



Imperial Park Bournemouth Limited

**Aviation Business Park and Bournemouth
Airport, Bournemouth**

Area Wide Travel Plan

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Project Code: 05903

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Executive Summary

This Area Wide Travel Plan (AWTP) has been re-launched at a key time for the Aviation Business Park and Bournemouth Airport. Development aspirations are being realised through recent planning consents which has put a renewed focus on influencing the way people travel to the Business Park and Airport by supporting and encouraging sustainable and cost-effective travel choices. The cost-of-living crisis is also having a real impact on the livelihoods of people and businesses and so it is key to ensure there are a range of cost-effective ways of travelling to the Aviation Business Park and Airport; the AWTP has a key role in supporting and facilitating this.

The owners of the Aviation Business Park and Bournemouth Airport (Imperial Park Bournemouth Limited (IPB) and Bournemouth International Airport Limited (BIAL), respectively) are committed to delivering the strategy and measures contained within this document. These measures have been identified to reflect the modes with the greatest potential for modal shift and for the most regular journeys to, and from the site.

The strategy provides a framework within which stakeholders can work together to positively manage the travel demand generated by the Aviation Business Park and Bournemouth Airport and has been prepared through consideration of the latest transport and aviation policy and guidance at a local and national level.

The AWTP has been driven by a collective, multi-modal vision:

“to ensure all users are able to make use of reliable, convenient, efficient, and cost-effective transport solutions, that tip the balance in favour of sustainable travel modes and are seamlessly integrated throughout each individual journey to the Aviation Business Park or Bournemouth Airport”

A comprehensive management structure has been defined, led by senior members of staff from IPB and BIAL to have the necessary authority and to help drive the Travel Plan forward. This will be further supported by the already established Bournemouth Airport Transport Forum comprising key stakeholders across the business park and Airport. The efforts will be coordinated by the Area Wide Travel Plan Coordinator and there will be company level travel ambassadors to ensure the Travel Plan and its obligations are coordinated at individual company level.



I Introduction

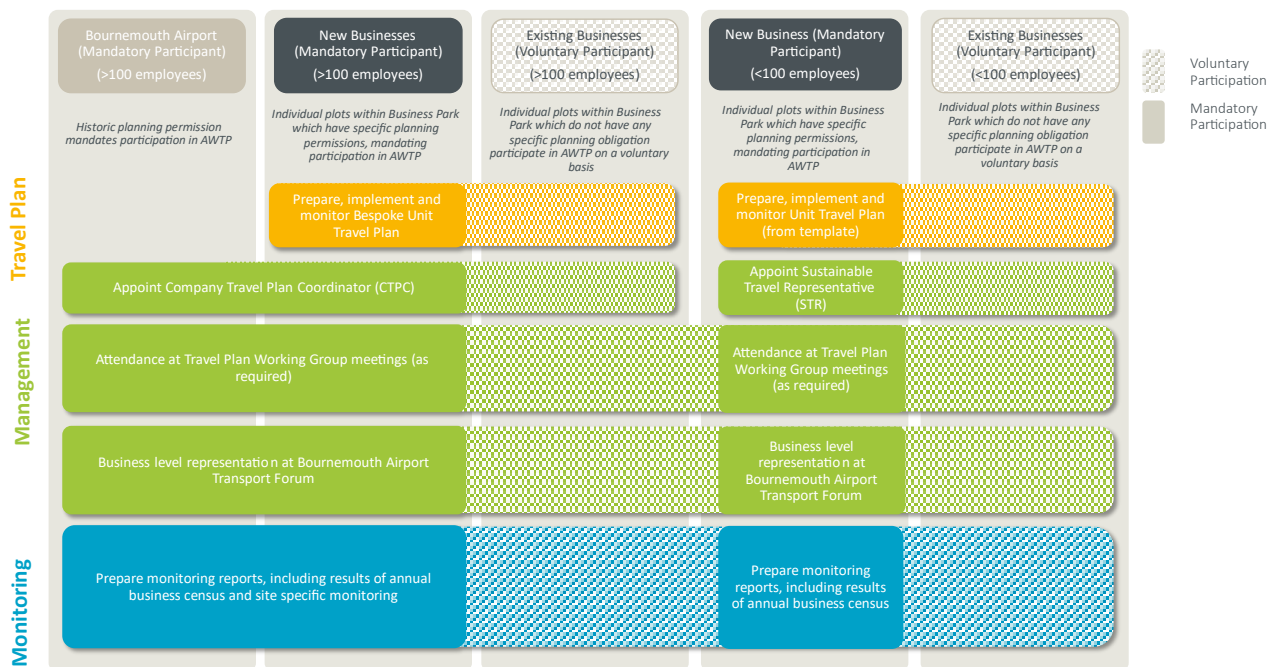
I.1 Overview

- 1.1.1 Aviation Business Park and Bournemouth Airport are located approximately 10km north of Bournemouth, 6km north-west of Christchurch, 12km north-east of Poole, and 2km east of the nearest settlement at Parley Cross.
- 1.1.2 The way that employees, passengers, and visitors, travel to and from Aviation Business Park and Bournemouth Airport has an impact. The impact is felt especially by each operator, and also on operation of the local highway network; the quality of the local environment; and the carbon emissions generated. There therefore is a collective responsibility of all stakeholders to promote the use of sustainable travel modes (walking, cycling, public transport and car sharing), and improve the quality and availability of travel modes to generate outcomes that overcome these impacts.
- 1.1.3 This Area Wide Travel Plan (AWTP) has been re-launched at a key time for the Aviation Business Park and Bournemouth Airport. Development aspirations are being realised through recent planning consents which has put a renewed focus on influencing the way people travel to the Business Park and Airport by supporting and encouraging sustainable and cost-effective travel choices. The cost-of-living crisis is also having a real impact on the livelihoods of people and businesses and so it is key to ensure there are a range of cost-effective ways of travelling to the Aviation Business Park and Airport. This strategy provides a framework within which stakeholders can work together to positively manage the travel demand generated by the Aviation Business Park and Bournemouth Airport.
- 1.1.4 This AWTP has been driven by a collective, multi-modal vision:
- “to ensure all users are able to make use of reliable, convenient, efficient, and cost-effective transport solutions, that tip the balance in favour of sustainable travel modes and are seamlessly integrated throughout each individual journey to the Aviation Business Park or Bournemouth Airport”*
- 1.1.5 This document sets out an overview of the policy background and access to the Aviation Business Park and Bournemouth Airport both today and in the future, before outlining how this AWTP will be monitored, and stakeholders engaged. It finishes by setting out how targets have been set and the measures which have been developed to achieve these. There is a long-term obligation to ensure that the AWTP is actively implemented, monitored, and updated. It is intended that the AWTP will be updated after a period of three years from the date it is agreed by BCP Council.

1.2 Scope of Influence

1.2.1 As part of the historical and recent planning consents issued and implemented across the wider site, there are various obligations relating to travel planning activities, which this AWTP seeks to address. At the Aviation Business Park, participation in this AWTP is only mandatory for individual plots implemented under specific planning permissions. These plots are referred to throughout this AWTP as “*mandatory participants*”. For existing plots without any specific planning obligation, participation in the AWTP would be on a voluntary basis, but strongly encouraged. These plots are referred to throughout this AWTP as “*voluntary participants*”. These nuances in participation are clearly denoted throughout this AWTP, and summarised below:

Figure 1-1: Voluntary and Mandatory Levels of Participation



1.2.2 The requirement for an AWTP has been further obligated through the recent planning applications at the Aviation Business Park. These applications and the impacts of the development that could be implemented under these has been assessed in detail and in close liaison with BCP Council officers.

1.2.3 The development has been assessed in line with the terms of the NPPF which requires the cost-effective mitigation of development impacts to ensure that these are not severe in magnitude. As part of the assessment, it has been required by BCP Council that a robust set of traffic flows are used which assume current travel patterns are maintained and a set of highway improvements designed and triggered on this basis. Given this, the requirements of NPPF to mitigate the impact of the development under a predict and provide approach have been met, without a modal shift. As a modal shift is required to meet the terms of NPPF, the primary target should be to ensure that



the current levels of single occupancy car travel are no worse than that used to inform the TA. Nevertheless, through the implementation of this AWTP and the measures and initiatives contained within it, it is envisaged that modal shift could actually be achieved both at those businesses occupying the business park at the time of preparing this report (Voluntary Participation) and those occupying the business parking in the future (Mandatory Participation). This would lead to improved conditions on the local highway network, perhaps mitigating, at least in part, associated highway impacts and allow the triggers for the infrastructure to be postponed or even cancelled. This position has been considered when setting appropriate targets in later chapters. A summary of the headline figures used in the assessment are as follows:

- Traffic flows from traffic surveys used to replicate existing businesses travel undertaken in 2019 is the baseline for the TA and is the baseline for any modal split target setting.
- A first principles approach for new development at the business park assumes a robust modal split of 85.6% car driver (in line with the 2011 census) which was the basis of the TA. This modal split is referred to throughout this report as the TA baseline modal split.

1.2.4 This AWTP includes a commitment for all mandatory participants to prepare and implement a Unit Travel Plan. Each Unit Travel Plan will build upon the principles established within this AWTP and provide a specific set of targets and measures for an individual business. They will be prepared at two scales, reflecting the size of the individual plot:

- **Bespoke, detailed Unit Travel Plans** will be prepared by the CTPC of each mandatory participant with over 100 employees on site prior to occupation of the individual unit; and
- Using a **template, Unit Travel Plans** will be prepared by STRs (supported by the AWTPC) at mandatory participants with less than 100 employees prior to occupation of the individual unit.

1.2.5 This AWTP considers all user groups/trip types at both Aviation Business Park and Bournemouth Airport, but specifically those trips which account for the highest volume of trips, occur most frequently and have the greatest potential to influence through travel planning measures.

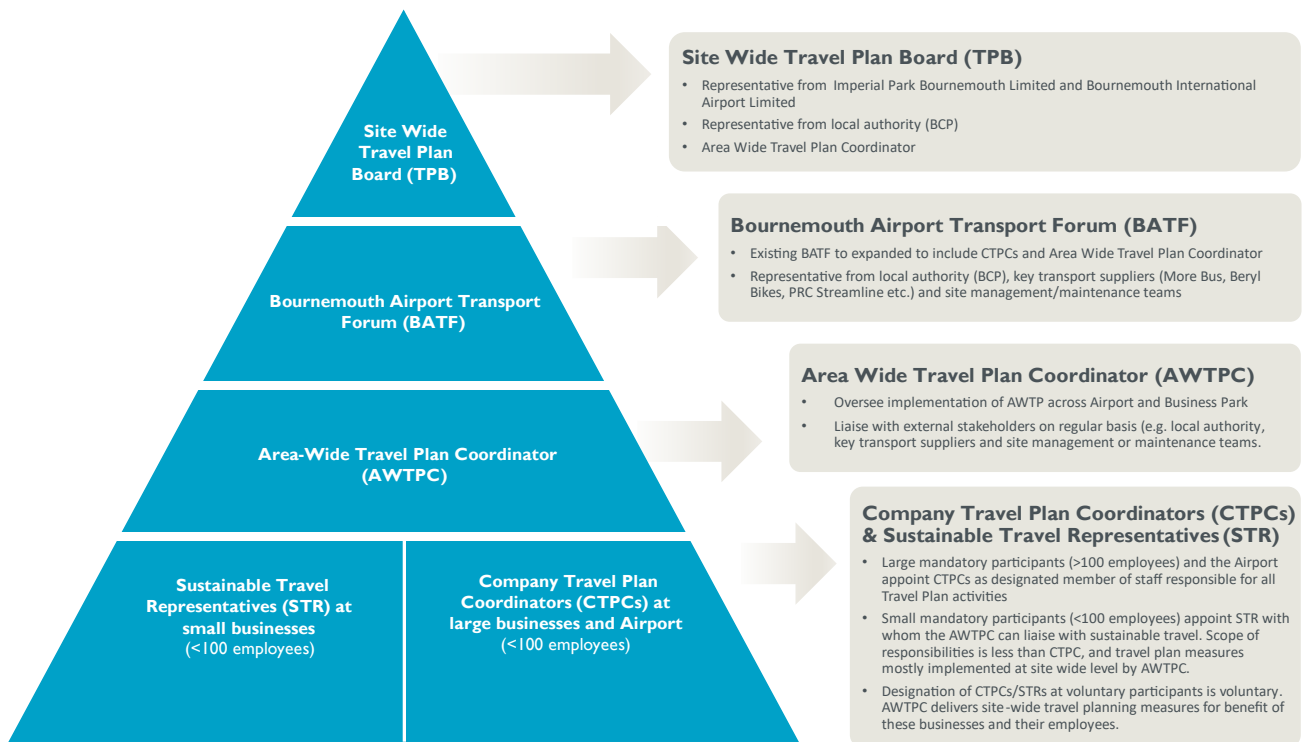
Figure 1-2: User Groups and AWTP Influence



1.3 Management Structure

1.3.1 Stakeholder involvement is integral to the success of this AWTP. A robust governance structure has therefore been developed which provides key lines of reporting through which this AWTP will be implemented, monitored, and updated.

Figure 1-3: Governance Structure

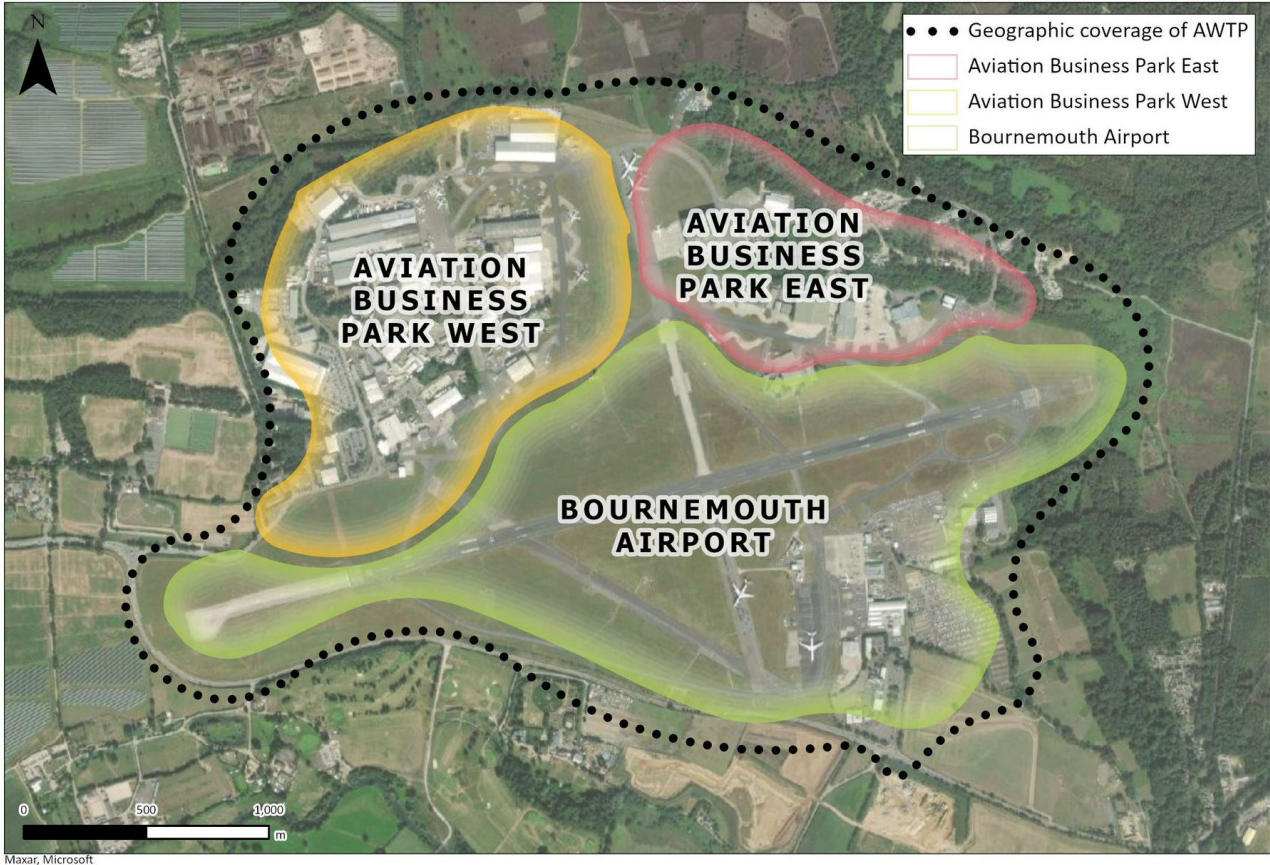




1.4 Geographic Coverage

1.4.1 The AWTP covers an area encompassing the Aviation Business Park (both eastern and western sides) and Bournemouth Airport. The geographic coverage is shown indicatively in Figure 1-4 .

Figure 1-4: Geographic Coverage of AWTP



1.5 Airport/Business Travel Plan Coordinator Contact Details

1.5.1 The role of Area Wide Travel Plan Coordinator for the Airport and Business Park is currently being undertaken by the organisation listed below. Their contact details are set out below. Any updates will be provided to Bournemouth, Christchurch and Poole (BCP) Council.

- **Address:** PJA, Park Point, High Street Longbridge, Birmingham, B31 2UQ
- **Telephone:** 0121 475 0234
- **Email:** travelplanning@pja.co.uk

1.6 Site Ownership

1.6.1 The Business Park is under the ownership of Imperial Park Bournemouth Limited and airport is under the ownership of Bournemouth International Airport Limited.



1.6.2 The units within the Aviation Business Park are occupied under various different arrangements; owner occupied, leased from Imperial Park Bournemouth Limited or subleased via a third party leased from Imperial Business Park Limited.

