1,550m	18	6
	New Milton Rugby Sports Club Ashley Recreation Ground	1,750m	21	7
	New Milton Library	2,650m	32	10
	New Milton Health and Leisure	2,850m	34	11
	New Milton Skate Park	2,600m	35	10
	New Milton Eagles Football Club	3,850m	46	14
Healthcare	Ashley Pharmacy	1,550m	18	6
	Kamsons Pharmacy	1,950m	23	7
	Milton Medical Centre	1,950m	23	7
	New Milton Pharmacy	2,250m	27	8
	New Milton Health Centre	2,350m	28	9
	Waterford House (NHS)	2,650m	32	10
	New Milton Dental Centre	2,950m	35	11

Source: Consultants Estimates

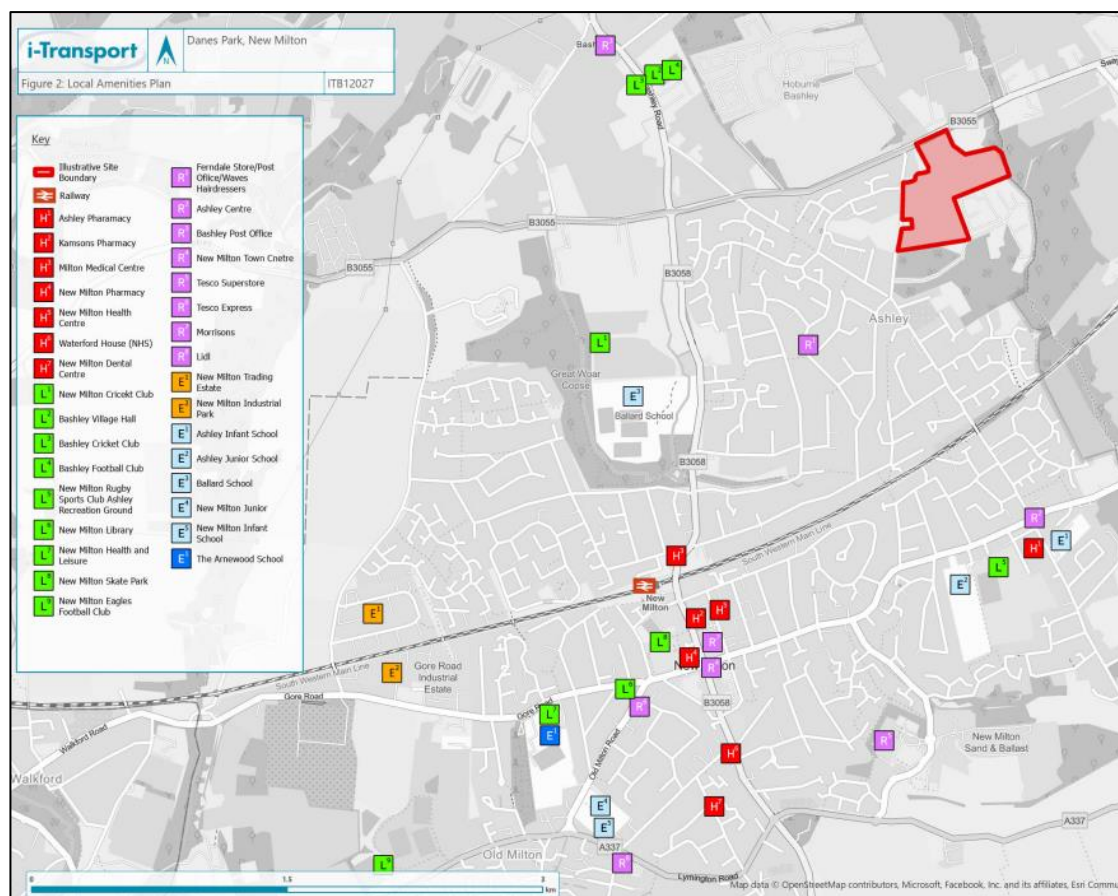
Key:



Within 2.0km walking distance – 'Reasonable walking distance'.

Within 3.2km walking distance – 'Maximum walking distance'.

Image 3.3: Local Facilities Plan



Source: i-Transport Figure 2

3.5.2 **Table 3.4** and **Figure 2** identifies the facilities and services in the local area as follows:

- Reasonable Walking Distance (2.0km):** Ashley Infant School, Ashley Junior School, Ballard School, Ferndale Store/ Post Office / Waves Hairdresser, Ashley Centre, Bashley Post Office, New Milton Cricket Club, Bashley Village Hall, Bashley Cricket Club, Bashley Football Club, New Milton Rugby Sports Club Ashley Recreation Ground, Ashley Pharmacy, Kamsons Pharmacy and Milton Medical Centre.
- Maximum Walking Distance (3.2km):** The Arnewood School, New Milton Junior School, New Milton Town Centre, Tesco Superstore, Tesco Express, Morrisons, New Milton Library, New Milton Health and Leisure, New Milton Skate Park, New Milton Pharmacy, New Milton Health Centre, Waterford House (NHS) and New Milton Dental Centre.

3.5.3 As demonstrated above there are a range of everyday facilities and services as well as schools accessible by future residents. The delivery of the TP will ensure residents are aware of opportunities to access these facilities via sustainable modes.

SECTION 4 Targets

4.1 Overview

4.1.1 The key aim of the Travel Plan is to reduce the single occupancy car use for travel to / from the development and to promote sustainable travel modes.

4.1.2 The use of targets will enable the Travel Plan Co-ordinator a (TPC) and Hampshire County Council to monitor the TP against the objectives. It is however recognised that as a residential development, measures can be put in place to encourage and influence sustainable behaviours, but the outcomes cannot be guaranteed, despite the best endeavours of the TP.

