



ALDERHOLT MEADOWS, ALDERHOLT

Framework Travel Plan

October 2022

Intelligent Land Ltd

MIXED USE DEVELOPMENT
ALDERHOLT MEADOWS
ALDERHOLT

FRAMEWORK TRAVEL PLAN

CONTROLLED DOCUMENT

<i>Document No:</i>	132.0001/TP/2	
<i>Status:</i>	Original	
	<i>Name</i>	<i>Date</i>
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Revision Record

<i>Rev.</i>	<i>Date</i>	<i>By</i>	<i>Summary of Changes</i>	<i>Aprvd</i>
2	October '22	TP	Client Comment and Finalised Layout	JR

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FRAMEWORK TRAVEL PLAN

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1. INTRODUCTION

- 1.1 This Framework Travel Plan (FTP) has been prepared by Paul Basham Associates on behalf of **Dudsbury Homes (Southern) Ltd** to support a planning application for a mixed use development on Land at Alderholt, Fordingbridge known as Alderholt Meadows. The development comprises 1,700 dwellings with a wide variety of local facilities and amenities to benefit both existing and future residents including a large village square and 2ha of formal employment land.
- 1.2 The application site is located to the south of Alderholt. The site is identified within **Figure 1** whilst the illustrative site masterplan is included at **Appendix A**.

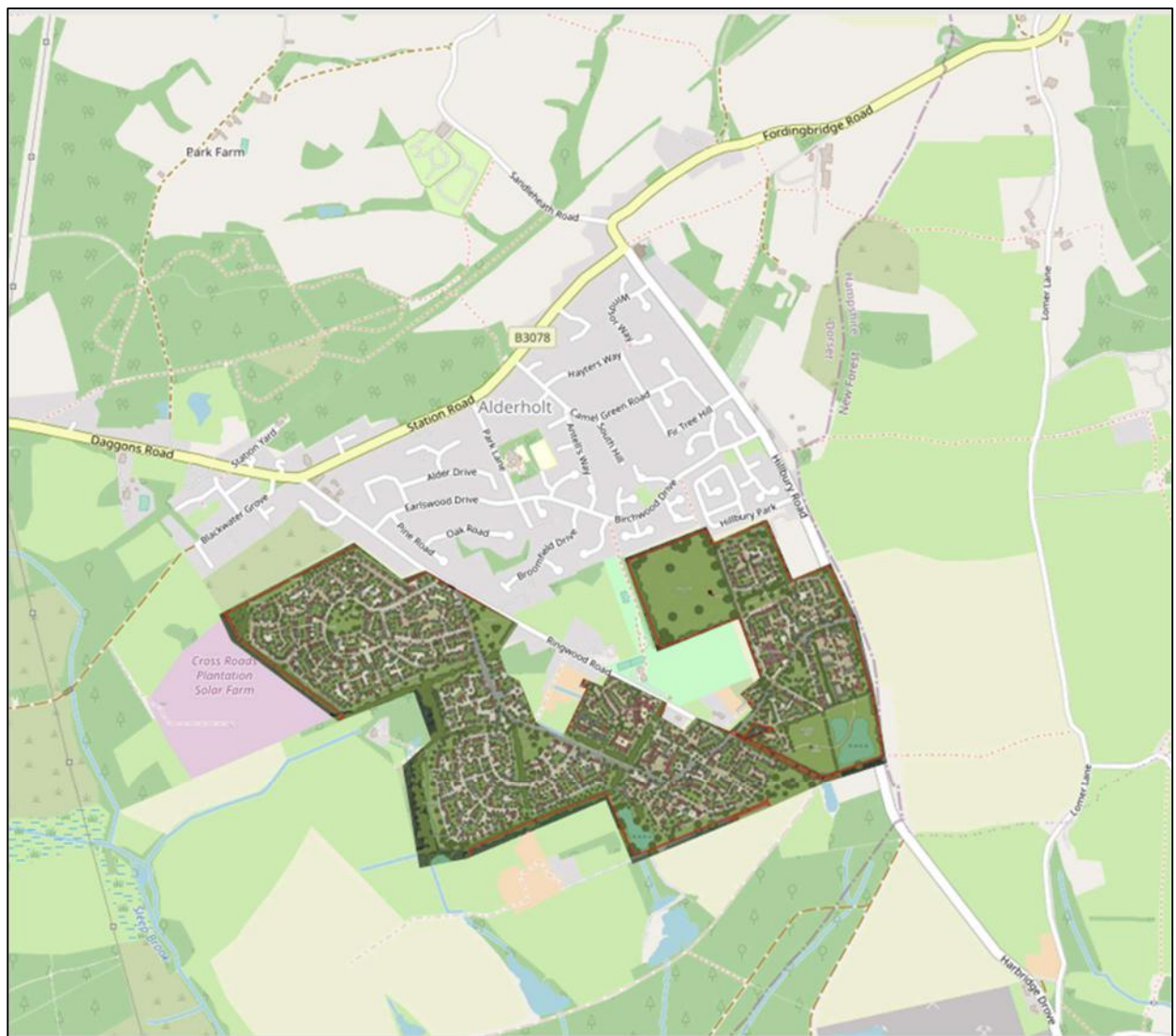


Figure 1: Site Location Plan

- 1.3 PBA have also prepared a Transport Assessment (TA) and Walking, Cycling, Horse-riding Assessment and Review (WCHAR) alongside this report.

Travel Plan Principles

- 1.4 A Travel Plan (TP) is a strategy for managing travel and transport options, principally to increase choice and reduce reliance on the car by seeking to improve access to the development by sustainable modes of transport. A Travel Plan contains both physical (hard) and behavioural (soft) measures to increase travel choices and reduce reliance on single-occupancy car travel.
- 1.5 A TP is an evolving process initiated by a front-loading exercise through site visits, the completion of a Travel Plan, and frequent meetings and conversations between its authors (Paul Basham Associates), the client (Intelligent Land) and the Local Authority (Dorset Council). The TP will develop over time from feedback received from monitoring exercises, local developments in sustainable transport and other external factors.
- 1.6 This Framework Travel Plan supports access to a full range of local facilities and activities for future site users, whilst encouraging good design principles and working with the local community. A TP must be Transparent, Realistic, Achievable, Committed, Enforceable and Sustainable (TRACES). This TP therefore aims to document sustainable travel measures and practice within the vicinity of the development site, encapsulating these within a wider strategy of measures, along with an implementation and monitoring strategy.

Travel Plan Aims/Objectives

- 1.7 This Framework Travel Plan aims to address the needs of the development's future users through reducing the impact of car travel, promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable travel practices where appropriate.
- 1.8 The Travel Plan has been written to support the following objectives:
- Reduce the traffic generated by the development to a significantly lower level of single occupancy car trips than would be predicted for the site without the implementation of the Travel Plan;
 - Manage car parking demand across the development;
 - Minimise the impacts of car-based travel to and from the site on the local and strategic highway network and environment;
 - Promote healthy lifestyles and a sustainable community;
 - Encourage good urban design principles that increase the permeability of the development for walking and cycling;

- Provide safe and easy access to the site for development users, with increasing awareness of choice of travel mode to encourage the use of more sustainable modes of transport;
- To develop an awareness of the options for sustainable travel to and from the site and local area; and
- 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.
- To promote the wide range of facilities available within a 15-minute walk of most new and existing properties in Alderholt.

1.9 Meeting these objectives will help create a sustainable development with good travel practices and will help encourage a decreased reliance on the private car, thus reducing the impact of car travel around Alderholt and the surrounding areas. Continual evolution of the Travel Plan is necessary to ensure the Travel Plan meets its targets and objectives. Promoting the Travel Plan process will better development users' understanding of the Travel Plan Co-ordinator's (TPC) work, which in turn should increase engagement with the Travel Plan. The TPC would be responsible for promoting the practices of the TP and reviewing its objectives.

Travel Plan Benefits

1.10 In accordance with Dorset Council's guidance, the benefits of the Travel Plan to users of the development, the local community and the local global environment are identified below:

- Development Users
 - An attractive pedestrian environment with reduced car use;
 - Opportunity to try new travel methods through travel vouchers;
 - Improved health and fitness through increased levels of walking and cycling;
 - The social aspect of sharing transport with others; and
 - A better environment within the site as a result of reduced vehicular movements and parking pressures.
- Local Community (including local global environment)
 - Reduced pollution on the local road network;
 - A healthier community with the site opened up for public recreational pedestrian and cycle use;
 - Ability for development users to inform other local residents or employees of positive sustainable travel experiences; and
 - Reduced congestion if fewer vehicles are on the road due to sustainable travel habits.

1.11 The sustainable transport strategy will improve local pedestrian and cycle connections for both new and existing Alderholt residents, allowing improved access between the site and local facilities in the new Alderholt development. Improved connections to bus services will also be provided. The implementation of the Travel Plan will lessen the impact of the development on the environment in terms of reducing congestion, noise and atmospheric pollution created by vehicle trips to and from the site. This will contribute to both local air quality management and national climate change reduction targets.

Travel Plan Structure

1.12 This TP has been informed by Dorset Council guidance published on their website and the remainder of this FTP is presented through the following structure:

- Chapter 2: Travel Plan Policy;
- Chapter 3: Existing Conditions and Site Accessibility;
- Chapter 4: Proposed Development;
- Chapter 5: Indicative Baseline and Target Travel Patterns;
- Chapter 6: Travel Plan Strategy;
- Chapter 7: Implementation and Management;
- Chapter 8: Monitoring Strategy; and
- Chapter 9: Summary and Conclusions.

2. TRAVEL PLAN POLICY

- 2.1 The objectives of this TP have been designed to work alongside those set at national, regional and local levels. This TP has been written in accordance with the below policies to create a sustainable development within Alderholt and to increase the share of alternative transport options for the proposed development and wider community.
- 2.2 Seeking to maximise and build upon opportunities presented at all of the above scales, the primary aim of this TP is to reduce the reliance on the private vehicle whilst increasing the use of sustainable transport modes.

National Planning Policy Framework (NPPF)

- 2.3 The NPPF (July 2021) acts as the central guidance for development planning. As defined in the NPPF's Annex 2: Glossary, a Travel Plan is 'a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the Travel Plan:

Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) *The potential impacts of development on transport networks can be addressed;*
- b) *Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c) *Opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) *The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e) *Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.*

(NPPF Para.104)

The planning system should actively manage patterns of growth in support these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

(NPPF Para.105)

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

(NPPF Para. 113)

Planning policies and decisions should sustain and contribute towards compliance with relevant limit values or national objectives for pollutants, taking into account the presence of Air Quality Management Areas and Clean Air Zones, and the cumulative impacts from individual sites in local areas. Opportunities to improve air quality or mitigate impacts should be identified, such as through traffic and travel management, and green infrastructure provision and enhancement. So far as possible these opportunities should be considered at the plan-making stage, to ensure a strategic approach and limit the need for issues to be reconsidered when determining individual applications. Planning decisions should ensure that any new development in Air Quality Management Areas and Clean Air Zones is consistent with the local air quality action plan.

