

**Sun Park,
Minley**

**Prepared for
Bellway Homes
Limited**

by

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1.0 INTRODUCTION

1.1 This Monitoring Report has been prepared by Stuart Michael Associates Limited (SMA), consulting engineers, on behalf of Bellway Homes Limited (the 'Developer'). This report reviews the progress of the Green Travel Plan for the residential development at Sun Park, Minley (the Site).

Background

1.2 Sun Park, situated in Minley (**Figure 1.1**), will accommodate up to 150 dwellings. At the time of survey 150 units were fully occupied.

1.3 The development is supported by a Residential Travel Plan which has been prepared in accordance with Schedule One, Part Two, of the Section 106 Agreement (S.106):

“Not to Implement nor permit the Implementation of the Development pursuant to the Planning Permission unless and until they have paid the Travel Plan approval of the County Council to the Travel Plan in accordance with the Hampshire county Council Travel Plan Guidance and the Draft Travel Plan”.

1.4 SMA was appointed by Bellway Homes Limited to act as Travel Plan Coordinator (TPC) for the development in 2016. The Final Residential Travel Plan, prepared and submitted by SMA to HCC, was formally approved on 22nd March, 2016.

1.5 Following the approval of the Travel Plan the Developer was required to implement the Travel Plan. Various measures have, therefore, been implemented during this time. This includes distribution of Residents Travel Packs, issue of promotional newsletters and provision of subsidised bus and cycle vouchers to each dwelling.

1.6 The Travel Plan has been operational since March 2016. To date, 150 Residents Packs have been distributed to the 150 occupied dwellings on site.

1.7 As agreed with HCC, the Travel Plan is to be monitored biennially over the 5 year monitoring period. Monitoring is to take the form of multi-modal travel surveys.

Scope of the Report

1.8 The surveyed trip generation has been analysed against the forecast trip generation for the development, identified within the approved supplementary



Transport Assessment (2007). This analysis has provided the evidence base required to demonstrate whether the headline targeted 15% reduction in the level of single occupancy car journeys to the site has been achieved.

1.9 A review has also been undertaken of the Travel Plan measures that have been implemented to date (April 2017 – May 2019). Consideration has also been given to any changes in external influences that may have affected travel choices over the life of the Travel Plan.

1.10 This report provides an overview of the monitoring methodologies which have been conducted for the Sun Park Travel Plan. It includes an overview of the data collected and the evaluation processes that have been applied to assess the data.

Report Outline

1.11 The remainder of this report is structured as follows:

Section 2 provides an overview of the role of the Travel Plan, its aims and objectives for the Travel Plan period (5 years);

Section 3 describes the methodology adopted as part of the monitoring and review process of the Travel Plan;

Section 4 analyses the multi-modal survey data alongside that of the forecast trip generation for the development;

Section 5 summarises the Travel Plan measures which have been implemented to date;

Section 6 provides a review of the Travel Plan measures in the context of the survey data and identifies any adjustments going forward; and

Section 7 summarises the findings of the report.



2.0 THE TRAVEL PLAN

- 2.1 The Residential Travel Plan identifies a range of targets and measures to promote sustainable travel modes for residents of the development and surrounding residential areas, with particular emphasis on encouraging a shift away from private car use where this can be realistically achieved.
- 2.2 A package of measures has been designed which are focussed on efficiently and sustainably managing any anticipated transport related impacts of the development. A supporting Communication Strategy has also been developed, to assist with imparting information to residents. The provision of a Residential Travel Pack to each household, required under Schedule One, Part Two, of the Section 106 Agreement (S.106) is a key measure of the Travel Plan.
- 2.3 The Travel Plan is to be managed by the TPC for an initial period of 5 years, with monitoring of the Travel Plan to be undertaken biennially for the 5 year period. Following this 5 year period, it is anticipated that sustainable travel patterns and choices will be inherent and the Travel Plan obligation will be fulfilled.
- 2.4 The key target of the Travel Plan is to “*achieve a 15% modal shift away from single car occupancy*”. Through the successful implementation of the Travel Plan, it is anticipated that this will produce more environmentally sustainable trips from the development and help to reduce the number of single occupancy vehicle movements by 15%. This will be possible by:
- Reducing the need to travel by private car;
 - Where car use is necessary, increasing car occupancy; and
 - Increasing the use of non-car modes by improving accessibility and travel choice for reaching local schools, leisure facilities, shops, places of interest and days out (e.g. Walking, Cycling & Public Transport).
- 2.5 To assist with delivering the Travel Plan, the TPC has developed working partnerships with the local bus operator (Stagecoach Bus) and online cycle retailer (Chain Reaction Cycles). Development of these partnerships has enabled provision of subsidised voucher schemes for use on local bus services or against cycle purchases, as well as the provision of travel information. These



