



**PROPOSED RESIDENTIAL
DEVELOPMENT
SOUTHAMPTON ROAD, ALDERBURY**

**RESIDENTIAL TRAVEL PLAN
STATEMENT**

APRIL 2026



the journey is the reward

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**Proposed residential development
Southampton Road, Alderbury
Residential Travel Plan Statement**

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1 Introduction & Objectives

- 1.1 This Residential Travel Plan Statement has been prepared in respect of development proposals for 28 new residential dwellings on land to the northeast of Southampton Road in Alderbury. It forms part of the outline planning application documentation to be submitted to Wiltshire Council.
- 1.2 Government guidance has highlighted the requirement for a reduction in car usage (particularly single occupancy journeys) and an increase in the use of public transport, walking, cycling and car sharing.
- 1.3 This document has been developed in line with Wiltshire Council's *Development related Travel Plan Guidance 2021*. As the residential scheme is for between 20 and 40 new homes, a Travel Plan Statement is required, and it is expected that this will be secured through a planning condition. This does not require targets to be set or ongoing formal monitoring, with the proposed measures and initiatives forming the main element of the TPS.
- 1.4 The purpose of this Travel Plan Statement is to identify and present an appropriate strategy aimed at reducing the number of car journeys generated by the development, particularly single occupancy. The objectives of this Travel Plan Statement are therefore as follows:
- The provision of infrastructure for travel by non-car modes;
 - To encourage the use of non-car modes of travel; and
 - To minimise the number of car trips associated with the development.
- 1.5 The developer will be required to commit to funding the Travel Plan Statement, a Travel Plan Coordinator and the measures set out therein.

2 Background

Site Location

- 2.1 The site is located within the village of Alderbury, to the south of Salisbury. The site is currently agricultural land with no significant trip generation. There is a gated access to the site at the western boundary of the site frontage on Southampton Road. This also provides access via a track to the village allotments.
- 2.2 An indicative site location plan is shown as **Figure 2.1**.



Source: Map data © OpenStreetMap contributors, CC BY-SA; www.openstreetmap.org; www.creativecommons.org

Figure 2.1: Site location

Development proposals

- 2.3 Outline consent is sought for 28 residential dwellings, with access arrangements to be agreed.
- 2.4 The existing allotments will be retained in their current position, with a revised access arrangement from within the residential site and new car parking area located to the north of the allotments.
- 2.5 There will be a single simple priority access junction to the site from Southampton Road, at the northwest end of the site frontage, with a footway on the southeast side and an informal pedestrian crossing point with dropped kerbs and tactile paving close to the entrance.
- 2.6 Car parking within the development will be in accordance with local guidance to ensure that sufficient parking is provided and to ensure that no overspill occurs on the surrounding highway network. Detail of parking will be agreed through the reserved matters application for the housing.
- 2.7 Cycle parking will be provided in line with *Wiltshire Local Transport Plan 2011-2026 Cycling Strategy (March 2014)*, which requires one covered space per bedroom for up to three-bedroom homes and three covered spaces per unit for four-bedroom dwellings. This is likely to be provided through a combination of garage and shed spaces.
- 2.8 The footway along the site frontage will be widened and resurfaced to provide a path of 2m width.
- 2.9 The developer acknowledges that financial contributions may be required towards an upgrade of the westbound bus stop to provide a real time information display.
- 2.10 A copy of the indicative site layout is shown in **Figure 2.1** (RHP plan P1365-RHP-ZZ-00-DR-A-1200-P6).



Figure 2.1: Indicative site layout

3 Site Accessibility

Proximity to Local Services and Amenities

- 3.1 The NPPF notes that “*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*”.
- 3.2 Services and amenities situated nearby include the following, with all measurements taken from the Southampton Road entrance to the site:
- Primary school, pre-school and daycare – Firs Road – 900m via Southampton Road, 700m via Junction Lane and public footpath;
 - Convenience store – Canal Lane – 750m;
 - General store and Post Office – Southampton Road – 1,200m;
 - Playing fields with skate park and playground – Southampton Road – 500m;
 - Football club – Junction Road – 300m;
 - Village hall – Southampton Road – 550m;
 - Community hall – Southampton Road – 900m.
 - Tennis club – Southampton Road – 500m;
 - Public house – The Green – 650m; and
 - Business park – Southampton Road – 1,400m.
- 3.3 There are a range of clubs available within the village, including sports, Scouts and Guides and amateur dramatics club.
- 3.4 There are allotments immediately adjacent to the site, for which new access and dedicated parking will be provided within the site.
- 3.5 Available local services and amenities and non-car linkages to facilities further afield will reduce the need for future residents to travel by car and encourage sustainable travel choices.