(NPPF Para.186)

Planning Practice Guidance 'Travel Plans, Transport Assessments and Statements' (2014)

2.4 In accordance with the 'Travel Plans, Transport Assessments and Statements' guidance published in March 2014, the primary purpose of this TP is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and thereby reduce the demand for travel by less sustainable modes.

2.5 The Planning Practice Guidance states that a TP can positively contribute to the following:

- Encouraging sustainable travel;
- Lessening traffic generation and its detrimental impacts;
- Reducing carbon emissions and climate impacts;
- Creating accessible, connected, inclusive communities;
- Improving health outcomes and quality of life;
- Improving road safety; and
- Reducing the need for new developments to increase existing road capacity or provide new roads.

2.6 The guidance also states the key principles that should be taken into consideration when preparing a TP. Those relevant are summarised below:

- Proportionate to the size and scope of the proposed development;
- Established at the earliest practicable stage of a development proposal;

- Be tailored to particular local circumstances;
- Be brought forward through collaborative ongoing working between the local planning authority/transport authority, transport operators, rail network operators, Highways Agency where there may be implications for the strategic road network and other relevant bodies. Engaging communities and local businesses in Travel Plans, Transport Assessments and Statements can be beneficial in positively supporting higher levels of walking and cycling (which in turn can encourage greater social inclusion, community cohesion and healthier communities).

Draft Dorset Local Plan

2.7 Since the creation of two unitary authorities within Dorset, a new Dorset Local Plan is being produced which, at time of writing, has just concluded a period of consultation. It is noted that the Local Plan is in draft consultation and is subject to review following comments and therefore holds limited weight.

2.8 The Draft Dorset Local Plan sets out plan for development within the Authority. The Local Plan identifies Alderholt as a 'Tier 3' settlement and within Volume 2 states that Alderholt presents an...

“opportunity for a level of development that could alter significantly the way the settlement functions. There are a number of issues that would need to be addressed to enable this growth including the ability of the road network to accommodate the increased traffic as well as the need to create a more self-contained settlement. To achieve this significant growth in employment, retail, community facilities, highway improvements and schooling would need to be provided alongside housing.

Bournemouth, Poole and Dorset Local Transport Plan (LTP3)

2.9 The Bournemouth, Poole and Dorset Local Transport Plan (LTP3) (2011-2026) sets out the objectives, policies and targets for improving transport across Bournemouth, Poole and Dorset. It covers all modes of transport (including walking, cycling, public transport, car based travel and freight), the management and maintenance of the highway network, and the relationships between transport and wider policy issues such as the environment, health and social inclusion. Some examples of the transport policies within the LTP3 are listed below.

Policy LTP A-1

As far as possible, the LTP will support and encourage development and redevelopment proposals which minimise the impact of the private car by reducing the need to travel, as well as the distance travelled. Working with the Local Planning Authorities and Regeneration Agencies, the authorities will encourage Local Development Documents and regeneration and investment strategies to have regard to:

- Influencing the demand for travel
- Achieving a shift in transport modes to alternatives to the private car

- iii. Making the best use of existing transport infrastructure and services
- iv. Improving connectivity locally and in the wider area where appropriate, including the need for improvements to transport infrastructure
- v. Providing high levels of accessibility for all to local services

Policy FTP F-1

To encourage more sustainable travel patterns and modal shift to low carbon travel modes, a long term co-ordinated, integrated package of targeted Smarter Choices measures will be pursued. This will seek to inspire positive travel choices and raise travel awareness of public transport, active travel and smarter choices alternatives to car use, and their associated wider benefits to society including health and the environment.

Policy LTP F-2

Requirements for Transport Assessments and Travel Plans will be applied through Local Development Documents for all planning applications for development that may have significant impacts on the transport network. These should consider potential impacts on all modes of transport, including walking and cycling, the safety of all users, and impacts on the environment (including CO2 emissions). Travel Plans should clearly set out measures to reduce single occupancy car use, management arrangements, and quantitative targets and monitoring.

Hampshire LTP4 (Draft)

2.10 At the time of writing, Hampshire County Council are currently consulting on their draft version of their Local Transport Plan 4 (LTP4) which sets out its vision for future transport and travel infrastructure. The LTP4 follows extensive work undertaken and primarily seeks to provide policies and mechanisms with which sustainable travel can be improved, dependency on car travel reduced and national priorities to decarbonise the transport system achieved.

2.11 The LTP4 has two key guiding principles:

- Guiding Principle 1: Significantly reduce dependency on the private car
- Guiding Principle 2: Provide a transport system, that promotes high quality, prosperous places and puts people first

2.12 Draft policy DM2 is to 'Support proactive masterplanning of new development sites for high quality neighbourhoods.' Of particular relevance to travel planning are the following parts of the policy:

- d) ensure that planning applications are supported by Transport Assessments and Travel Plans
- f) support development that is well designed and planned to reduce the need to travel
- g) support developments that are designed to widen the choice of modes that can be used
- j) support developments that actively use parking strategies, plans and pricing to lock in sustainable travel behaviours (eg low car developments, provision of EV charging points and parking spaces for car club vehicles, and good quality cycle parking).

3. EXISTING CONDITIONS AND SITE ACCESSIBILITY

3.1 The present transport and accessibility within Alderholt are set out within the following section. This details the existing situation and does not reflect any of the proposed improvements to accessibility, public transport and local facilities which will be provided by the development. These are covered in subsequent sections.

Local Highway Network

3.2 The site is located north and south of Ringwood Road and west of Hillbury Road. The site in relation to the local highway network is shown on **Figure 2** below.

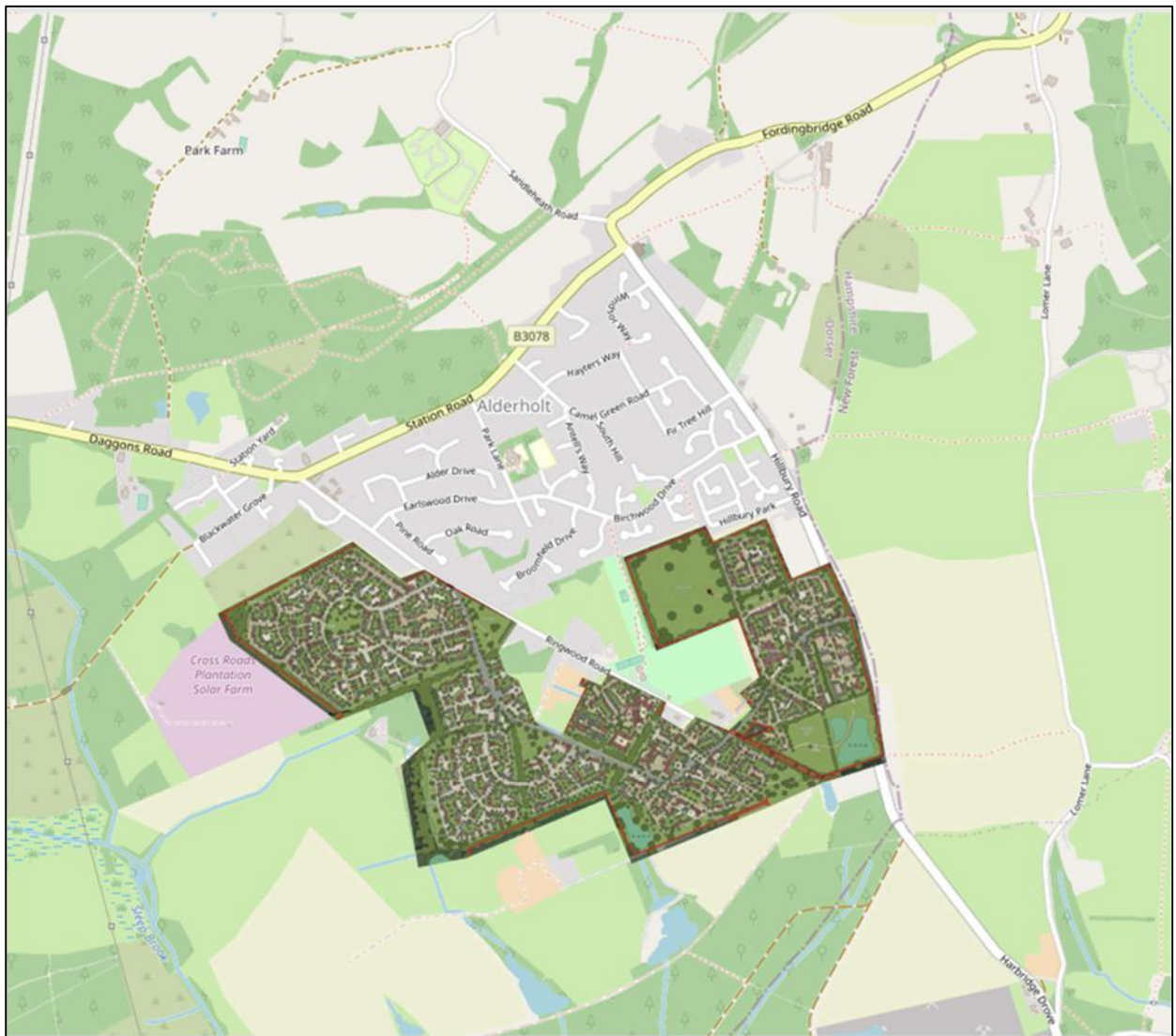


Figure 2: Site Context Plan

Ringwood Road

- 3.3 Ringwood Road routes on a north-west to south-east alignment between Station Road to the north and Hillbury Road to the south. It currently forms the southern boundary of the existing settlement and is utilised by traffic routing between the south and western areas of Alderholt.
- 3.4 Ringwood Road can be categorised into approximately two sections of varying characteristics. From Station Road to the easternmost properties on the southern side, the speed limit is 30mph and is suburban in nature, with footways and street lighting present. At its northern end, Ringwood Road meets Station Road at a priority junction. Ringwood Road splits to provide separate access/egress points for vehicle travelling to/from the west and east.
- 3.5 Further east, Ringwood Road is more rural in nature, measures c. 5-6m in width, is subject to a 40mph speed limit, is not street-lit, and does not have formalised kerbs and footways. It provides direct access to a number of residential properties, Alderholt Recreation Ground, Foxhill Farm and Warren Park Farm campsites and a consented residential development of 45 dwellings (REF: 3/16/1446/OUT). Ringwood Road then joins Hillbury Road in the form of a simple priority junction to the south east.

Hillbury Road

- 3.6 Hillbury road itself routes on a north-south alignment and provides connections from Alderholt towards Ringwood and the A31 approximately 8km to the south.
- 3.7 Hillbury Road can also be broadly categorised into two sections. From the edge of the settlement northwards, the speed limit is 40mph, reducing to 30mph just before Windsor Way. Within the settlement, Hillbury Road provides access to a number of residential side roads and direct access to residential properties. A footway is provided on the western side of the carriageway and further north, occasional street lighting is provided. At its northern end, Hillbury Road meets Station Road (B3078) at a priority junction.
- 3.8 South of the existing settlement edge, Hillbury Road is fairly rural in nature. It measures approximately 6m in width, is subject to the national speed limit, is not street lit and does not provide footways, instead soft verges and hedgerows abut the carriageway.