4.2 Targets

4.2.1 In accordance with Hampshire County Council's Travel Plan Policy the following targets have been set:

- **Target 1:** To reduce the number of vehicle trips associated with the site by 10% from the baseline position;
- **Target 2:** To reduce the total number of vehicle trips generated by the site during the morning peak hour (08:00-09:00) and evening peak hour (17:00-18:00) by **10%** from the baseline position. and
- **Target 3:** To ensure that all residents of the site are aware of and are able to benefit from the Travel Plan.

4.2.2 The objective is to achieve this target at the end of the monitoring period. Interim mode split targets have been established and will be subject to on-going review throughout the monitoring of the Travel Plan.

4.2.3 These targets follow the SMART principle (specific, measurable, adjustable, realistic, time-based) and focuses on reducing trip generation of the site as a whole.

4.3 Baseline Position and Interim Targets – Target 1

4.3.1 For the purposes of this TP and prior to initial monitoring being undertaken the baseline modal split is based upon the travel to work data from the Census for New Forest 018 MSOA. The single occupancy car use mode share targets are summarised in **Table 4.1**.

Table 4.1: Travel to Work Targets

Mode of Travel	Baseline	3 rd Year	5 th Year
Driving a car or van	82.0%	82.0%	76.5%
On foot	4.6%	4.6%	5.7%
Passenger in a car or van	3.0%	3.0%	4.1%
Bicycle	0.6%	0.6%	1.7%
Bus, minibus or coach	4.9%	4.9%	6.0%
Train	3.4%	3.4%	4.5%
Other	1.1%	1.1%	1.1%
Motorcycle	0.4%	0.4%	0.4%
Underground / metro	82.0%	82.0%	76.5%
Taxi	4.6%	4.6%	5.7%
Total	100%	100%	100%

Source: 2011 Census & Consultants Calculations

4.3.2 The targeted increases in public transport use, walking, cycling and car sharing are considered reasonable given:

- The 'hard' infrastructure measures to be delivered alongside the development, including dedicated pedestrian connections on key desire lines into New Milton;
- Promotion of walking, cycling and public transport use within a bespoke Resident's Travel Information Packs;
- Potential for the TPC to engage with local cycle shops and public transport providers to negotiate possible discounts and trial incentives for residents; and
- Promotion of public transport opportunities and car sharing initiatives amongst residents.

4.3.3 Once the first monitoring surveys at the development have been undertaken and analysed (see Section 8 of this Travel Plan) this will update the baseline position and the interim mode shift targets will be reviewed.

4.4 Traffic Generation – Target 2

4.4.1 In agreement with Hampshire County Council, the vehicular trip rates established using TRICS have provided the likely traffic generation of the development proposal. The Traffic generation parameters are set out in Section 6 of the Transport Assessment (i-Transport report ref: ITB12027-007 R).

- 4.4.2 The agreed traffic generation for the morning and evening peak hour for the site (from the Transport Assessment) is reproduced as **Table 4.2** below.

Table 4.2: Development Trip Generation – Agreed Traffic Generation

	Morning Peak Hour			Evening Peak Hour		
	In	Out	Total	In	Out	Total
Trip Rate (per Dwelling)	0.146	0.334	0.480	0.326	0.130	0.456
Trip Generation (170 Dwellings)	25	57	82	55	22	77

Source: TRICS / Consultants calculations based on TRICS data

- 4.4.3 Target 2 aims to reduce the peak hour trip rate of the development to minimise the external traffic generation and traffic impacts on the local highway network during the critical periods from the above numbers by 10%.
- 4.4.4 Once the first monitoring surveys have been undertaken at the site and analysed these will be used to update the baseline position.

SECTION 5 Site Layout and Infrastructure Measures

5.1.1 This section describes the infrastructure measures that will encourage residents to travel via sustainable modes.

5.2 Site Masterplan

5.2.1 **Image 5.2** provides an extract of the masterplan for the site including the various offsite pedestrian or cycle connections to Sway Road and Brockhills Lane as well as the vehicular point of access onto Brockhills Lane. A copy of the full masterplan is provided as **Appendix A**.