1.7 Planning Context/History

1.7.1 There is a long planning history associated with the Aviation Business Park and Bournemouth Airport. As part of the historical and recent planning consents issued and implemented, there are various obligations relating to Travel Planning:

Table 1-1: AWTP – Planning Context/History

| Application Ref | Application For | Obligations |
|--|---|---|
| 8-07-0065 (2007) | Passenger terminal for refurbishment and extension of existing passenger terminal facilities including car parking. | Prior to this Bournemouth Airport had adopted an Airport Surface Access Strategy (SAS) in 2000. Via S106, the following obligations were secured: <ul style="list-style-type: none"> • Maintain an Airport Transport Forum to inform, monitor and review the SAS. • Implement the Interim “Green Travel Plan”. • Undertake monitoring within 3 months of occupation by an independent highways consultant. • Submit a monitoring report within 12 months of surveys to include measurement against targets and details of remedial measures. • Annual requirement for monitoring thereafter. • Revise/update the “Green Travel Plan” every 3 years. |
| 8-07-0569 (2007) | Aviation Business Park – outline application for B1/B8 up to 2,267sqm | Under previous Travel Plan obligations. |
| 8-11-0329 (2011) | Aviation Business Park – B1/B2/B8 up to 42,000sqm | Submission of an Area Wide Travel Plan (a revised “Green Travel Plan”). Monitored in line with obligations under 8-07-0065. |
| 8-12-0359 (2012) | Aviation Business Park – Reserved matters under 8-11-0329 (incl. AIM) | - |
| 8-14-0637 (2014) | Aviation Business Park – Outline application for B1/B2/B8 up to 31,900sqm | In accordance with AWTP. |
| 8-15-0315 (2015) | Aviation Business Park – Full application B1/B2/B8 of 14,685sqm (Curtiss Wright). | - |
| 8-19-1535 (2019) | Aviation Business Park – Full application for Gatehouse. | - |
| 8-19-0864 (2019) Approved subject to s106 | Outline application for B1/B2/B8 up to 85,100sqm. | S106 negotiations ongoing. |
| 8-19-0882 (2019) Approved subject to s106 | Aviation Business Park – Full application for B1c/B2/B8 of 10,328qm. | Unit Travel Plan in line with AWTP. |
| 8-19-0870 (2019) Approved subject to s106 | Aviation Business Park – Full application for spine road. | - |
| 8-20-0507 (2020) | Aviation Business Park – Full application B1c/B2/B8 of 3,635sqm (Plot 3). | Unit Travel Plan in line with AWTP. |



| Application Ref | Application For | Obligations |
|------------------|--|-------------------------------------|
| 8-20-0952 (2020) | Aviation Business Park – Full application B1c/B2/B8 of 13,006sqm (Plot 5). | Unit Travel Plan in line with AWTP. |



2 Policy and Guidance Context

2.1.1 This AWTP has been prepared with consideration given to relevant planning, transport, and aviation related policy / guidance.

2.2 Planning Policy / Guidance

National Planning Policy Framework (NPPF)

2.2.1 The NPPF was updated in July 2021 setting out the Government's planning policies for England and how these should be applied to achieve sustainable development.

2.2.2 Paragraph 85 emphasises the important of recognising the sensitivities around development in rural locations:

“Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist”.

2.2.3 Paragraph 104 states:

“Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) the potential impacts of development on transport networks can be addressed;*
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised - for example in relation to the scale, location or density of development that can be accommodated;*
- c) opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed, and taken into account - including appropriate opportunities for avoiding and mitigating any adverse effect, and for net environmental gains; and*
- e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.”*



2.2.4 Paragraph 110 states:

“In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
- b) safe and suitable access to the site can be achieved for all users;*
- c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and*
- d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”*

2.2.5 The NPPF defines a Travel Plan as:

“a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed”

2.2.6 Paragraph 113 sets out the need for supporting documentation for planning applications:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.”

This AWTP complies with NPPF by pursuing **appropriate** opportunities to **promote walking, cycling and public transport use**, given the site location and land use. Together, these measures will seek to **deliver the sustainable transport objectives** set out within this report and **cost-effectively reduce the transport effects of development** at the site.

Department for Transport (DfT) Decarbonising Transport: A Better, Greener Britain (2021)

2.2.7 This document sets out the government’s commitments and actions needed to decarbonise the UK transport system and to achieve net carbon zero, across all industries, by 2050.



2.2.8 Relevant strategic priorities within this policy document include:

- 1 **Accelerating modal shift to public and active transport** – achieved by providing cohesive, widely available, net zero public transport network, using technology to help reduce carbon footprint, and public transport or active travel will be the first choice for daily activities; and
- 2 **Decarbonising Road Transport** – achieved by phasing out all non-zero emission road vehicles by 2040 and ensuring infrastructure is not a barrier to the zero-emission transition.

This AWTP will contribute towards Government ambitions to achieve net carbon zero, by **promoting opportunities for public transport and active travel, and providing suitable infrastructure to support the transition to use of zero emission road vehicles.**

BCP Council Climate and Ecological Emergency Action Plan (2020 – 2030/2050)

2.2.9 In July 2019, BCP Council declared a Climate and Ecological Emergency, in line with the same action by UK Parliament. The following commitments, of relevance to this report, are set out below:

- i) Pledge to make BCP Council and its operations carbon neutral by 2030, taking into account both production and consumption emissions;
- iii) Work with partners, businesses, and the wider community to investigate, make recommendations and set a target date for how early the BCP region can be made carbon neutral, ahead of the UK target of 2050
- vi) Continue to work with partners across the city region to deliver this new goal through all relevant strategies and plans.

2.2.10 An Action Plan was approved in December 2019 for public consultation and outlines the actions that will be taken to become carbon neutral. For travel, the Action Plan states that BCP Council will work with Partners to implement the following, of relevance to this strategy:

- Develop a BCP Walking and Cycling Strategy (2020-2035) and expand cycle network and storage facilities at major destinations;
- Assess the provision of segregated cycle lanes, cycle priority at traffic lights and a training programme for safe cycling;
- Promote the expand car club schemes across the BCP Council area;
- Promote and expand the Business Travel Network;
- Assess the feasibility of the introduction of electric or hydrogen buses and charging/fuelling infrastructure;
- Seek to work with operators to delivery smart, integrated ticketing, and innovative pricing structures to encourage use;



- Commence Transforming Cities Fund sustainable travel initiatives;
- Consider installing electric vehicle charging points across conurbation;
- Seek to work with Bournemouth Airport to encourage reduced emissions from flights and passenger travel.

This AWTP will contribute towards local strategies to achieve net carbon zero, by promoting **opportunities for public transport and active travel**, and providing suitable infrastructure to **support the transition to use of zero emission road vehicles**, particularly for businesses on-site within the **logistics sector**. The AWTP will cover **passenger travel at Bournemouth Airport**, directly supporting measures identified within the Action to encourage **reduced emissions** by this land use.

Christchurch and East Dorset Adopted Core Strategy

2.2.11 The Core Strategy sets out the development strategy until 2028 for both Christchurch and East Dorset, this was adopted in April 2014.

2.2.12 The Adopted Core Strategy states:

“All major development proposals that have significant transport implications (as defined in the national Guidance on Transport Assessment (2007) or any superseding national guidance or Local Development Document) will need to be accompanied by a transport assessment and comprehensive travel plan. The Councils will seek to ensure the transport impact of any new development is fully mitigated, principally through reducing and managing the need to travel, especially by single occupancy private car. Developers will be expected to work with the Borough, District and County Councils, and the Highways Agency where appropriate, to ensure the mitigation of residual trips (for example through contributing to those schemes identified in the Local Transport Plan: Implementation Plan).”

2.2.13 The document sets out a number of key strategies, KS9 is based on Transport Strategy. It states:

“Travel Plans to encourage working from home and car sharing to work to help reduce congestion levels and the level of parking provision required at employment locations.”

2.2.14 Policy KS11 states a Travel Plan to promote sustainable travel patterns should be implemented as part of wider measures identified within a submitted Transport Assessment.

2.2.15 Policy BA1 describes the vision for Bournemouth Airport, stating:

“Successful implementation of the airport's area wide travel plan is required to help facilitate sustainable access to the airport and business park.”



This AWTP directly aligns to Policy BA1 and contains a range of **measures to reduce and manage the need to travel by private car**. It has been developed through liaison with BCP Council, and other relevant stakeholders.

South East Dorset Urban Mobility Strategy

- 2.2.16 The Dorset Local Enterprise Partnership (LEP) in partnership with BCP Council and Dorset Council developed the South East Dorset Urban Mobility Strategy (SEDUMS) in 2020. This document sets out a transport strategy for the period to 2038, to facilitate economic growth through enhanced mobility and connectivity.
- 2.2.17 Through development of the strategy, a long list of 171 options and potential interventions were developed through review of local, regional, and national policies, stakeholder engagement and promoters of strategic development sites. These options were then scored using a multi-criteria appraisal toolkit, to define a shortlist of 121 interventions which were refined into a series of transport packages. The impact of these packages was assessed using the South East Dorset Multi-Modal Model (SEDMMTM).
- 2.2.18 Relevant shortlisted interventions which specifically reference the Airport and/or Aviation Business Park are listed below:
- Travel Plans for key sites – Bournemouth Airport and Aviation Business Park Travel Plan (Short Term)
 - Improved bus frequencies and accessibilities – improving access to Bournemouth Airport, the Port of Poole and Portland Port (Medium Term)
 - Improving accessibility – Express bus services to Verwood, Ferndown, West Moors, Wimborne, Bournemouth Airport and Ferndown and Bournemouth Airport business parks (Medium Term)
 - New transport hub – Bournemouth Airport interchange/transport hub (Medium Term)
 - New services – new/improved journey opportunities in areas not served by rail (north Bournemouth, north Poole, Ferndown, Bournemouth Airport, Verwood, Wimborne) (Long Term)
- 2.2.19 Based on the outputs of the testing in SEDMMTM, an economic appraisal was undertaken, demonstrating a “*strong case for action*” based on the value for money and wider economic benefits.
- 2.2.20 Tested interventions were included within an implementation plan, which will be annually reviewed by Dorset LEP, BCP Council and Dorset Council to track progress. A prioritised and phased implementation processes for three timescales, including the first five years was defined, which



included short term measures such as preparing a Travel Plan for Bournemouth Airport and Aviation Business Park.

- 2.2.21 The strategy notes that medium-term interventions are conceptual, and may require additional research to determine their applicability to the South East Dorset area. Development of these interventions will require more detailed scoping, consultation, and option development before moving towards preparation of a Business Case and identification of funding opportunities. For long-term interventions, the strategy notes these will be most effective when implemented as part of a “*cohesive, multi-modal network of mobility*” and dependent on the success of short- and medium-term interventions. It should be noted that these are aspirational at this stage, given the complexities of implementation and visionary nature of the outcomes.

The evidence base and implementation plan for the short-term provided within the SEDUMS has been used to **inform the targets and measures contained within this AWTP.**

Bournemouth, Christchurch, and Poole Local Plan

- 2.2.22 This plan sets out a framework of policies and site allocations to guide development in the region over the next 20-year period. This will replace the current Local Plans adopted by the three preceding councils. This Local Plan is currently under development.

2.3 Transport Policy / Guidance

Travel Plans, Transport Assessments and Statements (NPPG 2014)

- 2.3.1 This document states that Travel Plans are:

- Ways of mitigating the negative transport impacts of development in order to promote sustainable development;
- Long term management strategies for integrating proposals for sustainable travel into the planning process; and
- Based on the evidence of the anticipated transport impacts of a development and set measures to promote and encourage sustainable travel.

- 2.3.2 It specifically states that:

“Where they may be more effective or sustainable outcomes, and in order to mitigate the impact of the proposed development, consideration may be given to travel planning over a wider area”

- 2.3.3 Travel Plans should:

- identify the specific required outcomes, targets, and measures, and set out clear future monitoring and management arrangements all of which should be proportionate.



- consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.
- set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles).
- address all journeys resulting from a proposed development by anyone who may need to visit or stay.
- seek to fit in with wider strategies for transport in the area.
- evaluate and consider:
 - benchmark travel data including trip generation databases;
 - information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
 - relevant information about existing travel habits in the surrounding area;
 - proposals to reduce the need for travel to and from the site via all modes of transport;
 - provision of improved public transport services.
- may include:
 - parking strategy options.
 - proposals to enhance the use of existing, new and improved public transport services and facilities for cycling and walking both by users of the development and by the wider community.

2.3.4 In relation to monitoring, the guidance states that Travel Plans should:

- Clearly set out what data is to be collected, and when, establishing the baseline conditions in relation to any targets;
- The length of time over which monitoring will occur and the frequency, depending on the nature and scale of the development;
- Clearly set out who has responsibility for monitoring compliance; and
- Only cease when there is sufficient evidence for all parties to be sure that the travel patterns of the development are in line with the objectives of the Travel Plan. This includes meeting the agreed targets over a consistent period of time. At this point the Travel Plan would become a voluntary initiative.

The content of this AWTP **aligns with the requirements set out within this guidance for both implementation and monitoring** and will **deliver area-wide travel planning activities across the Aviation Business Park and Bournemouth Airport** to ensure efficient outcomes.



Good Practice Guidelines, Delivering Travel Plans through the planning process (DfT, 2009)

- 2.3.5 Whilst this document has been superseded by the current PPG guidance outlined above, it does provide detailed guidance relating to the delivery of Travel Plans. It states the primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g., walking, cycling, public transport and tele-commuting, in connection with both proposed and experience developments and through this, thereby reduce the demand for travel by less sustainable modes.
- 2.3.6 It specifically explains the purpose and scope of Area Wide travel plans, as follows:
- Use for situations where it is essential to consider an area wider than an individual site if the outcomes sought are to be delivered;
 - Approach can be used where there are a number of developments in a particular area or where no single site travel plan can effectively respond to the outcomes required;
 - Should be managed by estate ownership or occupiers in conjunction with other key agencies;
 - Can be assisted by setting up a Transport Management Association.
- 2.3.7 In relation to setting targets, the document makes it clear that for new developments, outcome targets are best expressed in terms of maximum end levels of car use, representing a reduction in car use against what would have been expected to have been achieved without a Travel Plan. It also states consideration should be given to interim targets when the development is phased.
- 2.3.8 The guidance makes it clear that effective travel plans will require effective co-operation between all key stakeholders e.g. local highway authority, developers, occupiers, public transport operators, and be based on evidence of the anticipated transport impacts of the development.

Bournemouth, Poole and Dorset LTP3

- 2.3.9 Bournemouth, Poole and Dorset Local Transport Plan 3 (LTP3) is a 15-year strategy covering the period from 2011 and 2026. It sets out a long-term vision for how the transport network will be developed.
- 2.3.10 The need for Travel Plans at new development is set out in Policy LTP F-2 of the Bournemouth, Poole and Dorset Local Transport Plan 3. Policy LTP F-2 states:

“Requirements for Transport Assessments and Travel Plans will be applied through Local Development Documents for all planning applications for development that may have significant impacts on the transport network. These should consider potential impacts on all modes of transport, including walking and cycling, the safety of all users, and impacts on the environment



(including CO2 emissions). Travel Plans should clearly set out measures to reduce single occupancy car use, management arrangements, and quantitative targets and monitoring.”

2.3.11 The LTP3 defines Travel Plans as a combined package of measures introduced to reduce the volume of car journeys and encourage people to use more sustainable travel modes, normally related to businesses or schools. The LTP3 sets out a list of priorities as a result from increased investment in Travel Plan resources:

- *“Reducing single occupancy car-based commuter and business trips through developing effective Workplace Travel Plans with existing larger employers (or groups of employers) and those in areas of significant congestion, co-ordinated through WESTNET (Wessex Travel Network¹);*
- *Promoting employer initiatives such as the Cycle to Work guarantee, Bicycle User Groups and car sharing;*
- *Reducing the need for business travel through promoting smarter, cost efficient working practices such as teleworking, teleconferencing and the use of workplace hubs;*
- *Mitigating the impact of new residential and commercial development with improved monitoring of Travel Plans established through the planning process; and*
- *Encouraging and rewarding the development of Travel Plans through initiatives such as the Dorset Travel Plan awards, in conjunction with local business networks and schools”*

This AWTP will **consider all travel modes**, including walking and cycling, and the impact on the environment. It will **align with Policy LTP F-2**, and priorities outlined within this policy document for **all trip types generated by the site on a proportionate basis** based on the scope of influence in Figure 1-2.

2.4 Aviation Policy / Guidance

Aviation Policy Framework (2013)

2.4.1 Bournemouth Airport is required to prepare an Airport Surface Access Strategy (ASAS) by the Aviation Policy Framework (2013) sets out the government’s policy to allow the aviation sector to continue to make a significant contribution to economic growth across the country. It states that:

“All airports in England and Wales with more than 1,000 passenger air transport movements a year are currently advised to set up air transport forums (ATFs)”

2.4.2 It recommends that all ATFs produce airport surface access strategies (ASAS) setting out:

¹ WESTNET not understood to be operational at the time of writing this AWTP.



- targets for increasing the proportion of journeys made to the airport by public transport for both airport workers and passengers;
- the strategy to achieve those targets; and
- a system whereby the forum can oversee implementation of the strategy.

2.4.3 The Policy Framework states that suggested content for inclusion within an ASAS should include:

- *“Analysis of existing surface access arrangements;*
- *Targets for increasing the proportion of journeys made to the airport by public transport by passengers and employees; cycling and walking. There should be short- and long-term targets;*
- *Consideration of whether freight road traffic can be reduced;*
- *Consideration of how low carbon alternatives could be employed;*
- *Short-term actions and longer-term proposals and policy measures to deliver on targets such as:*
 - *proposed infrastructure developments e.g., light rail;*
 - *car/taxi sharing schemes;*
 - *improved information provision on public transport, cycling and walking options;*
 - *car park management; and*
 - *Through-ticketing schemes;*
- *Indication of the cost of any proposals;*
- *Performance indicators for delivering on targets;*
- *Monitoring and assessment strategies (internal and external); and*
- *Green transport incentive schemes for employees.”*

2.4.4 The guidance recognises that the different proposals for meeting targets will be appropriate for different areas, and therefore this is not a prescriptive or exhaustive list.