Station Road (B3078)

- 3.9 Station Road forms part of the B3078 which locally routes between Cranborne to the west and Fordingbridge to the east. Within Alderholt it approximately represents the northern settlement boundary, connecting to both Ringwood Road and Hillbury Road and serving residential properties directly as well as via residential side roads. It measures approximately 6m in width, is subject to a 30mph speed limit, is street lit, and has footways along both sides of the carriageway for the majority of its length.
- 3.10 Travelling east, Station Road turns to the left adjacent to the junction with Hillbury Road. Approximately 75m to the north, Station Road turns right adjacent to a junction with Sandleheath Road.

Fordingbridge Road (B3078)

- 3.11 To the east, the B3078 becomes Fordingbridge Road. Fordingbridge Road is a local distributor road which routes between Alderholt and Fordingbridge. It is subject to a 30mph speed limit changing to the national speed limit to the east of Alderholt and is relatively rural in nature, with soft verges and no formalised kerbs. The width of the carriageway varies, particularly where it curves in either direction.
- 3.12 In Fordingbridge, the B3078 becomes Provost Street and meets High Street/Shaftesbury Street at a priority junction. High Street leads through a mini-roundabout towards the A338. Parts of the road network in Fordingbridge are geometrically constrained given the historic nature of the settlement.

Daggons Road / Cranborne Road (B3078)

- 3.13 To the west of Alderholt, the B3078 leads towards Cranborne and becomes Daggons Road, which then becomes Cranborne Road. The speed limit is 40mph along Daggons Road, raising to the national speed limit on Cranborne Road. It is rural in nature, and the width of the carriageway varies, particularly where it curves in either direction.
- 3.14 In Cranborne, the B3078 continues southwards at a priority junction, providing a route towards Wimborne Minster and Verwood.

Batterley Drove

- 3.15 Batterley Drove meets the B3078 via a priority junction and provides an alternative route to Verwood, providing onward connections beyond towards Wimborne. Batterley Drove is of reasonable width given its rural nature. It is typically subject to a 60mph speed limit and has no footways alongside.

Walking and Cycling

Pedestrian Infrastructure

- 3.16 Within the settlement, pedestrian infrastructure is relatively good, with 1.5-2m footways generally provided on most roads and some intermittent street lighting. As might be expected, outside of the settlement on the more rural parts of the local roads, there are no dedicated footways.
- 3.17 Along Ringwood Road, within the settlement, there are footways on one or both sides of carriageway which are occasionally lit and typically measure between 1.5-2m in width.
- 3.18 To the north, Station Road benefits from footways generally on both sides of the carriageway, that are lit and typically 1.5-2m in width. These footways continue for the length of Station Road within Alderholt and connect into other footways adjacent to residential roads throughout Alderholt. To the east the northern footway terminates on the approach to Pressey's Corner, with the southern footway continuing south onto Hillbury Road.
- 3.19 Within the existing settlement area, the footway along Hillbury Road accompanies the western carriageway edge and is street lit, typically with widths of 1.5m. It is often separated from the carriageway by a grass verge and continues up to the Hillbury Park access, at which point the footway terminates.
- 3.20 Other pedestrian connections of note within the settlement include a footpath between Birchwood Drive and Ringwood Road, and another between Birchwood Drive and the red line boundary, parallel to Saxon Way.
- 3.21 In addition there are a number of Public Rights of Way which are relevant to the proposed development. The PRoWs within the vicinity of Alderholt are shown in **Figure 3** below, with the key routes relevant to the proposed site detailed below.



Figure 3: Public Rights of Way (PRoW)

3.22 Firstly, to the west of the site lies bridleway: E34/10 (shown in pink above) which routes between Blackwater Grove to the north of the site and Verwood via Cranborne Common. This route provides a direct route between Alderholt and Verwood (approximately 4km to the south west) for pedestrians and cyclists to utilise. In addition, surrounding this bridleway are a series of forestry tracks which have an aggregate surface. The proposed development will seek to make connections to these routes to ensure the opportunity to walk and in particular, cycle to Verwood is an attractive possibility.

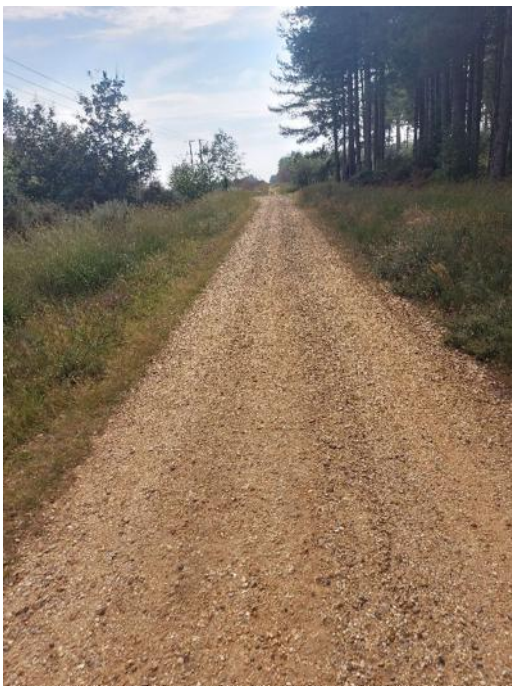
3.23 The condition of both this Bridleway and the aforementioned forestry tracks are shown in **Photographs 1 - 4** below.



Photograph 1: Bridleway E34/10



Photograph 2: Bridleway E34/10



Photograph 3: Forestry Tracks



Photograph 4: Forestry Tracks

3.24 In addition to the Bridleway, there two particularly relevant Public Footpaths (090 2/1, and 090 3/1) which routes east between Hillbury Road and Midgham Lane to the east of the site (shown in red in **Figure 3** above). These connect into a further array of footpaths which lead towards Fordingbridge, and are considered reasonable routes for recreational use to Fordingbridge which is located c. 2.5km to the north east.

3.25 The condition of these Public Footpaths is shown in **Photographs 5-8** below.



Photograph 5: Footpath 090 2/1 Access



Photograph 6: Footpath 090 2/1 Across Field



Photograph 7: Footpath 090 3/1 Access



Photograph 8: Footpath 090 3/1 Across Field

3.26 South of Alderholt, there is a public footpath that runs along the eastern edge of Ringwood Forest. This leads south towards Verwood, and there is a further network of routes including the Avon Valley Path connecting to Ringwood.

3.27 In addition to the above PRow there is also a paved footway connection between Ringwood Road and Birchwood Drive via the Alderholt Recreation Ground. This footway is lit and provides a direct connection between the core of the existing Alderholt settlement and school, towards the new proposed development and facilities. The condition of this link is shown below in **Photographs 9 & 10**.



Photograph 9: Footway at Recreation Ground



Photograph 10: Footway at Recreation Ground

Cycling Facilities

3.28 With the exception of the bridleway and forestry tracks, there is no dedicated cycle infrastructure present within the vicinity of Alderholt and any cycling therefore takes place on carriageway. Ringwood Road, Hillbury Road and Station Road are classified as C, D and B roads respectively which means they may be suitable for on carriageway cycling. It is important to note that the Alderholt development will improve cycling infrastructure not only for new but also existing village residents through the provision of low design speed (20mph) roads, shared footways, traffic calming and improved cycle infrastructure.

Public Transport

3.29 Currently the local area is served by bus service number 97. It is funded by Alderholt, Knowlton and Cranborne Parish Councils and the timetable can be seen in **Table 1** below. It currently routes along Station Road, Ringwood Road and Hillbury Road, utilising Earlswood Drive to connect between Ringwood Road and Hillbury Road.

Service	Bus Stop Location	Operator	Route	Approximate Frequency		
				Tuesday, Wednesday, Friday	Saturday	Sunday
97	Alderholt (Charing Cross)	Community Transport Services	Ringwood - Fordingbridge	Every 2 hours between 09:34 & 13:39	No Service	No Service

Table 1: Summary of Local Bus Services

3.30 **Table 1** highlights that the current public transport provision is very limited with only one bus service available which operates at a low frequency, therefore illustrating that most residents are reliant on private car ownership to access daily needs and facilities.

Local Facilities

3.31 A summary of the existing local facilities in the vicinity of the site which may form key desire lines to/from the site are identified in **Table 2** below, with the approximate distance to such facilities identified and measured from the approximate centre of the site (using existing walking routes). Given the scale of the proposed development, distances will vary depending on the origin point within the site.

Local Facilities	Approximate Distance
Alderholt Recreation Ground	300m
St James CE First School & Nursery	500m
Convenience Store (Co-op Alderholt)	900m
Post Office	900m
Alderholt Village Hall	1km
Public House (The Churchill Arms)	1.2m
Vets (Alderholt Veterinary Surgery)	1.3km
Fordingbridge Town Centre	4.3km
Dentist Surgery (mydentist Fordingbridge)	4.5km
Doctors Surgery (Fordingbridge Surgery)	4.5km
Pharmacy	4.5km
Cranborne Middle School	7.9km
Queen Elizabeth's School (Secondary School)	24km

Table 2: Summary of Local Facilities

3.32 As can be seen from **Table 2** above, the current facilities within Alderholt are limited, with the majority of everyday facilities being located outside Alderholt within neighbouring Fordingbridge, Cranborne and Verwood. Residents therefore have to travel outside of the settlement to meet the majority of daily needs and therefore rely heavily on private car usage given the lack of public transport currently available within Alderholt.

Summary

- 3.33 Although Alderholt is a relatively permeable settlement, with a series of footpaths, footways and bridleways providing connections within Alderholt and further afield towards neighbouring settlements; there is no frequent public transport services, and limited local facilities within the settlement. Therefore at present the majority of everyday needs are met by car travel to neighbouring settlements.

4. PROPOSED DEVELOPMENT

Introduction

- 4.1 The development proposals have been carefully designed to not only deliver additional housing, but also to improve existing and provide additional facilities within the settlement to reduce the need for both existing and future residents to travel outside of Alderholt to meet daily needs. The location of the additional facilities has been carefully considered to maximise the attractiveness of walking and cycling for existing and future residents. The scheme has also been designed to incorporate a new bus route, providing a feasible alternative to use of the private car for longer distance journeys.