Image 5.2: Site Masterplan



Source: Thrive Architects

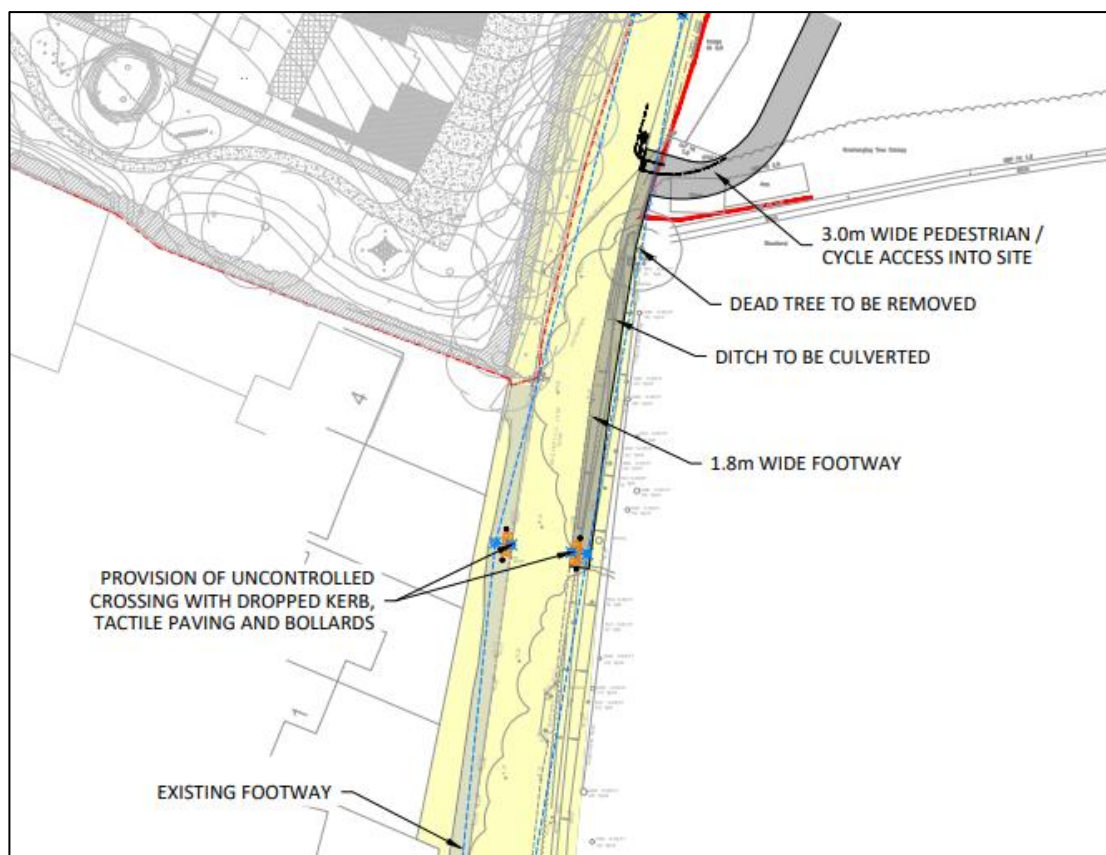
Vehicular Access

- 5.2.2** Vehicular access to the site is to be provided via a simple priority junction with Brockhills Lane on the western frontage of the site. A further emergency vehicle access will be provided onto Sway Road which will also provide a pedestrian link to the farm shop to the north and the New Forest National Park beyond.

Pedestrian / Cycling Access and Improvements

- 5.2.3 A pedestrian and cycle access is proposed from the site opposite the southern side of the Hollands Wood Drive junction. This would incorporate crossing facilities and a footway extension to Hollands Wood Drive for pedestrians and provide a cycle transition to Brockhills Lane.
- 5.2.4 A further point of pedestrian and cycle access is proposed in the southwestern corner of the site which will connect into the site from Brockhills Lane via a shared use connection to Brockhills Lane itself. As set out at the planning application stage a footway connection on the western side of Brockhills Lane has previously been secured under planning application 15/10784. However, this has not been delivered and therefore in line with the approach agreed at the planning application stage a new footway connection on the eastern side of Brockhills Lane has been developed to provide this connection to the existing footways to the south ahead of the footway secured under the separate application.
- 5.2.5 An extract of the illustrative work undertaken and shared with HCC at the planning application stage is provided below as **Image 5.3**. The exact detail of the scheme to be delivered will be developed through the detail design stage.

Image 5.3: Illustrative Footway connection on Brockhills Lane



Source: ITB12027-GA-030

- 5.2.6** This connection provides an alternative route south towards the town centre and the primary school to the south via Ashley Common Road or Oakwood Avenue.
- 5.2.7** It is also proposed that the existing field track into the site from Sway Road (to the north) be widened to 3.7m and that access is restricted, so that it can be used as an emergency vehicle access only (as well as a route to the north for pedestrians to connect with the public right of way route 168/730/1 adjacent to the farm shop for onward connection into the New Forest National Park).
- 5.2.8** In addition to the area immediately surrounding the site offsite improvements were also identified through the Walking, Cycling and Horse Riding Audit (WCHAR) process with HCC. This includes a series of pedestrian crossing improvements between Brockhills Lane along Ashley Common Road to connect to Ashley Infant and Junior schools.

5.2.9 Onsite Layout

5.2.10 The Transport Assessment set out the framework for the street hierarchy onsite and was discussed and agreed with NFDC and HCC. In summary this identified the following:

- **Primary Streets** – The main street through the development, providing access for all vehicles to lower order streets and direct access to properties. The main street has a design speed of 20mph.
- **Secondary Streets** – low speed (15mph maximum) residential streets providing direct access to properties, lanes, mews and parking areas. Refuse access is required
- **Tertiary Streets / Lanes / Mews** – very slow speed (10mph) short local lanes and streets providing access to small collections of development.

5.2.11 Given the above design measures to reduce vehicular speeds cyclists will be accommodated on street within the site as agreed previously at the planning stage.

5.3 Parking Strategy

5.3.1 Through the planning process the strategy for both car and cycle parking onsite was agreed and set out. This ensures that the parking numbers proposed are in line with the NFDC parking standard document for both on plot and visitor parking spaces.

SECTION 6 Promotional and Marketing Measures

6.1.1 This section of the Travel Plan describes the non-infrastructure or 'soft' Travel Plan measures that will be developed and promoted for the residents of the new development. It covers:

- Measures to encourage new residents to walk and cycle;
- Measures to encourage the use of public transport;
- Measures to encourage future residents to car-share; and
- Information provision to future residents of the scheme including a new resident's travel pack.

6.1.2 The strategy for a Travel Plan co-ordinator (TPC), implementation, funding and management of the Travel Plan is provided in the later section of this report.

6.2 Promotion of Walking and Cycling

6.2.1 The development is designed to facilitate walking and cycling for local journeys with integration into key local connections provided through 'hard' infrastructure measures. All dwellings will be provided with secure cycle parking in line with New Forest Parking Standard for the proposed dwelling capacity.

6.2.2 Information on the walking and cycling routes and facilities within the development will be made available to new residents through the resident's travel information pack and the other promotional strategies described later.

