



Willow Park

Residential Travel Plan

Client: Redrow Homes

i-Transport Ref: LJ/SG/ITS200916-001

Date: 07 March 2025

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SECTION 1 Introduction

1.1 Overview

- 1.1.1 Redrow Homes has appointed i-Transport to provide highways and transport advice with regard to the proposed development of a site known as 'Willow Park' located in Bramley, Hampshire. A key component of the obligations within the S106 is the production and agreement of a Full Travel Plan with Hampshire County Council (HCC), as set out in Schedule 9:

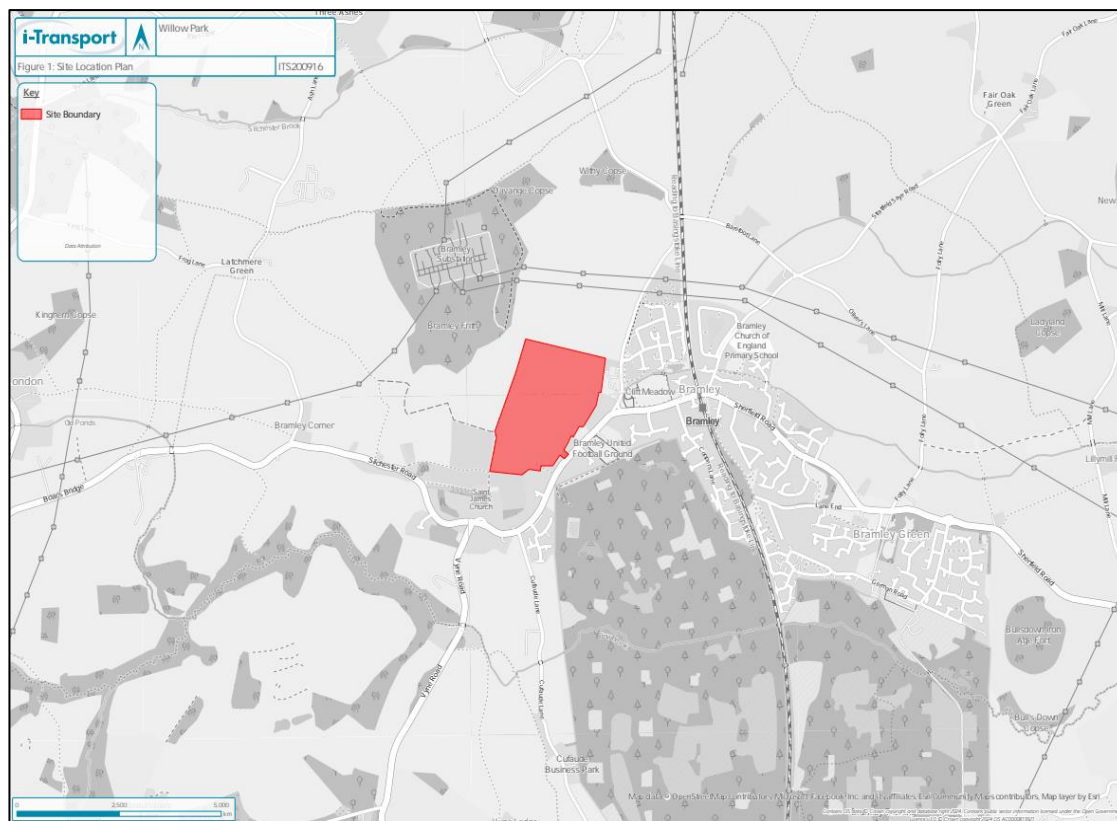
"Travel Plan to be approved prior to first occupation and thereafter implemented and complied in accordance with the requirements and the timetable of the approved Travel Plan."

- 1.1.2 This Travel Plan (TP) 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 application stage have been reflected within this updated document.
- 1.1.3 This TP is to set out measures for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport, EV use and to reduce the demand for travel by less sustainable modes.
- 1.1.4 The TP aims to be the mechanism by which overall travel demand will be managed and monitored and sets out a sustainable transport strategy for the development.

1.2 Site Location

- 1.2.1 The site is located to the northwest of The Street, Bramley, circa 650m to the west of Bramley railway station Bramley is 10km north of Basingstoke and 20km south of Reading. A site location plan is included as **Figure 1**, an extract of which is provided below.

Image 1.1: Site Location



1.3 Redrow's Commitment to Sustainable Travel

- 1.3.1 Redrow are an established housebuilder who are committed to building high quality homes through innovative design and provide developments that are both responsible and sustainable in their design and implementation. Redrow are currently implementing a number of Travel Plans at sites in England and have recently developed and launched a Travel Plan website for Harbour Views which is likely to be rolled out to further sites.
- 1.3.2 In addition, Redrow have appointed i-Transport LLP to manage and fulfil the Travel Plan Co-Ordinator role on a number of developments so that this can be delivered by professional transport planners to ensure a high standard of implementation.

1.4 Relevant Transport Policy

National Planning Policy Framework (December 2024)

- 1.4.1 The NPPF (December 2024) sets the policy basis for the development of Travel Plans.
- 1.4.2 Paragraph 118 states:

"All developments that will generate significant amounts of movement should be required to provide a travel plan"

Planning Practice Guidance (PPG)

1.4.3 The web-based PPG brings together planning guidance for England across all disciplines in an accessible way as well as to provide a clear link between guidance and the aims and objectives of the NPPF.

1.4.4 The PPG discusses the role of travel plans and transport assessments / statements and how they relate to each other:

“Travel Plans, Transport Assessments and Statements are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements. (ID42 – 002);

Transport Assessments and Statements can be used to establish whether the residual transport impacts of a proposed development are likely to be “severe”, which may be a reason for refusal, in accordance with the National Planning Policy Framework. (ID42 – 005);

Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets. (ID42 – 003)”.

1.4.5 The TP sets out the long-term management strategy for integrating proposals for sustainable travel into the proposed development.

1.5 Local Policy

Hampshire County Council Local Transport Plan (2024 – 2050)

1.5.1 The Hampshire Local Transport Plan 4 sets out a long-term vision for the Hampshire transport network. Part of HCC’s strategy to achieve its transport vision is to ensure:

“Planning applications are supported by Transport Statements and Travel Plans in accordance with the County Councils guidance.”

“Development is well designed and planned to reduce the need to travel.”

Hampshire County Council ‘A Guide to Development Related Travel Plans’ 2009

1.5.2 This guidance documents sets out the guiding principles of Travels Plans, what they are, how they should be prepared and when they should accompany a planning application.

1.5.3 The document highlights the three main purposes of having a travel plan as part of the development process. These are:

- ***Ensuring that development takes place in location and in ways that minimise the impact of this additional demand;***

- ***Increasing accessibility and ensuring that opportunities are provided for people to travel and from the site in a variety of ways;***
- ***Reducing dependence on the use of the car.***

1.5.4 The document also specifies five key guiding principles for an effective Travel Plan as follows:

- ***Site specific – every site is unique, and the measures will be determined by the opportunities and constraints of the site itself, the nature of uses and occupation, the location of other facilities and the existing transport provision.***
- ***A combination of hard measures – site design, improved infrastructure and new services and soft measures – marketing, promotion, use of technology and improved information provision.***
- ***A holistic package where individual measures are integrated into the new development as part of the design, marketing and occupation of the site.***
- ***One that includes measures to support and promote walking, cycling and the use of public transport.***
- ***One that addresses the issue of parking provision, its quantity, management and cost of the user.***

1.6 Structure of Travel Plan

- **Section 2** describes the development proposal including the proposed access and parking arrangements;
- **Section 3** describes the principles of the TP, as well as the objectives and benefits of the plan;
- **Section 4** considers the existing accessibility of the site by walking, cycling and public transport alongside the existing travel characteristics of the local area;
- **Section 5** sets out the targets for the TP;
- **Section 6** sets out the infrastructure measures that will be provided to encourage sustainable travel to the site and to manage travel demand;
- **Section 7** provides a summary of the 'Soft Measures' that will be implemented in order to meet the targets of the TP;
- **Section 8** sets out a strategy for the implementation and management of the TP;
- **Section 9** outlines how the TP will be monitored to ensure that it is achieving the targets set out in Section 6; and
- **Section 10** Summarises the TP.