2.4.5 The Framework also states that:

“Local people, town and parish councils which have qualifying airports within their boundaries, business representatives, health and education providers, environmental and community groups should be involved in the development of airport surface access strategies”.

Production of an ASAS is not a formal requirement for Bournemouth Airport at this stage. However, **consideration will be given to the ASAS elements suggested within the policy, for inclusion in the AWTP**, where relevant and appropriate. **Engagement will be undertaken through the Airport Transport Forum** to develop the AWTP, in line with ASAS guidance.



3 Existing Surface Access

3.1 Overview

- 3.1.1 This AWTP relates to both the Aviation Business Park and Bournemouth Airport, and this section outlines the existing surface access at a site wide level for both elements.
- 3.1.2 Where applicable, detailed information regarding staffing levels, shift times, parking provision, and on-site sustainable travel infrastructure at individual businesses is provided within respective Unit Travel Plans for mandatory participants.
- 3.1.3 As part of the monitoring requirements for this AWTP, details of any updates to existing surface access in terms of changes to availability of travel infrastructure or levels of development at either element of the site, will be included in subsequent monitoring reports.

3.2 Current Development

Bournemouth Airport

Passengers

- 3.2.1 Based on data collected by the Civil Aviation Authority (CAA)² for 2015 to 2021 and provided by the Airport Operational Management team for 2022, the key trends in passenger levels over the past seven years are as follows:
- Throughout the year, there are higher passenger numbers recorded at Bournemouth Airport in the summer months, reducing over the winter period. This reflects the flight patterns at the Airport;
 - Between 2015 and 2018, passenger numbers at Bournemouth Airport were consistent, at approximately 700,000 passengers per annum;
 - In 2019, there was growth in passenger levels to approximately 800,000 passenger per annum; and
 - During the COVID-19 pandemic (2020 -2021), passenger levels fell, however, there are now signs of recovery back to pre-COVID trends in the data recorded for 2022.

² Civil Aviation Authority - <https://www.caa.co.uk/data-and-analysis/uk-aviation-market/airports/uk-airport-data/>



Figure 3-1: Bournemouth Airport – Total Passenger Numbers per annum (2015 – 2022)

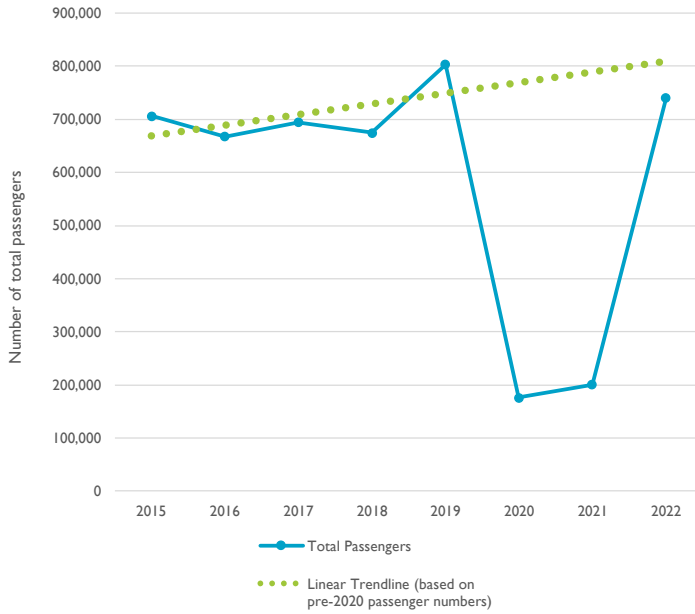
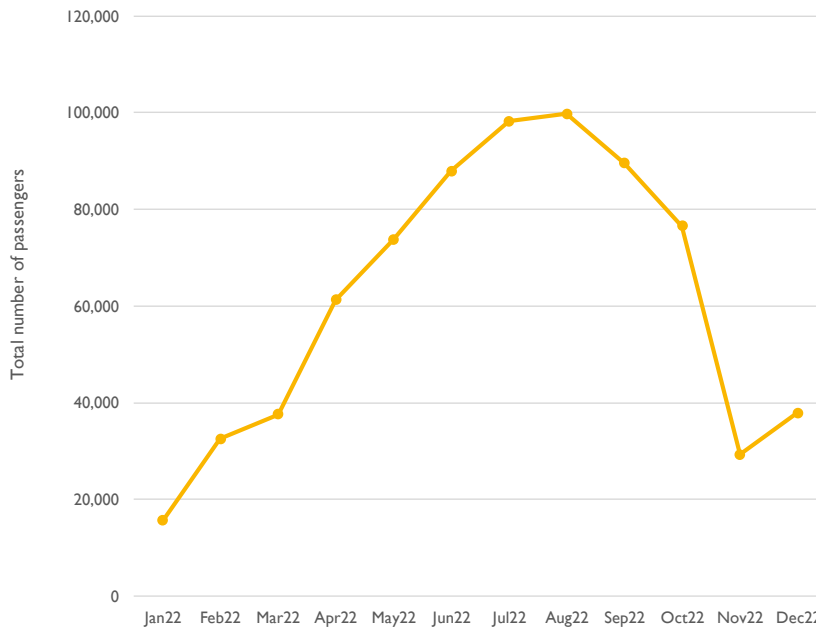


Figure 3-2: Bournemouth Airport – Monthly passenger numbers (2022)



Freight

3.2.2 Prior to the COVID-19 pandemic, volume of freight activity (cargo aircraft) was low, however, there were considerable levels of freight activity during the COVID-19 pandemic, when passenger flights were reduced. Throughout 2022, there has been a higher level of freight at the Airport than pre-2021.

Figure 3-3: Bournemouth Airport – Weight of freight movements (2011 – 2022)

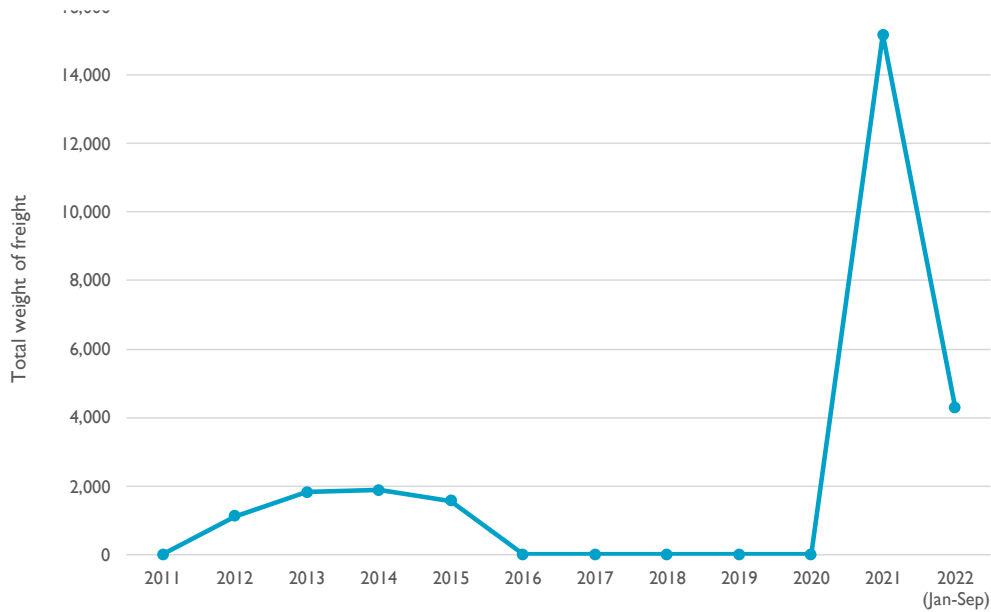
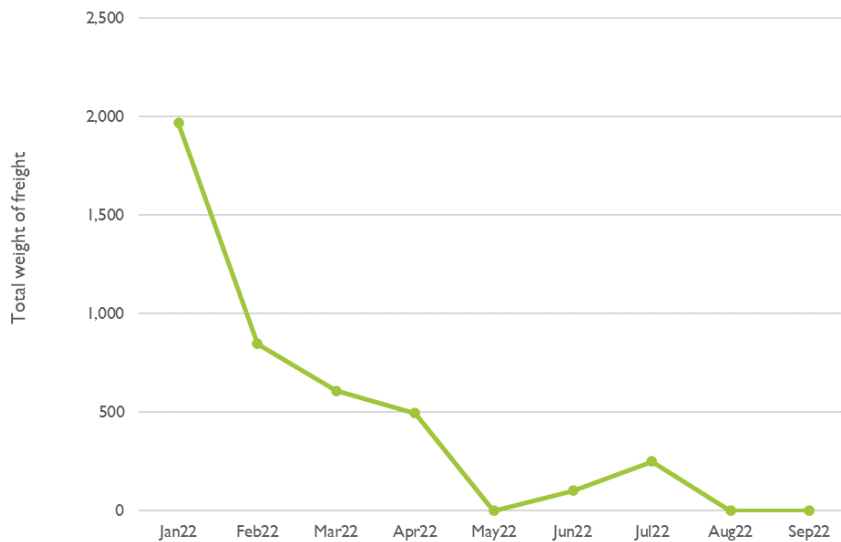


Figure 3-4: Bournemouth Airport – Weight of freight movements (by month, 2022)



Staffing

3.2.3 Operations and staffing levels at Bournemouth Airport are seasonal in nature, reflecting the demand for flights to/from the Airport. In winter, the Airport currently employs approximately 260 staff, and 310 staff in the summer, with approximately 70% working on a full-time basis, and 30% working on a part-time basis (30-hour week).



- 3.2.4 The propagated opening hours of the Airport are 06:30 – 21:30, however flight extensions are available beyond 21:30, particularly in the summer months.
- 3.2.5 Airport staff work on a range of shift patterns, mostly reflecting the Airport opening hours. Check-in staff typically arrive from 04:00, and office staff will work typical daywork office hours (i.e., 09:00 – 17:00). This is summarised in Table 3-1.

Table 3-1: Typical shift times at Bournemouth Airport

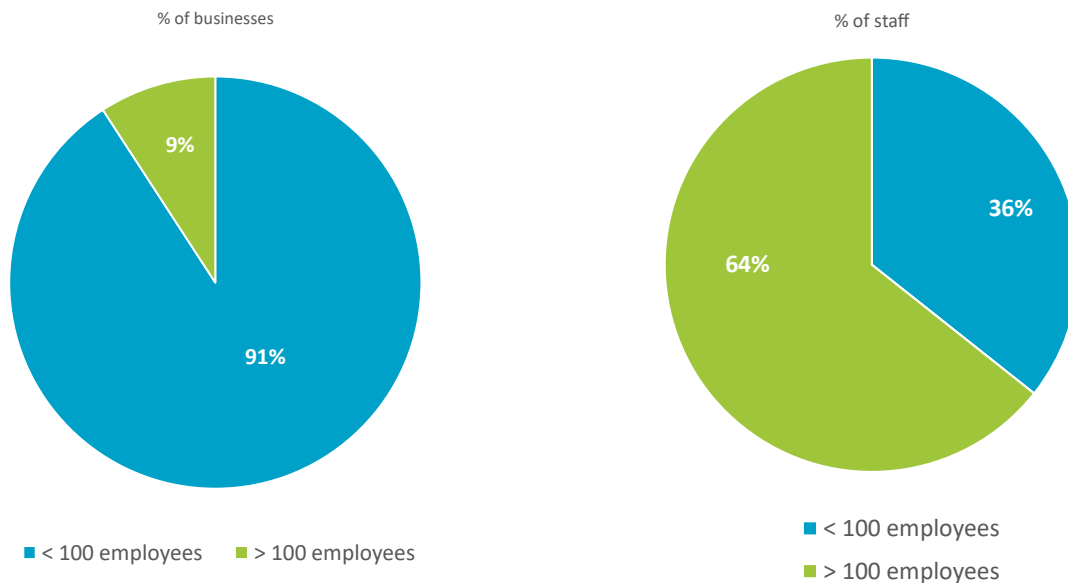
| Team | Summer season | | | Winter season | | |
|-----------------------|---------------|------------|-------------|---------------|------------|-------------|
| | Days | Start time | Finish time | Days | Start time | Finish time |
| Handling | Mon-Sun | 06:00 | 14:30 | Mon-Sun | 06:30 | 14:00 |
| | Mon-Sun | 14:00 | 00:30 | Mon-Sun | 14:00 | 22:00 |
| Airside Management | Mon-Fri | 08:00 | 17:00 | Mon-Fri | 08:00 | 17:00 |
| | Mon-Fri | 08:00 | 16:30 | Mon-Fri | 08:00 | 16:30 |
| Fire | Mon-Sun | 05:50 | 00:50 | Mon-Sun | 05:50 | 00:50 |
| | Mon-Fri | 08:00 | 17:00 | Mon-Fri | 08:00 | 17:00 |
| Terminal/Security | Mon-Sun | 04:00 | 12:00 | Mon-Sun | 04:00 | 12:00 |
| | Mon-Sun | 06:00 | 14:00 | Mon-Sun | 06:00 | 14:00 |
| | Mon-Sun | 10:00 | 18:00 | Mon-Sun | 10:00 | 18:00 |
| | Mon-Sun | 17:30 | 22:30 | Mon-Sun | 17:30 | 22:30 |
| ATC | Mon-Sun | 06:00 | 14:00 | Mon-Sun | 06:00 | 14:00 |
| | Mon-Fri | 08:30 | 17:30 | Mon-Fri | 08:30 | 17:30 |
| | Mon-Sun | 12:00 | 20:00 | Mon-Sun | 12:00 | 20:00 |
| | Mon-Sun | 18:00 | 02:00 | Mon-Sun | 18:00 | 02:00 |
| Other/Office (Unit 1) | Mon-Fri | 08:30 | 17:00 | Mon-Fri | 08:30 | 17:00 |

Aviation Business Park

- 3.2.6 Aviation Business Park is home to over 100 businesses across multiple market sectors including AVIC Cabin Systems³, Honeywell, Curtiss Wright, Draken, Hobbycraft, Amazon and Gama Aviation. Businesses range in size from micro, small, medium, and large, and total approximately 3,000 – 3,500 employees across all businesses. Some businesses operate from buildings or hangars, whilst others operate without permanent premises using their plots for open-air storage.
- 3.2.7 Most businesses located at the Aviation Business Park are small to medium sized and employ less than 100 employees (91%). However, across the whole business park, most of the workplace population (64%) is employed at businesses with more than 100 employees. This is a consideration when setting targets in individual travel plans.

³ Note: At the time of undertaking the 2022 Annual Business Census, AVIC Cabin Systems were known as AIM Altitude.

Figure 3-5: Number of employees at Aviation Business Park (Source: 2022 Annual Business Census)



3.2.8 At the time of the last Annual Business Census (January 2022) there were nine businesses with more than 100 employees. These businesses, and the tenant status of each business in relation to Imperial Park Bournemouth Limited is set out in Table 3-2.

3.2.9 The tenant status reflects whether there is a direct line of communication in terms of leasing arrangement between existing businesses and Imperial Park Bournemouth Limited, Bournemouth International Airport Limited and/or associated subsidiaries. These parties have greater communication with those businesses which are direct tenants, compared to those who are not, and this should be considered in the context of the measures, governance structures and targets within this AWTP.

Table 3-2: Summary of Existing Businesses over 100 Employees & Ownership Status

| Name of Business | Direct Tenant of Imperial Park Bournemouth Limited, Bournemouth International Airport Limited and/or associated subsidiaries? |
|---------------------------------|---|
| AVIC Cabin Systems ³ | No |
| Basepoint PLC | Yes |
| Draken ⁴ | Yes |
| Curtiss Wright | No |
| European Aviation Ltd | Yes |
| Gama Aviation (Engineering) Ltd | Yes |
| Hobbycraft | No |
| Honeywell | Yes |

⁴ Note: At the time of undertaking the 2022 Annual Business Census, Draken was known as Cobham Aviation Services.

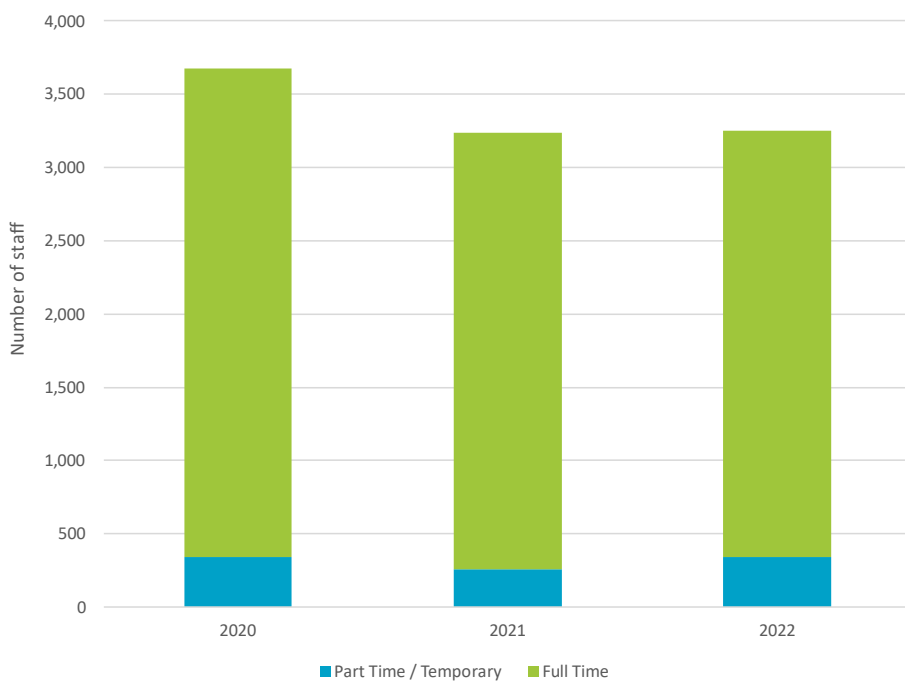


| Name of Business | Direct Tenant of Imperial Park Bournemouth Limited, Bournemouth International Airport Limited and/or associated subsidiaries? |
|--|---|
| L3 CTS Airline and Academy Training Ltd ⁵ | n/a |

3.2.10 Detailed business profiles for each of these businesses are set out in **Appendix A**.

3.2.11 Most staff at Aviation Business Park are employed full-time, with the total number of employees remaining broadly consistent from 2020 to 2022.

