



AQUIND Limited

AQUIND INTERCONNECTOR

Traffic Demand Management Strategy

The Planning Act 2008

Infrastructure Planning (Applications: Prescribed Forms and Procedure) Regulations 2009
Regulation 8(1)(c)

Document Ref: 7.9.37

PINS Ref.: EN020022

AQUIND Limited

AQUIND INTERCONNECTOR

Schedule of Changes to the Draft DCO

PINS REF.: EN020022

DOCUMENT: 7.9.37

DATE: 25 JANUARY 2021

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DOCUMENT

Document	Traffic Demand Management Strategy
Revision	001
Document Owner	WSP UK Ltd
Prepared By	Royal Haskoning ITP
Date	25 January 2021
Approved By	Royal Haskoning ITP
Date	25 January 2021

AQUIND

AQUIND Interconnector

Travel Demand Management
Strategy

January 2021



Travel Demand Management Strategy

Version 0-3

January 2021

Produced by:



For:

AQUIND

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Project Information Sheet

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Project Code	3372
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File Location	F:\3372\Project Files

Document Control Sheet

Ver.	Project Folder	Description	Prep.	Rev.	App.	Date
V0-3	F:\3372	Revised final draft for client review	LH/EM	LH	JB	15/01/21
V0-2	F:\3372	Final draft for client review	LH/EM	LH	JB	25/11/20
V0-1	F:\3372	First draft for internal review	LH/EM	LH	JB	09/11/2020

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Appendix A List of identified stakeholders and business intermediaries

Executive Summary

This Travel Demand Management (TDM) Strategy has been prepared to support the construction of AQUIND Interconnector. TDM can be defined as *'the application of strategies and policies to reduce travel demand, or to redistribute this demand in space, mode or in time'*.

A Framework Traffic Management Strategy (FTMS) has been prepared to propose suitable Traffic Management measures to accommodate the construction works associated with the construction of the Onshore Cable Route. The TDM Strategy has been designed to support the FTMS and specifically to support the implementation of Traffic Management (TM) measures at two sections of the Onshore Cable Route; Section 4 at the A3 London Road south of Waterlooville where two way shuttle working with temporary traffic lights will be required to accommodate the highway construction works for the onshore cable route; and Section 8 at the A2030 Eastern Road to the east of Portsmouth and Portsea Island where single lane closures will be required to facilitate the construction works.

The Transport Assessment assessed the impacts of the construction of AQUIND Interconnector and the traffic management proposals associated with the Onshore Cable Route installation on the transport network, and the modelling findings show that whilst traffic redistribution assists with reducing traffic flows on the A3 London Road and A2030 Eastern Road, adverse impacts and significant effects in relation to traffic delay at these two locations remain. Portsmouth City Council and Hampshire County Council have voiced concern regarding these impacts, therefore this TDM Strategy has been prepared to mitigate these adverse impacts on traffic delay during construction of the Onshore Cable Route.

This TDM Strategy document focuses on the travel behaviour change solutions that can be delivered by AQUIND and sets out an intent to work in partnership with local authorities and other local partners to deliver a comprehensive TDM Strategy. The AQUIND TDM Strategy focuses on behaviour change solutions to influence the travel behaviour of target audiences to encourage them to change their behaviour through the 5Rs – Reducing the need to travel, Re-modelling journeys, Re-routing journeys, Re-timing journeys and Re-thinking journeys to maximise car occupancy.

Both Portsmouth City Council and Hampshire County Council have successfully implemented sustainable transport and behaviour change projects in the past and there is a clear emphasis on promoting and encouraging sustainable travel within local transport policy, particularly for Portsmouth.

The overall aim of TDM Strategy is to 'Manage the traffic/travel demand at the identified locations at A2030 Eastern Road and A3 London Road in Waterlooville to avoid excessive

disruption across the transport network, promote travel behaviour change and influence travel demand across the study area.'

The TDM Strategy identifies five target audiences: employees; freight; logistics and delivery sector businesses; teachers, parents and students; residents; and visitors to the areas. It proposes six packages of measures to ensure high levels of awareness amongst the target audiences:

1. Mass media engagement, marketing and communication – development of a recognisable campaign brand and use of online and offline communication channels, e.g. website, social media, radio bulletins, bus shelter advertising to communicate key messages about the alternative travel options available (the 5Rs)
2. Engagement with the business community – development and delivery of a Travel Advice for Business programme to work with businesses, comprising of development of a suite of business tools, a site specific advice service, travel information workshops for SMEs, on site travel surgeries and drop in events to assist with employee queries, and regular communications to businesses to ensure they are aware of forthcoming works and the alternative options through the 5Rs.
3. Engagement with freight, logistics and delivery sector businesses – particular attention will be paid to engaging with these businesses, recognising that their core operations are more likely to be temporarily impacted. Measures in Package 2 will be available to businesses within this specific sector too.
4. Engagement with schools and colleges – establishing direct lines of communication to provide information about the construction programme and the 5Rs, direct engagement with schools most likely to be affected.
5. Engagement with residents – establishing contact with Residents Associations and Community Groups, leaflet drops, travel information stalls at communal facilities with high footfalls.
6. Engagement with visitors – working with satellite navigation and journey mapping technologies and also with key local attractions to promote the 5Rs.

The Strategy outlines a monitoring and evaluation framework to report on the key performance indicators, including an aim to reduce vehicle trips at the identified locations at Section 4 and 8 during the construction works by 10%.

1. Introduction

1.1 Integrated Transport Planning Ltd, working together with Royal HaskoningDHV (RHDHV), has been commissioned to prepare a Travel Demand Management (TDM) Strategy associated with the construction of the AQUIND Interconnector (the Proposed Development).

1.2 The Department for Transport¹ defines Travel Demand Management as:

'an umbrella term for the application of strategies and policies to reduce travel demand, or to redistribute this demand in space, mode or in time. An effective TDM plan is based around three key pillars: the creation of capacity, network management and travel behaviour change solutions.'

1.3 The AQUIND TDM Strategy focuses on behaviour change solutions, working in partnership with local authorities, partners and stakeholders to influence the travel behaviour of target audiences to encourage them to alter their behaviour through the 5Rs – Reducing the need to travel, Re-modifying journeys, Re-routing journeys, Re-timing journeys and Re-thinking journeys to maximise car occupancies.

1.4 The TDM Strategy focuses on travel behaviour change solutions that will help to manage traffic demand at Sections 4 and 8 of the Onshore Cable Route (OCR) and related Traffic Management (TM) measures to accommodate the construction work, as detailed below:

Table 1-1: Sections of the OCR and proposed TM measures

Section	Description	Proposed TM measures
4.33	A3 London Road between Poppy Fields and just south of Post Office Road	Shuttle working
4.35	A3 London Road between Rocking Horse Nursery and Ladybridge roundabout	Shuttle working
4.41	A3 London Road between Ladybridge roundabout and start of bus lane	Shuttle working
4.43	A3 London Road between Lansdown Avenue and start of bus lane (south of The Brow)	Shuttle working

¹ Department for Transport, 2020 *Travel Demand Management Toolkit for local authorities in England outside of London*

Section	Description	Proposed TM measures
8.1	A2030 Eastern Road between Airport Service Road and Tangier Road	Lane closure
8.2	A2030 between Tangier Road and Eastern Avenue	Lane closure

- 1.5 The TDM Strategy should be read in conjunction with the Framework Traffic Management Strategy (PINS REF.: EN020022-001567-6.3.22.1A ES Vol 3 Rev 002), the Transport Assessment (PINS REF.:EN020022-000902-6.3.22.1 ES Vol 3 – Appendix 22.1) and the Supplementary Transport Assessment (PINS REF.:EN020022-001495-7.8.1.11 ES Addendum – Appendix 11).

2. Appreciation of scheme impacts

- 2.1 This section provides a high-level review of the relevant documentation associated with the development of the TDM Strategy.

Overview of Onshore Cable Route (OCR)

- 2.2 The Onshore Components of the Proposed Development comprise the Converter Station, the Onshore Cable and the Landfall. Four High Voltage Direct Current ('HVDC') Cables (two circuits) together with fibre optic cables (one per circuit) are proposed to be installed in the Onshore Cable Corridor between the Converter Station and the Landfall. The Onshore Cables will be installed in two ducts per circuit, mostly in trenches or in certain specific locations via trenchless installation methods (e.g. Horizontal Directional Drilling ('HDD')). The proposed Onshore Cable Route (OCR) passes through the urban areas of Waterlooville, Purbrook, Drayton and Portsmouth, with the Landfall located at Eastney.
- 2.3 During construction there will be a number of locations along the route at which construction work will be performed which will require traffic management measures.
- 2.4 An indicative onshore construction programme for the Onshore Cable is as follows:
- HDD and Landfall installation Q3 2021 – Q1 2023
 - Onshore HVDC Route Construction / Installation Q3 2021 – Q4 2023

Transport Assessment

- 2.5 The Transport Assessment, produced by WSP, has assessed the impacts of AQUIND Interconnector on the transport network with the Sub Regional Transport Model (SRTM) used to forecast the impacts of the traffic management proposals associated with the Onshore Cable Route installation. In agreement with Hampshire County Council and Portsmouth City Council the SRTM has been used to assess the temporary impacts associated with construction of the Onshore Cable Route and traffic management required to facilitate these works. The SRTM modelling assumed a worst case scenario of six individual areas of traffic management taking place simultaneously, to ensure a robust assessment and agreed with HCC and PCC.
- 2.6 The results of the assessment demonstrate that the traffic flows decrease in the 'Do Something' scenarios as a result of traffic redistribution, and it is likely that roads and streets within 5km of the Onshore Cable Corridor will face temporary increases in

traffic flow due to redistributed traffic. At Section 4, traffic is expected to redistribute onto routes offering an alternative to the A3 London Road Corridor including:

- Friendstaple Road – Stakes Hill Road – Crookthorn Lane
- Rockville Drive – Stakes Hill Road – Crookthorn Lane
- Stirling Avenue – Hurstville Drive – Elizabeth Road- Westbrook Grove – Park Avenue
- Mill Road
- Shaftesbury Avenue

2.7 At Section 8, on Portsea Island, traffic redistribution is forecast to be most pronounced in the Anchorage Park / Copnor area along:

- Airport Service Road
- Dundas Lane
- Quatremaine Road
- Burrfields Road / Stubbington Avenue
- The A288 Copnor Road Corridor between Norway Road and the A2030 Velder Road

2.8 The Transport Assessment has shown that the effects of the traffic management measures are likely to result in acute delays during peak time periods on the A3 London Road and A2030 Eastern Road, and also result in the redistribution of traffic across the road network, as illustrated above.

2.9 Regular users of all roads that are forecast to experience either delays and / or increased levels of traffic will benefit from the implementation of the TDM Strategy.

Framework Traffic Management Strategy

2.10 The FTMS, produced by WSP, sets out the principles and methodology that will be used during the construction of the Onshore Cable.

2.11 The FTMS outlines two types of traffic management (TM) proposed to be used during the construction period, described in the table below. The FTMS also discusses methods to minimise the impacts of construction on pedestrian, cycle and public transport routes along the Onshore Cable Corridor.

Table 2-1: Types of traffic management

Type of Traffic Management	Description	Where to be used?
Two-Way Shuttle Working with Temporary Traffic Signals	Allows two-way traffic flow past the construction zone, using temporary traffic lights.	Single-carriageway two-lane (one in each direction)
Lane Closures without Shuttle Working Traffic Signals	Two-way traffic flows continue with the use of land realignment or a single lane closure	Wider single carriageway roads and dual carriageways

2.12 The Onshore Components of the Proposed Development have been split up into 10 sections and then into further sub sections. Sections 4 and 8 (and a number of the sub sections within them) have been identified as locations where traffic management measures may cause significant delays on the road network during the period of the works in those locations. For clarity these sub sections are detailed below and illustrated in Figures 2-1 to 2-2 overleaf.