have been distributed to residents to encourage and incentivise sustainable travel options and reduce reliance on the private car.

External Influences

- 2.6 The Travel Plans effectiveness in delivering a modal shift in line with its targets can be influenced by a number of external factors. The withdrawal of bus services for example, or increases/reductions in parking charges, can significantly impact upon the attractiveness of a particular mode of travel.
- 2.7 Other external factors such as fuel prices will also have an impact on the number of car trips generated by a development.



3.0 MONITORING METHODOLOGY

3.1 This methodology has been designed in accordance with the HCC desired approach for developments of this scale. This has been adopted to provide the relevant data which will indicate the level of modal shift achieved for the development to date.

Travel Surveys

3.2 HCC require that developments of this size (150 dwellings) should be subject to monitoring of the trip generation of the site. As agreed with HCC, this is to be completed in Year's 1, 3 and 5. Data is collected by way of a manual multi-modal survey, to collate the following information:

- Inbound and outbound movements by all travel modes on a typical day; *and*
- Development details including Travel Plan measures.

3.3 The first multi-modal survey was undertaken on Thursday 9th March, 2017, the second survey was undertaken on Wednesday 15th May 2019, with the third survey scheduled for May 2021. These survey periods will not coincide with any school or public holidays.

3.4 The surveys were conducted over a 12 hour period (07:00-19:00) at the main access into the development. At the time of the May survey, the site was fully occupied (150 dwellings).

3.5 The results of these multi-modal surveys (May 2019) have been assessed against the baseline survey data (March 2017), to review the trip generation per dwelling.

3.6 An Automatic Traffic Count (ATC) located along Sandy Lane, approximately 40m south of Warbler Road, was undertaken from Monday 13th May – Sunday 19th May, 2019.



4.0 MULTI-MODAL TRAVEL SURVEY RESULTS AND TRIP RATE ANALYSIS

Multi Modal Survey Results

4.1 To establish the current multi-modal trip generation for the development, multi-modal surveys were undertaken at the following junction, which provides access to the development:

- Sandy Lane/Site Access Junction (Main Site Vehicular/Pedestrian/Cycle access)

4.2 At the time of the May 2019 survey, the two pedestrian/cycle links to the north west of the site and to the south west of the development had not been constructed. Therefore these pedestrian/cycle accesses have not been included within the multi-modal surveys.

4.3 The day of survey, was selected to accord with the Department for Transport (DfT) guidance on Transport Assessment (March 2007). The guidance advises that “Recommended periods for data collection are in Spring and Autumn which include the neutral months of April, May, June, September and October”.

4.4 This section presents the observed, morning peak hour (08:00-09:00), evening peak hour (17:00-18:00) and daily trip generation (07:00-19:00) at each of these junctions. The full MCC data is attached at **Appendix 1**.

4.5 The following table provides an overview of the observed multi-modal trip data for the Sandy Lane/Site Access junction.

Sandy Lane/Site Access Junction

4.6 Sandy Lane provides access to the Sun Park development by way of a priority junction for vehicles, pedestrian and cycles. Footways are provided on both sides of the carriageway, to enable safe access to/from the development.

Table 4.1 below summarises the multi-modal trip data for this junction.