Figure 3-6: Number of staff employed full time and part time (Source: 2022 Annual Business Census)



3.3 Current access by sustainable modes

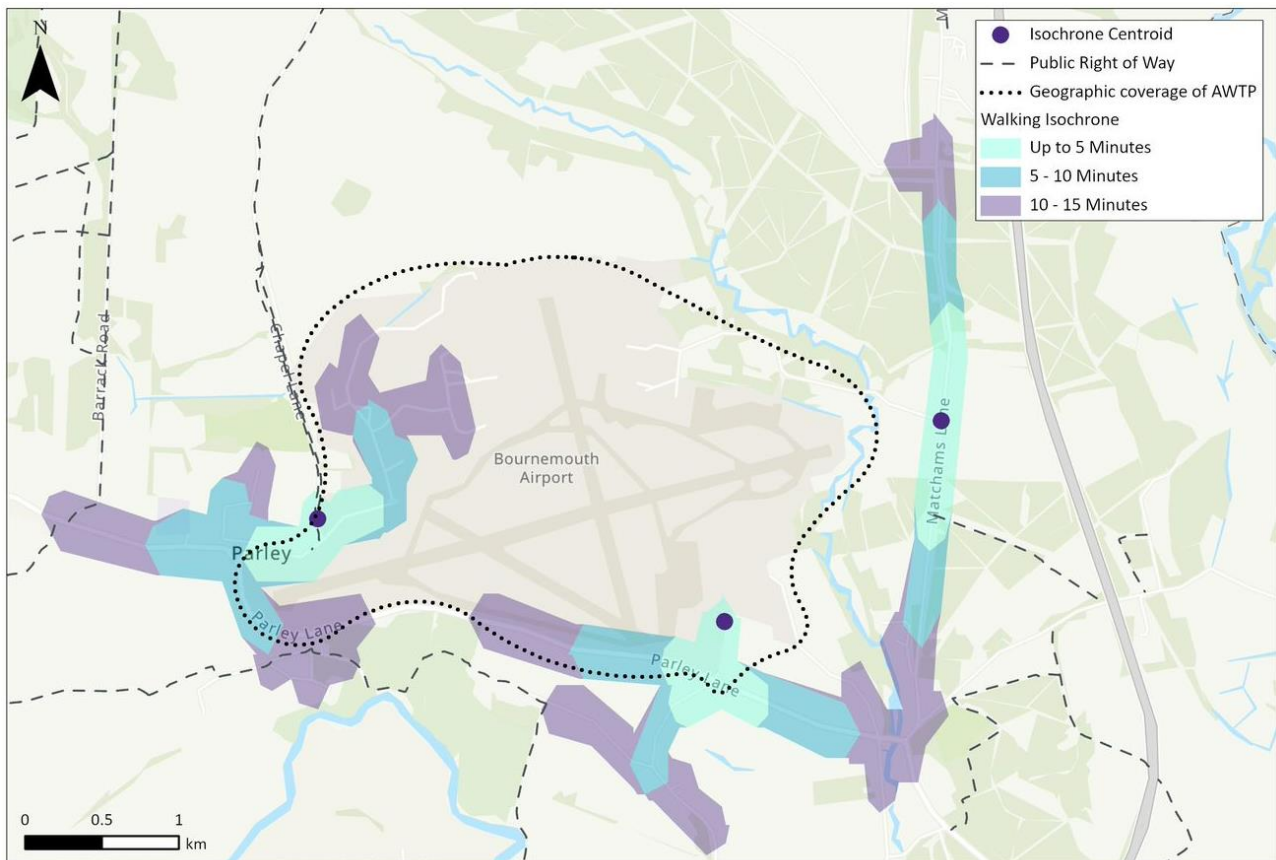
Walking

3.3.1 There are two access points to the Aviation Business Park: formed with Chapel Gate and Matchams Lane. The Chapel Gate access connects into existing footways within the business park on Enterprise Way, and into the external network along Christchurch Road and Parley Lane. Facilities for pedestrians on Viscount Road, Mountbatten Road, Commercial Road and at the Matchams Lane access are limited.

⁵ L3 CTS Airline and Academy Training Ltd occupied a unit on Aviation Business Park at the time of the Annual Business Census in 2022. This unit was vacated by the business in Summer 2022.

- 3.3.2 Access to Bournemouth Airport is provided from Hurn Court Lane. There is a footway provided on the western side of the carriageway, providing access to Parkfield School.
- 3.3.3 There are Public Rights of Way (PRoW) from the eastern access (Matchams Lane) including a bridleway towards Trickett Cross and another to Ferndown Golf Club. There is a footpath along the River Stour, to the south of the business park which passes through Parley Green and West Parley.
- 3.3.4 Walking isochrones measured from the business park and Airport access points along the road network and the existing ProW network are shown on Figure 3-7. These isochrones do not consider the availability or quality of pedestrian infrastructure but provide an indication of the extent of accessibility on foot.

Figure 3-7: Walking Isochrone



Cycling

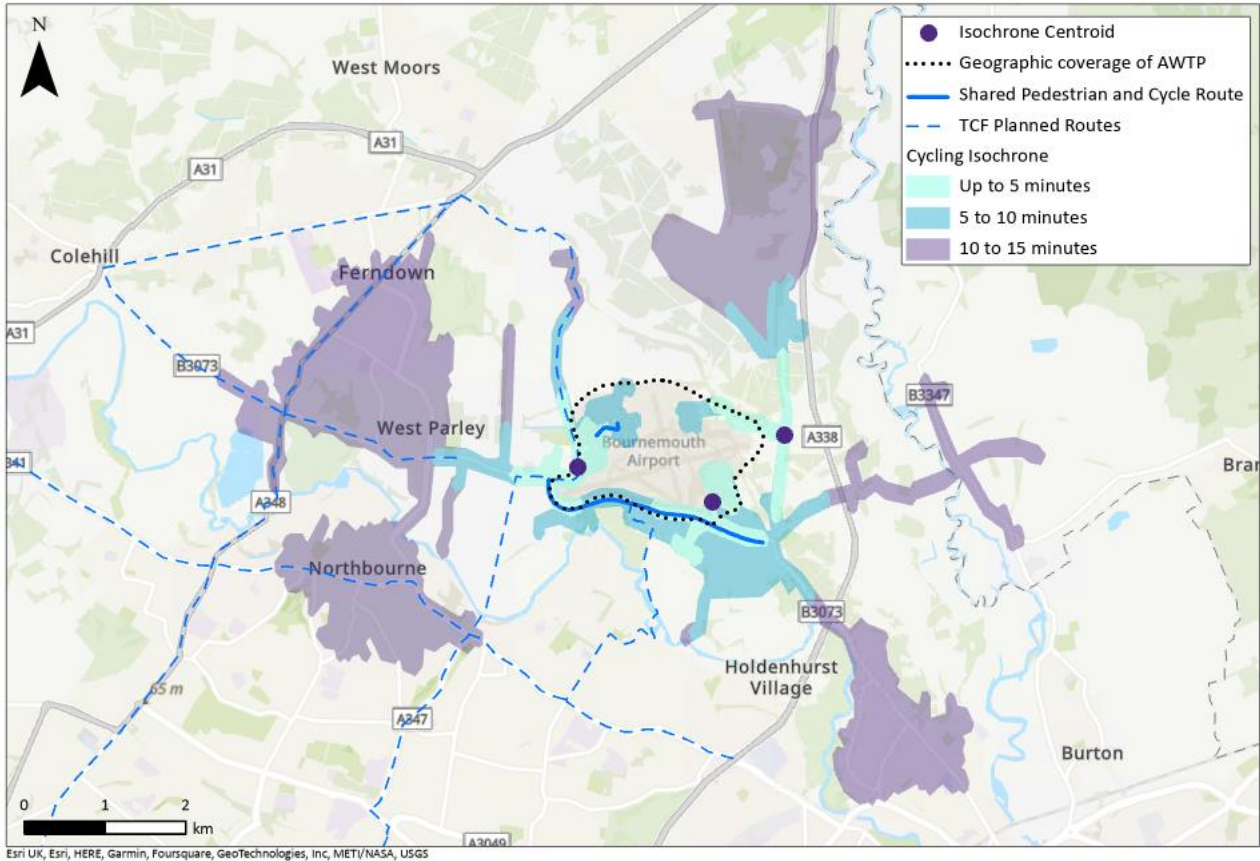
Access

- 3.3.5 There is an off-road designated shared use facility for pedestrians and cyclists along the B3073 Christchurch Road and Parley Lane between Parley Cross and the Blackwater junction. Within the Aviation Business Park and urban area, to the southwest, cycling is primarily catered for on-



carriageway. Cycle isochrones are shown on Figure 3-8. These isochrones are based on the road network only, and do not consider the availability of quality of cycling infrastructure but provide an indication of the extent of accessibility by bicycle.

Figure 3-8: Cycling Isochrone



Parking

3.3.6 Cycle parking facilities are provided at individual businesses across Aviation Business Park, including Curtiss Wright, Hobbycraft, Honeywell, Amazon, Shears Bros, CSE Bournemouth LTD, Lucketts Holdings LTD, Aeroflex Ltd, Primetals Tech, Mass Concrete, GA Telesis UK Ltd, Actavo and Greendale Construction Limited. The parking infrastructure (quantum, type and quality) varies across each business. Detailed information on this infrastructure is provided within the business profiles in **Appendix A.**

3.3.7 Additional cycle parking facilities are located outside Cribby’s, located on Enterprise Way. This takes the form of a sheltered bicycle storage facility, with four Sheffield Stands and bicycle servicing equipment.

Bus



- 3.3.8 The Aviation Business Park and Bournemouth Airport are currently served by the 737 bus service, operated by Morebus. The 737 service operates through Aviation Business Park West (as far as the AIM building (now AVIC Cabin Systems) where buses turn around currently) then completes a loop along the internal Airport access road. This is shown graphically in Figure 3-9.
- 3.3.9 The current 737 timetabling reflects the primary use of the service, which is by Aviation Business Park employees, rather than Airport passengers, and current shift times and patterns.

Table 3-3: Current 737 Service Frequency and Timetabling – Weekdays Outbound (towards Aviation Business Park)

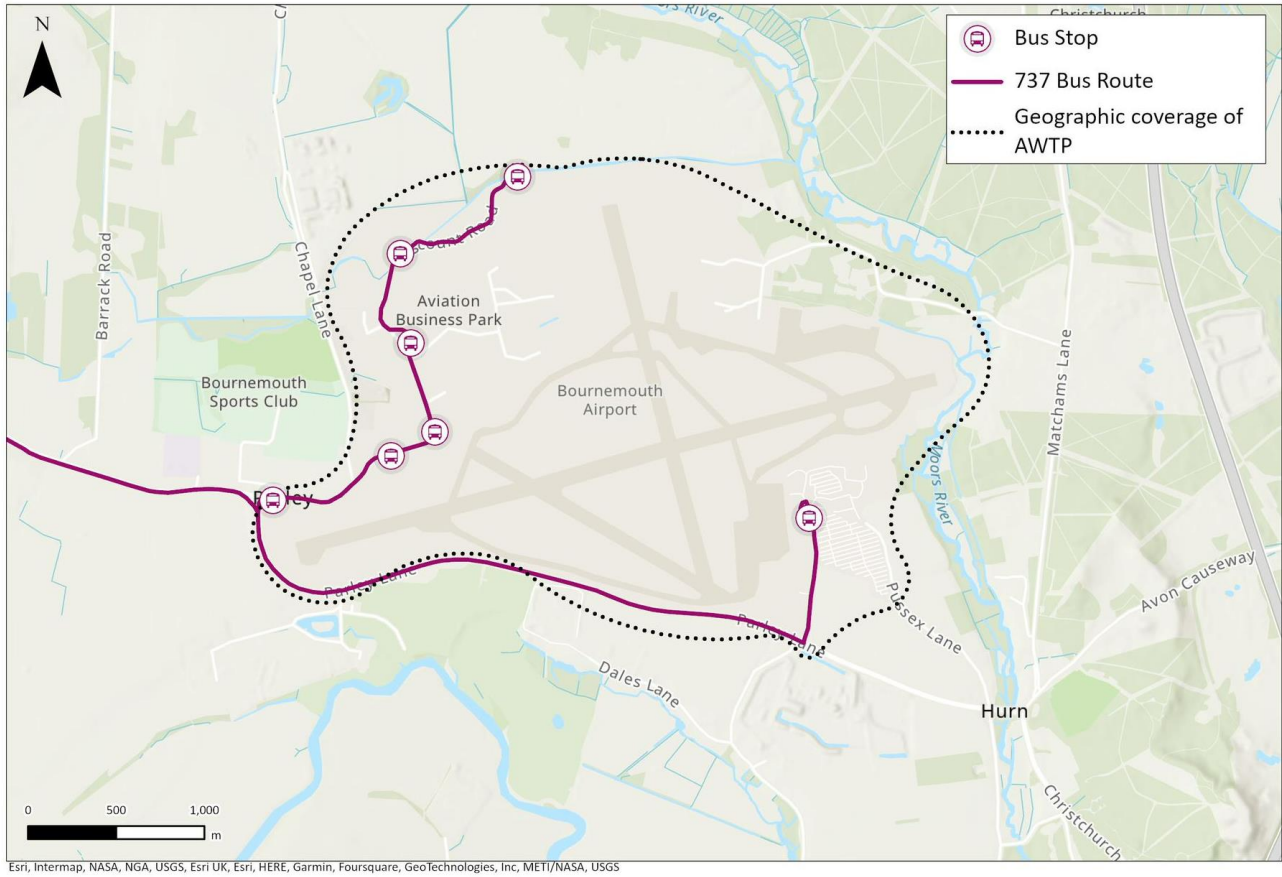
| Stop | 737 Outbound | |
|----------------------------|--------------|-------------|
| Westover Road | 0550 | 0645 |
| Bournemouth Station | 0556 | 0651 |
| Winton Banks | 0602 | 0657 |
| Westover Retail Park | 0609 | 0704 |
| Brierley Road | 0612 | 0707 |
| Parley Crossroads | 0616 | 0711 |
| Viscount Road | 0622 | 0717 |
| Aviation Park Café | 0625 | 0720 |
| Bournemouth Airport | 0631 | 0726 |

Table 3-4: Current 737 Service Frequency and Timetabling – Weekdays Inbound (away from Aviation Business Park)

| Stop | 737 Inbound | | |
|----------------------------|-------------|-------------|-------------|
| Bournemouth Airport | 1335 | 1620 | 1800 |
| Viscount Road | 1344 | 1630 | 1807 |
| Aviation Park Café | 1347 | 1633 | 1809 |
| Chapel Gate | 1349 | 1635 | 1810 |
| Parley Crossroads | 1352 | 1640 | 1814 |
| Brierley Road | 1356 | 1644 | 1818 |
| Westover Retail Park | 1400 | 1648 | 1821 |
| Winton Banks | 1411 | 1700 | 1828 |
| Bournemouth Station | 1417 | 1707 | 1834 |
| Westover Road | 1426 | 1716 | 1842 |



Figure 3-9: Current 737 Service Routing – Aviation Business Park and Airport

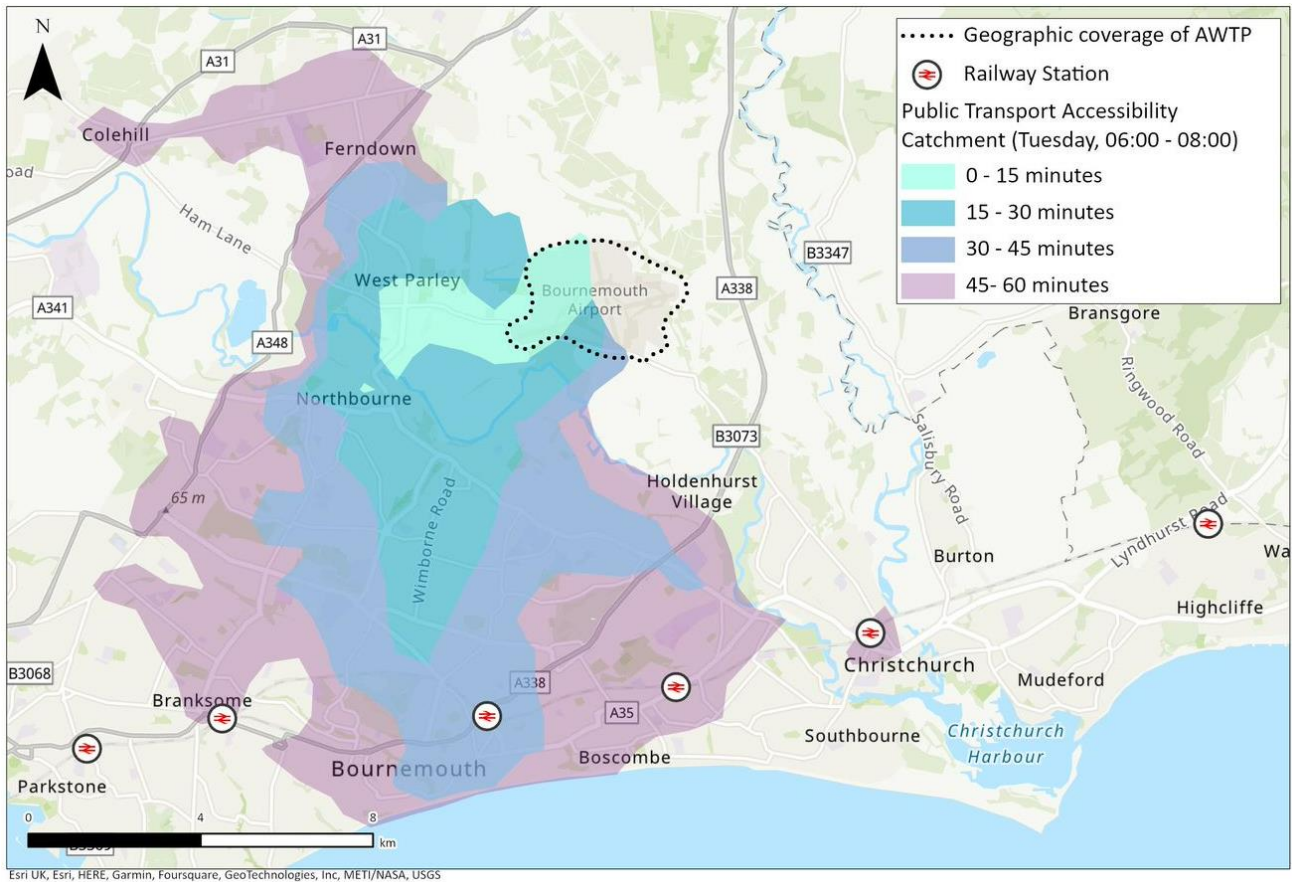


3.3.10 Figure 3-10 demonstrates the public transport accessibility of the site, calculated using the accessibility modelling software package, TRACC. This demonstrates that:

- Within a 15-minute journey of the site, it is possible to access West Parley;
- Within a 30-minute journey of the site, it is possible to access Northbourne and residential areas to the south centered around Wimborne Road and Muscliffe Lane;
- Within a 45-minute journey, it is possible to access Bournemouth Town Centre and Bournemouth Railway Station; and
- Within an hour journey, it is possible to access Ferndown, Branksome, Boscombe and Christchurch.

