

Transportation Methodology

Workstream 1 - Transport Baseline

Objective Analyse and map the current local transport system (including public transport) and advise on key issues which impact on proposals to develop the site.

To including completion of **Task 1 – Initial Project Team Meeting & Task 2 – Site Appraisal**

Inception

We propose to use the initial project team meeting to confirm the scope and programme of both the technical work and the community engagement process. Following the meeting we will prepare a short Inception Note that sets out any agreed amendments to the brief together with any additional information required from the Client or other members of the project team; for example, copies of relevant background reports.

Transport Baseline

A detailed Baseline Assessment will be prepared that considers all transport modes at a range of scales from strategic (Fareham, Gosport, Portsmouth and beyond) to local (potential accesses to the development). This will include an accessibility audit of the site. Specific analysis methods will include:

- desktop research of current public transport provision;
- review of local, national and regional transport policy;
- collation and review of relevant data and background documents;
- on-site surveys of walk and cycle provision and access;
- traffic counts at local major junctions and also a link-based cordon; and
- local accessibility analysis using MVA's in-house ACCESSION software.

We will engage with some of the key transport stakeholders, for example the local authorities who may be able to supply the relevant background material.

Data Requirements

Detailed traffic counts will be required to enable a thorough and up-to-date appraisal to be made of current traffic conditions. Similarly local transport data concerning bus passenger numbers and cycle flows will be required to produce a multi-modal analysis. We understand that little data is currently available, so propose to agree and undertake comprehensive surveys of all modes to ensure that potential solutions are based on the best available information. We are able to organise and manage the data collection exercise using either our in-house resources or one of our approved contractors.

Drawing upon the methods specified above a 'Gap Analysis' will highlight transport issues affecting the site and its surroundings. There will be a strong visual focus to the analysis allowing strengths and weaknesses in the transport networks to be easily identified and digested by both technical and non-technical audiences. The Gap Analysis will also provide a

sound framework to identify opportunities for transport improvements. A Baseline Report will be produced at the end of this Workstream.

Workstream 2 – Options Development

Objective Advise on options for addressing these issues and improving local transport links taking account of the evolving masterplan

To include completion of **Task 3 – Initial Feasibility Work & Option Development**

This is a key stage in the project and should be a creative process. Working closely with others in the consultancy team, we envisage using a range of techniques that will draw out ideas and options for further discussion and analysis. We appreciate that one aim of this Workstream is to identify a long list of ideas, some of which will turn out to be implausible, to be shortlisted and developed into a series of well-considered options for wider consultation at a later stage. Our role will be to inject transportation expertise into the debate to ensure that access and movement implications are considered from the outset.

We have experience of techniques such as **Visioning Sessions, Design Days and Scenario Building**, which have all proved successful in drawing together ideas, solutions and issues for further consideration. We also have a range of other tools, including:

- Accessibility Planning tool **Accession**, developed by MVA for DfT to measure local accessibility to health, education, employment and leisure;
- **Transport Assessment Model (TAM)**, an in-house assessment tool designed to forecast future travel movements for residential and mixed use developments; and
- **Bus Operating Cost Model** prepared for use either in conjunction with TAM or in isolation, to inform options on bus service viability.

The proposed bottom-up approach to the development of the masterplan, led to a large extent by community aspirations for the site, means that some or all of these tools may be necessary to inform options development. The techniques suggested can be used to answer 'what if' questions, that will aid decision making and options assessment.

This will be complemented by input from our experienced team, making use of professional judgement and familiarity with the local area to ensure that emerging solutions are grounded in reality. A bold and exciting vision for Daedalus is required, but it must be deliverable.

An Integrated Approach

We understand that development at Daedalus is not expected to deliver major strategic transport improvements on a scale similar to the former light rail proposals, but that mitigation measures will be necessary to off-set the impact of development. We will be looking to achieve a good fit between the transport provision for Daedalus and the wider transport requirements for the peninsula.

Our approach will identify where both local and strategic interventions should be targeted to best achieve common goals. From our other work in the area, we understand that alternative proposals for strategic transport improvements are in early stages of preparation, and is likely to be bus based - transit using the former rail line, but without the benefit of a tunnel to Portsmouth. These emerging proposals will be taken into account as the masterplan is developed.

Collaborative Working

We anticipate that this Workstream will be highly iterative, and include extensive liaison across professional disciplines and key stakeholder consultation, including transport operators and the highway authority. It may also be necessary to engage with the Highways Agency regarding the potential impact of development on the motorway network.

The outputs from the Workstream will include an Options Report, presenting an articulate interpretation of analysis in a user-friendly format with a non-technical summary.