SECTION 2 Development Proposal

2.1 Introduction

2.1.1 The proposed development comprises 140 dwellings (a mix of private and affordable) ranging from one-to-five-bedroom properties. The proposal also includes a 250sqm building under use class E, which may be occupied by, for example, co-working space, a café or local shop. There will also be sport and leisure facilities.

2.1.2 The site layout is contained at **Appendix A** and extracted below.

Image 2.1: Site Layout



Source: Redrow Homes

2.1.1 A breakdown of the accommodation schedule at Willow Park is presented in **Table 2.1**.

Table 2.1: Accommodation Schedule

Size	Number of Dwellings
1 Bedroom	10
2 Bedroom	37
3 Bedroom	32
4 bedroom	28
5 Bedroom	23
Total	140

2.1.2 The site layout has been developed in line with the principles set out within Manual for Streets and LTN 1/20. The development is designed to facilitate walking and cycling, in particular for local journeys to key destinations. The internal layout is designed in order to positively provide for all users with dedicated footways and some shared surface environments provided through the site.

2.2 Access Arrangements

Vehicular

2.2.1 Vehicular access to the site will be provided via a simple priority junction onto The Street. The existing property named 'Selworthy,' located on the west side of the carriageway, will be demolished in order to provide the proposed access.

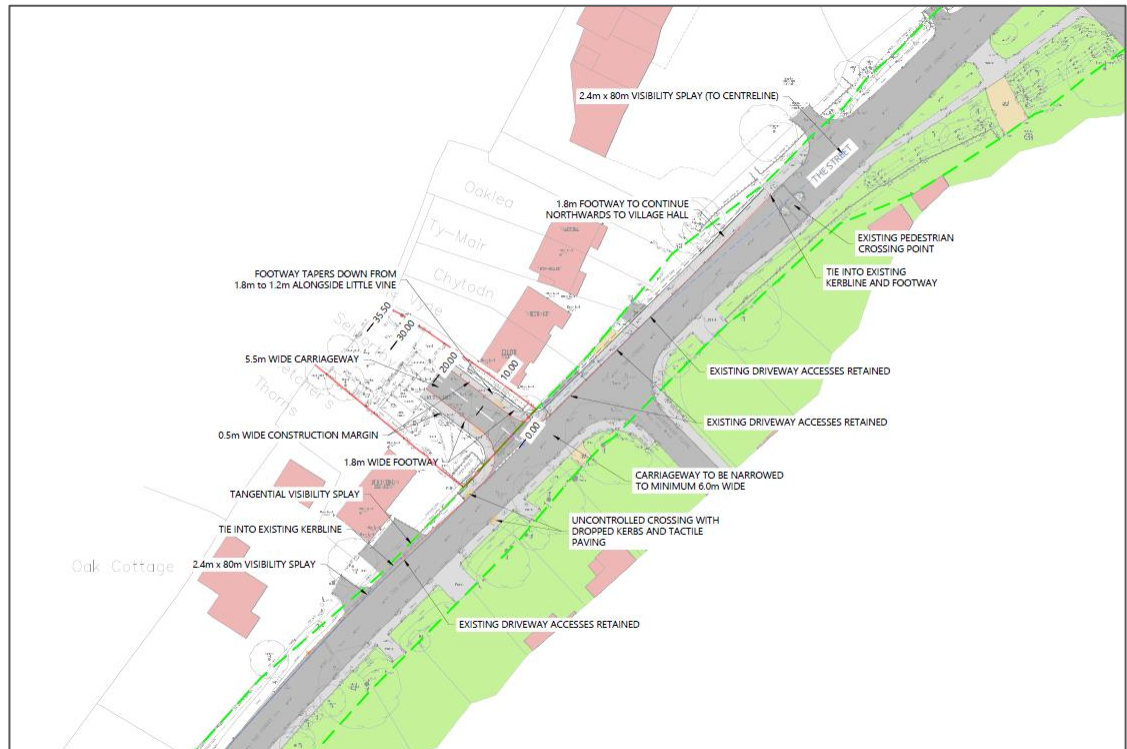
2.2.2 The site access has the following attributes:

- A 5.5m access road to the site;
- 1.8m footway on both south sides of the access road;
- A new dropped kerb crossing to the south of the proposed access point;
- The existing carriageway width of The Street will be narrowed to 6m and the existing white lines that visually narrow the carriageway will be removed;
- The following visibility splays will be provided:
 - 2.4m x 60m to the north with the splay taken to the centreline due to the existing island in the carriageway;
 - 2.4m x 64m to the south to the nearside kerb line;

- Able to accommodate movements of a refuse collection vehicle, pantechicon and tipper truck.

2.2.3 The proposed site access is illustrated below.

Image 2.2: Proposed Site Access



Pedestrian Access

- 2.2.4 A 1.8m wide footway is proposed on both sides of the access road.
- 2.2.5 The southern footway will route south along The Street to a new uncontrolled pedestrian crossing point comprising dropped kerbs and tactile paving. From here, pedestrians can route east across the carriageway and onto the existing footway for onward travel both north and southbound.
- 2.2.6 A short northern footway will be provided from the northern radius¹ to the village hall, tying in with existing footway provision. An existing dropped kerb / tactile paving crossing with central refuge facilitates crossing to the eastern side of the road.

¹ The northern footway will not continue all the way into the site to provide a landscape 'buffer' to the property to the north.

2.2.7 Further pedestrian points of access will be provided, as illustrated in **Image 2.3**:

- Pedestrian connections and crossing facilities to existing footways on The Street;
- A hard surfaced 3m wide connection in the north-eastern corner of the site onto Brenda Parker Way (i.e. Bridleway BR7);
- Four pedestrian accesses onto the footpath on the western side of the site (FP6);
- The southernmost of these is FP 5 which runs east to west through the south of the site and provides a further connection into the south-eastern corner of the site; and
- Two further mowed grass accesses for Pedestrians and Cyclists to access Brenda Parker Way.

Image 2.3: Illustrative Location of Pedestrian and Cycle (red) and Pedestrian (blue) Accesses



2.2.8 The proposed access strategy will thus deliver a number of pedestrian links from the site in order to maximise the opportunities for future residents to travel by sustainable modes of transport such as walking and cycling.

2.3 **Parking**

- 2.3.1 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 BDBC parking standards for both on plot and visitor parking spaces.
- 2.3.2 In line with Building Regulations, each dwelling will be provided with electric vehicle charging infrastructure, to encourage ownership of electric vehicles.

SECTION 3 **Aim, Objectives and Benefits**

3.1 **Aim**

3.1.1 This TP sets out a sustainable transport strategy for the proposed development. In line with national and local government guidance and the obligations contained within the Section 106 Agreement, the main aim is to promote sustainable travel to future residents and set out sustainable travel patterns to and from the site from the outset. The core aim is supported by a number of sub aims, namely to:

3.1.2 The headline aims for the plan will be as follows:

- Reduce the number of single occupancy car journeys to the site;
- Inform all involved with the development (especially the future residents) of the sustainable travel choices available;
- Influence how journeys are made by marketing the sustainable travel choices available and making both sustainable travel both easier and more attractive; and
- Include residents in the monitoring of travel behaviour and enabling feedback to the developer and local highway authority.

3.2 **Objective**

3.2.1 The overarching objective of this TP is to reduce the car dependency of future residents and visitors travelling to and from the proposed development. The key to achieving this is to influence the travel patterns through providing infrastructure and encouraging residents to make modal shift to sustainable modes of travel where possible.

3.2.2 The TP objectives set out below demonstrate how the above aims will be achieved:

- a To manage car parking demand across the development;
- b To support a range of sustainable transport alternatives to provide the future residents with options for travel to / from the site;
- c To develop an awareness of the options for sustainable travel to and from the site and local area amongst residents;

- d 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; and
- e To minimise the impact of car-based travel to the site on the local and strategic highway network and environment.

3.2.3 The TP promotes measures which will help ensure that the objectives and outcomes are met. The measures will assist in minimising car travel to and from the site and will help bring environmental benefits to residents.

3.2.4 The TP is a dynamic document and requires regular monitoring, review and adjustment to make sure that it is achieving its targets. Therefore, the aims and objectives may also be reviewed over the period of the plan and updated following discussion and consultation with HCC.