Table 2-2: Sections of the OCR and proposed Traffic Management measures

Section	Description	Proposed TM measures
4.33	A3 London Road between Poppy Fields and just south of Post Office Road	Shuttle working
4.35	A3 London Road between Rocking Horse Nursery and Ladybridge roundabout	Shuttle working
4.41	A3 London Road between Ladybridge roundabout and start of bus lane	Shuttle working
4.43	A3 London Road between Lansdown Avenue and start of bus lane (south of The Brow)	Shuttle working
8.1	A2030 Eastern Road between Airport Service Road and Tangier Road	Lane closure
8.2	A2030 between Tangier Road and Eastern Avenue	Lane closure

Figure 2-1: FTMS Plans for Section 4.33 / 4.35 / 4.41 / 4.43

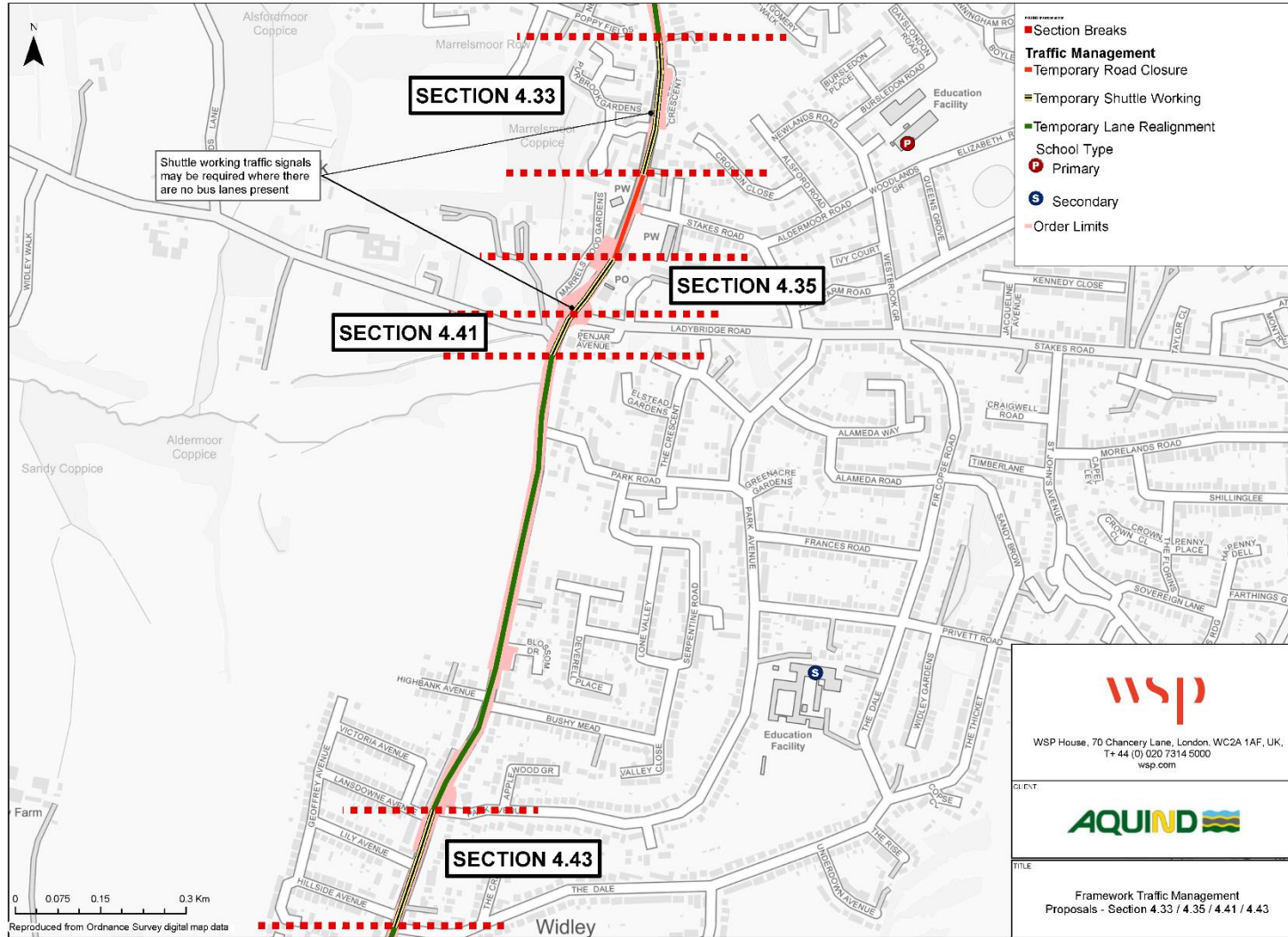
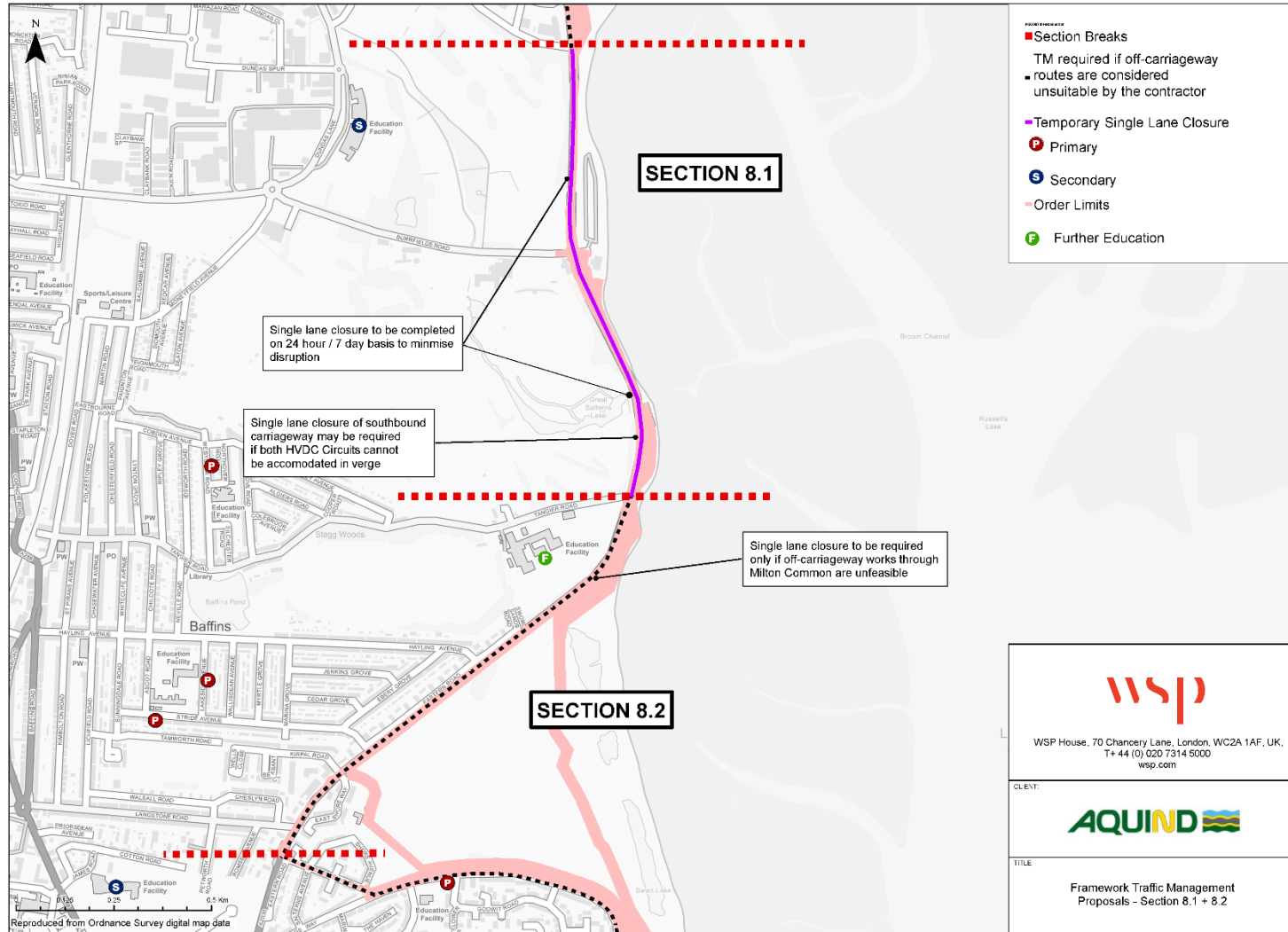


Figure 2-2: FTMS Plans for Section 8.1 and 8.2



Communications Strategy

- 2.13 A Communications Strategy is included in Appendix 1 of the FTMS, outlining communication objectives, potential challenges and proposals for mitigation, a working plan for actions prior to commencement of construction and ongoing actions during construction, relevant metrics to be reviewed for evaluation purposes and an initial list of stakeholders.
- 2.14 The Communications Strategy notes that the relevant comms. programme will be activated at the appropriate moment, not less than 2 weeks (10 working days) prior to work starting on any element of the Onshore Cable Route.
- 2.15 The working plan for actions details a number of communication channels that the TDM Strategy could also utilise as well, namely:
- An updated project website to include:
 - a dedicated 'Construction' section with ongoing updates
 - a facility for individuals/organisations to register for email updates specific to certain geographical areas
 - a construction FAQs section
 - Letters and emails issued to homes and businesses along the OCR, interested individuals and organisations and identified stakeholders
 - Email updates to be sent to local community representatives and those who have registered their interest
 - Regular Community Update Newsletters for areas along the OCR.

Route sections where traffic management measures are of concern

- 2.16 Two construction sections, sections 4 and 8 (and specific sub sections within these), have been identified where the proposed traffic management measures may cause significant delays during construction periods.
- 2.17 The link flows for these locations are shown below and have been extracted from the Transport Assessment to illustrate the traffic flows along the sub sections of the OCR, outlined in Table 2-2 above. These link flows form the baseline for traffic flow along the links / sub sections noted.

Table 2-3: Link flows along Section 4 of the OCR

Link Description	Direction	DM Actual Flow (PCU)	
		AM peak hour	PM peak hour
A3 London Road between the junction with A3 Maurepas Way and the junction with Mill Road	Northbound	908	812
	Southbound	767	852
A3 London Road between the junction with Ladybridge Road and the junction with Milk Lane	Northbound	842	969
	Southbound	1085	947
A3 London Road between the junction with Park Avenue and the junction with Boundary Way	Northbound	910	1053
	Southbound	865	795

Table 2-4: Link flows along section 8 of the OCR

Link Description	Direction	DM Actual Flow (PCU)	
		AM peak hour	PM peak hour
Link 3 – Between Airport Service Road and Burrfields Road (TM Location)	Northbound	1651	1463
	Southbound	1655	2247
Link 4 – Between Burrfields Road and Tangier Road	Northbound	1637	1240
	Southbound	1396	2239
Link 5 – Between Tangier Road and Hayling Avenue	Northbound	1509	1053
	Southbound	1357	2034
Link 6 – Between Hayling Avenue and Eastern Avenue	Northbound	1414	1068
	Southbound	1276	1807

TDM measures to support the FTMS

- 2.18 The results from the Transport Assessment demonstrate that adverse impacts and significant effects have been identified in relation to traffic delay on the A3 London Road (Section 4) where temporary traffic signals would be required (moderate and major adverse effects) and on the A2030 Eastern Road (Section 8) on Portsea Island

(moderate to major adverse effects) where lane closures are required to facilitate construction of the Onshore Cable Route.