Mode	AM Peak (08:00-09:00)		PM Peak (17:00-18:00)		DAILY (07:00-19:00)	
	ARRIVALS	DEPARTURES	ARRIVALS	DEPARTURES	ARRIVALS	DEPARTURES
Car	30	82	58	25	428	437
Motorcycle	0	0	0	0	0	0
Bicycle	0	0	1	0	2	2
Pedestrians	4	18	0	1	35	41
Bus/Coach	0	0	0	0	0	0

Table 4.1 – Sandy Lane Arrivals/Departures by Mode (150 of 150 units occupied)



2019 Multi Modal Two-Way Trip Generation

4.7 The total observed two-way trip generation for the development has been calculated from Table 4.1 and is provided within **Table 4.2** below.

	AM	PM	DAILY	AM	PM	DAILY
Mode	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL
Car	112	83	865	84%	98%	92%
Motorcycle	0	0	0	0%	0%	0%
Bicycle	0	1	4	0%	1%	0%
Pedestrians	22	1	76	16%	1%	8%
Bus/Coach	0	0	0	0%	0%	0%

**Table 4.2 - Summary of 2019 Two-Way Multi-Modal Trips
(150 of 150 units occupied)**

Observations

4.8 Based upon the recorded data, the following observations can be made:

- As expected, the predominant travel mode is the private car for both the AM and PM peak periods and daily scenario; *and*
- Walking proved to be the most common alternative travel mode to the car, representing 16% of trips during the AM Peak hour and 8% of trips daily.

ATC Data – Sandy Lane

4.9 The ATC located along Sandy Lane recorded a 5-day average weekday morning (08:00-09:00) traffic flow of 713 two-way movements and a 5-day average weekday evening (17:00-18:00) traffic flow of 537 two-way movements. These flows do not include pedal cycle or motorcycle movements.

4.10 Vehicle speeds have also been recorded as part of the ATC surveys along Sandy Lane with the average and 85th percentile two-way speeds provided in **Table 4.3**. The ATC data is contained in **Appendix 2**.



Location	Average Speed (mph)	85 th Percentile Speed (mph)
Sandy Lane, approximately 40m south of Warbler Road - northbound	29.6	33.5
Sandy Lane, approximately 40m south of Warbler Road - southbound	30.6	35.4

**Table 4.3 – Vehicle Speeds on Sandy Lane
(150 of 150 units occupied)**

4.11 As Table 4.3 indicates, average speeds in both directions along Sandy Lane do not exceed the 30mph speed limit.



5.0 ANALYSIS OF MULTI-MODAL TRIP DATA AGAINST TARGETS AND PROEJCTED TRIP GENERATION

Observed Modal Split Comparison against the Travel Plan Targets

5.1 The modal split for the development has been calculated from the recorded trip generation for the main point of access (Table 4.2 refers). This is reproduced at **Table 5.1** below.

Mode	AM Peak	PM Peak	DAILY
	TOTAL	TOTAL	TOTAL
Car/Taxi/LGV	84%	98%	92%
Sustainable Travel Modes	16%	2%	8%

Table 5.1: Sun Park, Minley 2019 Modal Split (150 of 150 units occupied)

5.2 The output targets proposed for the development were set out in the Travel Plan for the Sun Park site. This stated that the overarching output targets will be to achieve a year-on-year reduction in single occupancy car trips from the development site to achieve a 15% reduction by year 5. The output targets are set out below:

Outcome 1: To ensure that the development does not exceed the TRICS residential development trip rate in the morning (0.590) and evening (0.630) peak periods at both the interim period (3 years after 1st occupation) and at full occupation years.

Outcome 2: Achieve a modal split for sustainable modes for the development, (39%) during the morning and evening peak hours over the life of this Travel Plan.

Outcome 3: To achieve an increase in modal share for bus travel from 3.8% to 8% over the life of the Travel Plan.

Outcome 4: To reduce the modal split for single occupancy car journeys from 76% to 65% over the life of the Travel Plan.