6.2.3 The TPC will attempt to establish a bicycle user group for the new development to enable cyclists to share information on routes, safety, cycle maintenance and cycle training (Bikeability) etc. Furthermore, it will also enable less experienced cyclists to contact established cyclists and therefore to obtain information, guidance and potentially a 'cycling buddy'. Information regarding local cycling groups such as the New Forest Bike Project will also be given.

6.2.4 The Travel Plan Co-ordinator will attempt to negotiate discounts or promotions for residents at local cycle stores and will inform residents of any wider promotional or marketing initiatives being implemented in the local area by HCC. Therefore, encouraging the uptake of active travel.

6.3 Promotion of Public Transport

- 6.3.1** Information on the public transport routes and facilities serving the new development will be made available to new residents through the resident's travel information. This will include information regarding bus services as well as facilities such as whether there is level access, on-board wi-fi, contactless payment etc.
- 6.3.2** The TPC will attempt to negotiate incentives and discounts with the local bus operator and will promote any ongoing initiatives to local residents.

6.4 Sustainable Travel Voucher

- 6.4.1** The first occupier of each dwelling will be offered a sustainable transport voucher up to the value of £50 which can be redeemed in a local cycle shop against the purchase of cycling equipment or against the purchase of public transport tickets. This is equivalent to the value of a taster ticket for 30 consecutive days travel on the 120 Morebus service.

6.5 Car Sharing Scheme

- 6.5.1** Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work. Not only does car sharing cut the costs of travel to work for the individual, but it reduces the number of residents making similar journeys at the same time, thereby reducing peak hour congestion on routes between the site and local employment areas. This in turn helps to reduce vehicle emissions, contributing to meeting local air quality targets.
- 6.5.2** Residents will be provided with information about car sharing schemes such as liftshare (<https://liftshare.com/uk/journeys/from/new%20milton>). Information on the benefits of car sharing and how to register will be included within the residents travel information pack.

6.6 Information Provision and Marketing

Point of Sale Information

- 6.6.1** New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development and to set out the aims and objectives of the Travel Plan. Sales staff will also be trained to provide this sustainable travel information to future residents.

Website / Information Page

- 6.6.2 To ensure access to up to date information for residents a travel plan website / information page will be set up. This will contain up to date bus and rail timetable information, and information on car sharing., Walking and cycling maps will also be available to download.

Residential Travel Information Packs

- 6.6.3 Each household will be provided with a resident's travel information pack. The pack will present information on the Travel Plan measures and contain information about the objectives of the Travel Plan, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport.

- 6.6.4 The following items will be included in the resident's travel information pack:

- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored;
- Details regarding the provisions of broadband access to enable easy access to local home delivery services and home working will be promoted as a way to reduce travel;
- A link to and information about the community travel website, providing local travel information including; maps showing location of key services and facilities and walking / cycling isochrones to demonstrate to residents how long it will take to walk or cycle to these destinations;
- Information regarding the 'hard' infrastructure measures being implemented by the development and a timeline for their delivery;
- A plan of the new development and local area, highlighting local facilities and the nearby key destinations, walking and cycling routes, locations of public cycle parking, and the location of bus stops;
- Information about opportunities to travel to local schools near the site by sustainable modes and schemes including the School Travel Plan's active nearby;
- Links / web address details for New Milton and local cycle routes from Hampshire County Council (<https://www.hants.gov.uk/thingstodo/countryside/visit/routes-and-trails>);
- Bus and rail maps and timetables information;

- Information about journey planning services, e.g. www.nationalrail.co.uk and www.travelinesoutheast.co.uk;
- Information about car sharing through the Hampshire car share website (<https://liftshare.com/uk/journeys/from/new%20milton>); and
- Information about the home delivery services offered by supermarkets in the local area.

SECTION 7 Travel Plan Management and Implementation

7.1.1 This section of the TP describes the delivery strategy through which the measures contained herein will be implemented and managed.

7.2 Management of TP

7.2.1 The developer will appoint a suitably qualified individual to act as the Travel Plan Co-ordinator (TPC) for the site. Contact details will be supplied to HCC at least one month prior to first occupation of the development proposal.

7.2.2 The TPC will attempt to establish a steering group, comprising a representative from the developer, a representative of any housing association(s), the highway authority (HCC), the local authority sustainable travel co-ordinator and other local authority officers as needed (e.g. cycling, public transport, and voluntary residents' representatives). It is expected that the steering group will meet every 6 months during the first year and annually thereafter. This will enable the Travel Plan to be well established by the end of the initial Travel Plan period.

7.2.3 At this point the management of the Travel Plan will transfer back to a local representative or HCC Travel Plan Team.

7.3 Travel Plan Coordinator

7.3.1 The Travel Plan Coordinator acting on behalf of Pennyfarthing Homes will be i-Transport LLP with specific members of staff having continual involvement throughout the process. This aligns with the wider approach adopted by Pennyfarthing Homes and will provide benefits across the various sites where TP's are being implemented.

7.4 Role of Travel Plan Co-ordinator

7.4.1 The Travel Plan Coordinator will assume responsibility for the ongoing delivery of the TP. The role of the TPC will be as follows:

- To manage the day to day delivery of the measures contained in the TP;
- To attempt to set up (and thereafter act as chairperson) to the steering group;
- To market the Travel Plan to encourage interest and involvement of residents;
- To set up and maintain a Travel Plan website / information page;

- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic journey planning service for residents.
- To seek to establish a bicycle user group;
- To organise annual monitoring of the Travel Plan (as outlined in Section 8); and
- To provide monitoring feedback to residents and the steering group and to liaise with the local authority as necessary.

7.5 Involvement of Residents

7.5.1 Involvement of residents will be key to the success of the sustainable transport measures. Information regarding the Travel Plan will be included in the sales brochure and on completion of purchase, each household will be provided with a resident's travel information pack.