- 2.19 It is noted that Portsmouth City Council and Hampshire County Council have voiced concern with regard to the results of the sensitivity testing undertaken as part of the transport modelling work for Sections 4 and 8 in particular and the likely impacts that the traffic management measures associated with the Proposed Development will have on the highway network. The A3 London Road is a strategic route with high volumes of traffic and forms a key link between Waterlooville and Portsmouth. The A2030 in Portsmouth is one of three road links between Portsea island and the mainland.
- 2.20 Therefore, to support the traffic management measures outlined in the FTMS, a TDM Strategy is proposed as an effective form of mitigation. The TDM Strategy will assist with managing daily traffic levels, particularly during the AM and PM peak periods (06:30 – 09:30 and 16:30 – 18:30), to alleviate any increase in traffic flows on the A3 London Road and A2030 Eastern Road and surrounding roads, resulting from the traffic management measures.

3. Local context

- 3.1 This section reviews the existing sustainable transport provision within a five km study area of the AQUIND Onshore Cable Corridor, provides an overview of travel patterns for the areas covered by Sections 4 and 8 of the OCR and reviews the transport policy landscape across the local areas of Portsmouth and Waterlooville.

Key trip attractors

- 3.2 Key trip attractors within the study area that influence travel and the levels of traffic on the road network across Portsmouth and Waterlooville are listed below. These locations will need to be considered as part of the TDM Strategy.

- HMNB Portsmouth and other MOD facilities
- Portico: Portsmouth's Cargo Terminal
- Portsmouth College
- Portsmouth University
- Schools located within close proximity of the OCR
- Industrial Estates and Retail Parks
- Portsmouth Harbour
- Gunwharf Quays
- Cascades Shopping Centre
- Fratton Park
- Southsea sea front and beach
- Queen Alexandra Hospital

Public transport network

Bus network

- 3.3 The primary bus operators across Portsmouth and Waterlooville are First Group and Stagecoach, with two services provided by the University of Portsmouth. Table 3-1, below, sets out the services.

Table 3-1: Local bus services

Service	Route	School Service	Operator	Peak Frequency
1	Gunwharf – Southsea	No	First Group	Every 10 minutes
2/2A	Gunwharf – Paulsgrove	Yes	First Group	Every 10 minutes
3	Fareham Bus Station – Southsea	No	First Group	Every 10 minutes
7/7A/7C	City Centre – Wecock Farm	Yes	First Group	Every 12 minutes
8	Clarence Pier – Clanfield	No	First Group	Every 15 minutes
13	Portsmouth – Baffins	Yes	First Group	Once per hour
14	Baffins – Portsmouth	Yes	First Group	Once per hour
17	Southsea – Ocean Park	No	First Group	Every 30 minutes
18	Paulsgrove – Southsea	No	First Group	Every 20 minutes
20	Havant – The Hard	No	Stagecoach	Every 30 minutes
21	Havant – The Hard	No	Stagecoach	Every 10 minutes
22	Highbury – Farlington	No	First Group	Every 70 minutes
23	Leigh Park – Southsea	No	Stagecoach	Every 10 minutes
25	The Hard – Hayling Ferry	No	First Group	Every 45 minutes
37	Havant – Petersfield	No	Stagecoach	Once per hour

Service	Route	School Service	Operator	Peak Frequency
39	Havant – Wecock Farm	No	Stagecoach	Every 12 minutes
654	Hambledon – Havant Campus	Yes	First Group	Once per hour
700	Littlehampton – The Hard	No	Stagecoach	Every 15 minutes
D1/D2	Waterlooville – Hambledon	No	First Group	Once per hour
X4	Southampton – Portsmouth	Yes	First Group	Every 30 minutes
U1	University of Portsmouth – Eastney – University of Portsmouth		University of Portsmouth	Every 15 minutes
U2	University of Portsmouth – Langstone Campus		University of Portsmouth	Once per hour

- 3.4 Stagecoach has produced a network map for the Portsmouth, Havant and Waterlooville area, dated September 2019, which is illustrated overleaf. A First Group Bus network map is not available.
- 3.5 In addition, National Express coach services arrive in / leave Portsmouth with services to London running as often as 10 times per day and make use of the A3(M).

Figure 3-1: Stagecoach bus network for Portsmouth, Havant and Waterlooville



Rail network

- 3.6 There are six rail stations located within the study area and a further three stations in and around Havant served by various Train Operating Companies. Peak time service frequency ranges from 1-2 services per hour:

Table 3-2: Local Rail Stations and Train Operating Companies

Station	Train Operators
Portsmouth Harbour	GWR, South Western Railway and Southern
Portsmouth and Southsea	GWR, South Western Railway and Southern
Fratton	GWR, South Western Railway and Southern
Hilsea	South Western Railway and Southern
Cosham	GWR, South Western Railway and Southern
Portchester	South Western Railway and Southern
Bedhampton	South Western Railway and Southern
Havant	GWR, South Western Railway and Southern
Warblington	South Western Railway

Active travel network

- 3.7 Portsmouth and Waterlooville provide a good network of footways for pedestrians to use with wide pedestrian footways, that are well lit and are connected to suitable crossings.
- 3.8 There are three National Cycle Network routes located across the Portsmouth and Waterlooville area, listed below and illustrated in Figure 3-2 below:
- Route 2 – runs from St Austell to Dover. Through Portsmouth it routes from Portsmouth’s Historic Dockyard through Southsea and on to Eastney.
 - Route 22 – connects Guildford and the Isle of Wight. Through Portsmouth the route runs along the western coast of the city before continuing into Cosham and Havant.
 - Route 222 – connecting Petersfield and Portsmouth. Through Portsmouth it routes to the east of the city along Langstone Harbour and may be affected by the OCR.
- 3.9 In addition, Portsmouth City Council has produced a cycle map for the city dating back to 2014 that illustrates the various cycle infrastructure implemented across the city to facilitate cycle journeys. Havant Borough Council has also produced a cycle map for the Borough. Clips from these cycle maps are illustrated in Figures 3-3 and 3-4.

Figure 3-2: NCN Routes through Portsmouth and Waterlooville

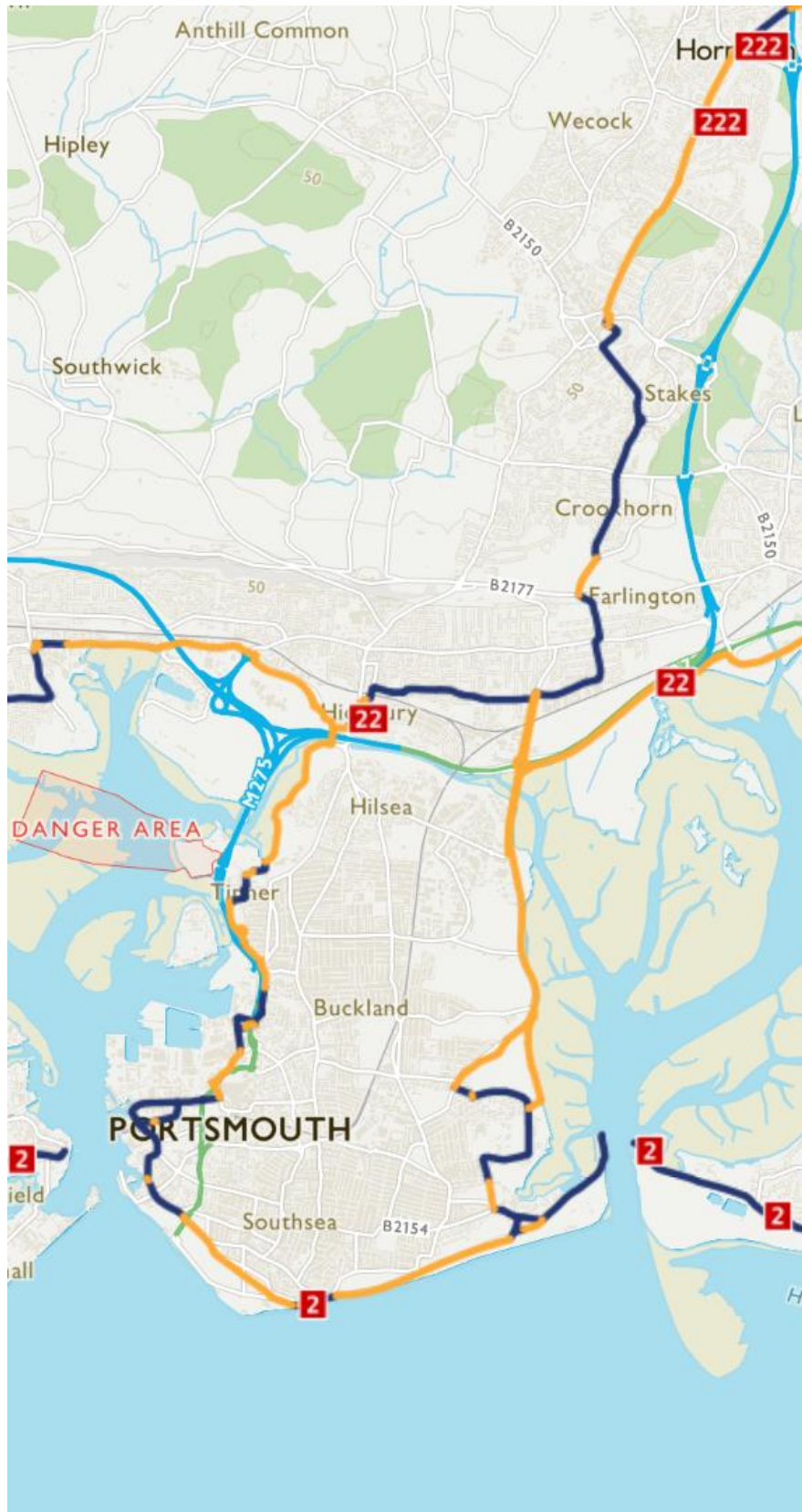
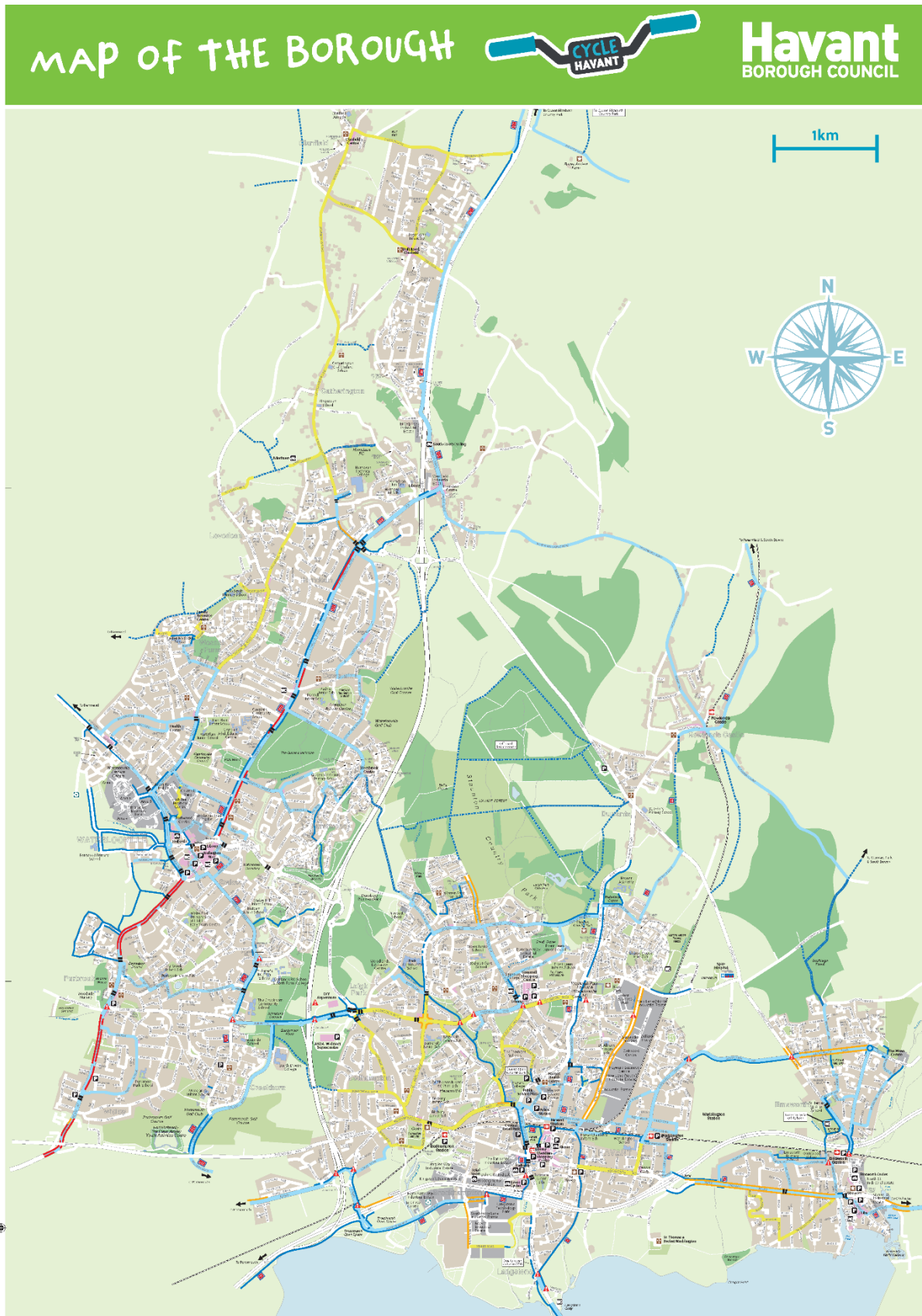