3.3.11 Integrated ticketing is available across the local area, encouraging the use of multiple routes to access the site. Tickets can be purchased on board, or through the Morebus app, including season tickets.

Figure 3-10: Public Transport Accessibility



Rail

3.3.12 The nearest rail station is Christchurch, approximately 6.0km away. Bournemouth Station is approximately 8.5km from Aviation Business Park and Bournemouth Airport and is accessible via the 737 bus service (within a 45-minute bus journey).

3.3.13 Both rail stations are on the South Western Main Line from London Waterloo to Weymouth.

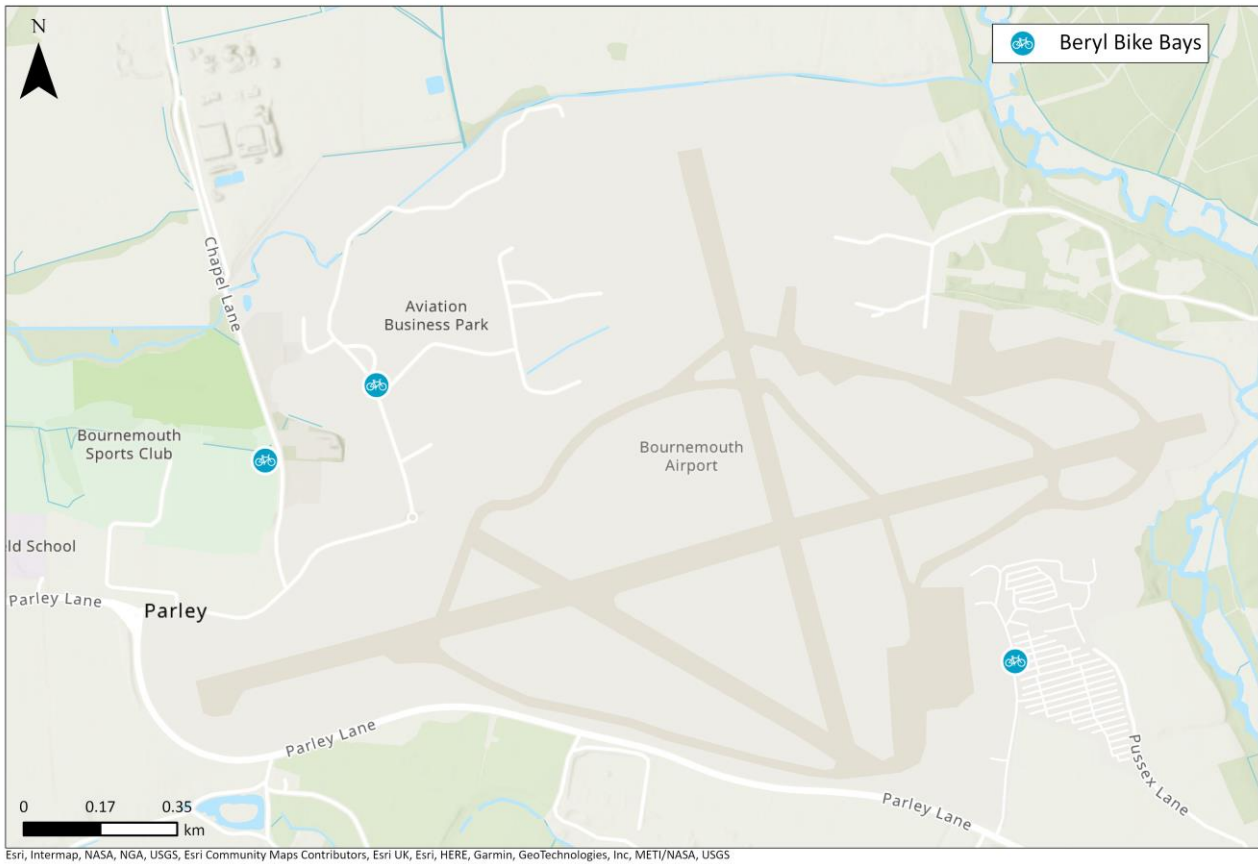
Micro-Mobility

3.3.14 A bicycle share scheme, provided by Beryl Bikes, is available in three locations within vicinity of both sites:

- Aviation Business Park: Enterprise Way
- Chapel Gate
- Bournemouth Airport: Hurn Court Lane



Figure 3-11: Beryl Bicycle Hire Scheme – Bay Locations



- 3.3.15 There are over 1,200 Beryl Bikes available across Bournemouth, Poole and Christchurch, providing individuals with ample opportunities to utilise the bikes to access Aviation Business Park and Bournemouth Airport.
- 3.3.16 The location of Beryl Bikes is also shown on the Morebus app, facilitating multi-modal trip making.

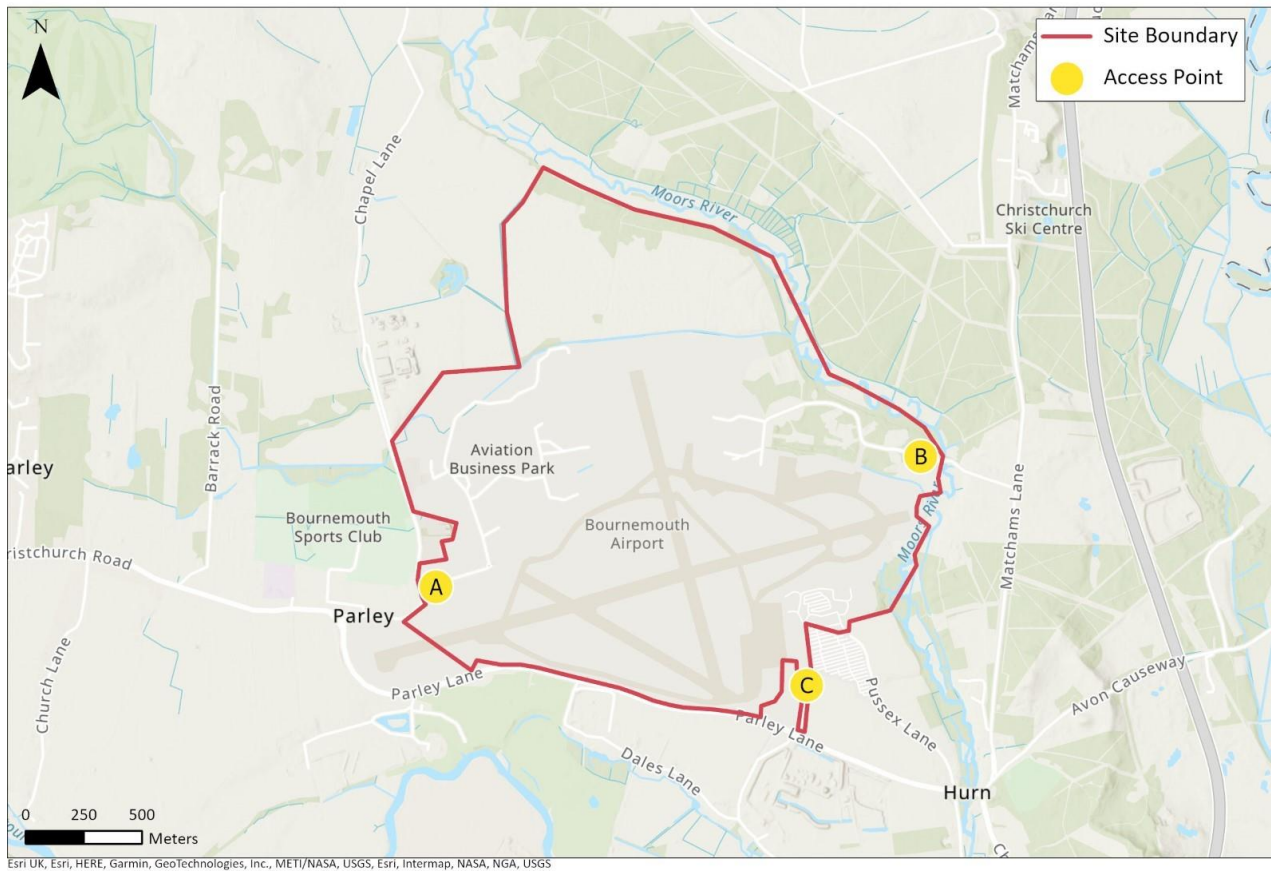
Motor Vehicles

Access

- 3.3.17 Aviation Business Park has two points of vehicular access. The western parts of the business park are accessed from Chapel Gate (A) and the eastern parts of the business park are accessed from Matchams Lane (B). There are no formal connections between the two parts of the business park; however, it is possible for abnormal/large loads accessing the eastern part of the business park to access through Chapel Gate and then be chaperoned by airport security staff through airside space back to landside. This is the case for hazardous loads such as the carriage of fuel.
- 3.3.18 The Airport has one point of vehicular access from Hurn Court Lane (C).



Figure 3-12: Site Access Points



Parking

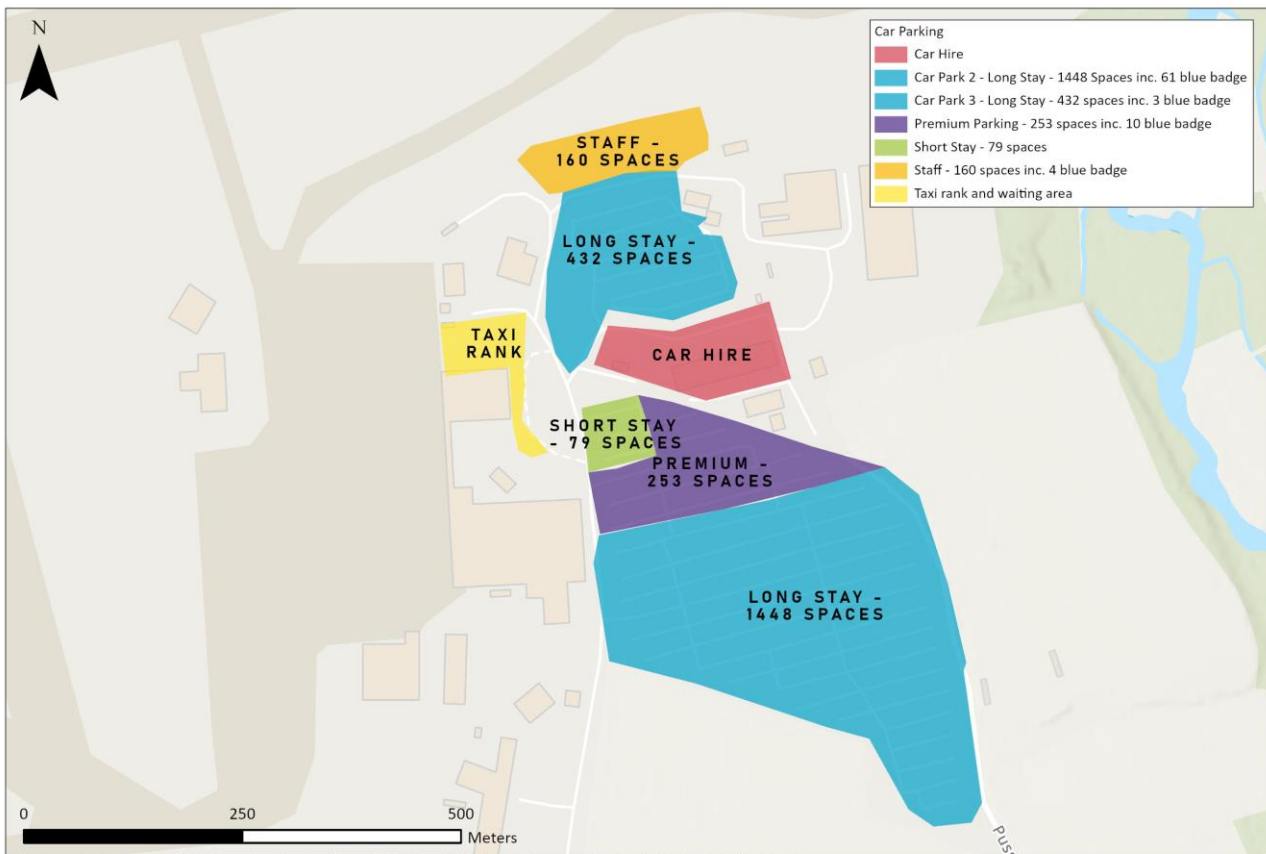
- 3.3.19 Car parking is available at each of the individual businesses at Aviation Business Park, including disabled and motorcycle parking provision. Based on responses from businesses to the annual business census (2022), there are over 2,950 parking spaces provided across the Business Park. **Appendix A** provides details of car and cycle parking occupancy counts undertaken by businesses in 2022 (businesses over 100 employees only).
- 3.3.20 The quantum of car parking provision at each site is proportionate to the number of staff employed. For businesses who responded to the annual census, the average number of parking spaces per employee is 0.95. It should be noted that some businesses have car parking spaces for operational and/or fleet vehicles which may be included within this total.
- 3.3.21 There are five broad areas of car parking at Bournemouth Airport, providing parking for approximately 2,400 vehicles:



- **Premium Car Park 1** – located to the east of the departures terminal, this car park provides premium parking for passengers. It has 253 spaces, including 10 disabled parking spaces.
- **Short Stay Parking** – located to the east of the departures terminal, this car park provides short stay parking for pick-up and drop-off of passengers. It has 79 parking spaces.
- **Car Park 2** – located to the south-east of the departures terminal, this car park provides long stay car parking for passengers. It has 1,509 spaces, including 61 disabled parking spaces.
- **Car Park 3** – located to the north-east of the arrivals terminal, this car park provides long stay car parking for passengers. It has 432 spaces, including 3 disabled parking spaces.
- **Staff Car Park** – located to the north of Car Park 3, this car park provides car parking for Airport staff. It has 160 spaces, including 4 disabled parking spaces.

3.3.22 Adjacent to the arrivals and departures terminals there are taxi rank and waiting areas, and car hire is accommodated on the land between Car Park 3 and Premium Car Park 1.

Figure 3-13: Bournemouth Airport Parking Provision, Taxi Waiting Areas and Car Hire



3.3.23 There are no charges for staff car parking at the Airport. Passenger car parking is chargeable, and can either be pre-booked up turn up and park.



3.3.24 Vehicles that do not pre-book, can only use Premium Car Park 1 or Car Park 2. Charges for these car parks are set out below. For Premium Car Park 1 and Car Park 2, pre-booking parking can save up to 75% compared to turn up and park charges.

Table 3-5: Passenger Car Parking Charges - Turn up and park⁶

| Length of stay | Premium Car Park/Car Park 2 |
|---|-----------------------------|
| Up to 30 minutes | £4.00 |
| 30 – 60 minutes | £7.50 |
| 1 – 2 hours | £10.00 |
| 2 – 4 hours | £15.00 |
| 4 – 12 hours | £20.00 |
| 12 – 24 hours | £40.00 |
| 1 day | £40.00 |
| 2 days | £70.00 |
| 3 days | £90.00 |
| 4 days | £120.00 |
| 5 days | £150.00 |
| Per additional 24 hours (or part thereof) | £30.00 |

3.3.25 Vehicles picking up, or dropping off, passengers are charged to use the short stay car parking area, at a rate of £4 for 30 minutes. After 30 minutes, charges are per those outlined above for turn up and park .

