

BA05

Basingstoke Motorway Service Area

Travel Plan

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Figure 1 Location Plan

1. INTRODUCTION

Background

1.1. This Travel Plan (TP) has been prepared by PFA Consulting on behalf of Moto Hospitality Limited (Moto) in support of a planning application for a motorway service area (MSA) at Junction 6 on the M3 motorway at Basingstoke. Moto is the leading provider of services on the UK's motorway network with sites in England, Scotland and Wales, with MSAs across 45 locations. Moto proposes to expand its service offer at locations where there are gaps in the strategic highway network to meet the safety and welfare needs of the travelling public.

1.2. The proposed MSA development will comprise:

- a direct access off the M3 Junction 6 roundabout, which will be modified to accommodate an additional arm;
- an amenities building incorporating a food court, toilets and related facilities;
- a 'drive thru' unit (coffee);
- a fuel filling station with separate areas for light vehicles and heavy goods vehicles;
- parking spaces for various categories of vehicles; and
- a lodge-style hotel with 100 bedrooms.

1.3. Moto has a mission statement which states:

“We aim to be the nation’s favourite break when travelling by delivering great brands and exceptional service to every customer. We continually strive to improve our operations and to create a rewarding working environment for our employees whilst delivering superior returns for our shareholders.”

1.4. Consistent with that mission statement, a travel plan is proposed to achieve a sustainable development and enable staff to choose alternatives to single-occupancy car-use and promote greener, cleaner travel choices. In order for a travel plan to be successful it needs to be tailored to suit the needs of the particular location in question, and have the full backing of management and staff at all levels.

Planning Policy

1.5. The National Planning Policy Framework (NPPF) promotes the achievement of sustainable development. Paragraph 36 states:

“A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.”

1.6. The Government's Planning Practice Guidance sets out the requirements for Travel Plans. The guidance at paragraph 3 of section 42 states:

“Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process.”

1.7. Paragraph 6 points out travel plans can positively contribute to:

- 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 development to increase existing road capacity or provide new roads.

1.8. Paragraph 9 provides guidance on when travel plans are needed; amongst the considerations to be taken into account are:

- the scale of development and its potential for additional trip generation;
- existing intensity of transport use; and
- the cumulative impacts of multiple developments within a particular area.

1.9. Paragraph 11 advises:

“Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should seek to fit in with wider strategies for transport in the area.”

1.10. Hampshire County Council provides online guidance for Travel Plans¹. The guidance, provides examples of site audits, employee surveys and examples of Travel Plan measures.

1.11. MSAs allow the opportunity to provide stopping points on the motorway for the safety and welfare of the travelling public. The provision of MSAs assists in achieving sustainable travel by keeping vehicles on the motorway, or in the case of junction site alongside the motorway. This avoids motorists from leaving the motorway in search of places to stop for rest and refreshment which can involve substantial additional mileage and add to local traffic congestion. Providing motorists with the opportunity to stop on their motorway journey reduces congestion, unnecessary mileage, and additional trips. This in turn reduces air pollution and saves on finite fuel resources making journeys shorter and more efficient.

1.12. These measures go a long way to achieving the objectives of a travel plan, however for an MSA, there is potential to specifically address employee travel. It is proposed that this Travel Plan forms the basis of discussions with the County Council, in its role as local highway authority.

¹ www3.hants.gov.uk/workplacetravel/informationforbusinesses

2. OBJECTIVES AND TARGETS

Objectives

2.1. The objectives of this Travel Plan are:

- to encourage sustainable travel;
- to lessen traffic generation;
- to reduce carbon emissions;
- to improve road safety; and
- to maximise the use of car sharing.

Targets

2.2. Prior to the opening of the development, the actual travel patterns of the staff are not known. A baseline travel survey is proposed within three months of the opening which will establish existing travel patterns against which the targets can be judged.

2.3. The interim targets have been set based on experience gained elsewhere by Moto. These are detailed in **Table 1** below.