Figure 3-3: Clip from Portsmouth Cycle Map



Figure 3-4: Clip from Havant Borough Cycle Map

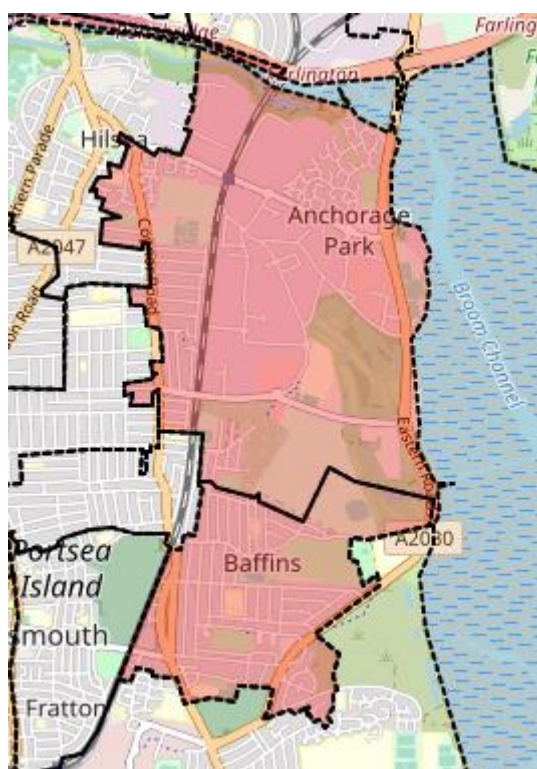


Census data analysis focussed on Sections 4 and 8 of the OCR

Portsmouth

- 3.10 A review of 2011 census data for the location of usual residence and place of work by method of travel to work (MSOA level) (Census dataset WU03EW) has been undertaken for two workplace areas; Anchorage (E02003531) and Baffin (E02003537) in Portsmouth, and Waterlooville (area codes E02004764, E0200476, E02004766, and E02004768). The census data has been analysed to determine the likely modal split of those travelling to Anchorage and Baffin from Portsmouth, the sub-region and England, as well as the likely modal split of those travelling to Waterlooville from Havant, and the sub-region. Here the sub-region has been defined as Arun, Chichester, East Hampshire, Eastleigh, Fareham, Gosport, Havant, Portsmouth, and Winchester.
- 3.11 The location of Anchorage and Baffin workplace areas is shown below.

Figure 3-5: Location of Anchorage (E02003531) and Baffin (E02003537) workplace areas



- 3.12 The resulting modal split for the Anchorage and Baffin workplace zones is shown in Table 3-3 below.

Table 3-3: Method of travel to work to Anchorage (E02003531) and Baffin (E02003537)

Method of travel to work	Journeys Originating In			
	Portsmouth		Sub Region*	
	Number	%	Number	%
Total	6,348	100%	11,544	100%
Underground, metro, light rail or tram	13	0%	14	0%
Train	154	2%	335	3%
Bus, minibus or coach	295	5%	450	4%
Taxi	70	1%	78	1%
Motorcycle, scooter or moped	157	2%	298	3%
Driving a car or van	3,332	52%	7,511	65%
Passenger in a car or van	373	6%	605	5%
Bicycle	882	14%	1,115	10%
On foot	1,060	17%	1,110	10%
Other method of travel to work	12	0%	28	0%

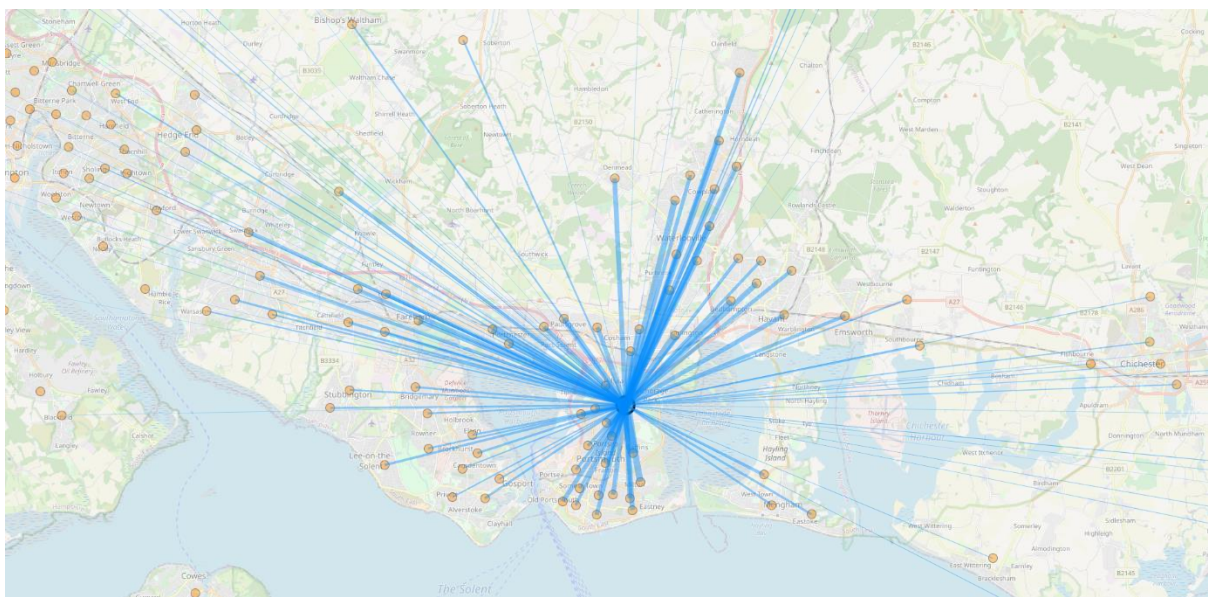
*Arun, Chichester, East Hampshire, Eastleigh, Fareham, Gosport, Havant, Portsmouth, Winchester

- 3.13 It can be seen that the majority of people use vehicle modes (drive or passenger) to work at a local- (58%), and sub-regional-level (70%). It can also be surmised that the greater the distance to travel to the workplace area, the more likely a vehicle mode will be used.
- 3.14 Public transport is used by 7% of workers at both levels. Buses, minibuses and coaches are used to a greater extent than trains at both a local and sub-regional level. However, the percentage of those using trains does increase at a sub-regional level, from 2% to 3%.
- 3.15 Active travel is used to a greater extent in Portsmouth than the sub-region, with 14% using a bike to get to work, and 17% commuting to work on foot. Active travel mode

use drops as distance increases. In the sub-region, active travel makes up 20% of the modal share. Portsmouth and Gosport have the highest active travel modal share in the sub-region, of 31% and 20% respectively.

- 3.16 The map below, produced from the DataShine website, illustrate the flow of drivers travelling to Anchorage workplace zone by car. Journey origins are well spread around the sub region however the map also highlights the proportion of local journeys within Portsmouth.

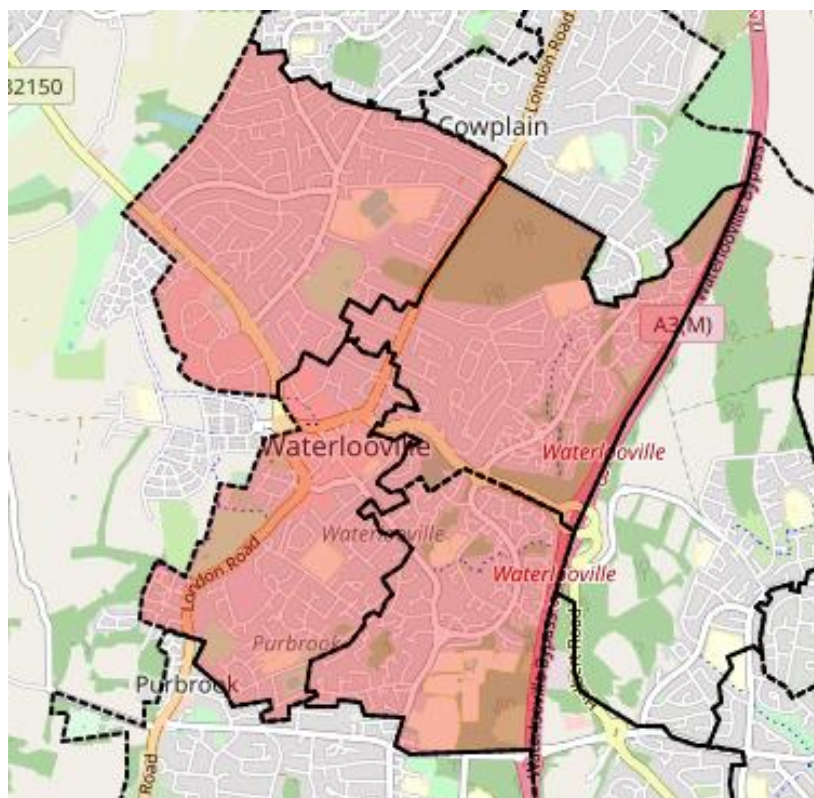
Figure 3-6: DataShine map showing journey origins of people driving to the Anchorage work zone



Waterlooville

- 3.17 The locations of the Waterlooville workplace zones E02004764, E0200476, E02004766, and E02004768 are shown in Figure 3-7 below.