Outcome 5: To achieve a 15% reduction in car journeys, to be transferred to sustainable modes by the end of the Travel Plan period.

5.3 Vehicular trip rates for the development were set out in the approved Travel Plan. These are provided in **Table 5.2** below.



Time Period	Vehicular Trip Rate per Dwelling			Trip Generation (150 Dwellings)		
	Arrivals	Departures	Total	Arrivals	Departures	Total
AM Peak (08:00-09:00)	0.159	0.427	0.590	24	64	88
PM Peak (17:00-18:00)	0.416	0.212	0.630	62	32	94

Table 5.2: TRICS Trip Rates Sun Park, Minley

5.4 For ease of comparison purposes the results from the 2017 travel survey are presented in **Table 5.3** below.

Mode	AM Peak (08:00-09:00)		PM Peak (17:00-18:00)		DAILY (07:00-19:00)	
	ARRIVALS	DEPARTURES	ARRIVALS	DEPARTURES	ARRIVALS	DEPARTURES
Car	13	38	25	16	188	203
Motorcycle	0	0	0	0	2	2
Bicycle	0	0	1	0	4	2
Pedestrians	0	0	0	0	0	0
Bus/Coach	0	0	0	0	0	0

**Table 5.3 – 2017 Sandy Lane Arrivals/Departures by Mode
(73 of 150 units occupied)**

2017 Multi Modal Two-Way Trip Generation

5.5 The total observed two-way trip generation for the development has been calculated from Table 5.3 and is provided within **Table 5.4** below.

Mode	AM	PM	DAILY	AM	PM	DAILY
	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL
Car	51	41	391	100%	98%	98%
Motorcycle	0	0	4	0%	0%	2%
Bicycle	0	1	6	0%	2%	2%
Pedestrians	0	0	0	0%	0%	0%
Bus/Coach	0	0	0	0%	0%	0%

**Table 5.4 - Summary of 2017 Two-Way Multi-Modal Trips
(73 of 150 units occupied)**

5.6 The surveyed data (2019) is presented alongside the proposed output targets and 2017 survey results in **Table 5.5** below.



Travel Plan (2016) Output Target	Time Scale		2017 (37 dwellings)			2019 (150 dwellings)		
	3 years after 1 st Occupation	Year 5	AM	PM	DAILY	AM	PM	DAILY
To ensure that the development does not exceed the TRICS residential development trip rate in the morning (0.590) and evening (0.630) peak periods at both the interim period (3 years after 1 st occupation) and at full occupation years.	AM 0.590 PM 0.630	AM 0.590 PM 0.630	1.378	1.108	10.568	0.747	0.553	5.767
Achieve a modal split for sustainable modes for the development, (39%) during the morning and evening peak hours over the life of this Travel Plan.	39%	39%	0%	2%	2%	16%	2%	8%
To achieve an increase in modal share for bus travel from 3.8% to 8% over the life of the Travel Plan.	3.8%	8%	0%	0%	0%	0%	0%	0%
To reduce the modal split for car journeys from 76% to 65% over the life of the Travel Plan.	76%	61%	100%	98%	98%	84%	98%	92%
To achieve a 15% reduction in car journeys, to be transferred to sustainable modes by the end of the Travel Plan period.	76%	65%	100%	98%	98%	84%	98%	92%

Table 5.5 – Analysis of Observed Modal Split (2019) versus Observed Modal Split (2017) and Output Targets (2016)

5.7 Initial observations indicate that the vehicle modal split has decreased between 2017 and 2019 during the AM Peak (from 100% to 84%) but remained the same for the PM Peak (98%). Journeys by sustainable modes have therefore increased during the AM Peak (from 0% to 16%) and stayed the same during the PM Peak (2%).

5.8 The number of cycling two-way trips has remained the same during the AM (0 cyclist) and PM (1 cyclist) Peaks between 2017 and 2019. However, cycling has reduced from 6 cyclists in 2017, to 4 cyclists in 2019, during the 12 hour day (07:00-09:00)).

