



WILLOW PARK

BRAMLEY

Travel Plan Pack

WELCOME

Your Travel Plan Pack has been designed to help you make the most of sustainable travel options both within Willow Park and around the local area.

As part of the Willow Park development, a comprehensive Travel Plan has been created. This plan outlines how we aim to support and encourage sustainable travel choices while reducing the impact of vehicle traffic on nearby communities and the environment. By promoting and monitoring how residents travel, the Travel Plan seeks to:

- Increase awareness of the benefits and availability of sustainable transport options
- Promote the health, fitness and social advantages of active travel
- Introduce practical measures that make sustainable travel easier and more accessible
- Highlight the benefits of car sharing and car clubs
- Reduce unnecessary car journeys to and from the development

Alongside this pack, you also have access to your dedicated Travel Plan website, where you'll find even more guidance, tools and resources to support sustainable travel choices: www.redrow-travel-plans.co.uk/willow

If you have any questions or would like further support, your Travel Plan Coordinator is here to help. You can get in touch at: willowparktravelplan@itransport.co.uk



YOUR DEVELOPMENT

Set on the edge of Basingstoke, Willow Park lies 20km south of Reading and 10km north of Basingstoke.

Willow Park provides 140 high-quality new homes comprising a mixture of 1,2,3,4 and 5 bedroom houses, as well as sport and leisure facilities across the site.



YOUR LOCAL AREA

Located in Basingstoke, Willow Park sits around 20 km south of Reading and 10 km north of Basingstoke. The development offers 140 high-quality homes, featuring a mix of one- to five-bedroom properties. Residents benefit from convenient transport links, with Basingstoke town centre just a 10-minute bus journey away and direct trains to Hook taking approximately 30 minutes. These nearby destinations provide a wide range of retail, leisure and employment opportunities.

Walking & Cycling

There are a number of walking and cycling routes located within the vicinity of your development. This includes footways along The Street towards central Bramley. Sherfield Road, for journeys towards the office park and playgrounds, also has a footway available. There are also footways on Bramley Lane for access to the primary school.

Local cycle routes are also available including National Cycle Route 23 that can be accessed from Reading and Southampton via Basingstoke. This route also runs through the village via Cufaude Lane, The Street and Minchens Lane.

A plan showing your local area, on-site connections and local walking and cycling routes are shown within this pack. For more information on local walking and cycling routes please visit your dedicated Travel Plan website: www.redrow-travel-plans.co.uk