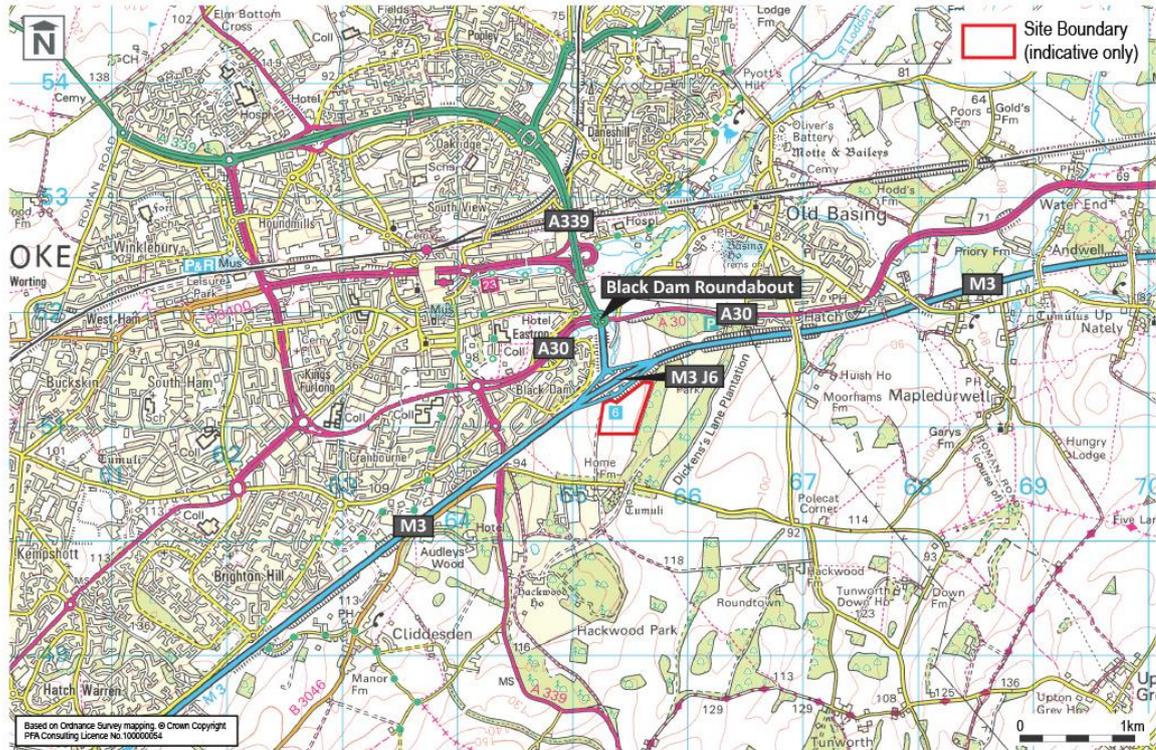
Table 1: Interim Targets

Target No.	Details
1	To achieve a 5% reduction in vehicle driver mode share during the AM and PM peak hours, within three years of baseline.
2	To achieve at least 5% car sharing by members of staff within three years of baseline.

3. SITE ASSESSMENT

- 3.1. The proposed Basingstoke MSA is located to the south of Junction 6 on the M3 motorway. Junction 6 provides the connection to the A339 which links to Basingstoke in the north, and beyond to Newbury, and to Reading via the A33. The location is shown on the accompanying location plan.

Figure 1: Location Plan



- 3.2. The highway network in the vicinity of the site comprises the M3 motorway and its spur north to the Black Dam roundabout which form part of the strategic road network administered by Highways England. To the north of Black Dam roundabout, the A339 is a primary route forming part of the highway network administered by Hampshire County Council.
- 3.3. The accessibility of the site has been assessed in relation to the potential for travel by alternative, more sustainable, modes of transport to the motor vehicle as part of the TA, recognising that the primary purpose of an MSA is to serve the travelling public who are using the strategic road network.
- 3.4. As indicated by the blue notation on the location plan, and described in paragraph 3.2, the spur leading south of the Black Dam Roundabout is part of the motorway and as such is subject to motorway regulations.
- 3.5. A fundamental part of the motorway regulations is the restriction placed on pedestrians, cyclists and users of low powered mopeds. These users are prohibited from using the motorway. In addition there are no public bus services. This restricts some of the forms of sustainable travel.

4. TRAVEL PLAN MANAGEMENT

Travel Plan Coordinator

4.1. The Travel Plan Coordinator has a crucial role in ensuring that the Travel Plan is implemented, managed, monitored and reviewed over time. The Travel Plan Coordinator will coordinate the on-going development and management of the Travel Plan, including further measures, raising awareness, monitoring and review. It is anticipated the Travel Plan Coordinator will be a senior member of the management team at the MSA.

4.2. The role of the Travel Plan Coordinator will include:

- acting as a point of contact;
- marketing and promoting the Travel Plan;
- providing sustainable travel information to staff;
- monitoring and reviewing the Travel Plan;
- liaison with the County Council, transport operators and specialist groups;
- arranging for travel surveys to be undertaken of staff;
- arranging Personal Travel Planning, where required; and
- submitting an annual monitoring report to the County Council.

5. TRAVEL PLAN MEASURES

5.1. The proposed Travel Plan measures focus on maximising the site's accessibility and sustainability as part of the development proposals.

5.2. Marketing and promotion of the Travel Plan will form part of the implementation of the Travel Plan, and this will include the distribution of Travel Information to new staff.