3.4 Access to Amenities

3.4.1 Cribby's Café within Aviation Business Park and concessions within Bournemouth Airport provide on-site food facilities.

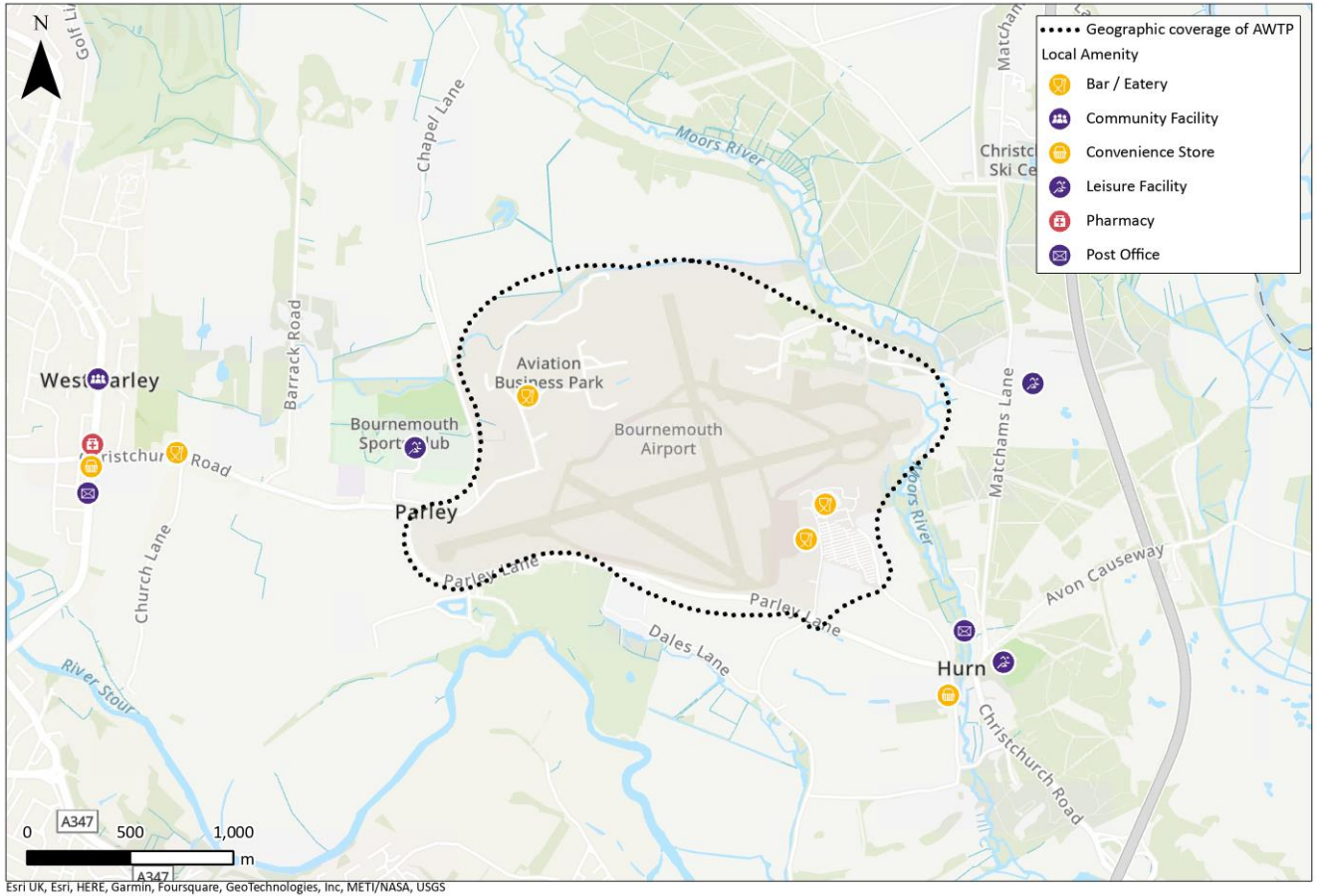
3.4.2 The closest cluster of external amenities is approximately 1.9km west from the western access of the Business Park. These are situated at the Parley Cross and include a convenience store and a post office. A further post office and convenience store are located approximately 1.2km south of the eastern access of the Business Park at Hurn.

3.4.3 Parley Cross is within a 15-minute cycle time from the Chapel Gate entrance to the business park. Similarly, Hurn is within a 15-minute walk from the entrance to the airport.

⁶ <https://www.bournemouthairport.com/car-parking/> [Prices correct as of 9th March 2023]



Figure 3-14: Local Amenities



3.5 Travel Behaviours

Beryl Bike Usage

3.5.1 Table 3-6 shows the total number of journeys and the total number of users of Beryl Bikes at three locations within vicinity of Aviation Business Park and Bournemouth Airport between January 2021 and January 2022.

Table 3-6: Beryl Bike Usage: January 2021 – January 2022

| Location | Total Trips | Total Users |
|------------------------|-------------|-------------|
| Aviation Business Park | 375 | 121 |
| Chapel Gate | 137 | 80 |
| Bournemouth Airport | 65 | 47 |
| Total | 577 | 248 |

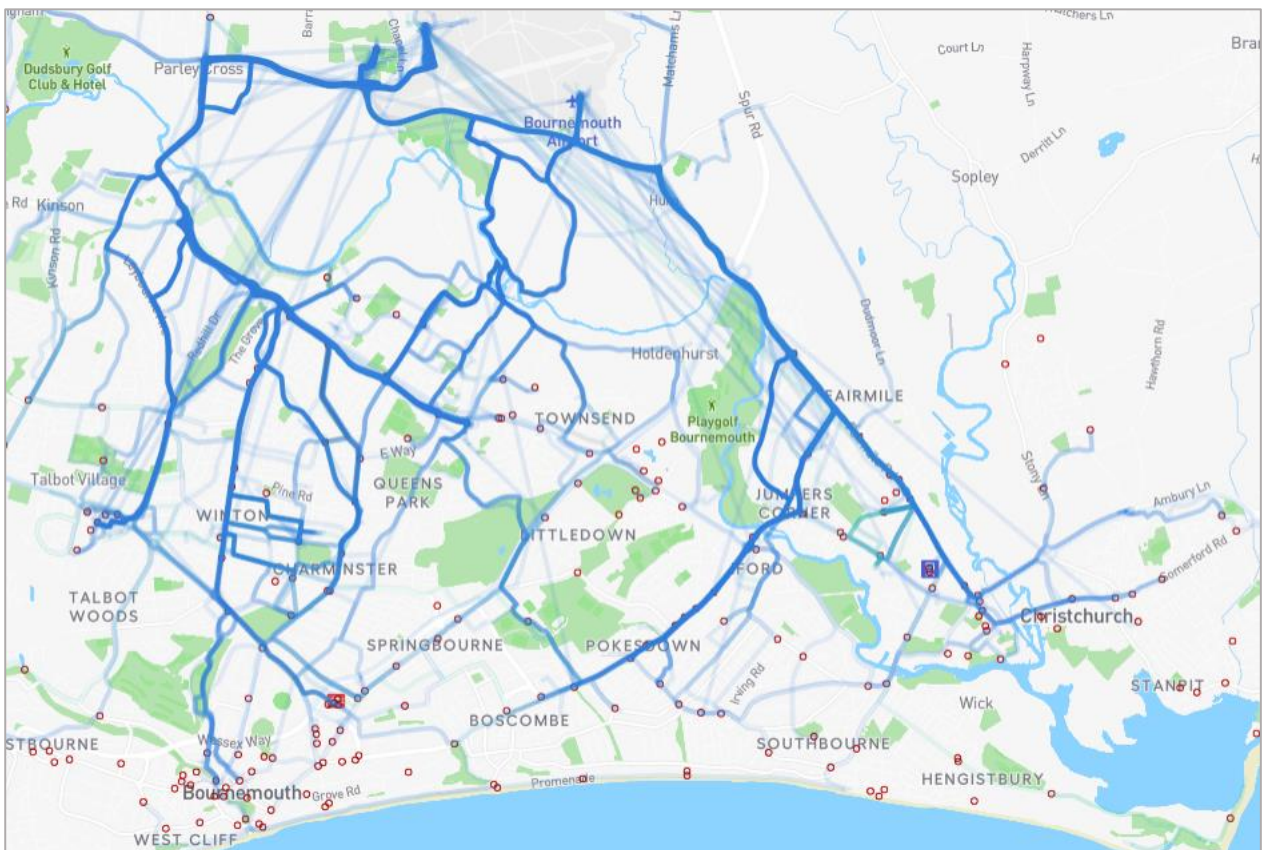
3.5.2 Between January and November 2022, there have been a total of 1,017 journeys from these three cycle hire locations, from 203 users. This represents nearly 43% increase in number of journeys

| | | |
|---|----|-----------------------------------|
| Aviation Business Park and Bournemouth Airport, Bournemouth | 34 | Imperial Park Bournemouth Limited |
|---|----|-----------------------------------|

made compared to the previous year, showcasing the increased use of micro-mobility amongst users of the site.

3.5.3 The journeys undertaken by Beryl Bike users in the period covering January to December 2022 is shown in Figure 3-15. This shows that key origins/destinations of trips to/from the nearby Beryl Bike stands are Christchurch, Boscombe, Parley Cross, Winton and Charminster. These are predominantly residential areas within an 8km ride.

Figure 3-15: Beryl Bike Journeys (January 2022 – December 2022, Source: Beryl Bikes)



Multi-Modal Surveys

Methodology

3.5.4 A series of multi-modal traffic surveys were undertaken in May 2022 at Aviation Business Park and Bournemouth Airport, including:

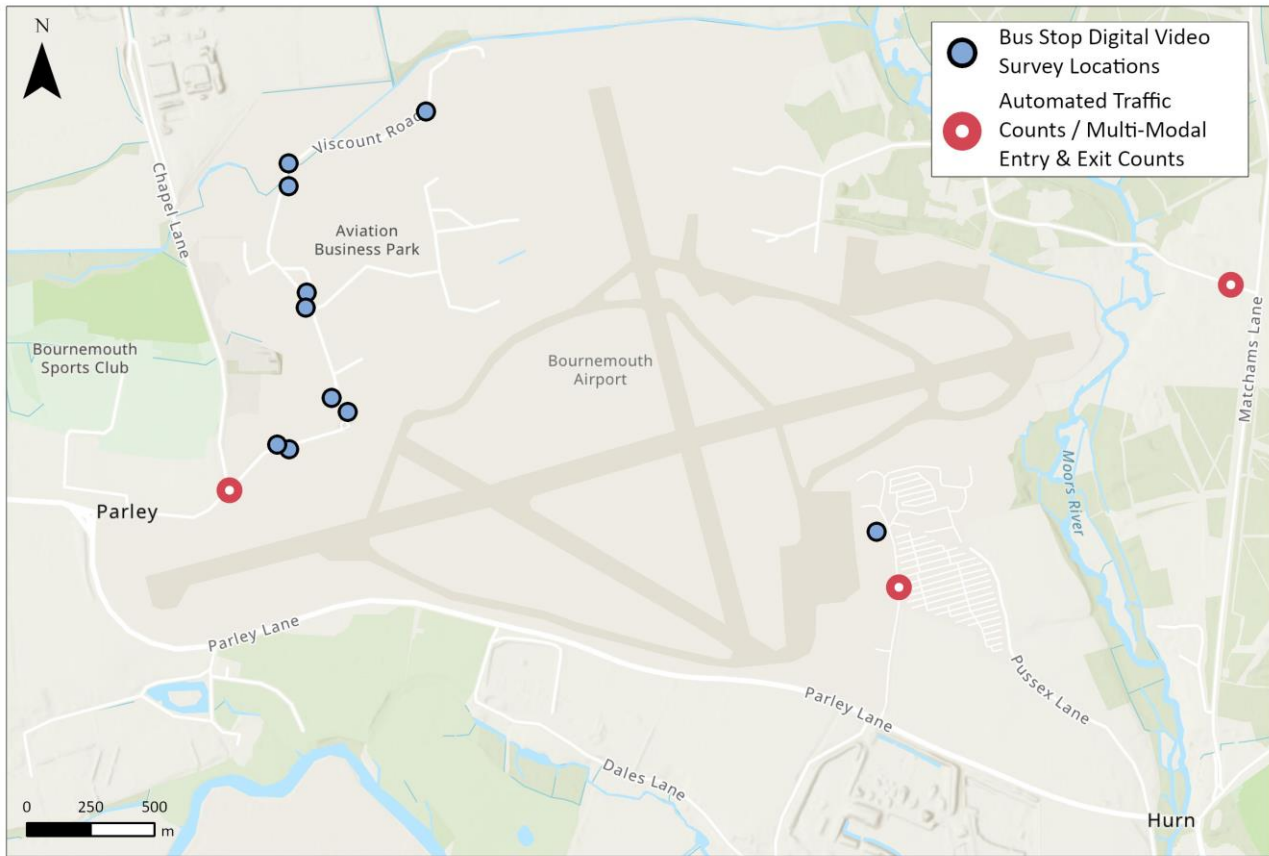
- **Video surveys** (06:00 – 19:00) at each access point to capture multi-modal trip making, undertaken on Wednesday 25th May;
- **Automatic Traffic Counts (ATCs)** (24 hours) at each access point to capture vehicular trip making patterns (by vehicle type e.g. Private Car, LGV, HGV), undertaken in w/c 22nd May 2022; and



- **Bus Occupancy Counts** denoting number of passengers on board, alighting and boarding the service at each bus stop within the business park and airport undertaken on Wednesday 25th May.

3.5.5 The scope and timing of the surveys was agreed in advance by BCP Council.

Figure 3-16: Multi-Modal Survey Locations



3.5.6 The mode share presented within this section is based on the results of the video surveys conducted on Wednesday 25th May, 06:00-19:00. The ATC data for the same date demonstrates that this time period accounted for 81% of total traffic movements across a 24-hour period. It is therefore considered that this provides an appropriate time period over which to assess the baseline mode share of trips to, and from Aviation Business Park and Bournemouth Airport.

3.5.7 To demonstrate that this data also provides an accurate reflection of “typical” travel patterns at Aviation Business Park and Airport, a comparison to traffic flows across the week period has also been undertaken:

- **Aviation Business Park** – the video surveys are within 5% of the flows calculated for an average weekday. It is considered that this is within typical levels of daily variation recorded on the

highway network, and that therefore these flows are a suitable reflection of travel patterns for the purposes of this AWTP.

- **Bournemouth Airport** – traffic flows recorded at the Airport depend on the number of flights arriving and departing which varies on a daily, weekly and monthly basis. This explains the higher level of variation between the video surveys and average weekday flows from the ATC. On this basis, it is considered that these flows are a suitable reflection of travel patterns for the purposes of this AWTP.

Table 3-7: Traffic Count Comparison: ATC vs. Video Surveys

| | | Two Way Flows (06:00 – 19:00) | | |
|---|---|-------------------------------|--------------------------------|-------------------------------|
| | | Airport (Hurn Lane) | Business Park (Enterprise Way) | Business Park (Matchams Lane) |
| ATC | Sunday 22 nd May 2022 | 1,668 | 868 | 256 |
| | Monday 23 rd May 2022 | 1,978 | 5,186 | 1,210 |
| | Tuesday 24 th May 2022 | 2,184 | 5,383 | 1,323 |
| | Wednesday 25th May 2022 | 2,238 | 5,574 | 1,286 |
| | Thursday 26 th May 2022 | 1,572 | 5,242 | 1,341 |
| | Friday 27 th May 2022 | 2,021 | 4,498 | 1,235 |
| | Saturday 28 th May 2022 | 2,620 | 1,298 | 273 |
| | Average Weekday | 1,999 | 5,177 | 1,279 |
| Video Survey | Wednesday 25th May 2022 | 2,261 | 5,295 | 1,316 |
| <i>Comparison between ATC data for average weekday and Video Survey</i> | | -12% | -2% | -3% |

3.5.8 A summary of the results, broken down for each of the land uses on-site is provided below.

Business Park

3.5.9 There are two access points to the Business Park – Enterprise Way (West) and Matchams Lane (East). The number of multi-modal two-way person trips at each of these access points between 06:00 – 19:00 are set out in Table 3-8.

3.5.10 The number of car-sharing trips has been calculated based on the following assumptions:

- The split of Car (Driving Alone) (82.5%): Car (Driving Others) (9.8%) calculated from the attitudinal surveys undertaken in January 2022 (see below for more details) has been applied to the total number of cars recorded at each access to the Business Park. This calculates the number of single occupancy vehicle trips, and car sharing vehicle trips.
- To calculate the person trips for Car (Driving Alone) and Car Share, it is assumed that within each car sharing vehicle there are two occupants (i.e., a driver and passenger)

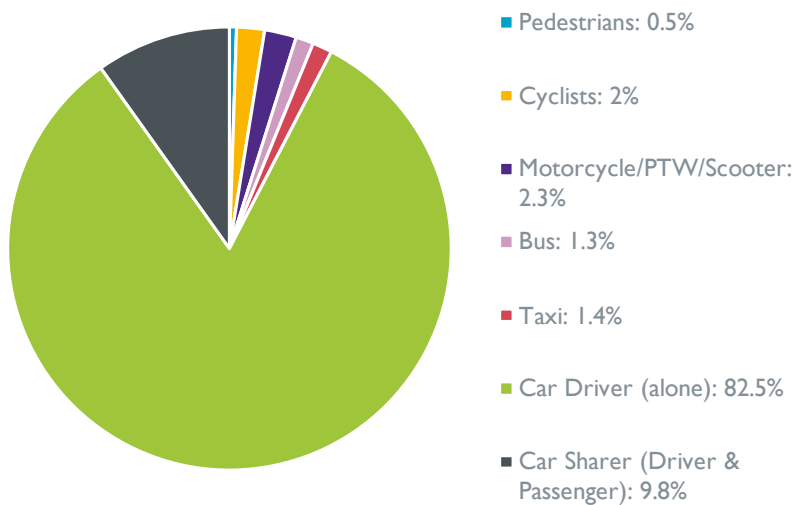


Table 3-8: Two-Way Person Trip Generation – Business Park (06:00 – 19:00)

| | Two Way Flows (06:00 – 19:00) | | |
|--|-------------------------------------|------------------------------------|--------------|
| | Business Park West (Enterprise Way) | Business Park East (Matchams Lane) | Total |
| Pedestrians | 29 | 0 | 29 |
| Cyclists | 101 | 14 | 115 |
| Motorcycle / Powered Two-Wheeler / Scooter | 107 | 24 | 131 |
| Bus Passengers | 73 | 0 | 73 |
| Taxi | 26 | 55 | 81 |
| Car (Driving Alone) | 3,724 | 933 | 4,657 |
| Car Sharer (Driver & Passenger) | 444 | 111 | 556 |
| Total | 4,504 | 1,138 | 5,642 |

3.5.11 A graphical representation of the resultant mode share for the Business Park as a whole is set out in Figure 3-17.