Proposed Development

- 4.2 The facilities that will be delivered by the development (either directly or via contribution) include:
- 1700 dwellings (including a small provision of sheltered housing and care home);
 - 2 ha employment land (business park/start up style units). This 2ha is based on total land space, therefore for the purposes of this assessment a value of 1ha GFA has been used.
 - An expansion to the existing first school; restructured as a Primary School and becoming part of a two tier education system linked with Burgate secondary school in Fordingbridge (rather than the current three tier link to Cranborne and Wimborne);
 - New square/town centre totalling c. 4,200 sqm with shops, café, new convenience supermarket and pub;
 - New 21st century healthcare facility;
 - New recreation space and potential LTA outdoor tennis centre;
 - New Library;
 - Digital Infrastructure – fibre to front door;
 - New improved bus service; and
 - New pedestrian & cycle infrastructure;
- 4.3 The above range of facilities will enable residents to reduce their travel needs and therefore transform Alderholt from a settlement currently lacking facilities to one which benefits from a wide range of amenities within a 15 minute walk of most properties within the settlement.
- 4.4 An indicative concept masterplan has been prepared by SW-Architects to support the planning application which identifies the key principles of the proposed development including the principal roads through the site, residential areas, commercial areas, leisure area, areas of green space and pedestrian and cycle routes through the site. The masterplan is attached as **Appendix A** for reference.

Vehicular Access

- 4.5 The proposed development is to be served by two vehicular access points; one of which comprises a roundabout onto Hillbury Road and the other a priority junction at Ringwood Road. Details of these access arrangements are provided in greater detail within the accompanying Transport Assessment.

Pedestrian and Cycle Access Arrangements

- 4.6 A number of points of pedestrian/cyclist access are proposed across the development. This includes a new footway along Hillbury Road, a footway along Ringwood Road, a shared footway cycleway along the new spine road, connections to the north between the site and Birchwood Drive and footway connections across the proposed Alderholt Park to the existing recreation ground footway. Details of all the points of access are provided within the Transport Assessment which accompanies this TP.
- 4.7 In addition, off-site connections and improvements are proposed including the provision of advisory cycle lanes along Station Road and Ringwood Road, improved connections to the forestry trails to the south of the site, and improvements to pedestrian and cyclist provision along Ringwood Road. Financial contributions would also be provided towards improving PRowS to the east between the site and Fordingbridge.
- 4.8 The above pedestrian/cycle improvements and points of access have been designed following a review of likely destinations and routes within an accompanying WCHAR. They therefore combine to create a network of permeable footways and cycling infrastructure which will enable residents both existing and future to navigate Alderholt by sustainable means all year round and will ensure reliance on car travel is minimised. This is demonstrated within **Figure 4** below which illustrates the connectivity of the site.
- 4.9 Although not forming part of the present application, the concept of the new internal spine road has been developed to safeguard sufficient space for a 6.5m wide carriageway and adjoining footway/cycleway provision

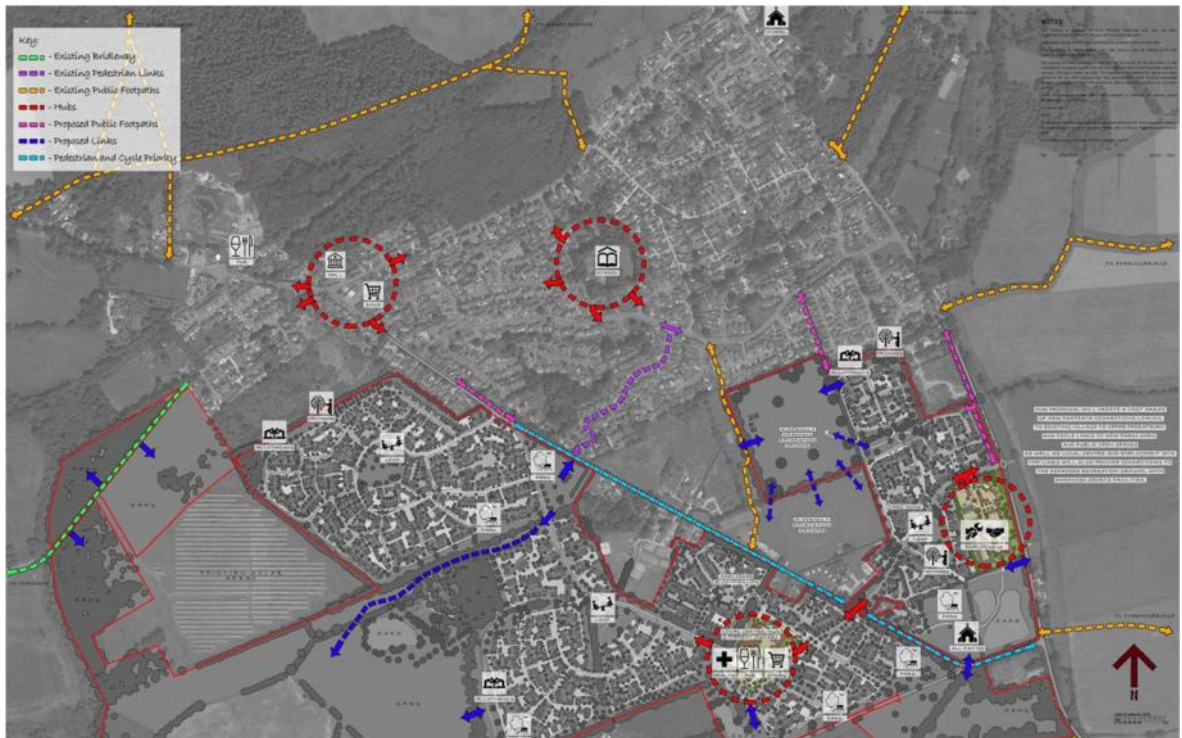


Figure 4: Proposed Site Connectivity (Source: SWA-Arch)

Public Transport Improvements

- 4.10 As detailed above, the proposed development is committed to delivering active travel improvements within Alderholt with improvements proposed along key corridors between the site and key facilities, whilst also ensuring that existing residents have access to the new facilities proposed as part of the development.
- 4.11 In addition to the proposed pedestrian and cycle improvements, improvements to local bus services will be provided. Financial contributions will be provided to deliver a high frequency, reliable bus service. Discussions have taken place with a local operator to establish the feasibility of such a service. Details are provided in the TA but the service would operate on an hourly frequency between 0700 and 1900.
- 4.12 Within the locality of Alderholt this would route through existing Alderholt settlement as well as the proposed development parcels and as such the new spine road has been designed to a width of 6.5m in width to ensure it is suitable to accommodate bus provision.

4.13 The masterplan also includes opportunities through the site to allow buses to stop within a reasonable walking distance of residential development and for the bus to travel close to the variety of land uses on site including the market square and employment areas. Any new bus stops would be provided with Real Time Passenger Information, seating and cycle storage where possible.

Car Clubs and Electric Vehicle Charging

4.14 The development is also committed to delivering an extensive car club and electric vehicle charging strategy which is likely to exceed any local standards. All dwellings would be provided with electric vehicle charging infrastructure.

4.15 The development will seek to secure a dedicated on-site car club to assist those who only occasionally require use of a vehicle. This will likely form part of a wider transport/connectivity hub within the market square or employment areas. Other elements of this hub may include e-bike or e-scooter rental provision, and cycle maintenance hubs to enable ongoing maintenance needs to be met. Details of such initiatives will be provided at the appropriate reserved matters stage, and/or be secured by way of planning condition.

Provision of on-site facilities & amenities

4.16 The proposed development has been designed to ensure Alderholt is a “15 minute neighbourhood.” Following the implementation of the proposed development, facilities and improvements to connectivity and permeability, walking and cycling within Alderholt will become more attractive. In combination, these aspects of the development will result in existing and future residents having a genuine choice of modes to access facilities meeting many daily needs within the settlement, rather than having to travel a further distance outside of Alderholt by car as is currently the case.

4.17 Specifically, the new facilities at the employment areas and the market square, will be within walking and cycling distance of the entirety of Alderholt. A range of facilities will be provided within the market square area for use by existing and future residents on a daily basis. These include a village store, a pub and restaurant, a café, a community building and youth centre, a library and 7 other retail units, the details of which are to be confirmed, depending on demand. In addition, the development will deliver a new GP surgery, dentist, pharmacy and opticians. Therefore residents’ day to day needs, including health care will be well catered for within the settlement, reducing the need to travel to nearby towns.

4.18 The development would provide 2ha of employment land adjacent to Hillbury Road. This is intended to provide space for offices, rather than industrial processes which could generate large vehicle movements. This is in addition to the new job opportunities created through the provision of retail and other facilities. An LTA approved tennis facility and new parkland will be provided to the northern edge of the development, adjacent to the existing recreation ground.

4.19 The proposed development will provide financial contributions to improve and expand the First School within Alderholt such that all primary school aged children within Alderholt will have the option of attending school within the settlement, rather than needing to travel to Cranborne Middle School as at present. In addition, a formal link will be provided between Alderholt Primary School (as it will be) to the Burgate School in Fordingbridge. This will replace the existing link in Wimborne and result children being at schools more local to their residence, reducing the length of journeys.

Summary

4.20 The development would provide facilities for existing and future residents to have a transformational effect on the need for residents to travel outside of Alderholt to meet their daily needs. This would afford the opportunity to travel sustainably rather than being solely reliant on use of the private car, greatly increasing the sustainability of Alderholt as a settlement. For those journeys that do need to occur outside Alderholt, the provision of a new bus service and improved cycling connections off-site towards Verwood and Fordingbridge will also help reduce reliance on car travel.

5. INDICATIVE BASELINE AND TARGET TRAVEL PATTERNS

- 5.1 Travel data is important for setting objectives and targets. It provides a baseline from which progress can be measured and provides information on current travel habits within the local area, helping to determine which sustainable modes of transport are more likely to become popular among site-users in the future.
- 5.2 SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets are proposed within this FTP for each of the proposed on-site uses. Refined targets would be subsequently provided in a Full Travel Plan to be submitted as part of the subsequent Reserved Matters application specific for each site user and phase of development.

Residential

- 5.3 For the purposes of this Framework Travel Plan, the indicative baseline modal share for the residential use has been obtained from the 2011 Census: Method of Travel to Work Data (Ref: QS701EW), published by the Office for National Statistics. Using data from the E00103235 to E00103243 (9 output areas), to yield the most representative sample, percentage figures have been calculated for the different modes of travel, discounting those who work from home. The results are summarised in **Table 3** with the full outputs attached within **Appendix B**.

Method of Travel to Work	%
Driving a Car or Van	86.9%
On Foot	4.1%
Passenger in a Car or Van	4.4%
Train, underground, metro, tram	0.8%
Bus, Minibus or Coach	1.5%
Bicycle	1.3%
Motorcycle, Scooter or Moped	0.7%
Taxi	0.3%

Table 3: 2011 Census Travel to Work Data for 9 Alderholt Output Areas (Residential)

- 5.4 **Table 3** outlines that 87.6% of the Alderholt population currently drive to work (via car, van or motorcycle), with 4.4% as passengers. Walking constitutes the third most popular mode of travel accounting for 4.4% of trips, followed by public transport (bus, train, coach and taxi) accounting for 2.6% of journeys. Cycling accounts for only 1.3% of commuting trips.