Observations

5.9 **Table 5.5** indicates that:



- The proportion of car trips are higher during the AM and PM Peaks and throughout the day compared to the initial targets set.
- The target to achieve a 15% reduction in car journeys, to be transferred to sustainable modes by the end of the Travel Plan period has been exceeded during the AM Peak (16% reduction) between 2017 (100%) to 2019 (84%). No percentage reduction in car journeys have been seen during the PM Peak, which has remained at 98%. However, a 6% reduction in car journeys has been achieved during the daily scenario from 2017, (98%) to 2019, (92%).

5.10 From the summary above, the following observations can be made:

- The observed trip generation demonstrates that the total trip generation per household is higher than that forecast, during both peak periods and over the 12-hour assessment period (07:00-19:00). However, the trip generation has significantly reduced from the 2017 survey results.
- Travel by sustainable travel modes is typically lower than forecast during both peak periods and for the daily scenario.



6.0 TRAVEL PLAN MEASURES – YEAR 3

6.1 The Travel Plan was implemented in March 2016 following the first occupation of the development. The Travel Plan has, therefore been operational for 3 years at the time of preparing this report.

6.2 The following measures have been implemented during this time:

- Preparation and distribution of a Residential Travel Pack.
- Distribution of subsidised sustainable travel vouchers to encourage and incentivise travel via sustainable modes.
- Distribution of Walking and Cycling maps.
- Issue of bus timetables and route maps.
- Issue of rail timetables.
- Resident Inductions to newly occupied dwellings.

6.3 Residential Travel Pack: These have been distributed to each of the occupied households on the development. To date these have been issued to 150 properties. The packs have been designed to promote the opportunities for sustainable travel to connect to local services and facilities.

6.4 The packs have been distributed by hand by the TPC to each household individually. A welcome letter was also included within the Pack introducing the Travel Plan to residents and to set out the purpose of the Travel Plan.

6.5 Sustainable Travel Voucher: To encourage residents to travel by local bus services or cycle each occupied household has been provided with a subsidised travel voucher. The voucher can either be redeemed against travel on Stagecoach Buses or against purchases made online at Chain Reaction Cycles.

6.6 Printed Materials: Residents have been provided with bus and rail route maps and timetables to assist with journey planning. Walking and cycling route maps indicating journey distance and time to key destinations within Hart District have also been distributed to residents.

6.7 Residents Inductions: At the time of distributing the Residential Travel Packs the TPC endeavoured to meet with each household to introduce the Travel Plan and promote the benefits to residents. The face to face interaction enabled the TPC to discuss the Travel Plan with residents and raise awareness of the sustainable travel options available. It also enables the TPC to discuss existing travel patterns and explore how travel patterns could be changed. The key



objective of this is to inform each resident and incentivise them to adapt their existing travel patterns.



7.0 TRAVEL PLAN REVIEW

7.1 This review is based upon the findings of the multi-modal survey and analysis of this data versus the forecast trip generation for the Sun Park site. This data has been reviewed against forecast trip generation.

Vehicle Trip Generation

7.2 The observed vehicle trip generation has reduced dramatically since the 2017 surveys during both the AM and PM Peak hours as well as throughout the day. This is summarised in Table 5.5.

Multi-Modal Trip Generation

7.3 The multi-modal survey results indicate that travel by sustainable travel modes is comparatively lower than the forecast trip generation for the development.

7.4 Walking presents the most common alternative to the private car, and is higher during the AM Peak (16%) and has been met during the day (8%) when compared to the forecast target in Table 5.4 of the Travel Plan, which states 8% walking to be achieved by Year 5. Cycling, travel by bus and rail services are all under represented.

7.5 The Travel Plan will therefore seek to further promote (to existing and new residents) use of the local bus services and the connections that can be made to the Railway Station by bus.

7.6 In view of the current level of trips made on foot, compared to other alternative modes, it is considered that walking presents a suitable method of travel locally. As such the Travel Plan measures will focus on further encouraging travel on foot to access local facilities, this can be achieved by:

- Further distribution of maps indicating walking routes and associate journey times to key trip ends.
- Promotion of the health benefits and cost savings to be achieved from walking.