7.5.2 The TPC will seek to liaise regularly with residents of the site, to understand their particular needs and concerns and to examine ways of addressing them. Copies of the Travel Plan will be made available through the website / information page.

7.5.3 The TPC will also aim to maintain interest amongst residents through the following means:

- Occasional email update / leaflet drops providing information about the Travel Plan, advertising the website and reporting the results of the annual monitoring;
- Engagement with any community Facebook group that may establish;
- Involvement of resident volunteers in the Steering Group; and
- The Steering Group will review and develop other methods of involving residents.

7.6 Funding of the TP

7.6.1 The developer will fund the following items:

- The transport infrastructure outlined in **Section 5** of the TP;
- The Travel Plan Co-Ordinator Role for 5 years from first occupation;
- The implementation of the measures outlined in **Section 6**;
- The monitoring surveys and programme outlined in **Section 8**; and
- Hampshire County Council approval and monitoring fees associated with the 5 year lifetime of the Travel Plan.

7.6.2 The aim will be to take steps to enable the Travel Plan to become self-sufficient by the time that the development is complete.

7.7 Framework for Implementation

7.7.1 The TPC will be appointed at least one month before the first occupation of the new development, in order to commence development of the initial Travel Plan measures in time for the first occupations. **Table 7.1** provides an initial framework for implementation of the measures set out in Sections 5 and 7 of this TP.

Table 7.1: Framework for Implementation

Measure		Timescale	Responsibility	Mode Affected	Cost Estimate
Infrastructure Measures including cycle parking, on and offsite pedestrian and cycling improvements and access works.		Phased with development	Developer	Walking / Cycling	Covered in Development Construction Costs
Travel Plan Co-ordinator		Appointment as close to 1 st occupation as possible and remain in place for a minimum of 5 years from first occupation	Developer	n/a	£17,460 (average of 3-4 hours per month for 5 years at a cost of £80 per hour))
Information Development and Provision	Training of sales team about sustainable travel information	Training as part of induction process	Developer / TPC	n/a	Included within TPC Costings
	Travel Information Website	To be developed and run for the duration of the development buildout up to 5 years from first occupation	Developer Setup / TPC manage	Car use / PT and Active Modes	£3,000 initial setup fee. To then be kept up to date by TPC for duration of travel plan

Measure		Timescale	Responsibility	Mode Affected	Cost Estimate
	Notice Board	To be incorporated into the development	Developer Setup / TPC manage	Car use / PT and Active Modes	Initial setup fee of £800 for the notice board, £200 assumed per annum to update information included
	Production of residents' travel information packs	To be developed and completed as close to 1st occupation as possible	TPC – Developer to ensure distribution at point of sale	Car use / PT and Active Modes	£3,280 (c.£20 per household)
Offer of a £50 sustainable travel voucher for either public transport or cycle equipment		On first occupation of each dwelling	Developer	Car use / PT and Active Modes	£8,200 (164 units assuming worst case uptake of 100%)
Traffic Surveys and Travel Questionnaires		In line with the monitoring strategy	Developer	n/a	£5,000 (including survey fees, review and distribution of questionnaire information)
Monitoring / Reporting		In each year following first occupation a monitoring report will be submitted to HCC	Developer fund surveys, TPC undertake reporting	n/a	£8,000
Estimated Travel Plan Bond Figure allowing for HCC 10% Uplift					£51,414

Measure	Timescale	Responsibility	Mode Affected	Cost Estimate
HCC Monitoring and Approval Fees				£16,500 (including £1,500 approval fee and HCC monitoring over 5 years - £15,000)

- 7.7.2** Upon commencement of the Travel Plan Co-Ordination role, the timescales outlined in **Table 7.1** will be updated to reflect a specific timeline.
- 7.7.3** The success of each Travel Plan measure will be monitored through the annual monitoring process. This will give the TPC an understanding of which measures are proving to be the most popular, as well as those which may require additional promotion.

SECTION 8 Monitoring

- 8.1.1 The total monitoring programme will last five years following first occupation of the site. Formal monitoring will be undertaken through the distribution of a travel questionnaire survey, co-ordinated by the TPC and undertaking vehicle counts at the site access in 'full survey' years as well as in establishing the baseline position.
- 8.1.2 The first questionnaire survey will be circulated by the TPC one year after occupation with annual monitoring undertaken following this point for up to 5 years following the first occupation.
- 8.1.3 **Table 8.1** below summarises the monitoring timetable and process proposed.

Table 8.1: Monitoring Timetable

	Baseline (Year 1)	Year 2	Year 3	Year 4	Year 5
Level of report	To be submitted one year after occupation. This will include the baseline survey results following a questionnaire survey and a vehicle survey via ATC	Monitoring report with snapshot survey following questionnaire	Full surveys – questionnaire and vehicle monitoring via ATC – Monitoring report	Monitoring report with snapshot survey following questionnaire	Full surveys – questionnaire and vehicle monitoring via ATC – Monitoring report

8.2 Questionnaire

- 8.2.1 This will likely be in an online format, i.e. through use of online resources such as Survey Monkey or Microsoft Forms.
- 8.2.2 The surveys will determine a number of important statistics, including the awareness of the TP, resident work destinations, the number of cars and bicycles owned per household, modal split of journeys to work, educational and leisure journeys and preferences towards the availability and use of more sustainable modes of transport. An example of a travel survey is provided as **Appendix B**.
- 8.2.3 The surveys will be used to determine travel patterns to and from the site, to assist with setting objectives for the TP which may be implemented in the future and to monitor travel patterns at the site over set periods of time to quantify modal shift.

8.2.4 In order to maximise response rates to the survey there is potential to offer incentives, such as a prize draw entry, encouraging residents to take part. In the event that the survey does not get a desired response rate of 35% or more, an incentive will be introduced, and the survey will be re-distributed to residents after 6 months, following further promotion and incentives for taking part.