Commercial

5.5 The indicative baseline modal shares for the commercial use has been calculated using 2011 Census: Method of Travel to Work Data for travel from any location in England and Wales, to work destinations within the Super Output Area E02004243 : East Dorset 001 (Ref: WU03EW). The results are summarised in **Table 4** with the full outputs attached within **Appendix C**.

Method of Travel to Work	%
Driving a Car or Van	70.1%
On Foot	13.5%
Passenger in a Car or Van	4.1%
Train, underground, metro, tram	3.3%
Bus, Minibus or Coach	5.9%
Bicycle	2.6%
Motorcycle, Scooter or Moped	0.4%
Taxi	0.1%

Table 4: 2011 Census Travel to Work Data for East Dorset 001 Output Area (Commercial)

5.6 **Table 4** outlines that 74.6% of the Alderholt working population currently drive to work (via car, van or motorcycle), with 4.1% travelling as passengers. Walking constitutes the second most popular mode of travel accounting for 13.5% of trips, followed by public transport (bus, train, coach and taxi) accounting for 9.3% of journeys. Cycling accounts for 2.6% of commuting trips.

Targets

5.7 It is noted that the development will provide a wide range of opportunities for driving trips to be reduced through the introduction of areas of employment, significantly improved public transport, additional local facilities and improved internet connectivity. The timing of the delivery of these facilities and infrastructure will be confirmed through the S106 upon planning consent being granted.

5.8 It is anticipated that the baseline modal share for the development will be significantly different from the 2011 Census data. It is likely that the proportion of trips undertaken via private vehicle will be significantly lower, with higher proportions for active travel and public transport. Forecast multi-modal trip calculations for the AM and PM peaks are provided within the TA.

5.9 It is therefore suggested that baseline surveys will be undertaken once the development is occupied (precise triggers to be agreed), with a 10% reduction in single occupancy vehicle trips from that point. It is suggested that the residential and employment modal shares are assessed separately. Final targets would be set in consultation with the local highways officers following the baseline survey results and through the submission of Full Travel Plans associated with each development phase application. **Table 5** sets out the target change in modal share from the future baseline survey.

Mode of Transport	Indicative Target (%)
Car Driver	-10%
Car Passenger	+2%
Public Transport	+2%
Walking	+3%
Cycling	+3%

Table 5: Interim Modal Share Targets

5.10 It is envisaged that the monitoring strategy for the residential development would last for the whole duration of the development build phases and therefore has the potential to last for c.10-15 years. It is envisaged that the monitoring strategy for the employment uses on site would be shorter than for the residential development and is therefore likely to last for circa 5 years post occupation of units. This is due to the build programme and occupation of the commercial uses being likely to happen over a shorter period of time.

5.11 The targets aim to encourage a variety of sustainable transport modes which reflect the sustainable transport strategy associated with the proposed development with improved walking and cycling routes, a dedicated bus service which routes through the development site, provision of on-site car club and electric vehicle charging.

5.12 On the basis that the purpose of the Market Square is to serve the proposed development and surrounding local area, it is anticipated that most trips to/from the Local Centre would be made by people living within the development or Alderholt and therefore trips will be via sustainable modes of travel or would form part of linked trips. For this reason, specific targets have not been outlined but instead data regarding how residents/employees travel to the Market Square will be collected via the residential / employment travel surveys.



6. TRAVEL PLAN STRATEGY

Hard Measures

- 6.1 The physical hard infrastructure measures previously outlined in **Section 4** would either be delivered on site, be secured through planning conditions, S278 agreement or Section 106 obligations and would form a comprehensive package of works to encourage walking, cycling and public transport use. The following section proposes a package of behavioural or 'soft' measures to be adopted and refined by the individual Travel Plan Co-ordinators (TPC's) throughout the lifetime of each TP.
- 6.2 Whereas the hard measures are applicable to, and would benefit, all future site users, this chapter outlines a refined package of soft measures for each of the individual site uses. The measures proposed are influenced by the site location, the TP aim, objectives and targets and the local and national policy.

Residential: Behavioural Measures

Walking and Cycling

- 6.3 Encouraging a familiarity with the walking and cycling opportunities early on both within and without the site would help to embed walking and cycling as important modes of transport for local journeys. The TPC would work with walking and cycling groups e.g. Sustrans and support local and national campaigns and events. Residents would be provided with information on local cycle and walking routes upon moving into their new homes to help inform transport choices from the offset. Such campaigns include:
- Walk to Work Week
 - Walk to School Week
 - Bike Week
 - Sustrans Big Pedal
 - Walk for Life – promoting the health benefits of walking
- 6.4 The site residents would also be informed of smartphone apps such as National Cycle Network, Walk It and MapMyRide which can help plan and map walking and cycling journeys from their mobile phone within the local area.
- 6.5 To incentivise walking and cycling the TPC should secure discounts (at local cycle stores in particular) to maximise potential for residents to habituate walking and cycling as part of healthy lifestyle practices, whether for daily commuting or occasional leisure.

- 6.6 A bicycle user group would be set up for the future residents of the development with support from Dorset Council. This would provide a platform on which cyclists are able to share information on cycle routes, safety and maintenance etc. It will also enable less experienced cyclists to connect with experienced cyclists and obtain information, guidance and potentially a 'cycling buddy' to accompany them on cycle journeys. A cycle maintenance hub may also be provided in the market square.
- 6.7 The Travel Plan Coordinator would be responsible for promoting 'Bikeability' cycle training courses to residents and would attempt to organise group training sessions if enough residents are interested. The TPC will also investigate opportunities to hold Bike Doctor Events on-site, providing a convenient cycle maintenance and repair service.

Public Transport

- 6.8 As well as the provision of 'hard' sustainable transport measures, such as providing the new bus service through the site and provision of attractive bus stops, maximising resident use of public transport would be supported through raising awareness of the local bus services whilst highlighting costs and benefits in comparison to single occupancy vehicle use. The attractiveness of the bus service would be also be supported through tailored promotions and schemes resulting from dialogue with the future bus operator.
- 6.9 In addition, taster tickets will be secured by the TPC, such that every new resident has the opportunity to try the new bus service as they occupy the property to encourage bus travel. This will be limited to one ticket per household and the exact details will be agreed through negotiations between the TPC, the developer and the bus operator.
- 6.10 Information on the public transport routes and facilities serving the new development would be made available to new residents within the Travel Information Pack and other means of communications, described below
- 6.11 The TPC would be responsible for keeping up-to-date with and promoting public transport promotions and discounts to future residents. Weekly, monthly or annual passes can be bought directly from the bus operator for regular patrons.

Car Sharing

- 6.12 Car sharing is a simple and effective way to reduce the number of lone car trips and subsequently reduce congestion and pollution. As well as offering financial benefits, car sharing also offers social benefits such as increased resident interaction and communication. It is anticipated that a large percentage of future residents may travel to the surrounding towns for work and therefore the nature of the proposed development lends itself to car-sharing as an alternative to single-occupancy travel.
- 6.13 In addition to the provision of a car club on site, the national www.liftshare.com website allows members to find potential car-sharing partners and should be promoted by the TPC. The TPC would promote the benefits of car sharing within site-specific marketing material, including community noticeboards, residents' newsletters and the developments Travel Plan webpage (more information below).
- 6.14 The TPC will also explore the potential to set up an Alderholt specific lift share group to enable both existing and future residents to find potential matches with respect to their journeys. This will help to reduce car travel and generate community engagement between existing and new residents.

Sustainable Private Vehicle Use

- 6.15 On occasions when single occupancy vehicle use is unavoidable or where alternative travel options are significantly limited in comparison, opportunities to promote sustainable driving practices would be encouraged. This will be facilitated through the provision of Car Club spaces within the Market Square or employment areas (location tbc) whereby residents can borrow a car for irregular journeys, therefore reducing the need to own a car. This hub may also include e-bike or e-scooters.
- 6.16 As more towns and cities are being required by government to implement Clean Air Zones, the industry is aiming to provide a greater network of electric charging points, encouraging the greater uptake of electric and hybrid vehicles. Altering resident's perceptions on hybrid, but in particular electric vehicles, is fundamental for creating a more sustainable development.
- 6.17 Electric vehicles now have significant ranges, with some vehicles achieving up to 150/250 miles before needing to be recharged. In addition, manufacturers are confident in the batteries that they are now offering 8 year warranties on some models.

6.18 Hybrid vehicles combine both electric motors with a standard combustion engine providing a normal driving scenario with the addition of an electric provision. Promotion of both electric and hybrid vehicles is becoming a key aspect of sustainable travel, and with Government grants available, this would be promoted as part of the TPC.

6.19 The development would also be supported by an extensive electric vehicle charging strategy with the infrastructure available for residential units to easily connect a charging unit to enable electric vehicle charging.

Travel Information Pack

6.20 In order to increase resident's awareness of the Travel Plan, each household would be provided with a Travel Information Pack upon moving into their new home. The pack would provide useful information on the travel choices available to residents and help inform their future travel patterns. Information would include:

- Introduction to the Travel Plan, its purpose, its benefits and the future operations (including reference to surveys)
- Details of local bus routes, frequencies, and nearest stops;
- Information on bus vouchers or offers;
- Information on local rail services;
- Information on pedestrian and cycle routes towards nearby facilities;
- Information on cycle voucher or offers;
- Information on car clubs and car sharing initiatives
- An accessibility map detailing the location of local services and amenities; and
- Information on local and national sustainable travel events.

6.21 The Travel information Pack would feature an easily identifiable logo synonymous with the TP, developed by the Travel Plan Co-Ordinator (TPC). This would be used on all TP material and used throughout the co-ordinated marketing campaign and communications.

Personalised Travel Planning

6.22 Shortly after moving into their new home, the TPC would offer each household free personalised travel planning (PTP) advice. This would be provided by the TPC and aims to inform residents on how they can travel to/from destinations more sustainably in support of achieving the long term targets for the site.

6.23 The literature distributed to each household would contain up to date and personalised information regarding public transport facilities, walking and cycling routes within the local area.

Travel Plan Website

6.24 A dedicated Travel Plan website (such as <https://tpc-paulbashamassociates.com/>) may also act as a useful tool to keep residents up to date with latest changes to travel services, news and events. Such a website would further complement and form part of the PTP and monitoring exercises. In the longer term the TPC would hand over the website to residents to maintain on a voluntary basis. The webpage would feature information such as the following:

- An introduction to the Travel Plan objectives and strategy;
- Accessibility Map;
- Online resident forum for sharing advice, tips and ideas promoting sustainable travel;
- Links to public transport timetables and journey planners;
- An online copy of the Travel Information Pack;
- Travel Plan Survey Results;
- Local Travel Forum meeting minutes and updates; and
- Relevant sustainable travel news and advertisements (E.g. cycling promotions, bus timetables and travel events).

Visitors

6.25 Travel Plans should also encourage and extend sustainable travel opportunities to any visitors travelling to and from the site. Residents' own positive sustainable travel practice should have a knock-on-effect to visitors. Visitors would have access to the Travel Plan website similarly to local residents and would be able to make an informed decision on how they travel to and from the development.