3.3 **Benefits**

3.3.1 The provision of a TP will have several benefits for future residents as well as the existing local community and surrounding environment.

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

3.3.2 The sustainable transport strategy for the development proposal will provide a number of benefits to existing residents in the local area. The transport strategy will improve local pedestrian connections, allowing wider access between the site and local facilities in the surrounding areas.

3.3.3 The potential benefits to the environment, 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 pollution levels and contribute to a reduction in vehicular turning movements to / from the site. This will contribute to both local air quality management and national climate change reduction targets.

3.3.4 Overall, it is anticipated that the TP, combined with the package of infrastructure measures designed to promote sustainable transport, will result in benefits for residents of the site and the wider community in the vicinity of the development.

SECTION 4 Existing Transport Conditions and Site Accessibility

4.1 Walking and Cycling

Walking

- 4.1.1 In the vicinity of the proposed site access, a continuous footway, circa 1.5m wide, is provided on the southern side of The Street towards the centre of Bramley – and on both sides continuing east from Coopers Lane.
- 4.1.2 The footways on both sides of The Street continue to Bramley rail station and village centre and further along Sherfield Road as far as Longbridge Road. Beyond this, Sherfield Road has a footway on the northern side of the road within Bramley.
- 4.1.3 Just west of Coopers Lane, a shared cycleway on the northern side of The Street is introduced, allowing connection, through Clift Meadow Park, to the St James's Park residential development on Minchens Lane. There is a dropped kerb / tactile paving crossing and central refuge on The Street adjacent to this connection.
- 4.1.4 There are footways on at least one side of Bramley Lane connecting The Street with Bramley Church of England Primary School.

Public Rights of Way

- 4.1.5 In addition, there are a number of Public Rights of Way (PRoW) within the vicinity of the site, including on the northern (Bridleway BR 7, part of a long-distance trail from Aldershot to Andover, known as Brenda Parker Way) and western (Footpath FP 6) boundaries. Footpath FP 5 runs east to west through the southern part of the site. This is illustrated in **Image 4.1**.

Image 4.1: Public Rights of Way



Source: Hampshire County Council

Cycling

- 4.1.6 Most of the residential roads in the village of Bramley are lightly trafficked and are therefore suitable for cyclists. National Cycle Route 23, connecting Reading and Southampton via Basingstoke, is an on-road cycle route which runs through the village via Cufaud Lane to the south, The Street and Minchens Lane to the north.

4.2 Public Transport

Bus

- 4.2.1 There are bus stops on both sides of The Street, circa 100m south of the proposed site access – both marked by a flagpole. There is a dropped kerb / tactile paving crossing to the northbound bus stop in the absence of a footway on that section of The Street. They are served by service number 14, which provides a connection between Tadley and Basingstoke, via Bramley running:

- Every two hours on weekdays with the first bus at 06:22 and last service at 16:52; and
- Every 1 to 1.5 hours on Saturdays with the first bus at 07:57 and last bus at 16:52.

- 4.2.2 The approximate journey time to Basingstoke Bus Station from Bramley is 36 minutes.

Rail

- 4.2.3 Bramley railway station is located circa 650m to the east of the site and is on the railway line from Basingstoke and Reading. The services also call at Mortimer and Reading West. **Table 4.1** summarises the frequency of services.

Table 4.1: Rail Services

Destination	Average Journey Time	Weekday Frequency	
		Peak	Off-Peak
Basingstoke	8 minutes	2 per hour	2 per hour
Reading	20 minutes	2 per hour	2 per hour
Newbury	1 hour 2 minutes	2 per hour	2 per hour
London Waterloo	1 hour 12 minutes	2 per hour	2 per hour
Winchester	37 minutes	2 per hour	2 per hour

Source: Trainline

- 4.2.4 Basingstoke and Reading are both major 'hub' stations, situated on several railway lines. The site is therefore well positioned to allow residents to make onward trips throughout the region and beyond, for example to Winchester (from Basingstoke) or to London, Oxford, Swindon and South Wales (from Reading).

4.3 Accessibility to the Site

Walking Distances

- 4.3.1 Guidance given in the Manual for Streets (MfS) states that 800m is a 'comfortable' walk distance, but it is by no means an upper limit. A walk distance of 2km offers the greatest potential to replace cars trips and is therefore a 'reasonable' walking distance (Ref: MfS / PPG13). A number of local services and facilities are within a reasonable walking distance of the centre of the site. On this basis:

- 800m is a 'comfortable' walking distance.
- 2.0km is a 'reasonable' walking distance.
- 5.0km is a 'reasonable' cycling distance.

4.4 Accessibility to Local Services

4.4.1 The primary destinations within the local area are listed below in **Table 4.2** and illustrated in **Figure 2**, an extract of which is provided in **Image 4.2**. The figure and table include facilities for public transport, leisure, retail, employment, education and health as well as an assessment of the travel distance to reach the identified local facilities and the time such journeys would take by walking and cycling respectively.

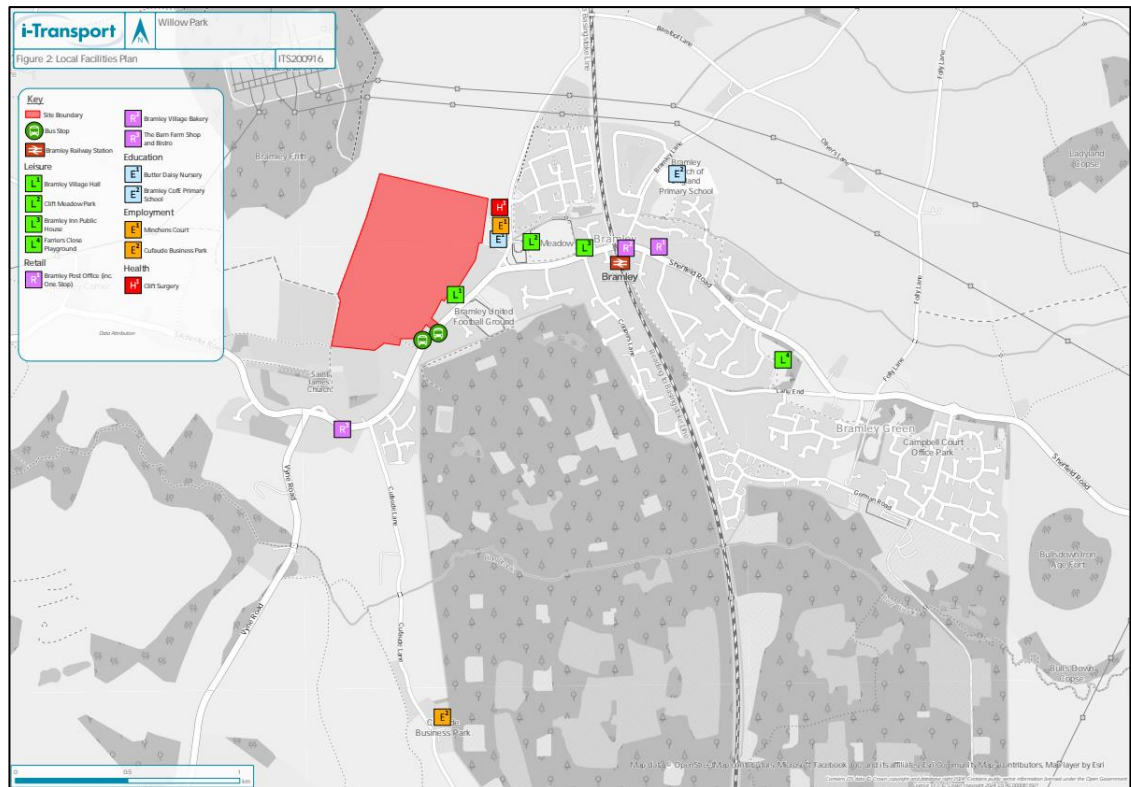
Table 5.2: Local Facilities and Services

Purpose	Destination	Total Distance (m)	Walking Time (mins)	Cycling Time (mins)
Retail	Bramley Village Bakery	900	11	3
	Bramley Post Office (inc. One Stop)	1,000	12	4
	The Barn Farm Shop and Bistro	700	9	3
Leisure	Bramley Village Hall	300	4	1
	Clift Meadow Park	500	6	2
	Farriers Close Playground	1,500	19	5
	Bramley Inn Public House	750	9	3
Education	Butter Daisy Nursery	500	6	2
	Bramley CofE Primary School	1,200	14	5
Employment	Minchens Court	400	5	2
	Cufaude Business Park	1,800	21	7
Health	Clift Surgery	400	5	2

Key:

	Within 800m walking distance – ‘Comfortable walking distance’
	Within 2km walking distance – ‘Reasonable walking distance’
	Within 5km cycling distance – ‘Reasonable cycling distance’

Image 4.2: Local Facilities Plan



4.4.2 As demonstrated in **Figure 2** and **Table 4.2**, a large range of local facilities are accessible within an acceptable walking distance and comfortable cycling distance, including education, retail, leisure, health and employment opportunities. All listed facilities are located within 2km.

