

Dukes Meadow Travel Plan

Information Summary (January 2011)

'Taylor Wimpey Southern Counties' has appointed 'WSP UK Ltd' as Travel Plan Coordinator for the delivery of a travel plan covering 450 units at Dukes Meadow.

What is a 'travel plan'?

A travel plan is a package of measures that are introduced with the aim of promoting a wide range of travel and transport options to residents moving into a new development. These measures focus on promoting alternatives to driving for certain journeys, such as walking and cycling, using public transport, or sharing a car journey with another driver.

These measures will collectively help to reduce the overall impact of traffic generated by a new development on surrounding local roads. They will also provide residents with information on healthy and environmentally friendly ways to travel, and advice on ways to save money on travel costs.

What measures are being introduced?

- Two months free bus travel to all households, on either First or Stagecoach bus services in the area.
- A £50 discount voucher on the purchase of a bicycle or cycling accessories from Halfords Waterlooville.
- A welcome pack of local travel information is being distributed to all households. This includes:
 - bus and train timetables for the area
 - advice on car sharing and how to register with local schemes,
 - walking and cycling maps centred on Dukes Meadow, showing how local destinations such as schools, shops, nurseries, surgeries, and sports centres can be accessed on foot/cycle.
- A personal travel planning service. Residents can ask the Travel Plan Coordinator for an individual plan, e.g. for their journey to work, using public transport, walking or cycling.
- A travel information website for Dukes Meadow: www.travelchoicedukesmeadow.co.uk
- Regular newsletters promoting sustainable travel events or new offers for residents.

What has been achieved so far?

Measures introduced

- Travel welcome packs have been delivered to all occupied homes (approx. 100 at December 2010)
- Travel information website created (launched August 2010)
- 14 Halfords bike vouchers issued
- 19 Stagecoach vouchers issued, with First vouchers available from January 2011.
- 3 personal journey plans issues.

Travel Monitoring

- A travel survey was issued to all occupied homes in September 2010. Traffic counts at the entrance to Dukes Meadow were also undertaken.
- 18 surveys were returned out of 55 issued (33% response rate)
- Cars accounted for 65% of all journeys to and from the development. The target is for cars to account for no more than 63% of all journeys to and from the development in the year following development completion.
- A second target is for 90% of households to be aware of the travel plan and its objectives. The results from the resident's survey showed 61% of residents reported being aware of the travel plan.

What are the overall timescales?

WSP is currently appointed on a rolling basis through to completion of Taylor Wimpey's 450 units at Dukes Meadow. Travel plan measures will be introduced continuously over this period as new residents move into Dukes Meadow.

Further Information

WSP would be happy to provide information to any interested parties on future progress in implementing the travel plan. In the first instance, please contact:

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