Walking

- 3.6 The Chartered Institute of Highways and Transportation document ‘*Planning for Walking*’, published March 2015, indicates that people will typically walk if their destination is less than a mile away with a typical catchment of around 800m, or 10-minute walk time based on a comfortable walking pace of 80m per minute. In relation to commuting trips it is considered that pedestrians may be willing to walk further than 800m but typically not more than 2km.

- 3.7 As set out above, there are a range of facilities for future residents within a short walk distance of the site, including retail, education and childcare and leisure uses.
- 3.8 There is a footway along the northern side of Southampton Road in the vicinity of the site which is approximately 1.6m in width. A footway is only provided on the northern side through the western section of the village, in the built-up area from The Green to Lights Lane, a distance of around 750m. East of Lights Lane, there is a footway on both sides of the carriageway, continuing to the eastern end of the village and ending at the Whaddon Business Park.
- 3.9 There are no formal crossing points in the vicinity of the site, but traffic flows on Southampton Road are generally low enough to allow for pedestrians to cross the carriageway in one movement without significant delay.
- 3.10 There is a mixture of footway provision on the side roads off Southampton Road. The newer estates generally have footways on at least one side of the carriageway, whilst some of the more historic roads do not have separate footway provision and act informally as shared surface. The walking route to the primary school via Southampton Road and Firs Road includes continuous footway provision from the site entrance.
- 3.11 There are no public rights of way through the site. The southern section of Junction Lane is a public footpath, which provides access to the football ground and also to another public footpath which runs to the south of the football ground and primary school, providing pedestrian access to the latter.

Cycling

- 3.12 The DfT's 'Cycle Infrastructure Design' (October 2008) states that "*in common with other modes, many utility cycle journeys are under three miles (4.8km), although, for commuter journeys, a trip distance of over five miles (8km) is not uncommon. Novice and occasional leisure cyclists will cycle longer distances where the cycle ride is the primary purpose of their journey and experienced cyclists will often be prepared to cycle longer distances for whatever journey purpose*".
- 3.13 The IHT and Department for Transport (DfT) document 'Cycle Friendly Infrastructure: Guidelines for Planning and Design' (1996) provides a guide on suggested cycle speeds associated with cyclists of varying confidence and ability.
- 3.14 Using a speed of 10mph (16kph), a catchment of 5km would be available within approximately 20 minutes cycle time. Within the 5km catchment area, the entirety of the Alderbury and Whaddon can be accessed, as well as the eastern section of Salisbury (outside the A36 ringroad). There is a network of quieter roads and off-road routes within

the village and into the surrounding countryside that can be used by less confident cyclists.

- 3.15 There are no dedicated off-road cycle facilities in the vicinity of the site. The highways scoping response noted that cycling would need to be on-street; as the bulk of through traffic uses the A36 to bypass the village, this reduces traffic flows on Southampton Road.
- 3.16 National Cycle Network Route 24 passes through the northern part Alderbury along Southampton Road and Clarendon Road, around 300m from the site. Locally, this is an on-road route and from Clarendon Road this continues along country lanes towards East Grimstead, West Dean, Mottisfont and Romsey.
- 3.17 To the north of the village, NCN24 joins the A36 in the 40mph section via Marshmead Close, rather than the main vehicular junction, but there is no dedicated cycle provision on the A36. Cyclists can either join the carriageway or push their bikes for around 450m along the footway to Petersfinger Road, via a signal-controlled pedestrian crossing. Petersfinger Road provides a quieter route for NCN 24 to continue into Salisbury, linking with quieter roads and dedicated off-road provision.

Public transport

- 3.18 The nearest bus stops to the site are located on Southampton Road, either side of Junction Road. A layby with shelter, seating and timetable information is provided for the northbound stop and a layby with timetable information at the southbound stop.
- 3.19 The stops are served by public routes 5, 37 and X7/X7R. These stops also receive two school services.
- 3.20 A summary of bus times is included in **Table 3.1**. Full timetable information can be accessed via www.connectingwiltshire.co.uk/getting-around/bus/bus-timetables-maps/

Service	Operator	Route	Weekday		Saturday daytime frequency	Sunday daytime frequency
			Daytime frequency	Evening frequency		
5	Blue Star	Boyatt Wood – Romsey	1 service	-	-	-
X7/X7R	Blue Star	Salisbury – Alderbury – Wellow (X7) or Romsey (X7R) – Totton – Southampton	1 per hour	-	1 per hour	-
37	Salisbury Reds	Salisbury – Alderbury – West Dean – Lockerley	4 services	-	-	-
677	Salisbury Reds	South Wilts Grammar School – West Wellow	1 AM, 1 PM service	-	-	-
B5	Salisbury Reds	Whiteparish – Burgate School	1 AM, 1 PM service	-	-	-

Table 3.1: Bus services stopping near to site

- 3.21 The nearest railway station is in Salisbury, around 6km to the northwest, which receives lines from Westbury, Yeovil, London via Andover and Southampton. Although no buses from the site stop at the station, it can be accessed with a 1km or 12-minute walk from the bus stops in Salisbury, or by connecting with another bus service.