8.3 Results

8.3.1 The results and the analysis will be included in the first monitoring report, with the TP targets revised or updated accordingly.

8.3.2 The results of these surveys and statistical analysis will form the basis of discussions with HCC to examine how the TP is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.

8.4 Reporting

8.4.1 Following each travel survey a monitoring report will be prepared and submitted to HCC setting out the results of the travel surveys against the targets and objectives identified within the TP. Residents will also be informed of the survey results via newsletters and the website. The following information is likely to be provided:

- Recap of the site TP's objective and agreed targets;
- Monitoring methodology;
- Summary of monitoring results, presented in relation to agreed targets;
- Progress against agreed measures;
- Corrective measures to get the plan back on track, if targets are not being met; and
- Proposals to further develop the TP for the future.

8.4.2 The TPC will make all households aware of the progress made and the effectiveness of the sustainable travel solutions. The use of newsletters distributed to all users will assist in informing users of any new measures and provide an understanding of how the TP is operating.

8.5 HCC Review

- 8.5.1 As set out in the HCC guidance on Travel Plans, review meetings are required in order to monitor the progress of the Travel Plan. Therefore, these will be held c.12 months following the first occupation of the site and then annually. The review meetings will be organised by the TPC who will invite attendance from representatives of the local planning authority, public transport operators, the County Council and community representatives as required.
- 8.5.2 The Section 106 Agreement commits Pennyfarthing Homes to pay the Hampshire County Council monitoring and approval fee (£3,000 per annum for 5 years and £1,500 (one off payment) respectively). This is reflected within the costed Action Plan provided as **Table 7.1**.

8.6 Remedial Measures

- 8.6.1 Should the TP targets not be met during the monitoring period outlined above, the developer will use reasonable endeavours to work with HCC to identify a strategy and to agree further reasonable actions to get the TP back on track.
- 8.6.2 The assessments carried out in the Transport Assessment are based upon a 'without Travel Plan' situation and demonstrates that, even without a 10% reduction in car driver trips being achieved, the impact of the development on the local highway network is still acceptable in highway and safety terms. On this basis, the development is not dependent on the success of the TP in making the development acceptable in planning terms.
- 8.6.3 The TPC will be able to focus attention on measures that are achieving greater success through review of the monitoring survey results. The uptake of measures and their relative effectiveness could inform a strategy to further promote sustainable travel behaviours should the targets not be met by the end of the monitoring period.

8.7 Framework for Handover at End of the Development

- 8.7.1 Five years after the first occupation onsite the developer will no longer be responsible for the management of the TP. At this time, the management of the TP will revert to a residents' committee / Steering Group, to which the Local Authority's sustainable travel co-ordinator will be invited to attend and provide guidance.