7.7 It would prove beneficial to promote the benefits of cycling to residents in the context of travelling over distances of up to 5km. Such distances can often be travelled quicker by bicycle than by car. Measures to encourage cycling would be similar to those to encourage walking.



- 7.8 Travel by public transport (bus and rail) is observed to be under represented for both peak hours and the daily scenario. Connection to the Railway Station is likely to be made via bus or car, however, it is possible to connect by bike. The Travel Plan should focus on encouraging travel by bus services to the Town Centre and Farnborough Railway Station as well as commuting to further destinations such as Camberley, Farnborough by bus and to Aldershot, Bracknell, Wokingham and Reading by rail.
- 7.9 Further promotion of the use of local bus services is to be undertaken through:
- Continued distribution of the sustainable travel voucher.
 - A revised approach for redeeming the travel voucher which is considered to simplify the redemption method.
 - Cost savings to be promoted to residents for travelling by bus to the Railway Station/Town Centre comparative of fuel and car parking charges.

Travel Plan Programme for the Next 12 Months

- 7.10 The Travel Plan will be entering its fourth year and will look to build upon the range of successful measures implemented to date over the next 12 months. Whilst the measures discussed in Section 6.0 will continue to be implemented, a number of new, additional measures will be introduced to further encourage sustainable travel choices.
- 7.11 Distribution of Residents Travel Information Packs, along with the typical information contained within the packs (e.g. bus/rail timetables, sustainable travel vouchers, newsletter, pedestrian/cycle route maps) will continue to be provided to each new occupant on site.
- 7.12 With a large part of the site now occupied, it will be necessary to liaise with residents on a regular basis, to establish existing travel behaviour and to understand motives behind their travel choices. Household Travel Questionnaires will be prepared and distributed to each occupied dwelling, to understand travel patterns. This information will then be analysed and provided to the Council in a report. This information will also be used to determine what additional measures might be promoted.



- 7.13 Over the next 12 months continued liaison with key stakeholder groups will take place to help promote sustainable modes. This will include liaison with bus operators, the Council, local businesses and residents.
- 7.14 Further updates will be provided to the Council throughout the Travel Plan period.



8.0 SUMMARY

- 8.1 This report has analysed the findings of the first travel survey for the development and has also reviewed the Travel Plan measures implemented to date.
- 8.2 At the time of the survey, all of the 150 total units within the Sun Park site were occupied. All figures used within this report, for comparative purposes, have been adjusted to account for this level of occupation.
- 8.3 The main aim of the Travel Plan seeks to achieve a 15% modal shift from single occupancy car journeys, whilst increasing travel by sustainable travel modes. The modal shift target has been based upon local ward census data (2011) and indicated a modal shift from 76% to 65% of total vehicle trips over a 5 year period.
- 8.4 The multi-modal traffic surveys have observed that the proportion of car trips are 16% lower during the AM Peak (08:00-09:00), remained the same during the PM Peak at 2%, and have reduced by 6% over a 12 hour period (07:00-19:00) in 2019, compared to 2017.
- 8.5 It has been demonstrated that the development is generating 12% less two-way trips during the PM Peak than forecast in the TA, for a scheme of 150 units.
- 8.6 Travel by sustainable modes (walking/cycling/public transport) is lower than that forecast for the AM and PM Peaks and daily scenario.
- 8.7 Based on the outcomes of this report, it is recommended that continued promotion of sustainable modes is made, by providing Residents Packs to new occupants and additional promotional material to existing residents. This additional promotion will help to encourage car sharing, walking, cycling and travel by local bus services. Connecting to Farnborough Railway Station by bus or cycle will also be further incorporated into the Travel Plan measures.
- 8.8 In view of the findings of this report, it is considered that the development is indicating positive signs of reducing the overall trip generation for the development. With the continued delivery of the Travel Plan it is anticipated that there will be a continued reduction in car trips and a modal shift towards Public Transport, Walking and Cycling.

