# Appendix 3

# North Whiteley Travel Plan Update 29012021

# **Travel Plan**

Hampshire Services Travel Planning Team have been working on the Travel Plan since 2019 (see Legal)

## Meetings

Hold regular meetings with the Consortium's representatives, with representation from HCC Travel Planning, Passenger Transport, Monitoring and Development Planning teams.

Liaising with Passenger Transport on bus service

# Marketing

Marketing materials already prepared (screen shots below):-

- Welcome Pack
- Webpages, hosted on the My Journey website (with access to free online My Journey planner)
- Map
- Newsletter

Will be looking at the Local Area Guide (LAG) and other promotional materials

## Legal

DPIA signed off by Data Governance Team

The contract is being progressed and further actions will follow.

## **Procurement of services**

Car Club specification in process

Secured a waiver to procure the services of TRICS for baseline traffic survey.

## Monitoring

Regular contact with the HCC Travel Plan Monitoring Team

### Screen shots

Welcome Pack - Front page, inside back page (with pocket for inserts), first two pages





### Welcome to your new home and your travel information pack

New home, new start, new ways to travel

Moving into a new home is a great time to think about how you travel and to try new ways of getting around.

We're here to help, whether it's to work, school or college, travelling to toddler groups, day clubs, shopping, health appointments, days out or visiting friends and family.

How we will help

We can help you with new ways to travel around the area. Thinking about the journeys you need to make

- Would you try another way to travel but feel that you don't have any options? Would like to walk or cycle but don't know where to
- but don't know where to start? Would like to use the bus but don't know which bus, where to catch it, how long it takes or how much it will cost? Would you like to carshare but not sure how to find someone?



# your new area

Cycling is a low impact type of exercise which can reduce stress and one of the easiest ways to fit exercise into your daily routine. It can often be quicker to cyclic that to travel by car for local journeys in particularly during rush hour. Cycling can take a third of the time it takes to walk the same journey. Or if your journey is too far to cycle you can take your bike on the train for free and fold up bikes are allowed on buses.

Led bike rides

Led rides with local ride leaders are all about building the confidence to regularly cycle and familiarising you with the local cycle routes.

Cycle training and refresher sessions

Cycle training is available to help you gain confidence and skills to either start cycling or to get back on your bike after a break.

#### Dr Bike/Bike maintenance

Make sure your bike is road ready and safe to cycle by bringing your bike to one of the Whiteley Meadows Dr Bike session or attending a maintenance workshop to learn how to fix your bike yourself.

Cycling groups already exist in the local area and can be found with all cycling services, events and activities on the Whiteley Meadows website.

myjourneyhampshire.com/ whiteleymeadows/cycle





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### Webpages - front screen with link to online journey planner



Home > Moving Home > Whiteley Meadows

# Whiteley Meadows



Moving into a new home is a great time to think about how you travel and to try new ways of getting around.

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- We can help you with new ways to travel around the area. Thinking about the journeys you need to make?
  Would you try another way to travel but feel that you don't have any options?
  Would like to walk or cycle but don't know where to start?

- Would like to use the bus but don't know which bus, where to catch it, how long it takes or how much it will cost?
   Would you like to carshare but not sure how to find someone
- Subscribe to receive news that relates to sustainable travel in and around Whiteley Meadows.

Read more

Read more





Walking is simple, free and one of the easiest ways to get more active and become healthier



Cycling is a low impact exercise and one of the easiest ways to fit exercise into your day.

Read more



Avoid driving and parking costs and let someone else do the driving instead.

Catching the train is a faster, more relaxing and less stressful way to travel.

Read more



Whiteley Meadows has been designed to encourage greener modes of transport.

Read more



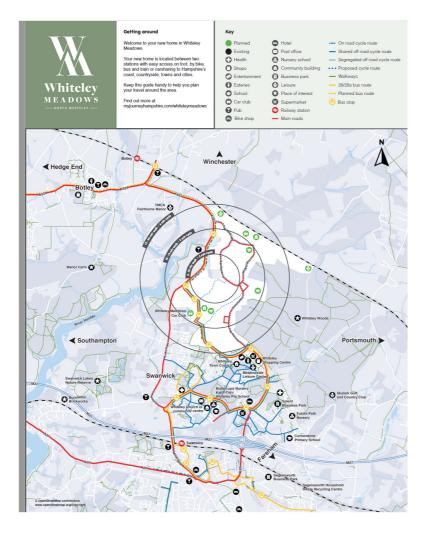
Local information and services in and around North Whiteley.



### Map (Draft to be updated as appropriate at time of issue)

# Information and the map





### Newsletter (Draft to be updated as appropriate at time of issue)



### Whiteley Meadows Travel News: Issue 1

Welcome to your new home and to the Whiteley Meadows community. No doubt you'll be thinking about how you travel to work, school or for days out.

We're here to help – you should have received your Welcome Pack when you moved in. It's full of information to help you travel in the area, including a detailed map. If not, you can find it on the bespoke Whiteley Meadows website.

We won't bother your inbox too much; you'll receive Travel News just twice a year. However, we feel it is important for you to stay updated with travelling around the local area – with ongoing development improving the area on a monthly basis.

### Claim £100 travel cash (T&Cs apply)

As a house-warming gift, we offer you a £100 travel voucher to use at participating stores.

This is to encourage you and fellow residents to travel greener and reduce your carbon footprint.

Here are some ideas to help you spend it:

Cycling helmet, lock, jacket or towards a bike, walking shoes, waterproof jacket, railcard (e.g. Two Together, Friends and Family); a bus or train season ticket.

We would love to hear about how it has helped you to travel active and sustainably.

### Contact us here

### Ways to wander

There are a number of ways to wander the local area as well as doing your bit for the environment:

Walking & cycling - Developers of Whiteley Meadows have built brand new routes alongside Botley Road, Bluebell Way and Whiteley Way to benefit cycling and safe walking. In addition, wayfinding signs will guide you around the area and streets will be designed to help residents to walk and cycle safely around the area.