Figure 3-7: Workplace zones E02004764, E0200476, E02004766, and E02004768



3.18 The resulting modal split for the Waterloo workplace zones is shown in Table 3-4 below.

Table 3-4: Method of travel to work to Waterloo (E02004764, E0200476, E02004766, E02004768)

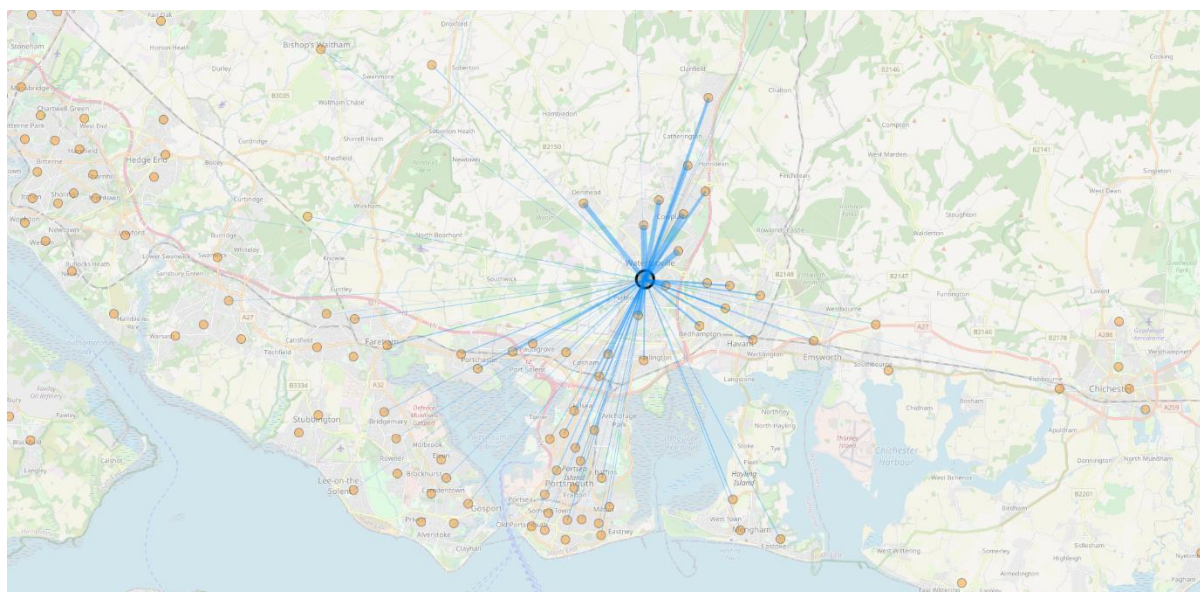
Method of travel to work	Journeys Originating In			
	Havant		Sub Region*	
	Number	%	Number	%
Total	4,152	100%	7,803	100%
Underground, metro, light rail or tram	0	0%	0	0%
Train	4	0%	25	0%
Bus, minibus or coach	299	7%	546	7%
Taxi	29	1%	36	0%
Motorcycle, scooter or moped	50	1%	111	1%

Method of travel to work	Journeys Originating In			
	Havant		Sub Region*	
	Number	%	Number	%
Driving a car or van	2,537	61%	5,490	70%
Passenger in a car or van	289	7%	517	7%
Bicycle	162	4%	241	3%
On foot	772	19%	821	11%
Other method of travel to work	10	0%	16	0%

*Arun, Chichester, East Hampshire, Eastleigh, Fareham, Gosport, Havant, Portsmouth, Winchester

- 3.19 Vehicle modes (both driver and passenger) make up 68% of journeys originating in Havant and travelling to Waterlooville. This increases to 77% at a sub-regional level. As with the modal split for Anchorage and Baffin, it can be concluded that the further there is to travel, the more likely it is that a vehicle mode will be used. This is supported in the breakdown of sub-regional data – the areas closest to Waterlooville have the lowest vehicle mode splits. Gosport has a vehicle mode share of 86%, Portsmouth 83% and Havant 68%.
- 3.20 Public transport accounts for 7% of the mode share at both the local and sub-regional level. Due to Waterlooville not having a railway station, the percentage of people travelling to Waterlooville via train is 0%.
- 3.21 In Havant, active travel makes up for 23% of the modal split, whilst in the sub-region, 14% of people use active travel. In areas further away from Havant the active travel modal split is significantly lower – in Arun active travel counts for 0% of the modal split, and in Eastleigh, it is 3%.
- 3.22 The map below, produced from the DataShine website, illustrates the flow of drivers travelling to Waterlooville workplace zone by car. Journey origins are well spread around the sub region however the majority of journeys originate primarily from the north of the town and from the south, i.e. Portsmouth.

Figure 3-8: DataShine map showing journey origins of people driving to Waterlooville



3.23 In summary, active travel modes account for approximately a quarter of travel to Anchorage and Baffin, and Waterlooville from the corresponding local areas. This drops as the distance to the workplace zones increases. The vehicle mode splits see the reverse – as distance increases so does the percentage of those using vehicles, as either drivers or passengers. Public transport usage is approximately the same at both the local and sub-regional levels.

Local Transport Policy, Schemes and Funding

3.24 There is a clear emphasis on the promotion of sustainable transport at both Portsmouth City Council and Hampshire County Council as can be seen through various Local Transport Plans, Schemes and Funding bids.

Portsmouth Draft Transport Strategy (draft LTP4)

3.25 Portsmouth City Council’s draft Local Transport Plan 4, also known as the Draft Transport Strategy (DTS) 2020-2036, aims to reduce car use to gain from several benefits, including, reducing carbon emissions and addressing the climate emergency, having clearer air, improving public health through physical exercise, and optimising journey times and journey reliability. The vision for the DTS is stated below and reducing travel demand is one of the guiding principles for delivering the vision.

By 2036 Portsmouth will have a people-centred travel network that prioritises walking, cycling and public transport to help deliver a safer, healthier and more prosperous city.

- 3.26 The DTS has been written in reference to the Climate Emergency which was declared by Portsmouth City Council in March 2019. The declaration pledges to achieve net-zero carbon emissions by 2030. The strategy sets out 20 policies of which nine relate to easing congestion and increasing active travel and public transport usage. In particular, Policy 6 sets out to deliver residential and business behaviour change initiatives to encourage a modal shift from vehicles to walking, cycling and public transport. This will be done by providing residents with information, incentives, and help to travel more sustainability. Policy 9 also focuses on active travel by pledging to reduce or remove general traffic by reallocating road space and parking spaces.

Local Sustainable Transport Fund and Sustainable Travel Transition Year 2011 - 2016

- 3.27 Portsmouth City Council, Hampshire County Council, and the Solent Transport Partnership received funding from the Local Sustainable Transport Fund (LSTF) and Sustainable Travel Transition Year (STTY). All Local Authority partners utilised a proportion of their funds for personalised, workplace and residential travel planning projects and activities, with Portsmouth focusing on the city centre. One of the most important elements of the project work that has continued through to the present is the MyJourney brand, which is widely recognised across Portsmouth and Hampshire for the promotion of sustainable travel.

4. Travel Demand Management Strategy development

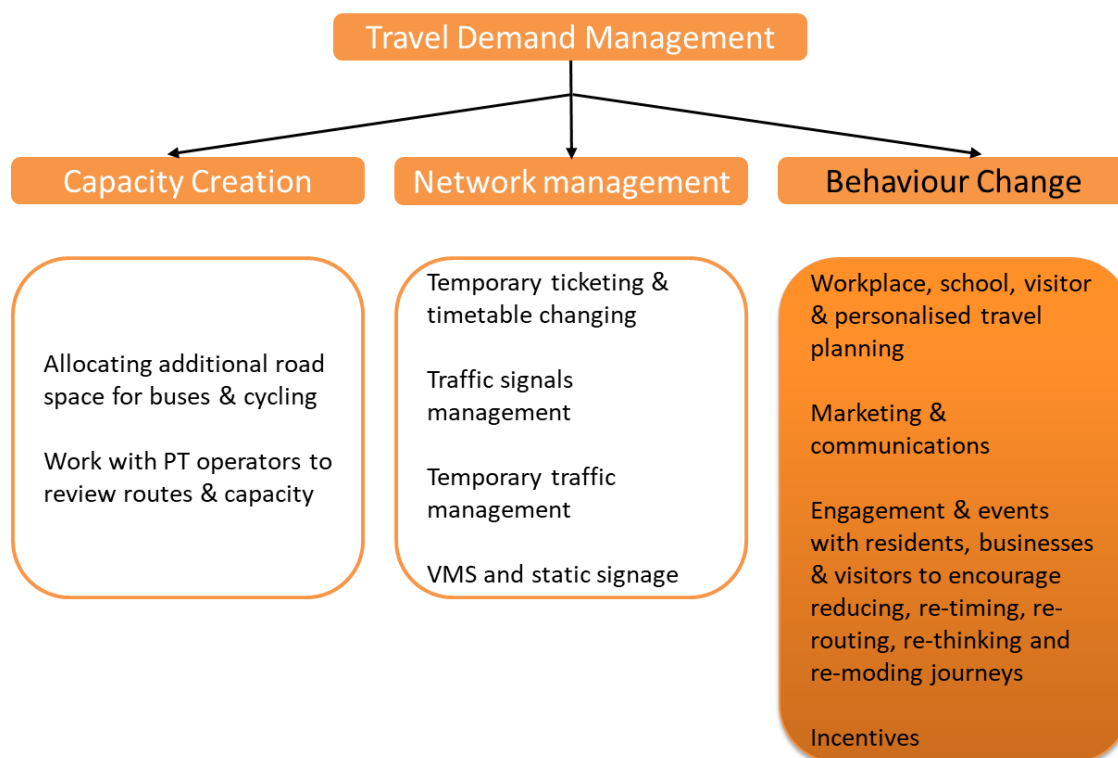
- 4.1 The Department for Transport² defines Travel Demand Management (TDM) as:

'an umbrella term for the application of strategies and policies to reduce travel demand, or to redistribute this demand in space, mode or in time. An effective TDM plan is based around three key pillars: the creation of capacity, network management and travel behaviour change solutions.'

- 4.2 Of the three TDM pillars noted, the Applicant proposes to develop and implement a strategy focussed on travel behaviour change solutions, working together with local partners to ensure the best chance of success. Network management and the creation of capacity are primarily the responsibility of various authorities and agencies, locally and nationally, such as Portsmouth City Council, Hampshire County Council, Highways England and Network Rail and the Applicant will engage and liaise with these organisations, to create an effective, ongoing working relationship and provide the necessary information, in a timely manner, to allow the relevant agencies and authorities to develop their complementary strategies. AQUIND will work with the relevant local authority departments and public transport operators etc. responsible for the local sustainable travel strategies and investment programmes to support the creation of capacity where necessary. The figure below illustrates the three pillars of TDM.

² Department for Transport, 2020 *Travel Demand Management Toolkit for local authorities in England outside of London*

Figure 4-1: Three pillars of TDM and example solutions



- 4.3 TDM Strategies work most effectively when local government agencies support the activity on the ground and encourage the local population to engage with the project. Establishing joint working partnerships with Portsmouth City Council, Hampshire County Council, Havant Borough Council, Highways England, Network Rail, local bus operators including First Group and Stagecoach, the Road Haulage Association and Logistics UK (and other stakeholders listed in Appendix A) and, in turn, well respected and trusted local messengers and local organisations, e.g. local MPs, local councillors, local business leaders, business intermediaries and representatives etc. will be crucial in ensuring the key messages of the TDM Strategy are widely disseminated amongst the local populations and reach as many people as possible.
- 4.4 Solid local transport networks have been established in the local area over a number of years, promoted and supported through the successful and widely recognised local brand 'MyJourney' - <https://myjourneyportsmouth.com/> - that is visible across Portsmouth and Hampshire. Utilising this existing brand for the AQUIND TDM Strategy would prove to be a very useful tool in delivering a successful travel behaviour change strategy. A coordinated approach between the Applicant and the various local authorities will help to ensure a comprehensive approach to engagement, collateral/information materials and existing communications channels.

Aim

4.5 The overall aim of the AQUIND TDM Strategy is to:

Manage the traffic/travel demand at the identified locations at A2030 Eastern Road and A3 London Road to avoid excessive disruption across the transport network, promote travel behaviour change and influence travel demand across the wider study area.