FIGURES

Figure 1: Site Location

ITB12027

Key



Illustrative Site Boundary

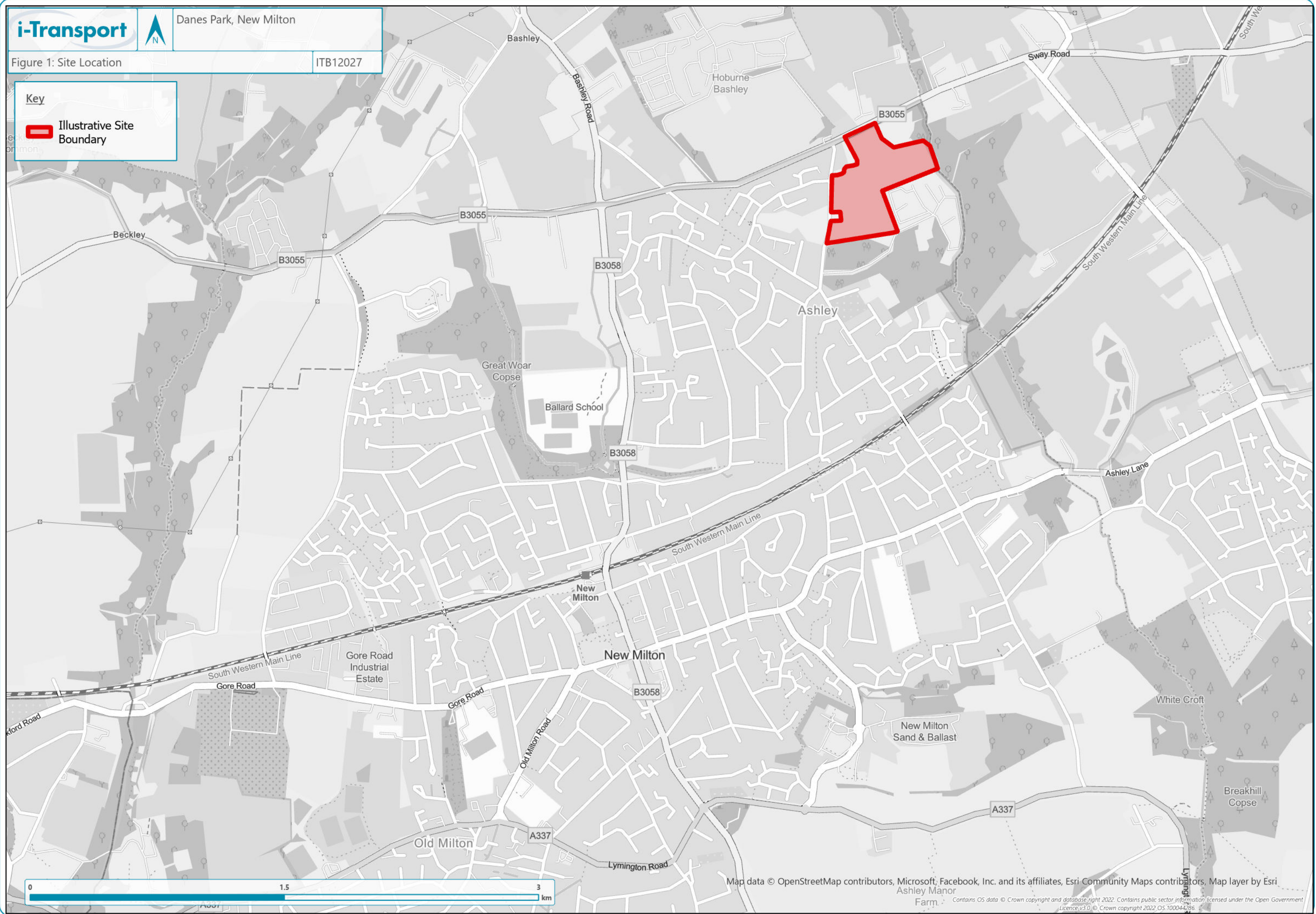






















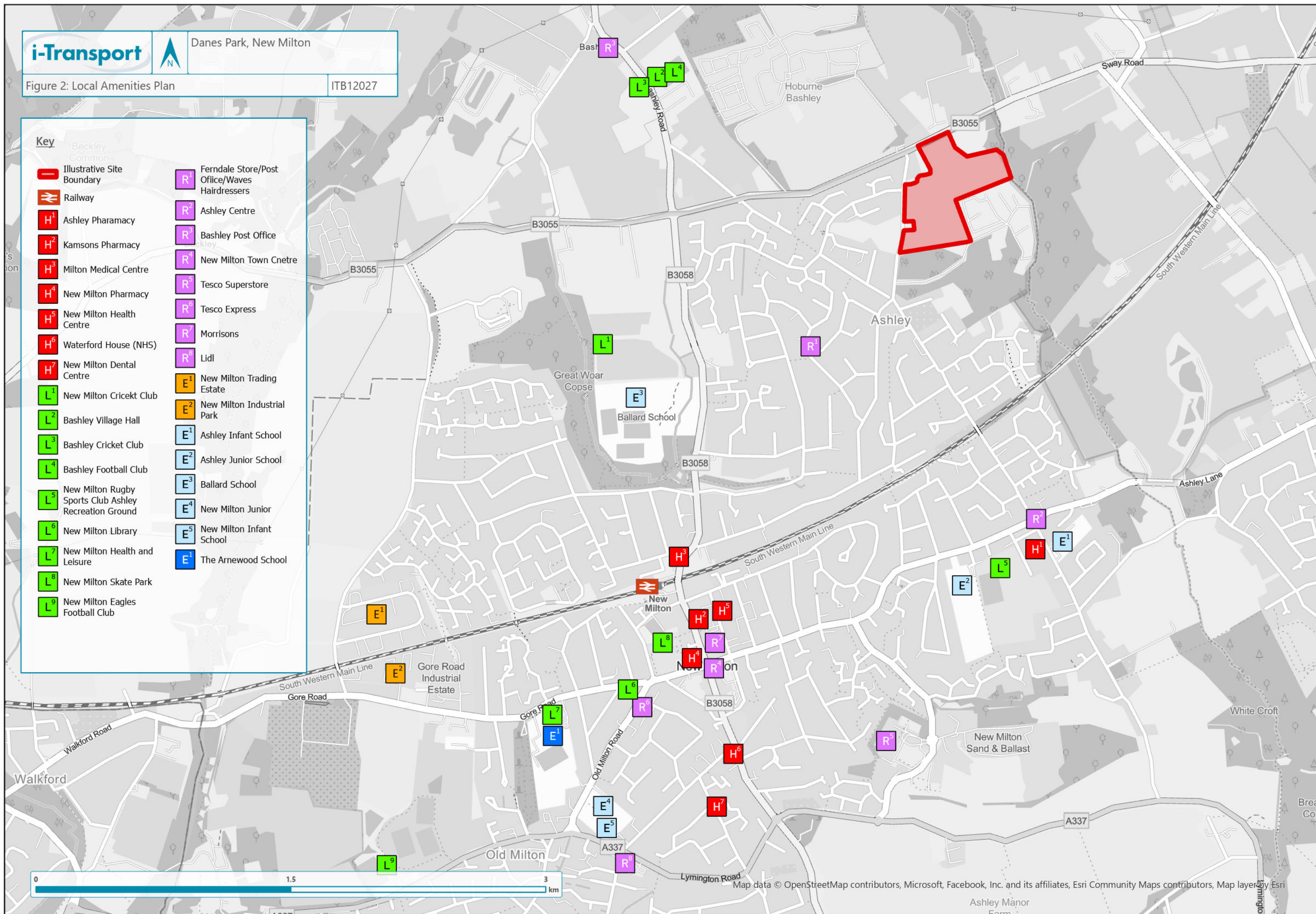


Figure 2: Local Amenities Plan

ITB12027

Key

- | | |
|---|---|
|  Illustrative Site Boundary |  Ferndale Store/Post Office/Waves Hairdressers |
|  Railway |  Ashley Centre |
|  Ashley Pharmacy |  Bashley Post Office |
|  Kamsons Pharmacy |  New Milton Town Centre |
|  Milton Medical Centre |  Tesco Superstore |
|  New Milton Pharmacy |  Tesco Express |
|  New Milton Health Centre |  Morrisons |
|  Waterford House (NHS) |  Lidl |
|  New Milton Dental Centre |  New Milton Trading Estate |
|  New Milton Cricket Club |  New Milton Industrial Park |
|  Bashley Village Hall |  Ashley Infant School |
|  Bashley Cricket Club |  Ashley Junior School |
|  Bashley Football Club |  Ballard School |
|  New Milton Rugby Sports Club |  New Milton Junior |
|  Sports Club |  New Milton Infant School |
|  Ashley Recreation Ground |  The Arnewood School |
|  New Milton Library | |
|  New Milton Health and Leisure | |
|  New Milton Skate Park | |
|  New Milton Eagles Football Club | |