4 Baseline Travel Patterns

- 4.1 An assessment of potential baseline modal split for those who travel to work has been undertaken using Census 2011 Travel to Work data for residents in the Wiltshire 060A Lower Layer Super Output Area in which the site is located. This is summarised in **Table 4.1**. Although more recent, the 2021 Census is likely to be misleading for travel mode as it was undertaken during Covid when there was a higher than normal proportion of people working from home, with fewer people using public transport, and therefore this should not be used to set targets.

Travel Mode	Modal Split
Walk	6%
Cycle	1%
Public transport	6%
Car driver	80%
Car passenger (including taxis)	5%
Other	2%

Table 4.1: Baseline Modal Split

- 4.2 This indicates that there is potential for encouraging more travel by sustainable, non-car modes. Car use in the area is quite high for commuting purposes, although this may reflect limited employment in the immediate vicinity, and it is therefore hoped that through the implementation of the Travel Plan Statement, a modal shift to more sustainable modes of travel can be achieved by the new residents.
- 4.3 Additionally, for local trips within the village in particular it is hoped that residents will see walking or cycling as their first choice travel mode.

5 Initiatives & Measures

5.1 The Travel Plan Statement is effectively a set of measures which are intended to encourage travel by sustainable modes. The list of measures set out in this chapter is not exhaustive and additional measures may be added to the list in the future as the Plan needs to be flexible to changing circumstances. The proposed measures are considered appropriate for the scale and location of the development site.

5.2 Physical measures (such as infrastructure improvements) will be provided through the construction phase of the development, to ensure the improvements are in place prior to first occupation.

5.3 Promotional measures (such as sustainable travel vouchers) will be provided as part of the Travel Information Packs.

Travel Plan Coordinator

5.4 A Travel Plan Coordinator (TPC) will be appointed no later than three months prior to first occupation of any part of the development. The TPC will be employed for the full period throughout occupation of all phases, with this role continuing to at least Year 5 following first occupation.

5.5 It is probable that the busiest periods for the TPC will be as new residents move into the new homes, as relocation to a new dwelling is a prime opportunity to consider alternative transport modes.

5.6 The TPC role will be responsible for the following:

- Promotion and implementation of initiatives and measures, including production and distribution of travel information packs;
- Liaison with local sustainable travel operators and suppliers, to try and gain ongoing travel discounts;
- Addressing any resident questions or queries regarding travel; and
- To be a point of contact for residents for the purpose of providing travel information and advice.

5.7 The TPC will be funded by the developer of the site; it may be a person working directly for the development company, or they may fund a third-party company to undertake the role on their behalf. The site developer will advise Wiltshire Council of the name and contact details of the TPC prior to them taking up the post and should this person change during the lifetime of the Travel Plan, the Council will be informed.

Infrastructure

- 5.8 The planning application for the site is outline only, except for access, but it is expected that the following elements will be provided on-site once the scheme is taken forward to a reserved matters application and detail is agreed:
- Footways within the development will link with the existing footway network;
 - The footway along the Southampton Road frontage will be widened to 2m;
 - All properties will be provided with a dedicated cycle store, with direct rear garden access to these provided as necessary;
 - All properties will be broadband enabled, allowing residents the opportunity to work and shop from home; and
 - Electric vehicle charging points will be incorporated within the development in line with current standards.
- 5.9 There could potentially be financial contributions made through the S106 agreement for RTP1 for the western bus stop.

Travel Information

- 5.10 The dissemination of information relating to sustainable travel modes is key to achieving the Travel Plan Statement objectives. Prospective occupants in any new development will unlikely be aware of the full opportunities available for using sustainable transport modes as they will not be familiar with the site nor even possibly the local area. They are unlikely to be aware of all walking and cycling opportunities and available public transport services.
- 5.11 Opportunities to encourage modal shift are at their greatest when a new resident moves into their new property with no pre-defined travel habits. Once a resident has been settled for a period of time, their travel choices become habitual and there is less opportunity to change their regular patterns of behaviour beyond this point.
- 5.12 Information in relation to sustainable transport opportunities will be circulated in the following ways:
- The inclusion of information setting out the available sustainable transport opportunities within marketing and sales information. Some of this will be available from Connecting Wiltshire;
 - Sales and marketing staff promoting the available sustainable transport opportunities to prospective occupants; and
 - The provision of Travel Information Packs (TIPs) to all occupants upon occupation. The packs will include walking and cycling information detailing routes to local

amenities and details of local public transport services. The pack will also include details of the objectives, initiatives and measures set out in this Travel Plan Statement.