Figure 3-17: Mode Share – Business Park



3.5.12 Figure 3-17 shows that most person trips generated by the Business Park are single occupancy car movements (82.5%, 4,657 two-way trips). Car sharing is the next most popular mode of travel, accounting for 9.8%. The use of other modes (e.g., walking, cycling and bus) reflects the infrastructure currently available within the Business Park to support undertaking trips by these modes, home postcodes of staff and nature of work. Overall, sustainable travel modes (pedestrian, cycle, bus, car share) account for 13.7% of trips to/from the Business Park.

3.5.13 The Heavy Goods Vehicle (HGV)/Light Goods Vehicle (LGV) movements generated at each access point to the Business Park are set out in Table 3-9. These values have been excluded from the mode share set out in Figure 3-17 as this AWTP is primarily concerned with the commuting trips, and due



to the nature of most business activity on the Business Park, HGVs and LGVs are required to transport goods. This information has been presented for information only.

Table 3-9: Two-Way Trip Generation (HGV/LGV) – Business Park (06:00 – 19:00)

| | Two Way Flows (06:00 – 19:00) | | |
|--------------|--|---------------------------------------|--------------|
| | Business Park West (Enterprise Way) | Business Park East (Matchams Lane) | Total |
| HGV | 357 | 85 | 442 |
| LGV | 763 | 163 | 1,526 |
| Total | 1,120 | 248 | 1,368 |

Airport

3.5.14 There is one access point for the Airport, via Hurn Lane. The number of multi-modal two-way staff trips at this access point between 06:00 – 19:00 is set out in Table 3-10.

3.5.15 These have been calculated on the basis of the following assumptions:

- The number of two-way person trips taken by staff has been derived based on information provided by the Airport regarding staff shift patterns, and the number of staff likely to be on-site during the period 06:00 – 19:00 for a summer period;
- For the purposes of this assessment, it is assumed that none of the pedestrian trips identified by the multi-modal surveys relate to staff. From on-site observations, it is understood that there are various instances of passengers being dropped off/picked up off-site, who then walk into the Airport.
- It is assumed that all cyclists identified by the multi-modal surveys relate to staff trips, on the basis that passengers are likely to be travelling with luggage and therefore, this would not be a viable mode.
- It is assumed that all cyclists, motorcycle/power two-wheeler/scooter and bus trips identified by the multi-modal surveys relate to staff trips. This is on the basis that passengers are likely to be travelling with luggage and therefore, these modes would not be viable for the majority of passengers.
- The total number of person trips undertaken by vehicle, has been calculated by subtracting the number of trips recorded by bike, bus and motorcycle/power two-wheeler/scooter from the total number of two-way person trips within the survey period;
- The split of Car (Driving Alone) (96%): Car (Driving Other) (4%) calculated from the attitudinal surveys undertaken in January 2022 with employees at the Airport has been applied to the total



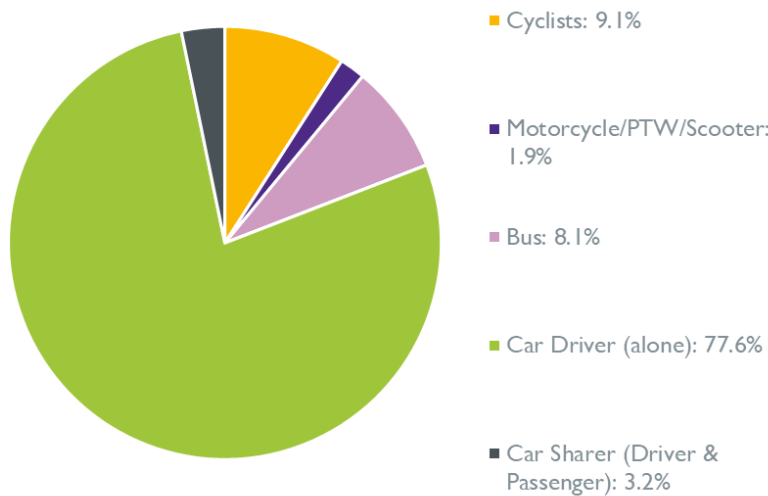
number of vehicles, to calculate the number of single occupancy vehicle trips, and car sharing vehicle trips.

Table 3-10: Two-Way Person Trip Generation – Business Park (06:00 – 19:00)

| | Two Way Flows (06:00 – 19:00) Airport Staff |
|--|--|
| Pedestrians | 0 |
| Cyclists | 19 |
| Motorcycle / Powered Two-Wheeler / Scooter | 4 |
| Bus Passengers | 17 |
| Taxi | 0 |
| Car (Driving Alone) | 162 |
| Car Sharer (Driver & Passenger) | 7 |
| Total | 209 |

3.5.16 A graphical representation of the resultant mode share for staff at the Airport, is set out in

Figure 3-18: Mode Share – Airport (Staff)



3.5.17 Figure 3-18 shows that most person trips generated by Airport staff are single occupancy car movements (77.6%, 162 two-way trips). Cycling is the next most population mode of travel, accounting for 9.1%, followed by bus at 8.1%. The use of other modes (e.g., walking) reflects the availability of infrastructure, home postcodes of staff, shift times and nature of work. Overall, sustainable travel modes (pedestrian, cycle, bus, car share) account for 20.5% of trips to/from the Airport.



3.5.18 The Heavy Goods Vehicle (HGV)/Light Goods Vehicle (LGV) movements generated by the Airport are set out in **Table 3-8**. These values have been excluded from the mode share set out in **Figure 3-19** and **Figure 3-20** this AWTP is primarily concerned with the staff and passengers trips, rather than the operational needs of the Airport e.g., servicing and deliveries. This information has therefore been presented for information only.

Table 3-8: Two-Way Trip Generation (HGV/LGV) – Airport (06:00 – 19:00)

| | Total Two-Way Flows (06:00 – 19:00) |
|--------------|-------------------------------------|
| HGV | 42 |
| LGV | 131 |
| Total | 173 |

Staff Attitudinal Survey

Methodology

3.5.19 To understand the travel behaviours of those who work at the Aviation Business Park and Airport, an online survey was undertaken from 31st January 2022, closing on Friday 18th February 2022.

3.5.20 Monetary incentives were provided to encourage participation, as follows:

- The first 100 respondents were eligible for a £5 voucher to spend at either Cribby's or in any of the TRG outlets at the Airport; and
- All respondents were entered into a prize draw, with a chance to win one of three 'Love2Shop' vouchers worth £50, £100, and £250.

3.5.21 To promote participation amongst businesses and the Airport, the following strategy was used:

- Emails were initially sent to all businesses and the Airport, and posters displayed in communal areas.
- After four days, larger businesses (>100 staff) that had low response rate received a courtesy call.
- After 7 days from the initial survey launch, a reminder was sent out via email to all businesses and the Airport.
- 3 days before the survey closed, a second email reminder was sent out, as well as phone calls to larger businesses (>100 staff)

3.5.22 **Figure 3-19** summarises the number of responses by date, highlighting the positive impact of the above strategy in boosting the response rate.



Figure 3-19: Number of responses received to Attitudinal Survey by date

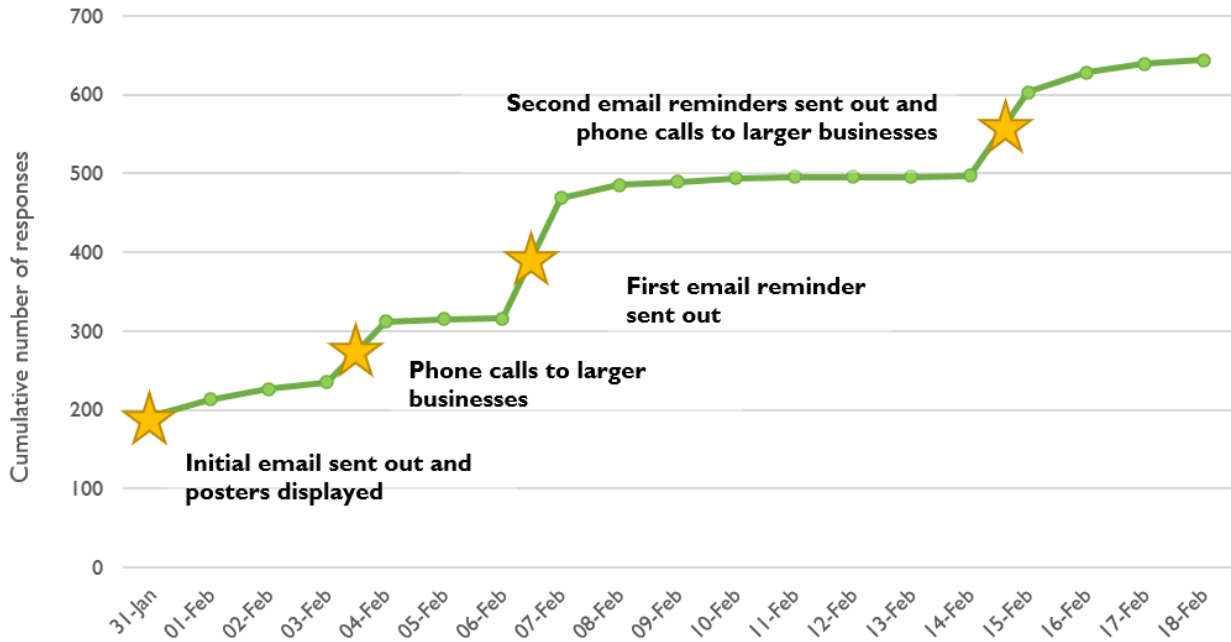
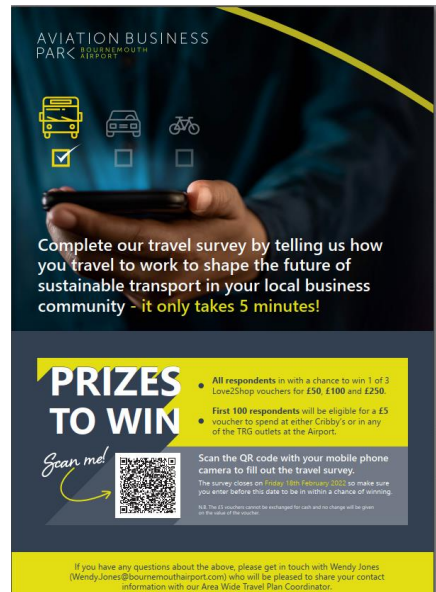


Figure 3-20: Attitudinal Survey Poster



3.5.23 A poster (shown in Figure 3-20) was created, and businesses were encouraged to display them in a prominent, communal location. Posters were also placed outside Cribby's and in bus stops on Enterprise Way.

3.5.24 It can be concluded that Imperial Park Bournemouth Limited have made more than a reasonable endeavour to encourage participation in the survey.

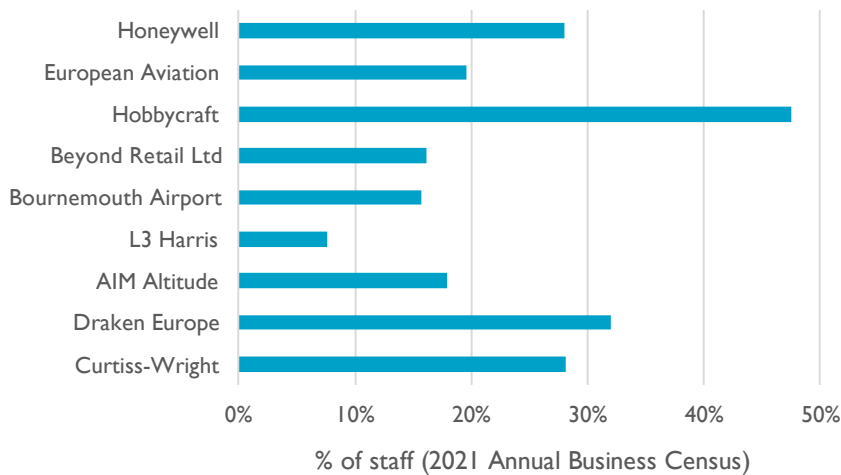
Response Rate

3.5.25 644 responses were received, representing a total response rate of 20% across the Aviation Business Park. This response rate is a 30% increase in the number of responses obtained, compared to the last travel survey undertaken in 2015.

3.5.26 Figure 3-21 presents the total number of staff responding from businesses with over 100 employees. This has been calculated based on the responses from the latest Annual Business Census at the time of writing (2021).

3.5.27 8 out of 9 large businesses (>100 staff) had at least 15% of staff who responded to the survey. The only business which had a response rate of less than 15% has since vacated their unit on the Business Park. The average response rate across these eight businesses was 26%.

Figure 3-21: % of staff who responded to the attitudinal staff survey from businesses with over 100 employees



Results

A summary of the main headlines from the survey is provided below, with full results, maps and graphs provided in **Appendix B**:

- The Airport and Business Park have a regional catchment, with staff drawn from across the wider Bournemouth, Christchurch, and Poole area. The majority of survey respondents live in Bournemouth and Christchurch, within approximately a 45–60-minute journey to the site by public transport.
- Most respondents arrive between 07:00 and 08:00 and depart between 16:00 and 17:00. These times reflect the known shift patterns at the larger businesses at the Business Park (>100 staff).
- Most respondents are employed full time, are location-based workers and work fixed set hours.
- The majority of survey respondents travel to the Business Park and Airport five days a week, reflecting the recent rise in ability to adopt hybrid working patterns, part-time working and businesses that operate from multiple sites across the locality/country.
- In terms of the most frequent mode of travel to work, 80% of journeys are undertaken by single occupancy car trip, however 17% of trips are undertaken by sustainable modes (car sharing, cycle, bus, walk). This is broadly comparable to the mode share data collected through the multi-modal traffic surveys. This suggests that both data sources provide a robust indication of current travel patterns for the purpose of this AWTP. It should be noted that the traffic surveys included



passenger travel to the Airport, which explains the difference in use of taxi between the two data sources.

- Approximately 50% of individuals who drive alone for the longest proportion of their journey could travel by other modes, including cycling, car sharing, public transport, walking and running.
- The majority of survey respondents were aware of the Beryl Bike scheme and Beryl Scooters, reflecting the presence for hire in a prominent position in the Business Park and Airport, and the availability of both bikes and scooters across the wider BCP region. Lower awareness was reported for Liftshare Dorset, BCP Council Bikeability Training and New Forest Bike Project, which can be targeted through this AWTP
- Most respondents either had no plans to purchase an electric vehicle in the next 12 months (38%) or could not afford to purchase an electric vehicle (35%).
- A range of measures would encourage survey respondents to start, maintain or use the use of sustainable modes (car share, cycle, public transport) to travel to work, the answers to which have been reflected in the development of measures outlined within this AWTP.