Objectives

4.6 The following objectives have been set to achieve the aim above:

- 1) Develop effective joint working relationships with the relevant local authorities, agencies, transport operators and other relevant partners to coordinate a comprehensive travel behaviour change strategy.
- 2) Engage with local stakeholders, e.g. businesses (various sectors), schools, colleges, community groups, etc. and target audiences such as employees and residents, to raise awareness of the expected/possible impacts resulting from the construction of AQUIND Interconnector, manage expectations and provide relevant clear and timely information and travel advice to facilitate the continuity of business operations and enable individuals to make informed travel choices.
- 3) Influence, encourage and incentivise the target audiences travel behaviour by promoting the 5Rs of travel behaviour change:
 - a) Reducing/removing the need to travel – suppressing background travel demand, for example working at home more often than usual or using videoconferencing in place of in person meetings.
 - b) Re-timing journeys - encouraging people to make trips outside of the traditional congested peak periods e.g. travelling before or after the traditional morning and evening peak periods, helping to flatten the demand during the peak periods.
 - c) Re-thinking journeys to increase vehicle occupancy – encouraging car sharing with colleagues for the commute or friends and family for recreational trips.
 - d) Re-routing journeys – illustrating and encouraging the use of alternative routes to avoid particularly busy areas or stretches of road.
 - e) Re-moding journeys - replacing car journeys with walking and cycling (active travel modes), train or bus use or using park and ride services.

- 4) Encourage longer term, sustained travel behaviour change amongst target audiences, contributing to the realisation of local government long term goals for an increase in sustainable travel and reduction in car use.

Targets for modal shift

4.7 The aim is to reduce traffic flows (trips) by 10%, as illustrated in the tables below.

Table 4-1: Link flows along Section 4 of the OCR

Link Description	Direction	DM Actual Flow (PCU)		10% reduction	
		AM peak hour	PM peak hour	AM peak hour	PM peak hour
A3 London Road between the junction with A3 Maurepas Way and the junction with Mill Road	Northbound	908	812	817	731
	Southbound	767	852	690	767
A3 London Road between the junction with Ladybridge Road and the junction with Milk Lane	Northbound	842	969	758	872
	Southbound	1085	947	977	852
A3 London Road between the junction with Park Avenue and the junction with Boundary Way	Northbound	910	1053	819	948
	Southbound	865	795	779	716

Table 4-2: Link flows along section 8 of the OCR

Link Description	Direction	DM Actual Flow (PCU)		10% reduction	
		AM peak hour	PM peak hour	AM peak hour	PM peak hour
Link 3 – Between Airport Service Road and Burrfields Road (TM Location)	Northbound	1651	1463	1486	1317
	Southbound	1655	2247	1490	2022
	Northbound	1637	1240	1473	1116

Link Description	Direction	DM Actual Flow (PCU)		10% reduction	
		AM peak hour	PM peak hour	AM peak hour	PM peak hour
Link 4 – Between Burrfields Road and Tangier Road	Southbound	1396	2239	1256	2015
Link 5 – Between Tangier Road and Hayling Avenue	Northbound	1509	1053	1358	948
	Southbound	1357	2034	1221	1831
Link 6 – Between Hayling Avenue and Eastern Avenue	Northbound	1414	1068	1273	961
	Southbound	1276	1807	1148	1626

Target audiences

- 4.8 Regular users of the A2030 and the A3 London Road (south of Waterlooville town centre) will be directly affected by the Traffic Management proposals associated with the OCR construction works. Different road users will use these two roads for different purposes, e.g. some will be making short, local trips, some will be travelling longer distances; individuals will be travelling for different reasons, e.g. the school run, travelling to/from work, travelling for leisure or shopping purposes etc. In addition, there are people that live on or in close proximity to the A3 London Road and A2030 Eastern Road who are also regular users of these roads and are impacted due to their residential location. The congested morning and evening peak periods especially have a large proportion of commuting and school related trips, which may be delayed further by the Traffic Management measures.
- 4.9 Therefore, the way in which the behaviour change messages are communicated, and the timing of these communications to each of the target audiences (and some sub groups characterised within each target audience group) will need to be carefully reflected in the TDM Strategy, for example engaging with schools during term time and employees primarily during Monday – Friday. However, there will also be crossover and cross promotion from wider campaign activities to target audiences.

- 4.10 The TDM Strategy is designed to reach vehicular users in particular, therefore in order to reach large numbers of people as efficiently as possible, the following list of target audiences has been defined:
- Employees – those working in locations that will be directly affected by the Traffic Management proposals and also large employers located in Portsmouth and Waterlooville.
 - Freight, logistics and delivery sector businesses – the nature of freight and logistics operations will require specialist information and advice specifically framed around Re-thinking, Re-routing and Re-timing messages.
 - Teachers, parents and students.
 - Residents - with a consideration of both local journeys and longer sub regional journeys.
 - Visitors to all significant visitor trip attractors in the project area, e.g. tourist attractions and large retail hubs.

Strategy development

- 4.11 The TDM Strategy is designed to support the Framework Traffic Management Strategy (FTMS). Sections 2.6 and 2.8 of the FTMS include a range of measures to notify and communicate road users of programmed construction works comprising:
- Notice periods for construction works with detailed designs and traffic management measures to be submitted for approval not less than 3 months before intended commencement of works.
 - Notice of date on which works will start provided not less than 14 days before start date.
 - Signage (to be agreed with each highway authority) in the form of Advanced Warning signs placed on the highway and Variable Messaging Signs at key locations.
- 4.12 A Communications Strategy is included in the FTMS in Appendix 1 identifying stakeholders, potential challenges and a working plan of actions to be implemented prior to and during the works, as well as an evaluation strategy. The working plan of actions deploys a number of communication channels namely:
- Updated project website to include:
 - a dedicated 'Construction' section with ongoing updates.

- a facility for individuals/organisations to register for email updates specific to certain geographical areas; and
 - a construction FAQs section.
 - Issuing letters and emails to homes and businesses along the OCR, interested individuals and organisations and identified stakeholders two week prior to the commencement of construction.
 - Email updates to be sent to local community representatives and those who have registered their interest.
 - Regular Community Update Newsletters for areas along the OCR.
- 4.13 The existing Communications Strategy is primarily aimed at conveying information about construction programmes and what the contractor is planning to do. The strategy deploys a range of communication channels that are focussed on website, email and newsletter updates, and works to short notice periods when directly informing residents and businesses of forthcoming construction works.
- 4.14 The TDM Strategy is designed particularly to complement the Communications Strategy, utilising many of the same information and communication techniques. The focus of the TDM Strategy will be on engaging with the target audiences listed above, over a longer period of time and in advance of the construction works and traffic management measures, to provide a more personal and tailored approach and offer information, encouragement and support with other transport and travel options by adopting the 5Rs of travel behaviour change. The TDM Strategy will introduce potential ideas and recommendations as to how residents, businesses and employees and visitors can minimise the impact of the construction works on their travel needs in particular by exploring the alternative travel options available during the construction period and modifying their travel behaviour where possible and / or desirable.
- 4.15 The TDM Strategy follows the 'EAST' behavioural change framework in identifying measures that are:
- **Easy** – keeping measures and options simple to reduce the hassle factor.
 - **Attractive** – making use of marketing campaigns, personal communications and incentives where possible.
 - **Social** – using social networks to engage and demonstrate social proof.
 - **Timely** – on the basis that behaviour change is easier to influence when habits are already disrupted.

TDM components / packages of measures

4.16 The TDM Strategy comprises six linked components to ensure as many people as possible are aware of the construction works and Traffic Management measures, when they will be in place and the travel options available to them to reduce any potential impacts upon their daily lives through implementation of the 5Rs. The six components are listed below and elements of each described in the following paragraphs:

- Mass media engagement, marketing and communications campaign.
- Engagement with the business community.
- Engagement with freight, logistics and delivery sector businesses.
- Engagement with schools and colleges.
- Engagement with residents.
- Engagement with visitors.

Package 1 - Mass media engagement, marketing and communications campaign

4.17 The construction works associated with the OCR are likely to temporarily affect a proportion of the local population within the study area, either directly i.e. affecting people who use the A2030 Eastern Road and A3 London Road regularly to access destinations near to the proposed construction sections or as a part of their route to a different area, e.g. Southsea, Portsmouth city centre, Waterlooville, Havant etc., or indirectly through the redistribution of traffic that would otherwise use the A2030 Eastern Road and A3 London Road to access other streets and roads within the study area.

4.18 A TDM focussed communications strategy with key messages, disseminated through a wide ranging number of communication channels, and aimed at target audiences, will be required to ensure awareness, knowledge and understanding of the proposed traffic management measures and their possible impact on traffic along each route and within the vicinity of the works. The key messages will convey the options available to people (the 5Rs) to avoid the disruption, ensuring the local population are informed and aware of the alternative travel and non-travel options available to them.

4.19 Whilst the primary reason to explore the 5Rs will be the construction works, marketing and campaign materials will also focus on the wider reasons (personal and societal) to explore travel behaviour change such as improving local air quality and reducing personal carbon emissions, improving physical health, mental wellbeing and fitness

levels, personal financial benefits, more reliable journey times and reducing local congestion.

- 4.20 The establishment of joint working partnerships with local partners is required for the successful delivery of the TDM Strategy in order to ensure a coordinated approach to delivery. It will be useful to collaborate with the local authorities in particular to understand the various elements that make up the transport network, particularly in a post Covid world, for example the up to date coverage provided by public transport and cycling networks, taking into account any new/improved infrastructure delivered on the ground. Working with the local authorities will also ensure that the best use is made of existing information materials that may be used for engagement activities.

Campaign brand

- 4.21 It is important to establish a campaign brand that links the TDM Strategy with the AQUIND Interconnector project and also with local partners to assist with credibility. The campaign brand developed will need to promote, encourage and incentivise travel behaviour change, conveying travel choices that align with the 5Rs, with supporting eye-catching artwork (digital and print), key messages and additional campaign resources. The Applicant will look to investigate the potential for using the successful 'MyJourney' brand with local authority officers at the earliest available opportunity.

Online and offline communication channels

- 4.22 Both online and offline communications channels will be used, as detailed below, to engage with our target audiences to promote the 5Rs.

Online - AQUIND website content

- 4.23 In addition to updating the AQUIND website with ongoing construction updates, the website is an ideal platform to provide further information on travel and transport options to help the local population review the alternatives available to them to modify their travel behaviour, aligned with the 5Rs. The website can also host a range of downloadable materials aimed at target audiences and that can also be used in various public areas, as well as useful journey planning tools, for example the 'MyJourney' journey planning tool and Cyclestreets, related links, a personal journey planning service and contact form, plus a form for general enquiries and feedback.

Online - Social media channels

- 4.24 Social media channels provide the ability to share key information and messages far and wide in an efficient manner and are routinely used by local authorities to disseminate local information. Facebook and Twitter accounts can be utilised to communicate and encourage the key messages of the 5Rs and the supporting information and advice available to the local population.
- 4.25 Social media channels and accounts are designed to generate a following amongst individuals and / or organisations in the local communities with content often re-shared to individuals' personal networks, helping to spread key messages to a wider audience. A good example of this is social media content aimed at the local population, e.g. a Travel Awareness Campaign or notice of perceived disruptive roadworks being shared and re-shared on Facebook groups such as residential associations or local activity Facebook pages/groups or via Twitter accounts.
- 4.26 Another positive opportunity associated with social media in particular, and also through the website, is the ability to facilitate two-way communications with target audiences. Comments made in response to tweets, Facebook posts and general enquiries received through the website will be monitored and responses provided to genuine queries where appropriate. Social listening exercises will also be undertaken to review the general tone of user comments and their feedback in order to continually refine and evolve the TDM communications going forward.
- 4.27 It is also possible to utilise paid advertising opportunities on social media, targeting users by IP address, location, demographics etc to communicate relevant information.