Sustainable Travel Incentive

6.26 Upon completion of the Resident Travel Survey (outlined in **Chapter 8**), each household would be provided with a set of sustainable travel incentives (paid for by the developer). These are likely to include a pre-paid bus pass for the new bus service, and a monetary voucher to spend on sustainable travel goods such as a bicycle/bicycle equipment. It is envisaged that the bus pass will equate to a week's free travel along the proposed route, whilst the cycle voucher will be to the value of £50. Full details with regards to distribution and use of the vouchers would be confirmed with the monitoring authority during the preliminary stages and Full Travel Plans delivered through subsequent Reserved Matters planning applications.

6.27 The TPC would be responsible for liaising with service providers and potential partners once timescales for the development are established, to ensure the incentives are in place prior to first occupation.

Other Measures

6.28 Other measures aimed at raising awareness of the TP among residents and encouraging the uptake of sustainable modes of transport will include the following:

- Details of the TP will be provided on public notice boards within the development;
- Travel Awareness Campaigns and competitions would be implemented targeting residents of the development;
- A distinct and prominent travel information leaflet holder will be sited in a public area within the site;
- Follow up meetings will be undertaken with residents to review the TP, gather travel insights and discuss how the TP can be improved;
- Maps illustrating the cycle and pedestrian routes to nearby facilities would be provided to residents and displayed in public spaces such as the community centre;
- Awareness of the health and benefits of walking will be raised through posters, leaflets and/or events;
- Events will be arranged to promote walking, such as Walk to School Week

Commercial: Behavioural Measures

Walking and Cycling

6.29 This TP has previously outlined the local walking and cycling routes that future employees would be able to utilise when travelling to/from the development. Information on these routes would be provided to employees upon the commencement of their employment and displayed on employee notice boards within dedicated staff rooms etc. In addition to the promotion of these routes, other measures aimed at encouraging employees to walk and cycle to/from the site will include:

- Provision of an umbrella pool;
- Promotion of local walking and cycling groups;
- Option to take up the cycle voucher;
- Bike Doctor Events;
- Promotion of 'Cycle to Work' day and other national campaigns including Bike Week (www.bikeweek.org.uk);
- Showers, changing facilities and lockers for storing clothes where possible; and
- Bike Service Station (for Staff and Visitors).

6.30 The potential to provide pool bikes and mileage allowances for cycle use would also be explored with individual units on a case-by-case basis.

Public Transport

6.31 Staff living beyond walking and cycling distance of the site would be encouraged to travel to/from the development via public transport. Measures aimed at increasing public transport use among employees will include:

- The provision of bus routes and timetables within the Employee Travel Information Packs;
- Option for a bus taster ticket;
- The TPC will investigate salary sacrifice opportunities for monthly/season bus tickets for employees;
- The TPC would liaise with employers on site and local bus operators in an attempt to ensure service times cover those when most staff arrive and depart work

Car Sharing

6.32 It is likely that a number of employees would travel to the development from similar locations and therefore car sharing would work well at the proposed development. Car sharing would be encouraged among employees using the following methods:

- The benefits of car sharing will be promoted within the Employee Travel Information Pack;
- The Liftshare Scheme will be advertised on staff noticeboards;
- An informal car share scheme could be operated where employees can register interest with the TPC, and contact details are exchanged if there are employees with similar journey origins;
- Alternatively, details of the Alderholt wide scheme can be provided, subject to interest and take up in the wider scheme;
- Provision of a Guaranteed Ride Home scheme; and
- Provision of an allocated parking spaces to those employees who arrive in a car club or car sharing vehicle

Sustainable Private Vehicle Use

- 6.33 Altering perceptions on hybrid and electric vehicles is fundamental for creating a more sustainable development. Employees would therefore be provided with informative material regarding the benefits of driving electric vehicles upon the commencement of their employment and information will be provided on staff noticeboards.
- 6.34 The TPC would also provide information of fuel-efficient practices and employers could look to provide allocated spaces for those in electric/hybrid vehicle over those in petrol/diesel cars.

Car Park Management

- 6.35 The TPC would assist with the management of the car parking to ensure that permits (if required) are issued on a fair basis and that the parking strategy for the development is well-managed. Should it be necessary, the TPC could look to introduce further measures to support the management strategy, for example the introduction of car parking charges.

Marketing and Promotion

- 6.36 The sustainability strategy and principles of the site would be advertised on marketing material for the proposed development, including online.
- 6.37 Individual businesses would also be encouraged to include a 'how to get here' page on their company websites and will be responsible for promoting sustainable travel options to visitors prior to them visiting the site.

Employee Travel Information Pack

- 6.38 Employees would be provided with a Travel Information Pack as part of their employee induction. The pack would help inform site-users of the travel opportunities available to them and allow them to make an informed decision about how they chose to travel to and from the site. The packs would include:
- An overview of the Travel Plan and its objectives;
 - Contact details of the Travel Plan Coordinator;
 - Up to date bus and rail timetables;
 - Cycle safety and maintenance tips;
 - Pedestrian and cycle route maps from the development to surrounding areas;
 - Promotion of car sharing and car clubs; and
 - Information on the benefits of travelling sustainably.

Sustainable Travel Incentive

- 6.39 Upon completion of the Employee Travel Survey (outlined in **Chapter 8**), each employee would be provided with a sustainable travel incentive (paid for by the developer). These are likely to include either a pre-paid bus pass for the new bus service, or a monetary voucher to spend on sustainable travel goods such as a bicycle/bicycle equipment. It is envisaged that the bus pass will equate to a week's free travel along the proposed route, whilst the cycle voucher will be to the value of £50. Full details with regards to distribution and use of the vouchers would be confirmed with the monitoring authority during the preliminary stages and Full Travel Plans delivered through subsequent Reserved Matters planning applications.
- 6.40 The TPC would be responsible for liaising with service providers and potential partners once timescales for the development are established, to ensure the incentives are in place prior to first occupation.

7. IMPLEMENTATION AND MANAGEMENT

Travel Plan Co-Ordinator

- 7.1 It is proposed that an individual or company would be instructed to act as the Travel Plan Co-Ordinator (TPC) for the residential and employment aspects. Responsibility for appointing a TPC would ultimately fall to the developer, who may decide to appoint a single co-ordinator for both uses, or individual ones. If the latter, the TPCs would be expected to communicate to achieve better outcomes.
- 7.2 The TPC position would be part-time over the course of the Travel Plan which at this stage is anticipated to be active for the duration of the build programme and two-years thereafter for the residential development, before being handed over to the local community for its continued implementation. For the commercial uses, it is anticipated the Travel Plan work would last for 5 years post occupation of the units. The TPC's would be responsible for the day to day implementation and monitoring of the Travel Plan during this period to ensure that its targets are met. More specifically, the role of the TPC requires:
- Overseeing the development and implementation of the TP and maintaining support;
 - Designing and implementing an effective marketing strategy and raising awareness;
 - Staying informed on all campaigns, promotions, services and facilities;
 - Organisation of Travel Incentives and liaison with relevant stakeholders;
 - Acting as the point of call for all TP enquiries; and
 - Co-ordinating the monitoring and evaluation programme for the TP (including organisation of surveys as discussed in **Chapter 8**).
- 7.3 On appointment of each TPC (at least three months prior to first occupation), contact details and a final action plan for the TP would be provided to the monitoring authority to ensure dialogue is possible from first introduction of the TP and that measures stated within this TP are being conducted in a satisfactory manner.

7.4 Individual costs per hour of the Travel Plan Coordinator are not possible to provide at this Framework Travel Plan and instead a costed Action Plan is provided to provide a total cost of the TPC works which includes all time spent by the TPC. A costed Action Plan for the residential element is provided in **Appendix D**. It is not possible to provide a costed Action Plan for the commercial units at this stage as the end users/number of units etc are unknown given this is an outline planning application and Framework Travel Plan. Therefore Full Travel Plans will be provided for this land use where such figures can be provided upon more details regarding end users, sizes, staffing numbers etc.

Key Stages: Pre-Occupation Tasks

7.5 The developers and employers would be required to appoint a TPC for each use at least 3 months before occupation. Prior to first occupation it is the responsibility of the TPC to ensure that pre-occupation tasks such as those outlined in **Table 6** are completed.

Pre-Occupation Tasks
Contact the monitoring authority and confirm Action Plan
Relevant TP logo and identity to be established
Prepare a Travel Information Pack
Liaise with local stores/bus providers to finalise financial incentives and vouchers
Set up Site Specific Webpage
Prepare TP Action database for logging/recording Action Plans, household/employee details, Personalised Travel Planning requests, survey responses.
Design Travel Plan Survey
Provide training to sales staff on local travel choices available and the benefits of the Travel Plan

Table 6: Pre-Occupation Tasks

Key Stages: Preliminary Tasks

7.6 Completing tasks set out in **Table 7** would help to establish the Travel Plan and support future site users’ familiarity with, contribution to, and adoption of the Travel Plan principles and practices. The success of the Travel Plans will ultimately be determined by the level of resident/staff/visitor awareness of and involvement with the Travel Plan aims.

Preliminary Tasks
Distribute Travel Information Packs
Provision of Resident/Staff Noticeboards and Relevant Travel Information Material
Ensure new and potential residents are familiar with the Travel Plan
Undertake Baseline Surveys
End of Preliminary Phase Report

Table 7: Preliminary Tasks



Key Stages: Ongoing Tasks

7.7 The Travel Plan would become active upon first occupation and would remain active for a variety of durations depending on the end user which would be confirmed through the Full Travel Plans prepared to support subsequent Reserved Matter applications. At this stage it is proposed the commercial TPC works would last 5 years post first occupation and the residential TPC work would last 10-15 years after first occupation (based on build phasing). The TPC's would be responsible for the delivery of a number of tasks throughout the lifetime of the TP, as outlined in **Table 8**.

Ongoing Tasks
Regular liaison with staff/residents
Personalised Travel Planning
Maintain dialogue with local public transport service operators for service changes and promotions
Maintenance of walking/cycling route maps and public transport information
Keep up to date on local walking, cycling, public transport and car-sharing initiatives
Update Development Webpage
Update Travel Information Packs
Update Site Noticeboards
Workshops/ Travel Presentations and Updates
Travel Surveys (every 2 years)
Monitoring Reports (annually)

Table 8: Ongoing Tasks

7.8 **Tables 6, 7 and 8** collectively form an indicative Action Plan which can cover all land uses on site. As part of the subsequent Reserved Matters planning applications, Full Travel Plans should be prepared which provide more detailed, costed and time-bound Action Plans which can be reviewed as part of the preliminary progress updates.

Travel Plan Forums and Groups

7.9 The TPC would be required to attend any local travel forums and resident/community meetings to ensure that the TP is well coordinated, remains relevant and is an established part of the community.

7.10 In addition, the TPCs would attempt to establish a Steering Group to assist with future development of the Travel Plan and support the proposed monitoring of the development. This group should include key stakeholders such as the occupying companies, the primary school, local public transport operators and cycle shops.