Travel Information Packs

- 5.13 Travel information will be provided at the early marketing stages via sales staff/literature.
- 5.14 A range of information will be made available to potential and new residents to inform them of key services and amenities within the local area and opportunities to travel by sustainable modes for longer journeys.
- 5.15 Travel packs will be provided upon first occupation for new purchasers to ensure they are aware of the local transport options available, including:
- Details of local facilities within the village;
 - Promotional material in relation to health, financial and environmental benefits of utilisation of sustainable travel;
 - Appropriate information/leaflets showing local walking/cycling routes (to be provided from Wiltshire Council) and public transport timetable information;
 - Details of free (at time of writing) cycle training courses offered by Wiltshire Council;
 - Details of useful travel/journey planning websites and apps such as www.connectingwiltshire.co.uk, www.travelinesw.com and NextBuses (www.mytraveline.mobi);
 - Details about car sharing,; and
 - A list of local taxi companies' contact details, which provides an alternative means of transport for trips when other modes of transport may not be available and walking or cycling may not be preferable.
- 5.16 These travel packs will be provided for up to three tenures within the first five years from initial occupation, subject to the TPC being informed of a change of occupant.
- 5.17 Some publicity information/materials, such as cycle or bus maps, may be available from Connecting Wiltshire and the bus operators, and so contact will be made with them to determine what is available and the relevant costs. At time of writing, the charges from Wiltshire Council for the walking and cycling maps are £100 per box.

Sustainable Travel Vouchers

- 5.18 In line with the Wiltshire Council Travel Plan guidance, upon first occupation of each dwelling, the new residents will be able to apply for one six-month bus voucher/pass per household. At time of writing, Blue Star and Salisbury Reds provide the bus services within the village, with two three-month vouchers within the Salisbury zone on Salisbury

Reds costing £340. No details of local Blue Star passes covering Alderbury are available online. Discounts and specific six-month tickets may be available from the operators.

- 5.19 Upon first occupation and as part of the Travel Information Packs, each household will be also provided with an application form to allow them to apply for up to £300 of sustainable travel vouchers for use at local retailers. By allowing a choice of options, this will allow residents to choose the mode or modes that they are most likely to use or split the money between different members of the household, and this should assist in encouraging modal split away from the private car.
- 5.20 The Wiltshire Council Travel Plan guidance sets out the following items that vouchers could be used for:
- Walking: Handcart, shopping trolley, walking poles, personal alarms, raincoat, rucksack, walking shoes, torch, umbrella, waterproof trousers
 - Cycling: bicycle, clothing and accessories such as bike lights, pump, helmet, puncture repair kit; and
 - Motorcycling: moped or electric motorcycle (only) and equipment including helmet, not servicing or labour costs.
- 5.21 It is planned to offer gift vouchers for retailers within the local area that supply walking, cycling or motorcycling equipment. Residents will be able to select vouchers for these retailers in increments of £100, allowing the opportunity to “pick and mix” between suppliers and also enable multiple members of a household to benefit.
- 5.22 The TPC will arrange suitable local retailers prior to arrival of residents, so the appropriate details can be provided on the application forms. The vouchers will be organised by the Travel Plan Coordinator and delivered to residents’ homes.
- 5.23 Bus and sustainable travel vouchers will need to be applied for within six months of first occupation.

6 Implementation

Travel Plan Co-ordinator

- 6.1 The Travel Plan Coordinator (TPC) will be responsible for the implementation of the Travel Plan for the site, as outlined within this document, including the roll-out of the measures, as suggested within Section 5.
- 6.2 Further responsibilities of the TPC are outlined within Section 5.

Action Plan

- 6.3 It is proposed that the Travel Plan be implemented in accordance with the indicative action plan set out below:
- 6.4 **Table 6.1** summarises the Travel Plan measures with timescales and relevant ownership/responsibility.

Measure	Target Date	Ownership/Responsibility	Funding
During Construction			
Provision of cycle storage	Provided with construction	Contractor	Through build budget
Provision of EV charging	Provided with construction	Contractor	Through build budget
Off-site infrastructure provision	As per S106/S278 agreements	Contractor	Through build budget
Appointment of Travel Plan Coordinator	Prior to opening	Developer	Funded by developer
Travel marketing	During marketing phase	Sales/marketing team	Funded by developer
Upon opening			
Provision of Travel Guides	At occupation	Travel Plan Coordinator	Funded by developer
Provision of Travel Vouchers	Residents to apply within 6 months of occupation. Provision upon receipt of resident's application	Travel Plan Coordinator	Funded by developer
Ongoing			
Provision of Travel Guides to new/replacement households	As necessary	Travel Plan Coordinator	Funded by developer

Table 6.1: Action Plan