Workstream 3 – Option Evaluation and Analysis

Objective Working closely with the evolving masterplan, advise on highway issues, including initial highway design with regard to access and circulation around and within the site.	To include completion of Task 4 – Option Evaluation and Analysis
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The aim of this Workstream is to identify a preferred Option(s), based on the options development work carried out previously and through extensive public consultation. The timing, extent and nature of consultation events is to be determined separately by consultation consultants. We expect to be involved in public workshops / seminars and a series of other events designed to extract public opinion on a range of issues.

We expect the options development stage will identify a shortlist of potentially viable alternatives for development at Daedalus. Whilst the consultation will gather the public and stakeholder aspirations for the site, a technical appraisal of options is also required, to ensure that they are deliverable and viable. We propose to develop a set of criteria that recognise the 'essential' characteristics of the development as far as they relate to transport issues. We have widespread experience of using **multi-criteria analysis** to prioritise and refine options and we believe this technique will be appropriate here. The criteria to be used will be developed and agreed in conjunction with the client group and project team. In our experience, these can be a mix of qualitative and quantitative criteria.

We propose to develop a Transport and Access Masterplan derived from the consultation exercise and multi-criteria analysis that is entirely complementary with the overall development masterplan. This document and series of drawings focuses on the transport issues and potential solutions associated with the site and, unlike the development masterplan, can be drawn wider to include off-site and strategic transport issues. We believe that to be very relevant in this case. It will also present site access and circulation ideas and preliminary highway design plans as appropriate.

This is a useful tool to stimulate discussion within the internal professional group, and to explain ideas / gain consensus in wider stakeholder and public consultation. The deliverable from this Workstream will be a final Transport and Access Masterplan that brings together the site specific, off-site and strategic transport solutions proposed for Daedalus.

Workstream 4 – Preparation of Transport Assessment

Objective Produce a detailed Transport Assessment in support of the final masterplan	To include partial completion of Task 5 – Transport Assessment Report and Green Travel Plan
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The culmination of the previous tasks is preparation of a Transport Assessment (TA) for the development proposals at Daedalus. This should describe and assess the transport impact, by all modes, of proposed development on the local and wider transport network.

Although this deliverable will be towards the end of the programme, there are important early tasks that will help to define the TA document. We will seek early agreement with the Highway Authority on the TA Scope, through a scoping document. This will set out agreed methodologies for assessment, geographic limits of the assessment area, forecast years, trip generation rates for each land use and parking standards for the development. Agreeing this scope at an early stage will assist in assessing options. At the options development stage, we can use agreed trip rates to make a preliminary assessment of likely impact of potential generic land use profiles, and use parking standards to assess their likely land take. Early agreement of the scope will not limit the opportunity to vary details as the project proceeds.

We will prepare a comprehensive TA document that conforms to the latest DfT advice note (Guidance on Transport Assessment – DCLG/DfT Draft, 7 August 2006). In accordance with this advice, we propose to adopt an iterative approach to the TA that firstly seeks to reduce the need to travel through maximising sustainable accessibility, and then mitigates the impacts of residual trips. The other key issues that the TA will need to address are:

- Overall accessibility of the development to essential facilities;
- Public transport capacity, routing and attractiveness;
- Measures to positively encourage walking and cycling;
- Safety issues, including identification and resolution of any existing problems;
- Air Quality & Noise issues associated with generated traffic. At this stage we do not anticipate a problem, but it must be a consideration.

The Transport Assessment Model will be the main analysis tool for the TA. Depending on how a Planning Application is submitted, it may be necessary to prepare sub-TA's for the each of the three separate development areas.

Workstream 5 – Preparation of Travel Plan

Objective Produce a Green Travel Plan which addresses issues identified in the Transport Assessment and promotes sustainable travel solutions	To include partial completion of Task 5 – Transport Assessment Report and Green Travel Plan
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The Travel Plan is an intrinsic part of the TA process and will set out in detail the measure necessary to promote attractive sustainable transport options for residents, employers and employees at Daedalus. A plethora of advice now exists on this subject, and we have extensive knowledge and experience in this field.

The Smarter Choices agenda, and the more recent advice on residential travel plans, will form the backbone of our approach to the Travel Plan, but it will be carefully tailored to meet the specific needs and aspirations of the Daedalus development. In our experience, it is often the fine detail of specific measures that ensures their success or otherwise. Seeking community aspirations through consultation will be an important aspect of Travel Plan development.

A Framework Travel Plan will be produced that covers both business and residential uses. We would expect individual businesses to develop discrete Plans within this Framework.