SECTION 5 Targets

5.1 Overview

5.1.1 The key aim of the TP is to reduce single occupancy car use for travel to/from the site and promote the use of sustainable travel. The use of targets will enable progress to be monitored against the key objectives of the TP.

5.1.2 Census data has been used to estimate likely mode share for trips made from the site.

5.1.3 It is sensible to set some initial mode share targets which can then be reviewed to ensure that they are SMART (Specific, Measurable, Achievable, Realistic and Timely) following the travel surveys in the future. Definitive targets for the site will be set once the baseline residential surveys have been carried out.

5.1.4 In accordance with HCC Travel Plan Policy, the following targets have been set:

- **Target 1** – To reduce the number of single occupancy vehicle trips associated with journeys to work by the site by 10 percentage points from the baseline position; and
- **Target 2** – To ensure that the majority of residents are aware of and are able to benefit from the Travel Plan.

5.1.5 The objective is to achieve these targets within 5 years of the first occupation of the development. Interim mode split targets have been established and will be subject to ongoing review.

5.2 Baseline Position and Targets

5.2.1 For the purpose of this Travel Plan, the baseline modal split is based on the method of travel to work data from the 2011 Census Data for the Basingstoke and Deane 005 MSOA.

5.2.2 The single car use mode share targets are summarised in **Table 5.1**.

Table 5.1 Travel to Work Targets

Mode	Baseline	3 rd Year	5 th Year
Car Driver	78.7%	73.7%	68.7%
Car Passenger	6.7%	7.7%	8.7%
On Foot	6.9%	7.9%	8.9%
Train/underground	3.2%	4.2%	5.2%
Bicycle	1.6%	2.6%	3.6%
Bus	1.7%	2.7%	3.7%

Mode	Baseline	3 rd Year	5 th Year
Motorcycle/Moped	0.7%	0.7%	0.7%
Other	0.5%	0.5%	0.5%
Total	100%	100%	100%

Source: 2011 Census and Consultants Calculations

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

- Promotion of walking, cycling and public transport use within the proposed Travel Website and Resident's Travel Information Packs;
- Potential for the Travel Plan Coordinator to engage with local cycle shops and public transport providers to negotiate possible discounts and trial incentives for residents; and
- Promotion of car sharing and car club initiatives.

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

5.2.5 These mode share targets correspond to the monitoring process set out in Section 8.

5.3 First Phase Targets

5.3.1 In addition to mode share targets, it is important to identify a number of action targets which will ensure that the commitments made through this TP, are delivered.

5.3.2 The first phase of targets is therefore action related. They are as follows:

- Appoint a Travel Plan Coordinator (TPC) prior to sales and marketing phase (i-Transport have been appointed to fulfil this role);
- Travel Plan Coordinator to become familiarised with the agreed monitoring process;
- Undertake first phase of monitoring at 50% occupation of the site, or one year after 1st occupation (whichever is sooner) including the residential travel surveys;
- Review measures to ensure that they remain appropriate; and
- Once agreed with HCC, update the TP with any necessary revisions to measures.

SECTION 6 Measures

6.1.1 This section describes the on-site infrastructure and 'soft' measures which will encourage residents to travel via sustainable modes. It covers:

- Infrastructure measures;
- Measures to encourage residents to walk and cycle;
- Measures to encourage the use of public transport;
- Access to Car Club;
- Measures to encourage residents to car-share;
- Information provision; and
- Resident's travel information pack.

6.2 Infrastructure Measures

6.2.1 The following are proposed as part of the masterplan to encourage walking and cycling:

- Provision of community a community facility under use class E which provides an opportunity to bring forward amenities that will help the community access services without the need to travel further afield. Potential end users include co-working space, a café or a shop;
- Provision of pedestrian and / or cycle connections to the bridleway and footpaths that surround the site, enabling direct access on foot into the village or countryside;
- Pedestrian connections and crossing facilities to existing footways on The Street;
- A street pattern that generates natural surveillance where entrances and frontages face all public routes;
- An internal layout that encourages low vehicle speeds and therefore creates an environment where pedestrians and cyclists are not intimidated by motor traffic; and
- A permeable hierarchy of direct routes within the development comprising a range of shared, segregated and recreational links which will connect all internal areas of the development to the points of access.

6.2.2 The non-motorised user audit identifies several potential improvements to walking routes on the local highway network, to which the applicant is willing to make a financial contribution, including:

- Tactile paving at the following locations:
 - Bramley Inn Access;
 - Oakmead;
 - Pheaben's Field;
 - Browns Close; and
 - North Row (southern access).
- Hardstanding at northbound bus stop on The Street south of site access.

6.3 Walking and Cycling Measures

6.3.1 All dwellings will be provided with an appropriate amount of cycle parking in accordance with Basingstoke and Deane Borough Council's Standards. 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 means described below.

6.3.2 Where possible, the TPC will coordinate with local schools to organise walking to school events.

6.3.3 A Bicycle User Group (BUG) will be set up for the new development. This will enable cyclists to share information on routes, safety, cycle maintenance etc. It will also enable less experienced cyclists to contact established cyclists and therefore to obtain information, guidance and potentially a 'cycling buddy' to accompany them on cycle journeys.

6.3.4 The Travel Plan Co-ordinator will assist with the dissemination of information regarding the user group and will help residents get in contact with one another. Where possible, the TPC will attempt to negotiate discounts or promotions for residents at local cycle stores and will also inform residents of any discounts that Hampshire County Council has already organised with local cycle stores.

6.3.5 The Travel Plan Co-ordinator will offer first occupants a £75 sustainable travel voucher which could be put towards cycle and / or equipment purchase.

6.4 Promotion of Public Transport

- 6.4.1 Clear information provision on the public transport routes and facilities serving the new development will be made available to new residents through a new Travel Website and Welcome Pack.
- 6.4.2 The TPC will liaise with local public transport providers, and where possible, obtain 'taster tickets' to be distributed to residents of the development.
- 6.4.3 The TPC will also offer first occupants the £75 sustainable travel voucher, which could be put towards a bus or rail season ticket.

6.5 Access to Car Club

- 6.5.1 As part of the proposal, a Car Club vehicle will be provided (together with a designated parking space). The car club will be available to both new and existing local residents. New residents will benefit from two years of free membership and a £50 drive-time voucher. The car club operator, Enterprise, will market the car through its website.
- 6.5.2 Car clubs are becoming increasingly widely used in villages, towns and cities nationwide and the provision of a car club offers an opportunity to reduce the need for second car ownership which would reduce pressure on the local highway network as well as reduce local parking demand. Research undertaken by CoMoUK as part of their 2020 monitoring survey suggests that the implementation of one car club car on average removes 9 cars from the road across England and Wales. This number has the potential to increase further the longer the scheme is in place and residents learn to rely on the scheme to replace the need for a second car.
- 6.5.3 The car club would also have benefits in terms of the environment in the local area with the vehicles operated being LEV or Clean Air Zone compliant.

6.6 Car Sharing Scheme

- 6.6.1 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 numbers 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.
- 6.6.2 Residents will therefore be provided with information about car sharing via the Hampshire car share website (<https://hants.liftshare.com/>). A leaflet explaining the benefits of the car share

scheme and how to register will be included in the residential travel information packs. This provides an easy and safe way for potential car sharers to identify people undertaking similar journeys.