Useful Apps



Map my Walk



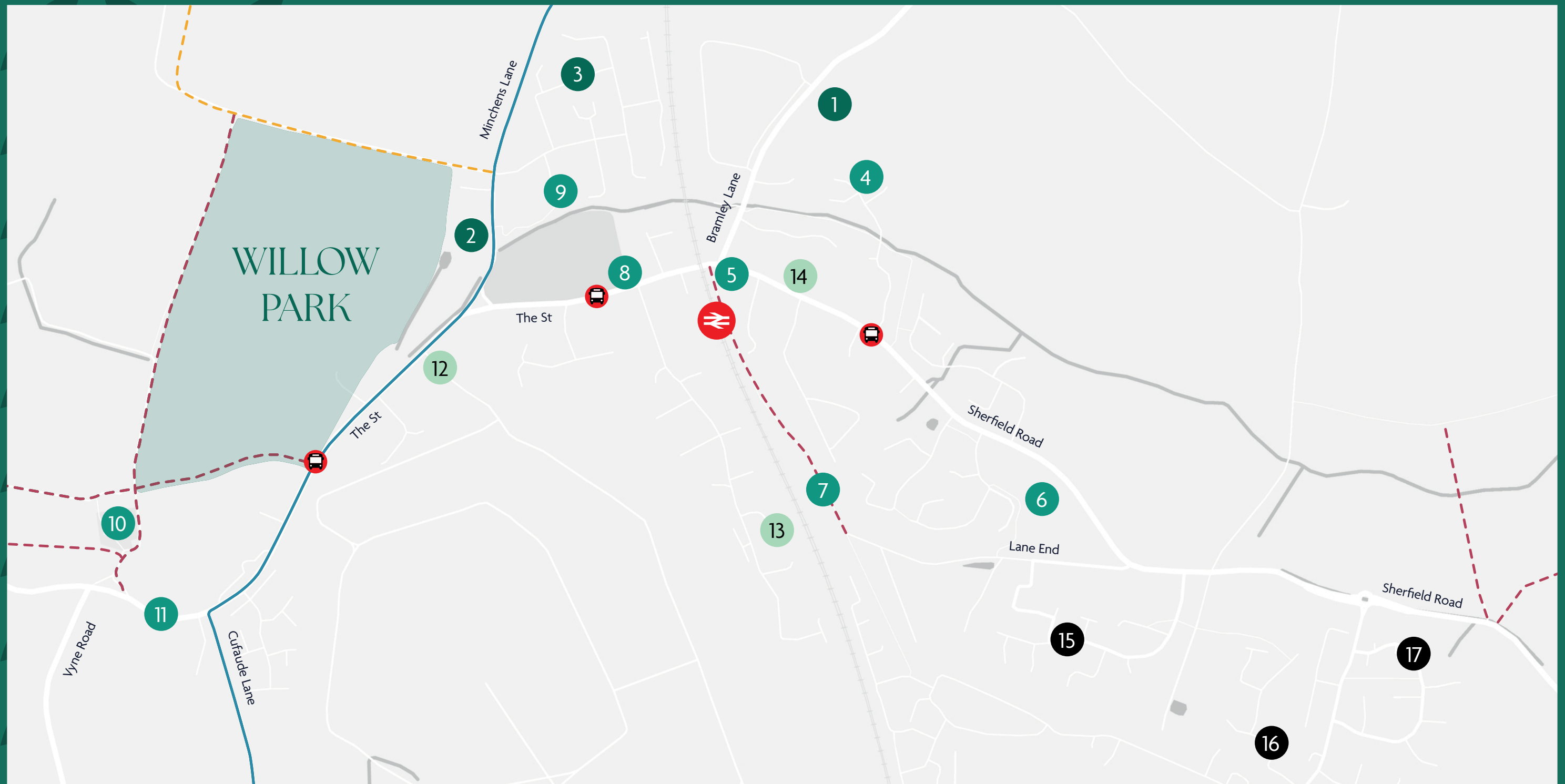
Map my Ride



Strava



AllTrails



WILLOW PARK

Local Area Plan

- Footpath
- Bridleway
- National Cycle Route 23

- Bus Stops
- Bramley Railway Station
- 1 Bramely C of E Primary School
- 2 Butter Daisy Nursery
- 3 Sarah's Tiney Nursery
- 4 The Luxury Promotional Gifts Company
- 5 Warings Bakery

- 6 Farriers Close Playground
- 7 Beckett Gardens Playground
- 8 Bramley Inn
- 9 Leighton Close Playground
- 10 St James's Church
- 11 The Barn Farm Shop and Bistro
- 12 Royal Mail Postbox

- 13 Applewood Care Home
- 14 Royal Mail Postbox
- 15 Just Mia Boutique
- 16 Bramley Beauty
- 17 CoCo Beauty Bramley

SMART DRIVING

Car Clubs

Car clubs play an important role in future sustainable transport where in England each vehicle displaces 9 private cars. Car Clubs allow you to book a dedicated vehicle, drive it to the destination you require and then return it back to the same parking space. Car Club vehicles are available 24/7, 365 days a year and you only pay for the time and distance travelled.

A Car Club vehicle will be provided at Willow Park and is available to all residents! Redrow will provide two years free membership to Enterprise and you will also receive £50 worth of driver's credit towards your journeys using the [EnterpriseCarClub.co.uk/WILLOW250](https://www.enterpriseclub.co.uk/WILLOW250). For information on the cost of a journey and how to sign up then please visit their website. Once operational, your Car Club vehicle will be available within the Community Hub car park.

Around 2.5 million people share their commutes to work every year in the UK. This removes 1.25 million cars from roads and saves around 1.25 million tonnes of CO2 per year. Car sharing is a great way to reduce the amount of solo car trips on our roads not only for work trips but for all trips.

Car Sharing

Car sharing aims to not only cut the costs of travel to work for you but it also 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.

You can find out more information about local car sharing via the Hampshire car share website here: www.liftshare.com/uk



PUBLIC TRANSPORT

Bus Travel

Bus service 14 runs every 2 hours on weekdays and every 1 to 1.5 hours on Saturdays from the bus stops located on The Street, to the north of Willow Park. This service provides a connection between Tadley and Basingstoke, via Bramley.

For more information on the timetables and the bus passes available please visit your Travel Plan website where you will find links to each of the services.

Rail Travel

Bramley railway station is your nearest station, located to the east of Willow Par, providing rail connections to Basingstoke and Reading; both of which are major 'hub' stations situated on several rail lines. Onward travel is therefore available for residents wanting to travel to Winchester and London (from Basingstoke) or Oxford, Swindon and South Wales (from Reading).

National Railcards

For timetable information and live updates for services from Bramley please visit: www.nationalrailenquiries.com

National Railcards provide an opportunity to save up to a 1/3 off rail travel, with an annual average saving of £142 per year! There are a number of railcards available to purchase, visit: www.railcard.co.uk

- 16-25 Railcards
- Senior Railcard
- Veterans Railcard
- Two Together Railcard
- Disabled Railcard
- 26-30 Railcard
- Family & Friends Railcard
- Network Railcard
- 16-17 Saver

Taxi Services

Taxi services are also available locally and play a role in your local public transport travel. Local taxi companies include:

Basingstoke HB Cars

01256 672423

www.basingstokehbcars.co.uk

Delta Cars Basingstoke

01256 242428

www.deltacarsbasingstoke.co.uk

Useful Apps



Bus Checker



The Trainline



National Rail



Stagecoach

WHAT'S NEXT?

Monitoring Reports & Survey

As part of the planning application for the development, a Travel Plan document was prepared which sets out the objectives and benefits of sustainable travel and the overall scheme. This document also sets out the targets and measures which the development will look to achieve over a 5-year monitoring period.

Monitoring will be in the form of questionnaire surveys throughout the monitoring period and will help to determine the different forms of travel undertaken by residents and understand any barriers to particular types of travel. The results from these monitoring surveys will be reviewed and monitoring reports will be produced to understand the effectiveness of the Travel Plan which allow for any changes to be made.

The results of the questionnaires and monitoring reports will be uploaded to the Travel Plan website.

As part of the Travel Plan, each household is entitled to one travel voucher worth up to £75. With two flexible options available, you have the opportunity to choose a Stagecoach bus pass, rail ticket or a contribution towards cycling equipment.

Please visit our website on how to redeem your voucher.

Get In Touch

For more information about your travel choices at Willow Park please visit your dedicated Travel Plan website:

www.redrow-travel-plans.co.uk/willow

If you have any questions or comments about your Travel Plan Pack, please get in touch with your Travel Plan Coordinator at:

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Produced in association with:

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