Offline - Local and national radio traffic bulletins and radio advertisements

- 4.28 Whilst the construction and associated traffic management works are likely to be communicated via the national and local radio stations traffic bulletins, encouraging presenters to promote some of the 5Rs to their listeners, particularly the Re-time, Reduce and Re-route messages, would help to encourage behaviour change and assist in reaching car drivers in particular.
- 4.29 A paid for radio advertisement would also help to communicate the Re-route, Re-time, Reduce, Re-think and Re-mode messages to target audiences, and again, car drivers in particular.

Offline - Outdoor advertising

- 4.30 Billboard advertisements, using existing billboard advertising locations where available, strategically located in busy, heavily trafficked areas, provide a strong visual spotlight

through which to encourage travel behaviour change in accordance with the 5Rs and signpost people to online resources where they can find further information to help them explore the alternatives available to them, e.g. AQUIND website, Twitter account and Facebook page. Roadside banners can also achieve similar impacts and whilst they can be located more flexibly, agreeing strategic locations may be more problematic as displaying the banners in preferred locations will need to consider land ownership issues.

- 4.31 Bus advertising provides the ability to advertise across a wide area due to their continuous operation along specified routes. Bus back/bus livery advertising in particular has good potential to reach car drivers and residents along certain corridors. In addition, strategically located bus stop shelter advertising offers another strong visual spotlight to encourage people to think about their travel behaviour in order to avoid delays.

Offline – Press releases and newspaper advertising

- 4.32 Press releases are a tried and tested way in which to distribute important information. They can also lead to further interest in a project and result in local newspaper articles, for example, that help to reach a wider population. In tandem, local newspaper adverts (half or full page) are a useful way to reach people who may not use social media or the internet on a regular basis.

Package 2 - Engagement with the business community

- 4.33 Engagement with the business community is likely to offer the best opportunity to reach large numbers of people who regularly use the affected roads, and other streets and roads within the study area. Essentially, employees and commuters are the most critical audiences as they significantly contribute to the peak period journeys that the TDM Strategy is looking to influence.
- 4.34 Local authorities often have strong relationships with the business community in their areas, either through their transport teams or economic development teams or similar. Joint working relationships established with the local authorities will be valuable in obtaining easier access to the business communities in Portsmouth and Waterlooville. A review of any available databases and contact details will assist with drawing up a list of target businesses, employment areas and business intermediaries, and most importantly, identify key contacts for these businesses and also business

intermediaries. A key lesson from previous TDM programmes³ has been 'to engage with few to reach many' to disseminate key information and messages in an efficient manner, therefore engaging with business intermediaries such as local Chambers of Commerce, local branches of the Federation of Small Businesses, Business South, large scale property landlords and any other employment area partnerships or forums, is key to spreading information across a large population. Engagement will take the form of initial contact via an introductory meeting (conference call or in person) to provide an overview of the construction works and the accompanying TDM Strategy followed by discussion as to how these various intermediaries are able to disseminate information and messaging. Initial thoughts are that a presentation followed by a Q and A session could be held at an annual event, or two, that is traditionally well attended, together with the regular provision of news articles and similar for the intermediaries to include in their wider communications to their members, e.g. regular e-newsletters, news articles on their website. Most importantly these articles will include details of where members can find further sources of information, useful links, e.g. to the AQUIND website and contact details for the TDM Strategy Project Manager for specific queries, comments and other feedback. An initial list of business intermediaries, forums and groups can be found in Appendix A.

4.35 A vital element of the business engagement strand will be to establish a Travel Advice for Business Programme, targeting employers and focussing on promoting the 5Rs with businesses and their employees, and converting this promotion into tangible measures and actions. The Programme will be an ongoing strand of the TDM Strategy and will comprise:

- Development and provision of Business Travel and Commuting Tools to understand and plan for the impact of construction works on employees and company operations. Business tools will include:
 - introductory communications for initial engagement with businesses, outlining the likely timescales, impacts and locations of the construction works and details of the 5Rs, demonstrating their potential to help resolve any perceived impacts on travel and business operations.
 - Travel Impact Assessment designed to encourage businesses to fully analyse how the construction works may affect their daily operations.

³ Examples of previous TDM Programmes include the 2012 Olympic Games in London, 2014 Commonwealth Games in Glasgow, various projects undertaken by Transport for London including major roadworks on the A406 North Circular Road at Neasden in 2015/16, the Rugby World Cup in 2015 and the construction of the Sydney Light Rail in 2015

- short Staff Travel Survey template to enable businesses to understand commuting and business travel habits amongst employees.
- Travel Solutions and Options Checklist focussed on measures available to businesses that promote the 5Rs.
- Travel Action Plan template to enable businesses to formulate an implementation plan for the period of construction works.
- Site specific advice from a specialist travel advisor (consultancy support) available to work with directly affected and/or larger businesses on a one to one basis to prepare for the construction and traffic management measures by creating a bespoke business TDM strategy. It is anticipated that up to 20 businesses may benefit from this service at this stage.
- A series of travel information workshops for groups of SMEs (initial suggestion of approximately 20 workshops in total) to communicate the details of the construction works and provide information on the potential solutions available through the implementation of the 5Rs. The workshop will present various ideas/ solutions that businesses can implement, signpost useful information sources, help with queries and encourage businesses to develop their own bespoke TDM strategies using the available business tools developed.
- The offer of on-site travel planning surgeries / drop-in sessions / information stalls to engage and support employees with travel queries.
- Establishment of a Business Update distribution list, purely for the dissemination of ongoing, regular business focussed communications via direct email updates. All businesses that receive assistance as part of the Travel Advice for Business Programme will be added to the distribution list (with their permission) and any business can sign up to the network to receive the tailored communications via the AQUIND website.
- Drafting and provision of template copy for internal company communications that promote the 5Rs, e.g. draft email copy, intranet articles, workplace posters, signposting to personal journey planning tools and services etc.
- Leaflet drops to all businesses within the vicinity of traffic management measures at the specified sections to provide high level details and signposts to further sources of business support and information. Plan for at least two rounds of leaflet drops.
- Informal enquiry and advice service for business owners via the use of a central email account.

- 4.36 The site-specific advice service should primarily target larger businesses directly affected by the construction works, initially focussing on the employment areas located between Hilsea, Anchorage Road and Copnor in Portsmouth and larger businesses located in Waterlooville town centre. In addition, site specific advice and support should also be offered to larger businesses and larger trip generators, e.g. Portsmouth University located to the south east and south of Portsea Island (where vehicular users are more likely to use the A2030 to access the island) and also those located across the wider Portsmouth city areas to include the city centre, HMNB Portsmouth and Portsmouth Cargo Terminal where redistributed traffic from the A2030 may cause delays.
- 4.37 It is anticipated that the remainder of the business community will likely receive communications issued by business intermediaries and / or through the wider mass media engagement, marketing and communications campaign.

Package 3 - Engagement with freight, logistics and delivery sector businesses

- 4.38 The Applicant recognises that businesses operating in the (road based) freight, logistics and delivery sector, will require more specialised advice as there is the potential for core business operations to be temporarily impacted negatively. The Applicant plans to work in partnership with the local authorities to understand the existing strategies and arrangements in place for freight movements and consolidation and how deliveries are currently managed. The Applicant will also engage with the local representatives from the Road Haulage Association and Logistics UK (the new name for the Freight Transport Association). Working together with these stakeholders the Applicant will decide on the most effective way to proactively contact local companies and businesses that fall into this sector to advise them of the construction works and the potential impact on the routes that they use for deliveries / transport movements. These businesses will also be eligible for the Travel Advice for Business Programme.
- 4.39 Engagement with businesses in this sector will focus specifically on encouraging them to explore opportunities to Re-time deliveries/operations, options for Re-routing fleet movements and encouraging them to Re-think their operations, e.g. are there other out of town site they can make use, can they work with other businesses to consolidate operations etc.

Package 4 - Engagement with schools and colleges

- 4.40 Local education trips make up a key part of traffic flows during the morning peak in particular, and whilst much of the construction works on Section 4 and 8 are programmed to take place during the school holidays, small periods of the Summer and Autumn Terms are likely to be affected by construction and associated traffic management measures.
- 4.41 Extending joint working relationships to include the local education and/or planning authorities can help with the dissemination of information about the promotion of the 5Rs to schools and colleges in the local areas to encourage travel behaviour change amongst school and college staff, and parents and students during the construction periods and traffic management measures. It would be useful to tap into any area wide education meetings, e.g. Heads of Schools meetings to provide regular updates and regular promotion of travel behaviour change, akin to the service provided to businesses signed up to the Business Network and tailored to the school and college environments.
- 4.42 The FTMS has highlighted the limited time periods when work is due to be conducted outside of the school holidays, however some schools in particular may be affected by the traffic management measures, e.g. Mill Hill Primary School and Purbrook Infant and Junior Schools in Waterlooville and Admiral Lord Nelson School, Portsmouth College and Langstone Infant, Junior School and Nursery Schools in Portsmouth, and may benefit from site specific assistance or communications which will be available.

Package 5 - Engagement with residents

- 4.43 Marketing campaign activities will be vital in targeting and influencing residents. Campaign materials will encourage residents to follow AQUIND on social media where they will find content that can be re-shared amongst local and personal social networks, e.g. sharing information to Facebook Groups such as Residents Associations and Community Groups.
- 4.44 Residents located within the vicinity of the construction works and also along streets and roads where redistributed traffic is likely to appear will receive letters and leaflets delivered to their homes, encouraging them to consider the 5Rs of travel behaviour change and signpost them to further information sources.
- 4.45 The Applicant will work with representatives from Portsmouth City Council, Hampshire County Council and Havant Borough Council to engage with Residents Associations and Community Groups and propose meetings to discuss people's travel requirements

and needs, whilst also promoting the 5Rs as ways that they can lessen the impacts on their lives and also reap the wider benefits such as reduced travel costs and reduced traffic induced stress etc. where these are appropriate. Personal journey planning services will also be offered to interested residents at these meetings and in the time period afterwards.

- 4.46 To expand the footprint in the community, the Applicant will seek to arrange a number of drop in sessions and information stalls at communal facilities with large footfalls, for example at supermarkets such as Morrisons in Portsmouth near the A2030 and the city centre shopping area.

Package 6 - Engagement with visitors

- 4.47 Visitors to Portsmouth and Waterlooville, particularly those unfamiliar with the area, may be unaware of the construction works. The Applicant will work with local partners and national agencies to ensure that satellite navigation/journey mapping technologies are updated with the details of the construction works and that national, regional and local traffic bulletins (radio and television) ensure they provide advance notice as to when the works will start and also include the works in their bulletins when the works are live, together with real time information where available.
- 4.48 The construction works at Section 8 will not be live when Portsmouth Football Club home fixtures are scheduled to be played at Fratton Park, and are also currently programmed to take place outside of the times of year when events such as the Coastal Waterside Marathon and Great South Run are regularly scheduled. The Applicant will work with relevant event organisers that will be organising any such event that is likely to take place at the same time that construction works are taking place at Section 4 and 8 of the OCR to provide regular information and updates and sources of information that they can share with visitors/attendees. The Applicant will work with the event organisers to provide tailored communications that promote the 5Rs of travel behaviour change and encourage their visitors to adapt their travel behaviour.
- 4.49 The Applicant will also extend these joint working relationships to organisations responsible for managing key visitor attractions in the area to include Portsmouth Harbour, Gunwharf Quays, Cascades Shopping Centre and Southsea seafront and beach and also via the Visit Portsmouth as a key communication channel.