Travel Information

5.3. Travel Information will be made known to all staff at the proposed development with the intention of encouraging staff to engage in more sustainable modes of transport. The Travel Information is expected to include:

- details of car sharing

Car Sharing

5.4. When two or more people share a car and travel together, it can result in considerable cost savings and other benefits. Car sharing not only reduces an individual's transport cost by fuel costs being shared, but also reduces the number of cars on the roads, provides a real solution to transport problems of rural areas, and reduces the need for a private car.

5.5. The Travel Plan Coordinator will ensure that all staff are advised of the financial savings which can be achieved through car sharing and will examine ways of introducing potential car sharers to one another. Where appropriate car sharing initiatives will be introduced.

Electric Vehicle Charging

5.6. Electric Vehicle charging points are to be provided to encourage the use of electric vehicles.

6. MONITORING AND REVIEW

- 6.1. An effective monitoring and review process is important to establish how successful the Travel Plan has proved. Monitoring involves collecting data and information, and the review process involves the consideration of these details to determine whether or not the Travel Plan targets have been met.
- 6.2. As part of the monitoring process it is important to establish the baseline conditions. It is proposed a baseline travel survey of employees will be undertaken within three months of the opening of the proposed development. The Travel Plan Coordinator will be responsible for organising the survey, coordinating the results and submitting a report of survey to the County Council within one month of completion of the survey.
- 6.3. The results of the survey will be reviewed with the County Council six months after the opening of the proposed development. Based on the monitoring and review process, it will then be necessary for the Travel Plan Coordinator, in conjunction with the County Council, to decide what, if any, amendments are required to the Travel Plan.
- 6.4. For the on-going management of the Travel Plan to be successful and to deliver the desired outcomes, it is important that the parties involved in the delivery of the Travel Plan, which means Moto together with the Travel Plan Coordinator and the County Council, work effectively in partnership.
- 6.5. Monitoring of travel patterns over time, to ascertain whether the initiatives of the Travel Plan are proving successful and whether there has been a shift to more sustainable modes of travel, requires on-going travel surveys to be undertaken.
- 6.6. It is proposed that annual monitoring takes place for a minimum period of three years commencing no later than 15 months after first opening. On this basis a total of four annual surveys will be conducted when the baseline travel survey is taken into account.
- 6.7. The precise format of the baseline travel survey and annual monitoring survey will be agreed with the County Council before being undertaken. The travel survey will be used to establish reasons why people drive and to identify barriers to sustainable travel that could be addressed.
- 6.8. The results of the travel surveys will be analysed and the factors influencing travel behaviour will be investigated. If the target modal share of car use is not met then it may be necessary to review what remedial measures need to be implemented to mitigate the impact of any under achievement. The Travel Plan Coordinator, in conjunction with the County Council, will decide what, if any, amendments are required to the Travel Plan.

7. REMEDIAL MEASURES

- 7.1. In the event that the Travel Plan is shown to be underachieving a remedial strategy needs to be outlined, which considers measures to help get the Travel Plan 'back on track'. Remedial measures are intended to achieve modal shift and mitigate the impact of any under achievement in meeting targets.
- 7.2. A set of potential remedial measures, to be triggered in the event that measures mentioned above fail to meet the required Travel Plan targets, could include the following:
- extending the appointment of the Travel Plan Coordinator and monitoring for a further two years;
 - additional active marketing and promotion of sustainable travel information; and
 - offering Personal Travel Planning to staff.
- 7.3. The remedial measures are different to the Travel Plan measures, and the exact nature of what, if any, remedial measures are required will be identified through the monitoring and review process in conjunction with the County Council.

8. FUNDING

- 8.1. It is anticipated that a planning obligation will be completed that secures the funding of the Travel Plan. The funding will include for the services of the Travel Plan Coordinator, the cost of the annual surveys as well as provision for 'remedial' funds to cover the cost of measures required in the event the Travel Plan does not meet the required targets.

9. ACTION PLAN

- 9.1. An action plan needs to be incorporated into the Travel Plan to outline the actions required to implement the Travel Plan, who is responsible for implementing the action, and a deadline for completion. The proposed Travel Plan Action Plan is set out in **Table 2** below.

Table 2: Action Plan

Action / Objective	Measure	Indicator	Responsibility	Timescale
All	Appoint a Travel Plan Coordinator	TPC appointed	Moto	At least 3 months before opening
Lessen traffic generation	Provide details of car sharing scheme	Details included and updated in Travel Information	TPC	Before opening and on appointment of all staff
				Within 3 months of opening
				Before opening and on appointment of all staff
Reduce carbon emissions	Encourage car sharing			Within 3 months of opening
	Provide EV charging points			
Improve road safety	Provide parking and other facilities to comply with DfT Circular 02/2013	As part of the proposed development	Moto	Before opening
Maximise the use of car sharing	Develop car sharing initiative	Details included in Travel Information	TPC	Within 3 months of opening
Remedial measures	To be agreed with the County Council	TBC	TPC and HCC	Annually, and no later than 3 years and 3 months after opening