6.7 Information Provision and Marketing

6.7.1 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 sales staff will be directed to advise residents of the presence of the Travel Plan and residents will be offered the opportunity to contact the TPC shortly after completion of their purchase.

6.7.2 To ensure access to up-to-date information for residents, a community Travel Website will be established and connected to the adjoining Redrow Travel Plan website. This will contain up to date bus and rail timetable information, details of car share schemes, walking and cycling facilities maps and information regarding any relevant upcoming events taking place.

6.8 Travel Website and Residents Welcome Packs

6.8.1 The Travel Website will be set up and live prior to the first occupation and the first occupier of each household will be provided with a Welcome Pack. The pack will pull together information on the above listed 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.

6.8.2 It is proposed that the following items will be included in the Welcome Pack:

- A choice of a sustainable travel voucher for the first owner of each dwelling, with options from the following:
 - A £75 bus travel voucher;
 - A cycle purchase voucher for £75 to assist with the purchase of a bicycles; or
 - A £75 voucher towards a rail season ticket to encourage travel by rail.

6.8.3 The following will also be provided:

- Clear and available contact details for the Travel Plan Co-ordinator, with whom residents will be able to liaise with directly with any queries;
- Promotion and information on how to access the Travel Plan website;

- A plan of the new development, highlighting local facilities and the nearby key destinations, the walking and cycling routes to these, locations of any public cycle parking within the development, and the location of bus stops;
- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes, and schemes such as HCC's Safer Routes to School initiatives;
- Travel Plan mapping leaflets showing location of key services and facilities and walking / cycling time isochrones to demonstrate to residents how long it will take to walk or cycle to these destinations;
- Links / web address details for Hampshire County Council cycle route maps;
- Bus and rail maps and timetable information;
- Information about journey planning services, e.g. www.nationalrail.co.uk or www.bustimes.org or traveline.info;
- Information about the onsite car club, as well as car sharing through the Hampshire car share website; and
- Information about the home delivery services offered by supermarkets in the local area, including the potential for savings from the initial home deliveries ordered.

6.9 Summary

- 6.9.1 A series of soft measures are proposed to promote the use of walking, cycling and public transport and shared car use amongst new residents for local journeys. The proposed measures aim to ensure that the objectives set out in Section 3 of this report are met and to minimise single occupancy car travel to and from the site.
- 6.9.2 A range of information and marketing initiatives are also put forward to encourage awareness and participation in the Travel Plan amongst residents from the outset.

SECTION 7 Management and Implementation

7.1 Travel Plan Management

- 7.1.1 Redrow Homes have appointed i-Transport LLP to act as the Travel Plan Co-ordinator and will assume overall responsibility for the Travel Plan. i-Transport LLP are currently acting as TPC for numerous residential development sites across the country (including other Redrow schemes such as Harbour Views and Harvest Rise). The TPC contact details are as follows:

Lucy Jardine

Senior Consultant

i-Transport

lucy.jardine@i-transport.co.uk

03316 300366

www.i-transport.co.uk

7.2 Role of Travel Plan Co-ordinator

- 7.2.1 The role of the TPC will be as follows:

- To manage the day-to-day delivery of the measures contained in the Travel Plan;
- Maintain the Travel Plan Website;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes;
- To aim to negotiate discounts with local cycle shops for residents and promote the bicycle user group;
- To liaise with local public transport operators and local authorities on appropriate measures, such as negotiating possible discounted bus tickets or obtaining information on any local travel plan measures and networks;
- To organise monitoring of the Travel Plan in line with the strategy outlined in Section 8; and
- To provide monitoring feedback to residents and to liaise with the local authority as necessary.

7.2.2 It is expected that the TPC will spend two hours per week on the Travel Plan for the first 6 months, this will then reduce to two hours per month to ensure the smooth running of the Travel Plan, as well as be on hand for any resident queries at all times. The cost per hour is set out within i-Transport's Standard Conditions of Contract, and at the time of writing (February 2024) is as follows:

- Graduate: £95.00
- Consultant: £115.00
- Senior Consultant: £135.00
- Principal Consultant: £150.00
- Associate: £160.00
- Associate Partner: £180.00-£200.00

7.3 Involvement of Residents

7.3.1 Involvement of residents will be key to the success of the sustainable transport measures. The first owner of each dwelling will be provided with Travel Plan information by the sales office and provided with a Residents' Welcome Pack on completion of their purchase. The Welcome Pack and website will be kept up to date for the duration of the Travel Plan.

7.3.2 The TPC will liaise with residents to understand their needs and concerns and to examine ways of addressing them. Copies of the TP will be made available to residents of the site should they require it, to ensure that people are fully aware of the objectives of the Plan and of the full range of measures proposed.

7.3.3 The TPC will also aim to maintain interest amongst residents through the occasional leaflet drops providing information about the Travel Plan, advertising the website and reporting the results of the monitoring.

7.4 Framework for Implementation

Table 7.1: Framework for Implementation

Measure	Timescale	Responsibility
Travel Plan Co-ordinator	Appointed prior to 1 st occupation	Developer
Residents Welcome Pack	Upon 1 st occupation	Travel Plan Co-ordinator

Measure	Timescale	Responsibility
Dedicated Travel Website	Prior to 1 st occupation	Travel Plan Co-ordinator
Personal Travel Planning	In place prior to 1 st occupation	Travel Plan Co-ordinator
Walking Maps	Within Welcome Packs and Website	Travel Plan Co-ordinator
Bicycle User Group (BUG)	To be phased in line with development	Travel Plan Co-ordinator
A £75 cycle discount voucher	Information to be included in resident's Welcome Packs	Travel Plan Co-ordinator
Bus stop-specific timetables	Within Welcome Packs and Website	Travel Plan Co-ordinator
Training of the sales team about the Travel Plan	Training as part of induction process	Developer
Information on shopping deliveries	Within Welcome Packs and Website	Travel Plan Co-ordinator
Information on Car Sharing Schemes	Within Welcome Packs and Website	Travel Plan Co-ordinator
Information on Car Club	Within Welcome Packs and Website	Travel Plan Co-ordinator

Source: Consultant

- 7.4.1** The success of each Travel Plan measure will be monitored through the travel surveys. This will give the Travel Plan Co-ordinator an understanding of which measures are proving to be the most popular, as well as those which may require additional promotion.

7.5 Funding

- 7.5.1** The developer will fund the following items:

- The transport infrastructure outlined in Section 6 of the TP;
- The initial implementation of the measures outlined in Section 6 and Table 7.1;
- The monitoring surveys outlined in Section 8 for the duration of the Travel Plan; and
- Hampshire County Council fees (£750 evaluation fee plus £1,000 monitoring fee per round of monitoring).

7.6 Framework for Handover at end of the Developer Involvement

- 7.6.1** Following the fifth and final year of occupation of the new residential development, the TPC will no longer be responsible for the management of the Travel Plan. At this time, it is proposed that the management of the Travel Plan will revert to a residents' committee, to which HCC's Travel Plan officer will be invited to attend and provide guidance.

7.7 Delivery and Enforcement

- 7.7.1** The Applicant (or any successor in title) will fund the preparation, implementation, and initial operation of the FTP process, including the day-to-day site TPC role, the implementation and management of physical measures, the promotion of sustainable travel, and the coordination of the monitoring and review process.
- 7.7.2** The delivery of the Travel Plan is enforced through an obligation within the S106 agreement for the development. The developer has agreed to pay HCC's monitoring fee which equates to £1,500 and £15,000 for monitoring for each phase of the development, as well as a Travel Plan cash deposit of £68,800 + 10%.
- 7.7.3** In the event of non-compliance, i.e., where the developer does not implement the Travel Plan or any particular part of it, then HCC will be able to draw upon the cash deposit to implement the Travel Plan or those parts of it itself.
- 7.7.4** i-Transport has been appointed to implement the Travel Plan on behalf of the developer with a contractual arrangement in place to ensure it is fulfilled. i-Transport is appointed on numerous Travel Plans across the country and has always implemented all Travel Plans in accordance with the necessary obligations and this can be monitored and reviewed for this site during the 5-year monitoring period.

SECTION 8 Monitoring and Review

8.1 Monitoring

8.1.1 The total monitoring programme of the development will last for five years. Formal monitoring will be undertaken through the distribution of a travel questionnaire survey, co-ordinated by the TPC.