Community Handover

7.11 Following the completion of the TP strategy, the site should be operating much more sustainably than if a TP were not implemented. Through ongoing liaison with site users over the course of the TP it is hoped that a combination of residents and employees would continue promoting the ideals of the TP and maintain the relevant webpages. Local resident engagement and a gradual handover is embedded within the proposed TP strategy and should form a key subject in annual liaison with the monitoring authority as the TP draws to an end.

Remedial Measures and Overcoming Barriers to Success

7.12 Should the annual progress review identify shortfalls in the TP's progress (with consideration to any unforeseen circumstances beyond the control of the TPC) the TPCs would work with the monitoring authority to identify possible areas for improvement, new measures to try and the period in which such remedial actions should be completed. The evolution of the TP would highlight aspects that were successful and those having little impact and this would guide the choice in any remedial measures.

7.13 Whilst specific remedial measures have not yet been identified within this Framework Travel Plan, such remedial measures would be identified through discussions with the monitoring authority. The budgets for implementing the Travel Plan Coordination works which would be determined through the Full Travel Plans for each subsequent Reserved Matter applications would be sufficient to ensure that remedial measures could be implemented. For example if one measure is not working in Year 1, there would be budget in Year 2 to rectify this and change to new measures if needed. Remedial measures would be considered in more detail at the associated Reserved Matters stages and through the lifetime of the TPC work as it is not possible to predict which measures would be effective at this stage.

Delivery and Enforcement

7.14 This Travel Plan and its subsequent delivery should be secured through a Section 106 Agreement with Dorset Council to help ensure a successful Travel Plan. A bond value would be agreed through the Section 106 process based on the Costed Action Plan provided within the TP for the residential element. The bond value would be returned to the developer following the successful implementation of the Travel Plan.

7.15 The developer would also be committed to paying the Dorset Council Travel Plan Monitoring and Evaluation fees based on the size of the development, which are understood to be as follows:

- £1,500 Initial Evaluation Fee
- £3,000 Annual Monitoring Fee

8. MONITORING STRATEGY

- 8.1 Monitoring of the Travel Plans would be undertaken on an annual basis following the completion of the first baseline travel survey as follows:
- Residential Baseline surveys would be undertaken one year after first occupation or upon occupation of the 100th dwelling (whichever is sooner); and
 - Commercial Baseline surveys will be undertaken within 3 months of 50% occupation.
- 8.2 It is proposed that formal monitoring will be undertaken in line with the TRICS Standard Assessment Methodology (SAM) for the residential development areas, providing statistical data to submit to the monitoring authority demonstrating the multi-modal split for the development. Questionnaire style surveys would also be used to determine the effectiveness of the Travel Plan measures and enable residents to remain involved in the Travel Plan process. For the commercial surveys these are likely to be through the form of travel questionnaires.
- 8.3 The results of these surveys and statistical analysis would 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.

Residential Monitoring Strategy

- 8.4 The first TRICS SAM Survey would be undertaken one year after first occupation or upon occupation of the 100th dwelling (whichever is sooner). Following the baseline survey, TRICS SAM surveys would be undertaken every 3 years. Resident questionnaires will be sent out annually as part of the TPC newsletter.
- 8.5 Given site layout and the proposed spine road routing through the site, it may be difficult to accurately record traffic just associated with the development. The TRICS SAM surveys will need to be carefully designed and detailed consideration to the exact methodology for the TRICS surveys will be set out in future Full Travel Plans associated with each Reserved Matters planning application. At present, it is suggested to survey particular parcels in order to provide a representative sample of the development as a whole.

- 8.6 Given that the development has been designed to reduce the need for both existing and future residents to travel outside of the settlement, it may also be beneficial to undertake regular traffic surveys at the three points of Alderholt. It is suggested these are undertaken at the same frequency as the TRICS SAM surveys.
- 8.7 Baseline resident questionnaires would be distributed along with the Travel Information Pack, upon occupation of each unit. The results of the surveys will be reviewed periodically as part of annual monitoring reports. Following completion of the initial baseline survey, households will be surveyed annually as part of the TPC newsletter to capture information on how their travel patterns have changed overtime. An example of a resident questionnaire is attached as **Appendix E**.
- 8.8 The first monitoring report would be submitted to the monitoring authority within 3 months of the first TRICS SAM survey. The monitoring report would present the results of both the resident questionnaires and the TRICS SAM survey. Monitoring reports will be submitted annually thereafter, until 2 years after final occupation of the residential development. The annual monitoring reports would provide details on the following:
- Review of site Travel Plan's objective and agreed targets
 - Review of monitoring strategy
 - Summary of any monitoring results
 - Review of progress against agreed measures/targets
 - Proposals to further develop the Travel Plan for the future
- 8.9 The exact strategy would be confirmed within future Full Travel Plans as part of any Reserved Matters planning application. An example of a resident questionnaire is attached as **Appendix F**.

Commercial Monitoring Strategy

- 8.10 The TPC would distribute Travel Surveys to each employee as and when they are employed, along with the Employee Welcome Packs. Following the distribution of the baseline questionnaire, Travel Surveys would be undertaken every year over the 5-year period post occupation of each commercial unit. Monitoring reports would be submitted to the monitoring authority on an annual basis. The annual monitoring reports would provide details on the following:
- Review of site Travel Plan's objective and agreed targets
 - Review of monitoring strategy
 - Summary of any monitoring results
 - Review of progress against agreed measures/targets
 - Proposals to further develop the Travel Plan for the future

8.11 The exact strategy would be confirmed within future Full Travel Plans as part of any Reserved Matters planning application. An example of an employee questionnaire is attached as **Appendix F**.

Market Square

8.12 A specific monitoring strategy for the market square has not been devised on the basis that this will predominately serve either residents living on site or employees working on site. The travel patterns of the market square users would therefore be captured as part of the residential and commercial Travel Surveys, thereby eliminating the need to survey market square visitors. The questionnaires for residents and employees would be designed specifically to include questions on how they travel to/from the market square.

9. SUMMARY AND CONCLUSIONS

- 9.1 This Framework Travel Plan (FTP) has been prepared by Paul Basham Associates on behalf of Dudsbury Homes (Southern) Ltd to support a planning application for a mixed use development on Land at Alderholt, Fordingbridge known as Alderholt Meadows.
- 9.2 This Framework Travel Plan aims to address the needs of the development's future users through reducing the impact of car travel, promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable travel practices where appropriate. A FTP is an evolving process which requires monitoring and input from the sites TPC, the residents, developers, employers and the monitoring authority to ensure that targets remain relevant and achievable.
- 9.3 The development is located to the south and west of the existing Alderholt settlement. The Alderholt development proposes a package of on and off-site infrastructure improvements to improve walking and cycling conditions for future site users as well existing residents of Alderholt. The strategy also includes an improved bus service to route through the development. The development will provide a wide range of uses to reduce the need for existing and future residents to travel outside of Alderholt to meet everyday needs.
- 9.4 This FTP has proposed indicative targets and measures for both the residential and employment uses proposed. The targets and measures would be reviewed, revised and agreed with the monitoring authority through the provision of Full Travel Plans for each reserved matters application and on an ongoing basis.
- 9.5 In order to meet the key objectives of the FTP a number of measures should be implemented by the TPC at an early stage. These measures primarily focus on the establishment of the TP within the community and their establishment at an early stage should also help achieve FTP targets in the long term.
- 9.6 The proposed monitoring strategy is broken down into each respective land use with the residential elements likely to be monitored through TRICS SAM surveys every 3 years up until 2 years post construction is complete. ATCs could be undertaken and residential questionnaires would also be undertaken annually as part of the TPC newsletter. The commercial areas are likely to have travel questionnaires to understand staff patterns with the commercial monitoring likely to last 5 year post occupation of each unit.

9.7 Each respective TPC would oversee the implementation of all aspects of the FTP and work alongside the monitoring authority, residents, employers, and the housing developer to ensure that accurate and achievable targets are proposed. Survey results would be used to guide the FTP, to ensure that targets and measures remain relevant and that the TP becomes increasingly integrated into the local community.

Appendix A

Alderholt Meadows, Alderholt
Travel Plan

Paul Basham Associates Ltd
Report No 132.0001/TP/2





NOTES
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 To be read in conjunction with all other specialist reports.

REV	DESCRIPTION	DATE	AUTHOR	CHK'D
P1	INITIAL ISSUE	11.05.2022	SWA	-
P2	UPDATED SHELTERED	10.06.2022	SWA	-
P3	RED LINE UPDATED IN LINE WITH CLIENT'S COMMENTS DATED 14TH JUNE.	17.06.2022	MP	-
P4	SANG UPDATED, AMENDED PER CLIENT COMMENTS	23.06.2022	AT	-
P5	AMENDMENTS IN LINE WITH CLIENT COMMENT	27.06.2022	AT	-
P6	MASTERPLAN UPDATED BASED ON CAD LAYOUT 22/10/2022 SUDS - INDICATIVE SITE LAYOUT REV 02	27.10.2022	AT	MP

ACRONYM KEY
 SANG - Suitable Alternative Natural Greenspace
 SUDS - Sustainable Urban Drainage System
 LEAP - Local Equipped Area for Play
 LAP - Local Area for Play



Appendix B

Alderholt Meadows, Alderholt
Travel Plan

Paul Basham Associates Ltd
Report No 132.0001/TP/2



QS701EW - Method of travel to work

ONS Crown Copyright Reserved [from Nomis on 3 May 2022]

population All usual residents aged 16 to 74
units Persons
date 2011
rural urban Total

Method of Travel to Work	E00103235	E00103236	E00103237	E00103238	E00103239	E00103240	E00103241	E00103242	E00103243
Underground, metro, light rail, t	0	0	0	0	0	0	1	0	0
Train	2	1	1	0	0	1	1	3	0
Bus, minibus or coach	1	1	1	2	2	4	2	3	2
Taxi	1	0	0	0	2	0	0	0	0
Motorcycle, scooter or moped	0	1	0	0	1	0	4	1	0
Driving a car or van	134	156	87	138	130	163	114	138	98
Passenger in a car or van	8	3	4	4	9	12	5	9	4
Bicycle	2	3	1	0	3	2	3	2	1
On foot	4	3	6	5	8	7	8	10	4
Other method of travel to work	2	1	0	1	0	0	0	0	2

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

Appendix C

Alderholt Meadows, Alderholt
Travel Plan

Paul Basham Associates Ltd
Report No 132.0001/TP/2



WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

ONS Crown Copyright Reserved [from Nomis on 3 May 2022]

population	All usual residents aged 16 and over in employment the week before the census
units	Persons
usual residence	England and Wales (country)
place of work	E02004243 : East Dorset 001 (2011 super output area - middle layer)