APPENDIX A. Site Layout



Rev	Description	Date	Au	Ch
A	Planning Issue	06.07.21	FK	
B	Planning Issue	08.07.21	FK	
C	Planning Issue	15.07.21	FK	
D	Planning Issue	30.07.21	FK	
E	Planning Issue	04.08.21	FK	
F	Updated based on council comments	17.01.22	FK	
G	Updated based on client comments	03.02.22	REA	
H	Southern Sub Station amended in line with client comments. Fence relocation removed from layout. House type changes to plots 18-20, 49-50, 80-81, 145, 151. Garages to 151-152 changed to car ports. Plot 2-5 adjusted.	14.02.22	REA	
	Updated based on client and highway engineer comments.	26.02.22	FK	
J	Rear gate to Plot 110 garden relocated	01.03.22	REA	
	Planning Issue	07.03.22	REA	

Substation relocated from ANRG to rear of 143.	14.09.22	RA
Pumping station moved west. Plots 155-156 moved east. Plots 107-110 realigned and moved east. Northern access to Sway Road reconfigured to give pedestrian priority with emergency vehicular access.		
Landscaping information added. Footpaths adjusted to suit landscaping layout.	11.10.22	RA
Plots 101-110 reconfigured to improve relationship to ANRG.	01.11.22	RA
Planning Issue	02.11.22	RA
Planning Issue	15.11.22	RA
Planning Issue	29.11.22	SC
		RA

Project	Brockhills Lane, New Milton		
Drawing	Site Layout		
Client	PENNYFARTHING HOMES		
Job no.	PENN190125	Date	04.11.20
Dwg no.	SL.01	Revision	M
Author	CP/FK	Checked	
Status	PLANNING	Scale	1:500 at A0
Client ref.		Office	Romsey

APPENDIX B. Example Travel Questionnaire

Residential Travel Survey

About You

1. Your place of work postcode

2. Your home postcode

3. Your house name / number

4. Gender Male ☐ Female ☐

5. Age Group

Under 18 ☐ 18 - 34 ☐ 35 - 44 ☐ 45 - 60 ☐ 60+ ☐

6. Number of people in household

1 ☐ 2 ☐ 3 ☐ 4+ ☐

7. Number of cars per household

1 ☐ 2 ☐ 3 ☐ 4+ ☐

8. Number of bicycles per household

1 ☐ 2 ☐ 3 ☐ 4+ ☐

9. Do you have a disability that affects your travel arrangements?

Yes ☐ No ☐

About your job

10. Do you work? 1 -3 days ☐ 4 days ☐ Full time ☐ Shifts ☐

Other, please specify

11. What hours do you normally work? Regular Office ☐ Flexi ☐

Other (please specify)

12. Are there any aspects of your job that require you to have the use of a car?

None ☐ Attend meetings ☐ Visit site / clients ☐ Other ☐

Travel to work

13. How do you normally travel to work?

Walk/jog

Bicycle

Bus

Train

Taxi

Motorbike

Car on own

Car Share

Other (please specify)

14. What alternatives do you occasionally use?

Walk/jog

Bicycle

Bus

Train

Taxi

Motorbike

Car on own

Car Share

Other (please specify)

15. How far do you travel to work? (one way)

Up to 1 mile

1 - 3 miles

3 - 10 miles

10 - 20 mile

Over 20 miles

16. How long does it normally take you to get to work? (one way)

0 - 15 mins

16 - 30 mines

30 - 60 mins

60 mins +

17. If walking or cycling are a practical alternative for you, what would encourage you to do so? (select up to 2 answers)

Free transport home in an emergency

Covered and secure cycle parking

Changing / locker facilities

Pool car available for business use

Other (please specify)

For drivers only

18. Is a car share a possibility if a suitable sharer/s was found?

Yes

No

I already car share

19. Which of the following would most encourage you to car share? (select up to 3 answers)

Help in finding a car share partner	<input type="text"/>	Financial incentives for car shares	<input type="text"/>
Free transport home in an emergency	<input type="text"/>	Pool car available for business use	<input type="text"/>
Priority parking for car sharers	<input type="text"/>		
Other, please specify	<input type="text"/>		

20. Is bus or train travel a possibility?

Yes	<input type="text"/>	No	<input type="text"/>	Both	<input type="text"/>
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Which is most convenient?

Bus	<input type="text"/>	Train	<input type="text"/>
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21. What would encourage you to use the bus or train more frequently to commute? (select up to 3 answers)

More direct train/bus route	<input type="text"/>	Pool car available for business use	<input type="text"/>
More frequent services	<input type="text"/>	More reliable services	<input type="text"/>
Better information on times and fares	<input type="text"/>		
Regular link between station/bus stop and place of work	<input type="text"/>		
Other, please specify	<input type="text"/>		

24. For what other purposes do you regularly travel from home, please indicate number of trips per week in box.

Education for self	<input type="text"/>	Education for dependants	<input type="text"/>
Access to Health services	<input type="text"/>	Access to retail services	<input type="text"/>
Leisure	<input type="text"/>		
Other, please specify	<input type="text"/>		

This information is collected in accordance with the Data Protection Act 1998.
The data has been collected for the purposes of:-

- * establish travel patterns to site;
- * to assist with setting objectives for the Travel Plan which may be implemented in the future
- * to monitor travel patterns at the site over set periods of time to quantify modal shift.