8.1.2 The first questionnaire survey will be undertaken by the Travel Plan Co-ordinator after 50% occupation of the site, or 12 months after first occupation of the first unit (whichever is the soonest) and then again in years 3 and 5.

8.2 Reviews

8.2.1 As set out in the Hampshire County Council guidance on Travel Plans, review meetings are required subsequent to monitoring. The review meetings will be organised by the Travel Plan Co-ordinator who will invite attendance from representatives of the local planning authority, public transport operators, the County Council and community representatives.

8.3 Questionnaire

8.3.1 At the time of the 50% dwelling occupation, or 12 months after 1st occupation (whichever comes sooner), a residents' travel survey will be distributed amongst residents of the site. The surveys will determine a number of important statistics such as work destinations, number of cars and bicycles per household, modal split of work, educational and leisure journeys and preferences towards the availability and use of more sustainable modes of transport.

8.3.2 The surveys will be used to determine travel patterns to and from the site, to assist with setting objectives for the Travel Plan which may be implemented in the future and to monitor travel patterns at the site over set periods of time to quantify modal shift.

8.3.3 In order to maximise response rates to the survey there will be incentives, such as a prize draw entry, encouraging residents to take part. In the event that the survey does not get a desired response of 35% or more, it will be re-distributed to residents after 5 months, following further promotion and greater incentives for taking part.

8.4 Results

8.4.1 The results of these surveys and statistical analysis will form the basis of discussions with the local planning and highway authorities to examine how the Travel Plan is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.

8.4.2 The Travel Plan Co-ordinator will monitor and review the progress and success of the Travel Plan and make all users aware of the progress made and the effectiveness of the sustainable travel solutions. The review will involve the local planning authority as well as the Travel Plan Co-ordinator. The use of travel website and welcome packs will assist in informing users of any new measures and give them an understanding of how the Travel Plan is operating.

8.5 Reporting

8.5.1 Following each travel survey, a monitoring report will be prepared and submitted to Hampshire County Council setting out the results of the travel surveys against the targets and objectives identified within the Travel Plan. Residents will also be informed of the survey results via the website. The following information is likely to be provided:

- Recap of the site Travel Plan'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 Travel Plan for the future.

8.5.2 The Travel Plan Co-ordinator will make all users aware of the progress made and the effectiveness of the sustainable travel solutions.

8.6 Remedial Measures

8.6.1 Should the Travel Plan targets not be met by the end of the monitoring period outlined above, the developer will use reasonable endeavors to work with Hampshire County Council to identify a strategy and to agree further reasonable actions to get the Travel Plan back on track.

- 8.6.2 The assessments carried out in the Transport Assessment are based upon a 'without Travel Plan' situation and demonstrate that, even if a 10-percentage points reduction in car driver trips is not achieved, the impact of the development on the local highway network is still acceptable. On this basis, the development is not dependent on the success of the Travel Plan in making the development acceptable in terms of traffic impact on the local highway network.
- 8.6.3 The proposed sustainable transport strategy and all the associated measures will provide an opportunity for the 10-percentage points reduction in car trips to be achieved.
- 8.6.4 It is proposed that an annual Travel Plan budget is provided for the development to fund the 'soft' measures, as well as the cost of monitoring and implementation. How this fund would be allocated and spent would be determined by the Travel Plan Co-Ordinator in consultation with local residents and the HCC Travel Plan officer. For example, should the first monitoring survey report that certain schemes or modes are better utilised or more popular, more funds could be invested into those more successful aspects of the Travel Plan.

SECTION 9 Summary

- 9.1 Redrow Homes has commissioned i-Transport LLP to prepare a Full Travel Plan, for the residential development of 140 homes at Willow Park, The Street, Bramley, together with a community building under use class E (up to 250 sqm) and sports and leisure facility.
- 9.2 This TP has been prepared to satisfy the obligations set out in Schedule 9 of the Section 106 agreement.
- 9.3 The TP aims to promote sustainable lifestyles amongst new residents, through reducing the need for travel by private car and, in particular, reducing single occupancy car journeys; providing non-car mode travel options for local journeys; and influencing modal choice.
- 9.4 The development will be accessed via a simple priority junction from The Street, through land currently occupied by 'Selworthy'. Further pedestrian / cycle accesses will be provided to the public right of way network to the north and west.
- 9.5 There is a good range of everyday services and facilities accessible to residents of the development within a reasonable walking or cycling distance.
- 9.6 The Travel Plan proposes a range of infrastructure measures and 'soft' measures aimed at influencing modal choice for travel to and from the site, including:
- Measures to promote walking and cycling, including provision of plans showing walking and cycling routes to local facilities, and a bicycle user group;
 - Promotion of public transport, including provision of public transport timetable and route information;
 - A car club vehicle (and designated space) will be provided on site as a genuine alternative to car ownership among those who only need occasional access to a car;
 - Promotion of Hampshire's car sharing scheme;
 - Provision of broadband access to enable easy access to local home delivery services and home working;
 - A residents Welcome Pack and dedicated Travel Website;
 - Provision of up-to-date travel information by other means, including a dedicated travel website to be added onto the existing Redrow Travel Plan webpage; and
 - A choice of a £75 sustainable travel voucher for the first owner of each dwelling, with options from the following:

- A £75 bus travel voucher;
- A cycle purchase voucher for £75 for each household to assist with the purchase of a bicycles; or
- A £75 voucher towards a rail season ticket to encourage travel by rail.

9.7 A framework for management and implementation of the Travel Plan is proposed. i-Transport has been appointed as the Travel Plan Co-ordinator and will oversee the development of the proposed measures and ensure the implementation of the Travel Plan ahead of occupation. A suggested timetable for the implementation of these measures has been put forward.

9.8 The total monitoring programme of the development will be for five years. Monitoring Reports will be submitted to HCC following each questionnaire survey setting out an analysis against the targets and objectives identified within the Travel Plan.