Potential impact of the TDM Strategy

- 4.50 Table 4-1 below provides an overview of the TDM measures detailed above, the proposed audiences for each measure and the approximate timescales for the implementation of each measure in relation to construction works at Sections 4 and 8 of the OCR.
- 4.51 It is difficult to assign specific levels of impact to individual measures as these measures are rarely delivered in isolation. However, when the measures are combined and packaged up together, they resemble common approaches to marketing and communication measures that are regularly utilised in workplace travel planning, school travel planning and personal travel planning projects.
- 4.52 A body of research evidence⁴ for the Department for Transport has shown that workplace travel planning and personal journey planning can decrease single occupancy vehicle (SOV) use by 10% – 15%.

It is anticipated that the maximum likely impact of implementing the work packages described above is to be a reduction in SOV use in the region of 10% – 15% dependent on the level of investment in each individual measure.

⁴ This research includes

Department for Transport, 2002 *Making Travel Plans Work*

Department for Transport, 2005, *Smarter Choices Changing the Way We Travel*

Department for Transport, 2008 *Making Personal Travel Planning Work*

Department for Transport, 2010 *The Effects of Smarter Choice Programmes in the Sustainable Travel Towns*

Table 4-3: Long list of TDM Measures

Description of measure	Audience	Approximate Timescale
Package 1. Mass media engagement, marketing and communications campaign		
Establish joint working partnerships with local partners to ensure a coordinated approach and make best use of existing information, collateral materials and comms channels	N/A	6 months prior to commencement of works
Development of a campaign concept for the AQUIND TDM Program, related artwork, key messages, slogans and campaign resources.	N/A	5-6 months prior to commencement of works
Produce initial online content for Travel Demand Management section on the AQUIND website highlighting the 5Rs, including downloadable materials for target audiences/businesses, personal journey planning service and journey planning tools	Employees / Commuters Residents Visitors	3-4 months prior to commencement of works
Launch and use of social media accounts (Facebook and Twitter) to share the messages associated with the 5Rs. Individuals can choose to access the information shared, which can then be re-shared to a wider audience to increase amplification of key messages.	Employees / Commuters Residents Visitors	3-4 months prior to commencement of works
Paid advertising online and on social media channels	Employees / Commuters Residents	2-3 months prior to commencement of works
Engage with local and national radio traffic bulletins to advise the travelling public of real time traffic situations and promote 5Rs	Employees / Commuters Residents Visitors	2-3 months prior to commencement of works

Description of measure	Audience	Approximate Timescale
Radio advertisements	Employees / Commuters Residents Visitors	1-2 months prior to commencement of works and also during works
Billboard advertisements and / or roadside banners at key junctions near to the location of construction sections	Employees / Commuters Residents	1-2 months prior to commencement of works and also during works
Bus stop and/or bus back and/or on vehicle info advertisements	Employees / Commuters Residents	1-2 months prior to commencement of works and also during works
Press releases	Employees / Commuters Residents	1-2 months prior to commencement of works and also during works
Newspaper adverts	Employees / Commuters Residents	1-2 months prior to commencement of works and also during works
Package 2. Engagement with the business community		
Work with Local Authorities Transport and Economic Development Teams etc (PCC, HBC, HCC) to draw up a list of target businesses and employment areas	N/A	5-6 months prior to commencement of works
Identify and contact business intermediaries in the Portsmouth and Waterlooville areas	Businesses and their employees	5-6 months prior to commencement of works and ongoing
Establish a Travel advice for business programme targeting employers and their employees briefly comprising:	Businesses and their employees	5-6 months prior to commencement of works and ongoing

Description of measure	Audience	Approximate Timescale
<ul style="list-style-type: none"> Development and provision of Business Travel Tools to plan for impact of construction works on employees and business travel / operations 	Businesses and their employees	5-6 months prior to commencement of works and ongoing
<ul style="list-style-type: none"> Site specific advice from a specialist travel advisor offered to directly affected and/or larger businesses (up to 20 businesses) 	Businesses and their employees	4-5months prior to commencement of works and ongoing
<ul style="list-style-type: none"> Travel Information workshops for groups of SMEs (up to 20 workshops) 	Businesses management	4 months prior to commencement of works and ongoing
<ul style="list-style-type: none"> Onsite travel planning surgeries / drop-in session / information stalls 	Businesses and their employees	4 months prior to commencement of works and ongoing
<ul style="list-style-type: none"> Establish a Business network to disseminate updates (direct emails and website) 	Businesses and their employees	4 months prior to commencement of works and ongoing
<ul style="list-style-type: none"> Draft copy for internal company communications e.g. draft email copy, intranet articles, workplace posters, journey planning tools etc. 	Businesses and their employees	4 months prior to commencement of works and ongoing
<ul style="list-style-type: none"> Leaflet drop to smaller businesses in affected areas 	Businesses and their employees	2-3 months prior to commencement of works and ongoing
<ul style="list-style-type: none"> Informal enquiry and advice service for business owners (central email address) 	Businesses and their employees	4-5 months prior to commencement of works and ongoing

Description of measure	Audience	Approximate Timescale
Package 3. Engagement with freight, logistics and delivery sector businesses		
Engage with local authority partners and representatives at the Road Haulage Association and Logistics UK to understand current logistics movements and policies	Freight / logistics stakeholders and businesses	5-6 months prior to commencement of works and ongoing
Proactively contact local companies in this sector to advise and offer ongoing support with reorganising their operations	Freight/logistics businesses	5-6 months prior to commencement of works and ongoing
Package 4. Engagement with schools and colleges		
Provide briefing info to local education authorities to disseminate to schools detailing updates on construction and TM measures and TDM measures etc.	Education staff (Parents)	3-4 months prior to commencement of works and ongoing
Attend / Feed into area wide education meetings, detailing work programmes and updates and TDM measures etc.	Education staff	3-4 months prior to commencement of works and ongoing
Direct engagement with schools likely to be most affected by TM, e.g. Mill Hill Primary School in Waterlooville	Education staff Parents	3-4 months prior to commencement of works and ongoing
Package 5. Engagement with residents		
Informal meetings / liaison with Residents Associations/ Community Groups	Residents	3-4 months prior to commencement of works and ongoing
Travel information stalls / drop-in sessions at communal facilities with high footfalls, e.g. supermarkets, city centre shopping area	Residents Employees/Commuters	2-3 months prior to commencement of works and ongoing

Description of measure	Audience	Approximate Timescale
Letter / leaflet drop to neighbourhoods directly affected by TM measures or likely to be affected by redistributed traffic, signposting residents to AQUIND website and social media channels for further information and updates and offer of personal journey planning services for residents	Residents	1-2 months prior to commencement of works and ongoing
Package 6. Engagement with visitors		
Liaise with satellite navigations / journey mapping technologies to provide notice of roadworks	Visitors Residents Employees	2-3 months prior to commencement of works and ongoing
Work with relevant event organisers and key local attractions to provide regular information and share tailored information promoting the 5Rs to expected visitors	Visitors	2-3 months prior to commencement of works and ongoing

Alignment of TDM Strategy with construction works programme

- 4.53 Engagement with stakeholders will need to be timed carefully to ensure sufficient notice of the construction works and the associated traffic management measures is provided to those likely to be (most) affected and that affected businesses etc. are aware of the supporting measures available to them and they have time to make amendments to their operations. In the case of schools and colleges, the TDM Strategy should seek to align with the academic year.
- 4.54 Engagement with target audiences will also need to be carefully timed and maintained over a relatively long period of time to ensure people are given advance notice of the construction works and also that they have time to learn more about the 5Rs of travel behaviour change, investigate and consider the options that can help to improve their situation and make preparations for new or amended journeys, whether that be trying a new form of transport, re-timing their journey, not making some of their usual journeys, taking a different route to their destination, or sharing their vehicular journeys with friends/family/colleagues.
- 4.55 Once the final construction programme has been agreed and finalised, the Applicant will begin work on delivering the TDM Strategy to ensure that TDM activities align with the construction programme and are afforded as much preparation time as possible.

5. Monitoring and evaluation

- 5.1 Monitoring and evaluation of the TDM Strategy will be necessary to demonstrate the effectiveness of the TDM measures and determine whether the Strategy is achieving its objectives.
- 5.2 At the beginning of the Strategy, the Applicant will work with Portsmouth City Council, Hampshire County Council, Havant Borough Council and other project partners to create a set of Key Performance Indicators (KPIs) which the effectiveness of the TDM measures will be measured against. These KPIs will take the form of both output and outcome evaluation metrics; output KPIs are a measurement of actions whilst outcome KPIs measure the effects of the Strategy and ultimately whether the main aims have been achieved.
- 5.3 The following list of output indicators is suggested for the TDM Strategy, and will be subject to refinement throughout the project:
- a) AQUIND project website hits, e.g. number of website sessions, top pages visited, average dwell time, new/returning visitors, geographical location of visitors (and specific pages/features, e.g. community newsletters)
 - b) Number of joint working relationships established in the local area
 - c) Social media interaction, e.g. number of posts and engagement statistics - account followers, clicks, shares, reach, impressions etc.
 - d) Number of businesses requesting site specific advice
 - e) Number of businesses and residents signing up for email updates
 - f) Number of leaflets distributed to residents and businesses
 - g) Number of positive engagements with businesses
 - h) Number of business information workshops delivered and number of businesses attending
 - i) Number of residential/public drop-in sessions delivered and number of meaningful engagements with residents
 - j) Number of events organisers engaged with
 - k) High level assessment of qualitative feedback through the various comms channels, e.g. website, social media, third party comments
- 5.4 Our outcome evaluation to measure the effects of the TDM Strategy will seek to gather evidence of travel behaviour change based on sources including network operation

data, traffic flow data from local authority and/or DfT traffic count monitoring stations and/or smart camera monitoring for time periods before, during and after the construction work. Journey time data will also be sought from existing sources for the same time periods. The primary KPI will be:

- a) to reduce the number of link trips made at the relevant locations at Sections 4 and 8 during the construction works by 10%.
- 5.5 The above KPI will be an important indicator and will be monitored to observe daily and weekly trends. If trends show a need for more intense measures to achieve the reduction aim, the Applicant will work with the Councils, other stakeholders and partners and Highways England where appropriate to develop a set of remedial measures to intensify the communications campaign to encourage people to consider re-timing, reducing, re-modifying, re-routing or rethinking their journeys during the construction periods.
- 5.6 In addition, surveys could also be undertaken with specific audiences to gauge attitudes towards and awareness of the TDM Programme. Attitude surveys provide the opportunity to gain user perspectives so that the Applicant and the local partners involved can understand the effectiveness of different elements of the TDM Strategy, what measures worked well, less well and measures that were not quite as effective as some of the others. These surveys could be carried out using snapshot polls on social media channels or as pop-ups on the project web page. The findings from these surveys will feed into future learning and contribute towards the wider industry specific national evidence base on the effectiveness of TDM Strategies.

Reporting

- 5.7 The preparation of regular progress reports will ensure that data, particularly output data, is collated on a regular basis to monitor TDM activity and related metrics, in order to feed into progress made towards the chosen KPIs. Regular progress reporting also offers an opportunity to review and adapt the TDM Strategy where necessary, drawing on lessons learnt as the programme continues.

Appendix A

List of stakeholders and business intermediaries

List of identified stakeholders (edited from Stakeholder List included in Comms Strategy for the FTMS)

Portsmouth City Council

Havant Borough Council

Highways England

Network Rail

Logistics UK

Road Haulage Association

Public Transport Operators (First Group, Stagecoach, Southern Trains, South Western Railway, GWR)

University of Portsmouth

Business groups

Schools and Colleges

SUSTRANS

Portsmouth Cycle Forum

Residents Associations

List of identified business intermediaries

Hampshire Chamber of Commerce

Transport for South Hampshire

Federation of Small Businesses

Solent Local Enterprise Partnership

Business South

My Waterlooville



Integrated Transport Planning Ltd
Charles House
148 Great Charles Street
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