Method of travel to work	2011
All categories: Method of travel	1,157
Work mainly at or from home	0
Underground, metro, light rail o	10
Train	28
Bus, minibus or coach	68
Taxi	1
Motorcycle, scooter or moped	4
Driving a car or van	811
Passenger in a car or van	48
Bicycle	30
On foot	156
Other method of travel to work	1

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

Appendix D

Alderholt Meadows, Alderholt
Travel Plan

Paul Basham Associates Ltd
Report No 132.0001/TP/2



Alderholt Meadows, Alderholt Residential Travel Plan - Costed Action Plan



Actions	Responsibility	Timescale
Travel Plan Co-ordinator (TPC) Instruction, Establish Database and Confirm TPC's role with Dorset Council	Dudsbury Homes (Southern) Ltd/ TPC	3 months prior to Occupation
Relevant TP logo and identity established	TPC	Prior to Occupation
Set up marketing campaign including online web page	TPC	Prior to Occupation
Development and distribution of Welcome Packs	TPC	Prior to Occupation
Site Visit and Training of Sales Staff to introduce TP and incentives available	TPC	Prior to Occupation
Provision of Cycle Parking	Dudsbury Homes (Southern) Ltd	Prior to Occupation
Determine communication strategy including attendance at resident meetings, newsletters, webpage and use of any external communication forms	TPC	Prior to Occupation
Prepare TP action database for logging/recording	TPC	Prior to Occupation
Liaise with Cycle Shop and Bus Operator and organise voucher and/or discounts	TPC	Prior to Occupation
Provide Maps of cycle and pedestrian routes and the distances to local facilities and destinations on the website and in the welcome pack	TPC	Prior to Occupation
Monitoring Stages - Surveys and Feedback		
Baseline ATC Travel Surveys	TPC	Within three months of 80% occupation
End of Preliminary Phase Report and revise targets where necessary	TPC/Dorset Council	End of Preliminary Phase

Preliminary Costs £4,500

Actions	Responsibility	Timescale	Year 1 (starts within 3 months)	Year 2	Year 3	Year 4	Year 5	Total
Personal Travel Planning (General TPC Activities)								
Liaison with residents re: PTP and distribution of travel vouchers	TPC	Ongoing	£34,000.00	£34,000.00	£34,000.00	£34,000.00	£34,000.00	£170,000.00
Attend Resident Association Event / Group meetings / Attempt to set up Steering Group	TPC	Ongoing						
Promote sustainable routes to school	TPC	Ongoing						
Promote car sharing	TPC	Ongoing						
Maintain dialogue with local public transport service operators for service changes and promotions	TPC	Ongoing						
Maintenance of local area walking / cycling route map and public transport information	TPC	Ongoing						
Keep up to date on local walking, cycling, public transport and car-sharing initiatives	TPC	Ongoing						
Promote local area key facilities, including walking and cycling	TPC	Ongoing						
Promote Walk to Work Week	TPC	Ongoing						
Cooperation and coordination with local, regional and national campaigns and events	TPC	Ongoing						
Promote Bike Week and local cycling routes	TPC	Ongoing						
Promote car sharing schemes such as Dorset Lift share	TPC	Ongoing						
Provision of information on local road network routes, cost comparison tables, fuel efficiency practices and fuel efficient vehicles and local electric vehicle charger provision	TPC	Ongoing						
Promote and explore opportunities to co-ordinate deliveries	TPC	Ongoing						
Marketing and Communications								
Newsletters	TPC	Twice a Year	£ 750	£ 750	£ 750	£ 750	£ 750	£ 3,750
Website	TPC	Yearly	£ 500	£ 500	£ 500	£ 500	£ 500	£ 2,500
Site Visit/Audit	TPC	Yearly	£ 500	£ 500	£ 500	£ 500	£ 500	£ 2,500
Monitoring Stages - Surveys and Feedback								
Progress Report to Dorset Council	TPC	Within 3 Months of the End of Year Questionnaires	£ 750	£ 750	£ 750	£ 750	£ 750	£ 3,750
Liaison with Dorset Council	TPC	End of Each Year	£ 500	£ 500	£ 500	£ 500	£ 500	£ 2,500
ATC Survey	TPC/ 3rd Party Organisation	End of Years 1, 3, 5	£ 500	£ -	£ 500	£ -	£ 500	£ 1,500
Resident Travel Surveys (QR code within newsletter)	TPC	End of Each Year	£ 200	£ 200	£ 200	£ 200	£ 200	£ 1,000
Handover	TPC	End of Year 5					£ -	£ -
Year Estimates			£ 37,700	£ 37,200	£ 37,700	£ 37,200	£ 37,700	£ 187,500
Preliminary Stage + Year Estimates								£ 192,000

Project Details	
Scheme	Alderholt Meadows, Alderholt
No. of Units	1,700
Personal Travel Planning Budget per unit	£ 100
Total Personal Travel Planning Budget	£ 170,000
Consent Date	TBC
1st Unit Occupation Target	TBC
Full Occupation Target	TBC
Applicant	Dudsbury Homes (Southern) Ltd
Local Authority	Dorset Council
LA Travel Plan Officer	TBC
Travel Plan Author	SC
Travel Plan Co-ordinator	TP

Total including Disbursement
£ 192,000

Version	Date	TPC Author	Comment
1	31.10.22	SC	

Appendix E

Alderholt Meadows, Alderholt
Travel Plan

Paul Basham Associates Ltd
Report No 132.0001/TP/2



Thank you for taking the time to complete our annual travel survey. This will help us understand your travel needs.

Don't forget to fill out your details at the end!

You can send your completed survey via:

- Post using the pre-paid envelope: Paul Basham Associates, Office Address, Office Address, Office Address
- Or you can fill this out via **Survey Monkey** on <https://www.surveymonkey.com/s/xxxxxxx>
- Email: travelplan@paulbashamassociates.com



SITE NAME

Hello **SITE NAME** resident! This survey will only take a few minutes and will help us understand a little more about your journeys and your local travel. Thank you for your time!

1. What is your main mode of travel? (Please choose 1)

- Car Alone
- Car Share
- Walk
- Cycle
- Public Transport
- Other (please specify _____)

2. How often do you use another form of transport?

- Never
- Very rarely/sometimes
- Once a month
- Once a fortnight
- Once a week

3. If you were to change your mode of travel what mode would it most likely be:

- Cycle
- Walk
- Train
- Bus
- Car Share
- Other please specify _____

4. What is your most frequent journey for?

- Work/Education
- Leisure/Retail
- Health (doctors/hospital)
- Visiting friends/family
- Other

5. How far do you usually travel for your most frequent journey?

- 0-10 Miles
- 11-20 Miles
- 21-30 Miles
- 31-40 Miles
- 41 Miles Plus

6. How long does your most frequent journey usually take?

- 0-10 Minutes
- 11-20 Minutes
- 21-30 Minutes
- 31-45 Minutes
- 46-60 Minutes
- Over 1 hour

7. To which location do you travel the most regularly?

- XXX
- XXX
- XXX
- XXX
- XXX
- Other please specify _____

8. Have you claimed your FREE travel gift? (£XX bus pass or £XX Cycle voucher)

- Yes (Please go to question 10)
- No (Please complete next question)

9. I would like to claim:

- £XX Bus Pass
- £XX Cycle voucher

10. If you answered 'YES' to question 8, did this voucher change your travel habits, if so how?:

11. Is there anything else you would like to tell us about travel in your local area?:

In order for us to process your voucher request, we require the following information. Please note that this information can be deleted at any time.

Name: _____

House/Flat number: _____

Street Name: _____

Postcode: _____

Email Address: _____

**INSERT DEVELOPER
LOGO**

Appendix F

Alderholt Meadows, Alderholt
Travel Plan

Paul Basham Associates Ltd
Report No 132.0001/TP/2



XXX Travel Survey

Thank you for taking the time to complete this travel survey. This will help us help you and your local travel. Please complete all sections!
 Don't forget to fill out your details at the end!
 You can send your completed survey to:



- Email: travelplan@paulbashamassociates.com
- Or you can fill this out via **Survey Monkey** on...
- Hand to the House Director

Welcome to XXX! This survey will help us (your travel plan coordinators) understand a little more about your travel choices and your local travel. Please return the survey to us via email or fill it out online using the survey monkey link above. Please answer ALL questions, and fill out your details on the back page.

SECTION A: YOUR JOURNEYS

1. Please tell us if you work full time or part time:

- Full time
- Part time

2. For the past 5 days please indicate (with a tick) how you travelled to work:

	Day 1	Day 2	Day 3	Day 4	Day 5
Bus					
Cycle					
Car Alone					
Car Share (passenger/ driver)					
Motorcycle/scooter					
Train					
Walk					

3. Please tell us why you chose to travel by your primary method of travel (most common method over 5 day period) (please tick all that are relevant)

- Journey time
- Reliability/ quicker than alternatives
- Health reason
- Cost
- Comfort/personal safety
- Environmentally friendly
- Other _____

4. Please paint a picture of your journey to work.

Start Postcode: _____
 Time I leave start postcode: _____
 Time I arrive at work: _____
 Time I leave work: _____

5. Please indicate how frequently you use an alternative form of travel to commute to work.

	Always	Sometimes	Rarely	Never
Bus				
Cycle				
Car Alone				
Car Share (passenger/ driver)				
Motorcycle/scooter				
Train				
Walk				

SECTION B: TRAVEL CHOICES

6. If you travel by car, why do you travel by car?
 (Please tick all that are relevant)

- Car essential to perform job
- Reliability/Quicker than alternatives
- Health reason
- Lack of alternative/Costs
- Comfort/Personal safety
- Things to do on way home
- Other please specify

7. Which of the following would most encourage you to cycle (or cycle more if you already do so)? (Please specify up to 3)

- Better cycle storage
- Cycle training/safety courses
- More information on cycle routes
- Better cycle equipment/maintenance
- Nothing would encourage me to cycle more
- Other (please specify)

8. Which of the following would encourage you to travel by bus or train (or more if you do this already)? (Please specify up to 3)

- More direct routes
- More frequent/reliable services
- Better facilities at stops/station
- Increased safety measures
- Better connection from home to the station/bus stop
- Nothing would encourage me to use the bus/train more
- Other (please specify)

9. Which of the following would most encourage you to car share (or more if you already do so)? (Please specify up to 3)

- Car share scheme at work
- If I knew people to car share with
- More similar journeys
- If it did not affect my daily routine (e.g. when to leave)
- Nothing
- Other (please specify)

SECTION C: TRAVEL INCENTIVES

10. Does your employer offer a salary sacrifice scheme? (i.e Cycle to Work Scheme)

- Yes
- No
- Unsure

11. What would be your preferred salary sacrifice scheme?

- Cycle to Work
- Train discount scheme
- Bus discount scheme
- Other _____

If you wish to discuss any part of this survey further please do not hesitate to contact us at: Paul Basham Associates, Lancaster Court, 8 Barnes Wallis Rd, Fareham, PO15 5TU

Tel: 01489 668134

Email: travelplan@paulbashamassociates.com

Thank you for your time, and we look forward to hearing from you!

Thank you