FIGURE

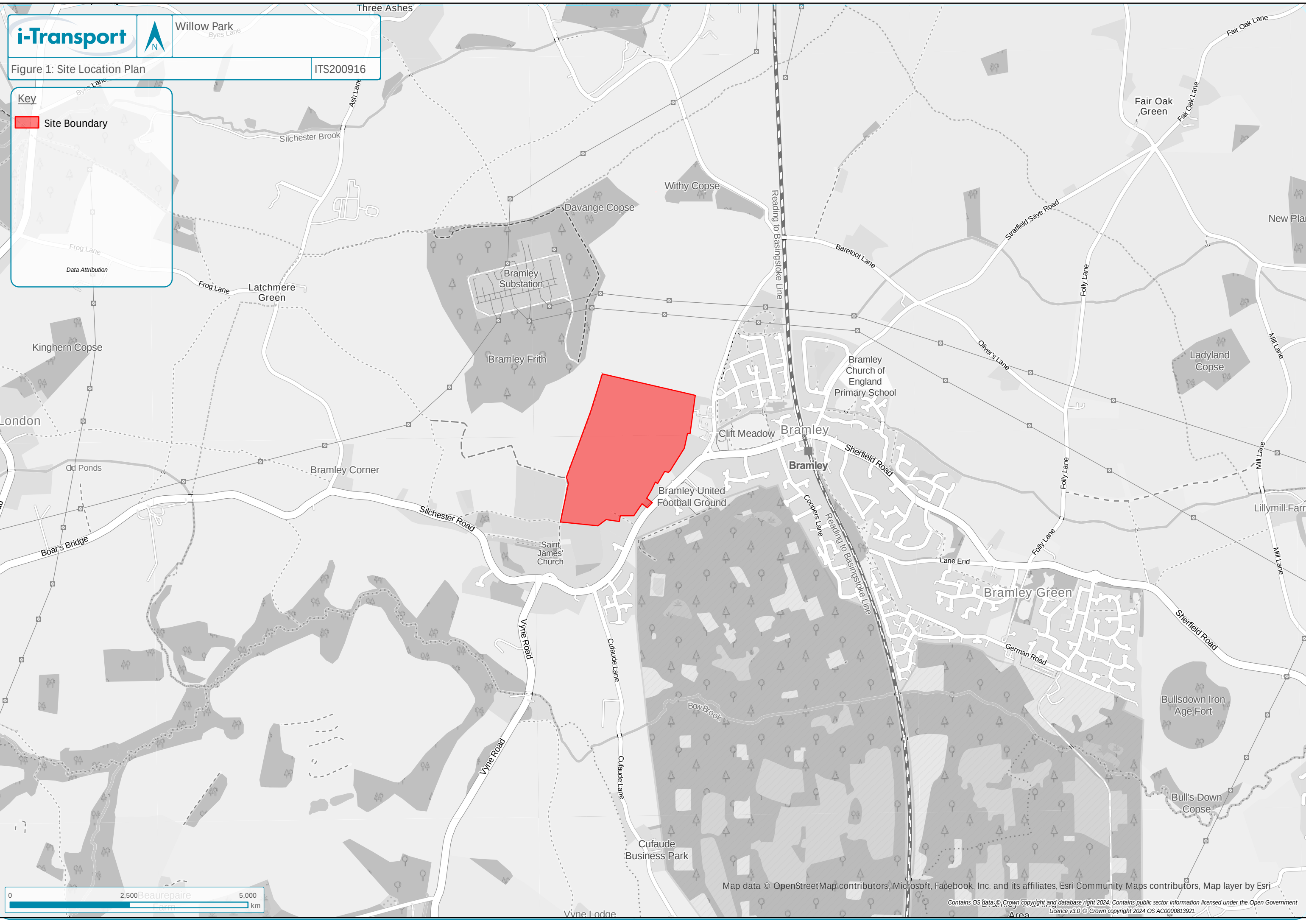
Figure 1: Site Location Plan

ITS200916

Key

Site Boundary

Data Attribution



Key

 Site Boundary

 Bus Stop

 Bramley Railway Station

Leisure

 Bramley Village Hall

 Clift Meadow Park

 Bramley Inn Public House

 Farriers Close Playground

Retail

 Bramley Post Office (inc. One Stop)

Education

 Butter Daisy Nursery

 Bramley CofE Primary School

Employment

 Minchens Court

 Cufaude Business Park

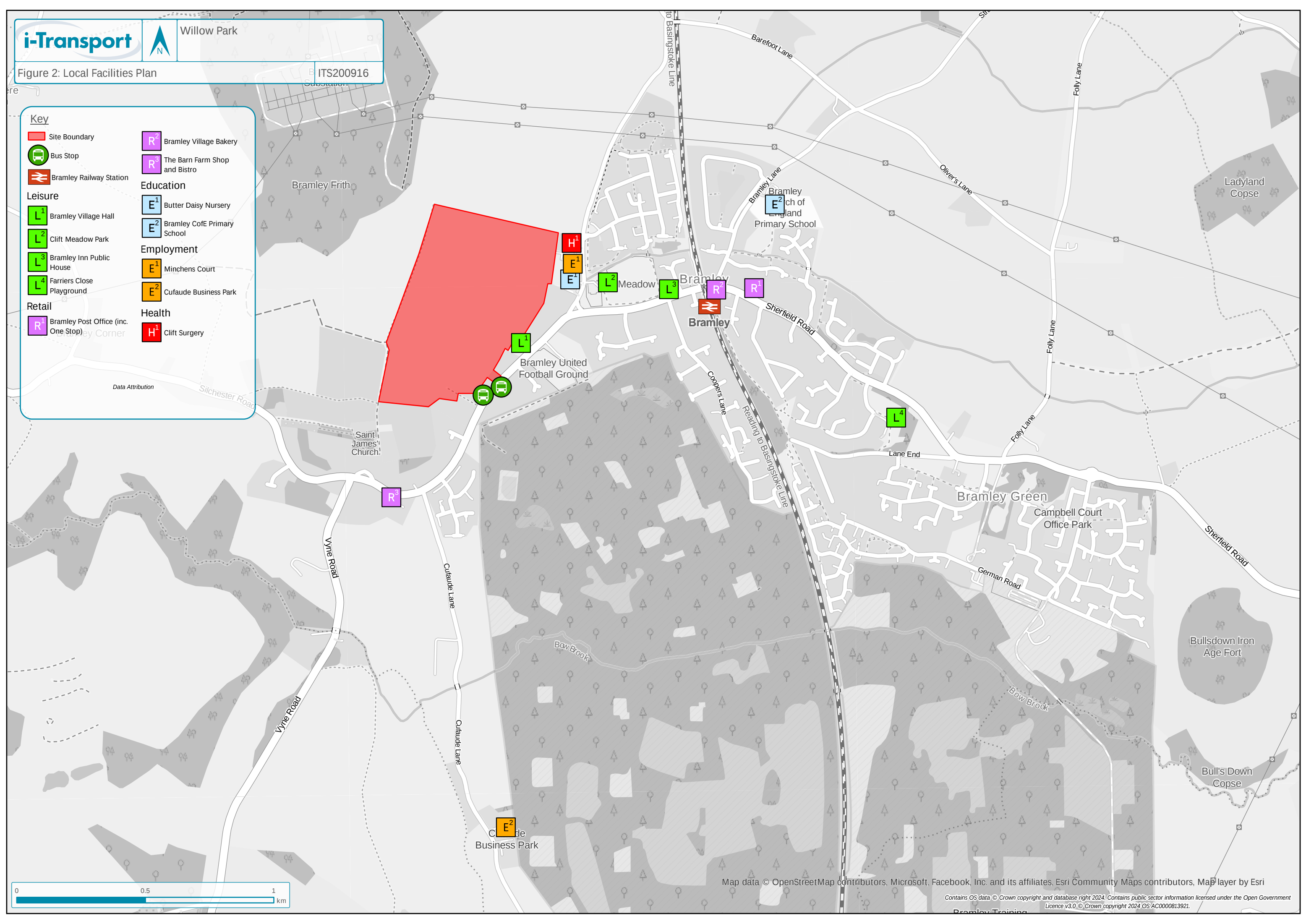
Health

 Clift Surgery

 Bramley Village Bakery

 The Barn Farm Shop and Bistro

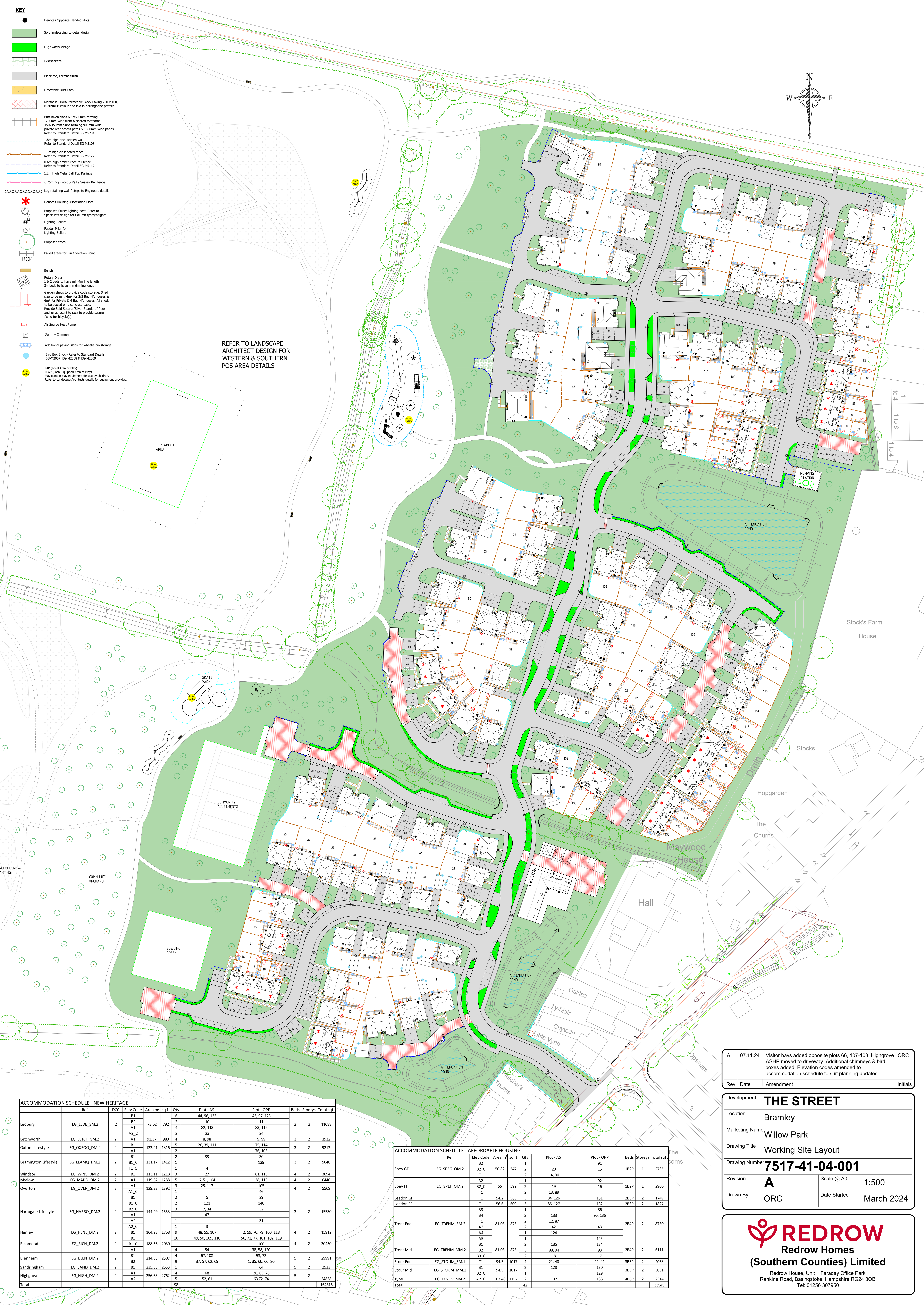
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APPENDIX A. Site Layout



- KEY**
- Denotes Opposite Handed Plots
 - Soft landscaping to detail design.
 - Highways Verge
 - Grasscrete
 - Black-top/Tarmac finish.
 - Limestone Dust Path
 - Marshall's Prima Permeable Paving 200 x 100, BRINDLE colour and laid in herringbone pattern.
 - Buff River slabs 600x600mm forming 1200mm wide front & shared footpaths. 450x450mm slabs forming 300mm wide private rear access paths & 1800mm wide patios. Refer to Standard Detail EG-H5134
 - 1.8m high brick screen wall. Refer to Standard Detail EG-H5108
 - 1.8m high closeboard fence. Refer to Standard Detail EG-H5122
 - 0.6m high timber fence rail fence. Refer to Standard Detail EG-H5117
 - 1.2m High Metal Rail Top Railings
 - 0.75m High Post & Rail / Sussex Rail fence
 - Log retaining wall / steps to Engineers details
 - Denotes Housing Association Plots
 - Proposed Street lighting post. Refer to Specialists design for Column types/heights
 - Lighting Bollard
 - Feeder Pillar for Lighting Bollard
 - Proposed trees
 - Paved areas for Bin Collection Point
 - BCP
 - Bench
 - Rotary Dryer
 - 1 & 2 beds to have min 4m line length
 - 3+ beds to have min 6m line length
 - Garden sheds to provide cycle storage. Shed size to be min. 4m² for 2/3 Bed HA houses & 6m² for Private & 4 Bed HA houses. All sheds to be placed on a concrete base. Provide Solid Secure "Silver Standard" floor anchor adjacent to rack to provide secure fixing for bicycle(s).
 - Air Source Heat Pump
 - Dummy Chimney
 - Additional paving slabs for wheeled bin storage
 - Bird Box Brick - Refer to Standard Details EG-H2007, EG-H2008 & EG-H2009
 - LAP (Local Area or Play)
 - LEAP (Local Equipped Area of Play)
 - May contain play equipment for use by children. Refer to Landscape Architects details for equipment provided.

REFER TO LANDSCAPE ARCHITECT DESIGN FOR WESTERN & SOUTHERN POS AREA DETAILS

ACCOMMODATION SCHEDULE - NEW HERITAGE											
	Ref	DCC	Elev Code	Area m ²	sq ft	Qty	Plot - AS	Plot - OPP	Beds	Stores	Total sqft
Ledbury	EG_LEDB_SM.2	2	B1	73.62	792	6	44, 96, 122	45, 97, 123	2	2	11088
			B2			2	10	11			
			A1			4	82, 113	83, 112			
			A2, C			2	23	24			
Letchworth	EG_LETCH_SM.2	2	A1	91.37	983	4	8, 98	9, 99	3	2	3932
Oxford Lifestyle	EG_OXFQOQ_DM.2	2	B1	122.21	1316	5	26, 39, 111	75, 114	3	2	9212
			A1			2	76, 103	30			
Leamington Lifestyle	EG_LEAMQ_DM.2	2	B1, C	131.17	1412	2	33	30	3	2	5648
			T1, C			1	139	3			
						1					
Windsor	EG_WINS_DM.2	2	B1	113.11	1218	3	27	81, 115	4	2	3654
Marlow	EG_MARO_DM.2	2	A1	119.62	1288	5	6, 51, 104	28, 116	4	2	6440
Overton	EG_OVER_DM.2	2	B1	129.33	1392	3	25, 117	105	4	2	5568
			A1, C			1	46	29			
			B1, C			2	121	140			
			B2, C			3	7, 34	32			
Harrogate Lifestyle	EG_HARRQ_DM.2	2	A1	144.29	1553	1	47	31	3	2	15530
			A2			1	3	31			
			A2, C			1	4				
						1					
Henley	EG_HENL_DM.2	2	B1	164.28	1768	9	48, 55, 107	2, 59, 70, 79, 100, 118	4	2	15912
Richmond	EG_RICH_DM.2	2	B1, C	188.56	2030	10	49, 50, 109, 110	56, 71, 77, 101, 102, 119	4	2	30450
			A1			4	106				
Blenheim	EG_BLEN_DM.2	2	B1	214.33	2307	9	54	38, 58, 120	5	2	29991
Sandringham	EG_SAND_DM.2	2	B2	235.33	2533	1	67, 108	53, 73	5	2	2593
Highgrove	EG_HIGH_DM.2	2	A1	256.63	2762	5	68	36, 65, 78	5	2	24858
Total						98		63, 72, 74			164818

ACCOMMODATION SCHEDULE - AFFORDABLE HOUSING										
	Ref	Elev Code	Area m ²	sq ft	Qty	Plot - AS	Plot - OPP	Beds	Storeys	Total sqft
Spey GF	EG_SPEG_OM.2	B2, C	50.82	547	1		91			
		T1			20	15	182P	1	2735	
		B2			14, 90					
		B2, C			2		92			
Spey FF	EG_SPEF_OM.2	T1	55	592	2	19	16	182P	1	2960
		T1			2	13, 89				
Leaddon GF		T1	54.2	583	3	84, 125	131	283P	2	1749
Leaddon FF		T1	56.6	609	3	85, 127	133	283P	2	1827
Trent End	EG_TRENEM_EM.2	B3	81.08	873	2		86			
		B4			133	95, 136				
		T1			2	12, 87				
		A3			2	42	43	284P	2	8730
		A4			1	124				
		A5			1		125			
		B1			2	135	134			
		B2			3	88, 94	93			
Trent Mid	EG_TRENEM_MM.2	B3, C	81.08	873	2		17	284P	2	6111
Stour End	EG_STOUM_EM.1	T1	94.5	1017	4	21, 40	22, 41	385P	2	4068
Stour Mid	EG_STOUM_MM.1	B1	94.5	1017	2	128	130	385P	2	3051
		B2, C				129				
Tyne	EG_TYNEM_SM.2	A2, C	107.48	1157	2	137	138	486P	2	2234
Total					42					33545

A

07.11.24

Visitor bays added opposite plots 66, 107-108. Highgrove ORC

Rev

Date

Amendment

Initials

Development

Location

Marketing Name

Drawing Title

Drawing Number

Revision

Drawn By

THE STREET

Bramley

Willow Park

Working Site Layout

7517-41-04-001

A

ORC

Scale @ A0

Date Started

1:500

March 2024

REDROW

Redrow Homes

(Southern Counties) Limited

Redrow House, Unit 1 Faraday Office Park

Rankine Road, Basingstoke, Hampshire RG24 8QB

Tel: 01256 307950