4 Future Surface Access

4.1 Overview

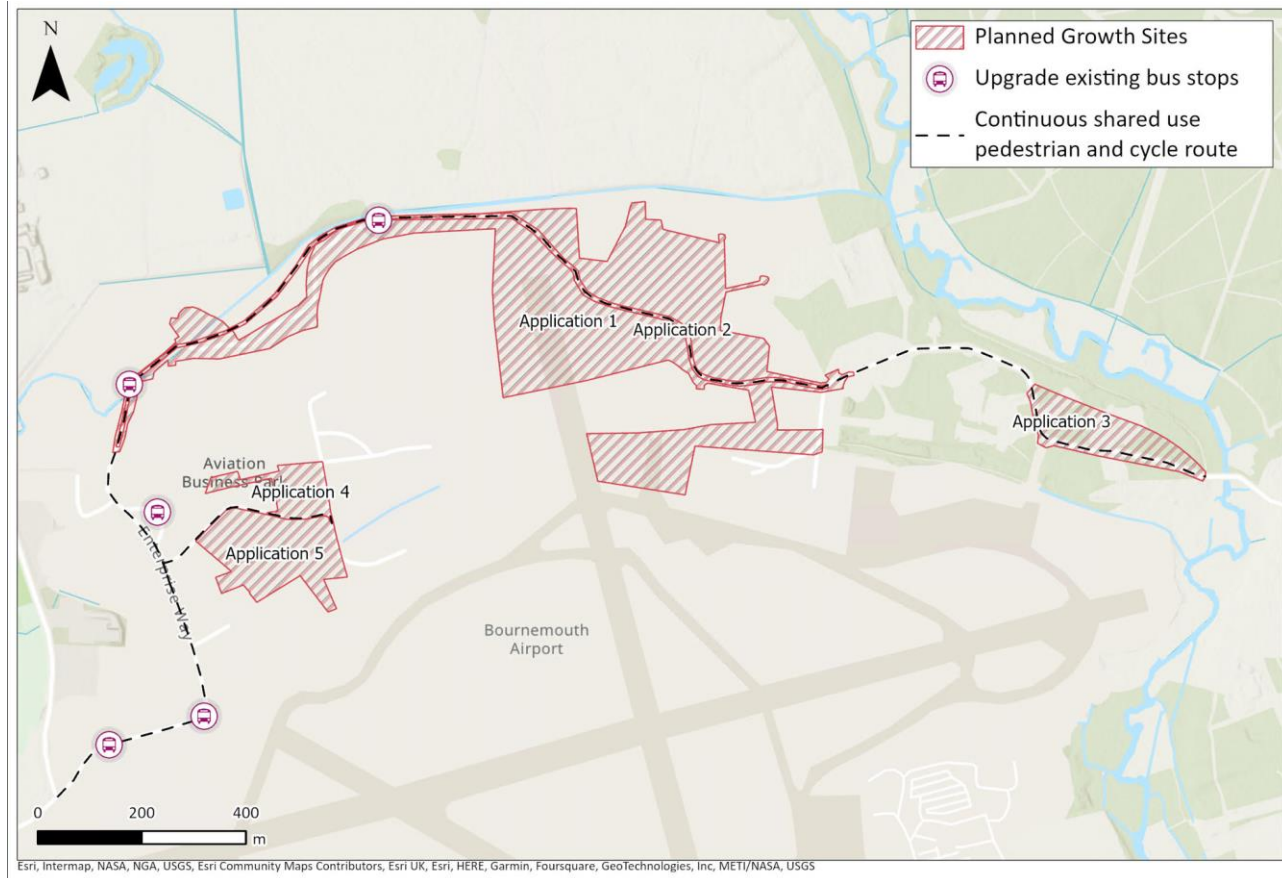
4.1.1 This section outlines the planned/known future changes to growth and surface access for the site. This is considered in terms of on-site planned growth and infrastructure for both the Aviation Business Park and Bournemouth Airport and planned off-site infrastructure improvements.

4.1.2 As part of the monitoring requirements for this AWTP, details of any updates to future surface access in terms of submission of further planning applications or implementation of sustainable travel infrastructure, will be included in subsequent monitoring reports.

4.2 Business Park

4.2.1 A spatial summary of the planned growth at the Aviation Business Park, and infrastructure to support sustainable travel is provided in Figure 4-1. Further details are provided in the following sections.

Figure 4-1: Aviation Business Park – Future Surface Access Summary





Planned Growth

Staff Numbers

4.2.2 The following recent planning consents or applications which have recently been approved by Committee subject to signing a satisfactory S106 agreement, would result in an increase in staff at the Aviation Business Park:

- **Application 1:** Development of employment units (use classes B1, B2, B8) with access, landscaping, car parking and associated works. (Outline, all matters reserved save for primary means of vehicular access.) 8/19/0864/OUT
- **Application 2:** Development of estate road and drainage infrastructure with associated works (full) 8/19/0870/FUL
- **Application 3:** Development of employment unit (use classes B1c, B2, B8) with access, landscaping, car parking and associated works (Full) [Mountbatten Drive] 8/19/0882/FUL
- **Application 4:** Development of employment unit (use classes B1c, B2, B8) with access, landscaping, car parking and associated works (Full) [Plot 3] 8/20/0507/FUL
- **Application 5:** Development of employment accommodation (use classes E, B2, B8) with access, landscaping, car parking and associated works (outline, all matters reserved) [Plot 5] 8/20/0952/OUT

4.2.3 A summary of the proposed floor areas and forecast employees resulting from these applications is provided in Table 4-1.

Table 4-1: Proposed Floor Areas and Employee Numbers

| Application | GFA (m ²) | Forecast Employees (FTE) |
|---------------|-----------------------|--------------------------|
| Application 1 | 85,100 | 1,726 |
| Application 2 | - | - |
| Application 3 | 10,328 | 190 |
| Application 4 | 3,635 | 55-100 |
| Application 5 | 13,006 | 195-360 |
| Total | 112,069 | 2,166-2,376 |

4.2.4 The projected increase in staff, along with the existing staff based at the business park, would result in a total of approximately 5,500 employees on the business park. This provides significant opportunities for promoting and encouraging the uptake of sustainable travel modes.

Anticipated Timescales

4.2.5 Subject to planning approval, the following timescales are assumed:

- Construction commences: 2023
- First occupation: 2024
- Last occupation: 2034

4.2.6 The planned expansion is likely to take some time to be fully realised and would be subject to demand from new businesses wishing to occupy the business park.

Infrastructure to support sustainable travel

4.2.7 As part of this planned growth, various pieces of infrastructure and sustainable travel measures are proposed to facilitate improved access to the Aviation Business Park, as set out in Table 4-2.

Table 4-2: Proposed Sustainable Travel Infrastructure

| Mode | Infrastructure |
|------------------|--|
| Walking/Cycling | <ul style="list-style-type: none"> • Continuous shared use pedestrian and cycle route from Chapel Gate to Mountbatten Drive plot. • Continuous shared use pedestrian and cycle route on Commercial Road to Plots 3 and 5. • Cycle parking in line with BCP adopted standards. • Showering/changing/locker facilities in new units. |
| Bus | <ul style="list-style-type: none"> • Upgrade existing bus stops where possible to shelter provision. • Provision of new bus stops with shelter provision to ensure new units are within acceptable walking distance. • Fund appropriate upgrades to public transport services to meet demand and enhance accessibility by public transport. |
| Private vehicles | <ul style="list-style-type: none"> • EV charging provision in line with BCP standards. • High proportion of 2+ car occupancy spaces in prominent locations. |

4.3 Airport

Planned Growth

Flights & Passengers

4.3.1 As part of continued growth at the airport, there are aspirations for passenger numbers to continue to grow in line with market demand. This would be associated with an increase in the number of flights, from a range of carriers, particularly during the summer season.

Staff Numbers

4.3.2 Due to continued growth at the Airport post-pandemic, there are aspirations for staffing levels to increase over the next two years:

- 2024 - +5% (approximately: winter = 273 staff, summer = 326 staff)
- 2025 – +10% (approximately: winter = 286 staff, summer = 341 staff)



Infrastructure

4.3.3 Imperial Park Bournemouth Limited and Bournemouth International Airport Limited are continually investing in Airport infrastructure, both air- and landside, and have plans in place to continue this throughout the lifetime of this Travel Plan.

4.4 Off-site Infrastructure

Active Travel Infrastructure

Transforming Cities Fund (TCF) Routes

4.4.1 In 2018, the Department for Transport awarded BCP Council and Dorset Council £79m through the transforming cities fund scheme for a programme of investment across the south east Dorset city region. This multi-million pound investment is funding a network of 78km of new cycle and walking routes as well as bus improvements across the region, offering people safe, green and healthy travel options to reduce the reliance on the private vehicle.

4.4.2 Six sustainable travel routes were considered:

- C1 - Bournemouth Railway Station to/from Jumpers Common, Christchurch
- C2 - Bournemouth town centre to/from Ferndown
- C3 - Poole town centre to/from Wareham Road, Holton Heath
- C5 - Poole town centre to/from Merley, Poole
- S5 - Poole town centre to/from Ferndown and Wimborne
- S6 - Merley, Pool to/from Christchurch

4.4.3 These routes are shown in Figure 4-2.

4.4.4 Of particular relevance to the site is the sustainable travel route from Bournemouth town centre to/from Ferndown (C2). As part of the northern section of this route, it is proposed to provide⁷:

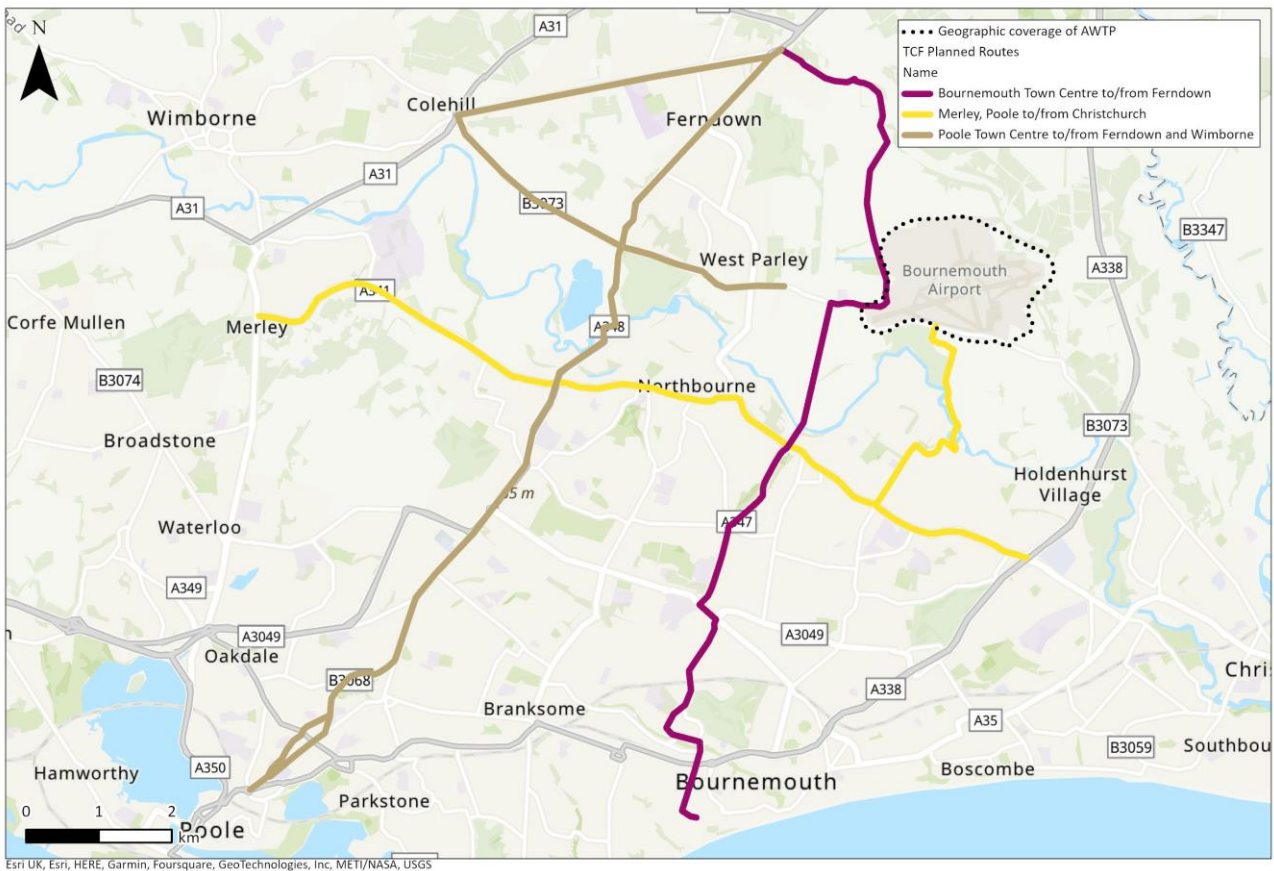
- Improvements to wayfinding and signage along route;
- Re-surfacing and widening of the existing bridleway alongside Chapel Lane (Thames Close);
- Increased priority for pedestrians and cyclists on Chapel Lane, to the west of the site, over the junction into Bournemouth University Sports Ground; and
- Provision of a new accessible bridge over the River Stour (subject to land negotiations and outcome of a planning application).

⁷ Based on information in the public domain for consultation in February – March 2021.

4.4.5 It is understood that since the funding bid was submitted, costs of the scheme have increased, and the needs of the scheme have changed. At the time of writing, there are currently discussions taking place between BCP Council and the DfT regarding change control on this route in particular.

Implementation of these routes will provide **dedicated walking and cycling infrastructure for staff** based at Aviation Business Park and Bournemouth Airport, connecting to Bournemouth and Poole town centre, providing an **attractive alternative to use of the private vehicle**.

Figure 4-2: Transforming Cities Fund: Planned sustainable travel routes



Local Cycling and Walking Infrastructure Plan (LCWIP)

4.4.6 In May 2022, BCP Council adopted the LCWIP for the region. The LCWIP is BCP Council’s long-term strategic plan, setting out the cycling and walking vision and infrastructure that is required across the area. The plan contains timings for the improvements over a 15-year period and prioritises routes with the greatest potential to increase levels of walking and cycling.

4.4.7 As part of the development of the plan, BCP Council have established a cycling network, consisting of ‘primary’ and ‘secondary’ cycling routes:



- ‘*Primary*’ routes - follow main roads, where aspirations for segregated cycle tracks will be incorporated where possible.
- ‘*Secondary*’ routes - create the finer network between the primary routes, covering a range of road types.

4.4.8 In relation to the site, the LCWIP cycling network map identifies the following:

- **Chapel Lane** – a ‘*primary*’ cycle route in a north-south alignment along the western boundary of the site, connecting to Ferndown in the north;
- **Parley Lane** – a ‘*primary*’ cycle route in an east-west alignment along the southern boundary of the site, between Hurn and Parley Crossroads, becoming a ‘*secondary*’ cycle route to the east of Hurn;
- **Matchams Lane** – a ‘*primary*’ cycle route in a north-south alignment along the eastern boundary of the site between Hurn and Matchams Lane Forest.

Improvements to cycle infrastructure along these routes **would improve the attractiveness of travelling by bike** to/from Aviation Business Park and Bournemouth Airport.

Public Transport Improvements

National Bus Service Improvement Plan (BSIP)

4.4.9 BCP Council submitted its BSIP to UK Government in October 2021. It was awarded indicative funding of £9 million and has subsequently updated the BSIP in October 2022. The main outcomes, of relevance to this site, are:

- Implementation of improvement scheme (bus priority) from Bournemouth Station to the main bus interchange in Bournemouth Town Centre;
- Five neighbourhood bus priority schemes in Branksome, Westbourne, Southbourne, Christchurch and Purewell; and
- Progress multi modal ticketing and integration initiatives for a multi-modal app-based scheme by March 2023, delivered jointly with the Transforming Travel programme.

4.4.10 Within the BSIP, Bournemouth Airport and Aviation Business Park are identified as an area for opportunity, as “*development at the site should enable significant improvements to be made to the bus service*”.

The improvements across the wider bus network across the BCP region will contribute towards making **bus use more attractive**, including for journeys to/from Aviation Business Park and Bournemouth Airport. Given the distance from the town centre, promotion of opportunities for



interchange, for example app-based technology developed by sustainable transport providers, will be particularly relevant.

Highway Improvements

BIG Programme

- 4.4.11 The Bournemouth International Growth (BIG) Programme secured £59.4 million in funding to deliver economic growth through improving connectivity and easing congestion to create jobs.
- 4.4.12 The BIG Programme was delivered by Bournemouth Borough Council and Dorset County Council (and their successors) in conjunction with the Dorset Local Enterprise Partnership. The schemes were frontloaded to unlock development potential and promote economic growth across the area, including the Aviation Business Park.
- 4.4.13 A number of projects within the BIG Programme have particular relevance to enabling growth at the Aviation Business Park:
- A338 Reconstruction (complete)
 - A338 Package including Blackwater Junction (complete)
 - Chapel Gate Roundabout (complete)
 - Hurn Bridge Roundabout (complete)
 - Parley Cross including east and west of New Road link roads (planned)

These projects have **improved, and will continued to improve, capacity** on the local highway network to **enable the delivery of planned growth** at both the Aviation Business Park and Bournemouth Airport. This infrastructure has been '*front-loaded*' to enable development.



5 Monitoring, Engagement and Governance

5.1 Management/Governance Structure

Key Principles

5.1.1 The success of the AWTP is dependent on establishing an appropriate governance and management structure. This structure has been developed based on the following principles:

- **Create a “live” governance structure** that delivers agreed plans, and projects and accommodates to changing local conditions, national/local policy, and changing in occupancy across both the Aviation Business Park and Bournemouth Airport;
- The **boundaries of the structure are permeable**, allowing stakeholders to move between levels of influence and be added to the structure, reflecting the evolving nature of the site and future development aspirations; and
- The **aims of the AWTP are embraced and adopted by all land uses**, with a greater focus on those that have the potential to generate the most trips i.e., the Airport, and businesses with >100 employees.
- At the Business Park, only **plots with specific planning obligations are mandated to participate in this AWTP**. For all other plots, participation is on a voluntary basis but will be strongly encouraged.

5.1.2 The key individuals in delivery of this management/governance structure are as follows:

- An **Area Wide Park Travel Plan Coordinator (AWTPC)** will be appointed jointly by Imperial Park Bournemouth Limited and Bournemouth International Airport Limited to update and manage the AWTP, coordinate site wide activities, facilitate specific site wide travel plan measures, provide TPC services to smaller businesses on site, and engage with external public and private stakeholders.
- **Company Travel Plan Coordinator (CTPCs)** will be enlisted at each of the larger mandatory participants (>100 employees), and on an ongoing basis, to write detailed Travel Plans and coordinate initiatives contained within these documents on behalf of each organisation. Larger voluntary participants without planning obligations (>100 employees) will be strongly encouraged to appoint a CTPC by the AWTPC; and
- **Sustainable Travel Representatives (STRs)** will be enlisted at each of the smaller mandatory participants (<100 employees) to write Travel Plans (from a provided template) and coordinate initiatives contained within these documents on behalf of each organisation, in liaison with the

AWTPC. Smaller voluntary participants without planning obligations (<100 employees) will be strongly encouraged to appoint a STR by the AWTPC.

Structures

5.1.3 The management/governance structure is set out below Figure 5-1 and

5.1.4 Figure 5-2, with roles and responsibilities set out in Table 5-2.

Figure 5-1: AWTP Governance/Management Structure

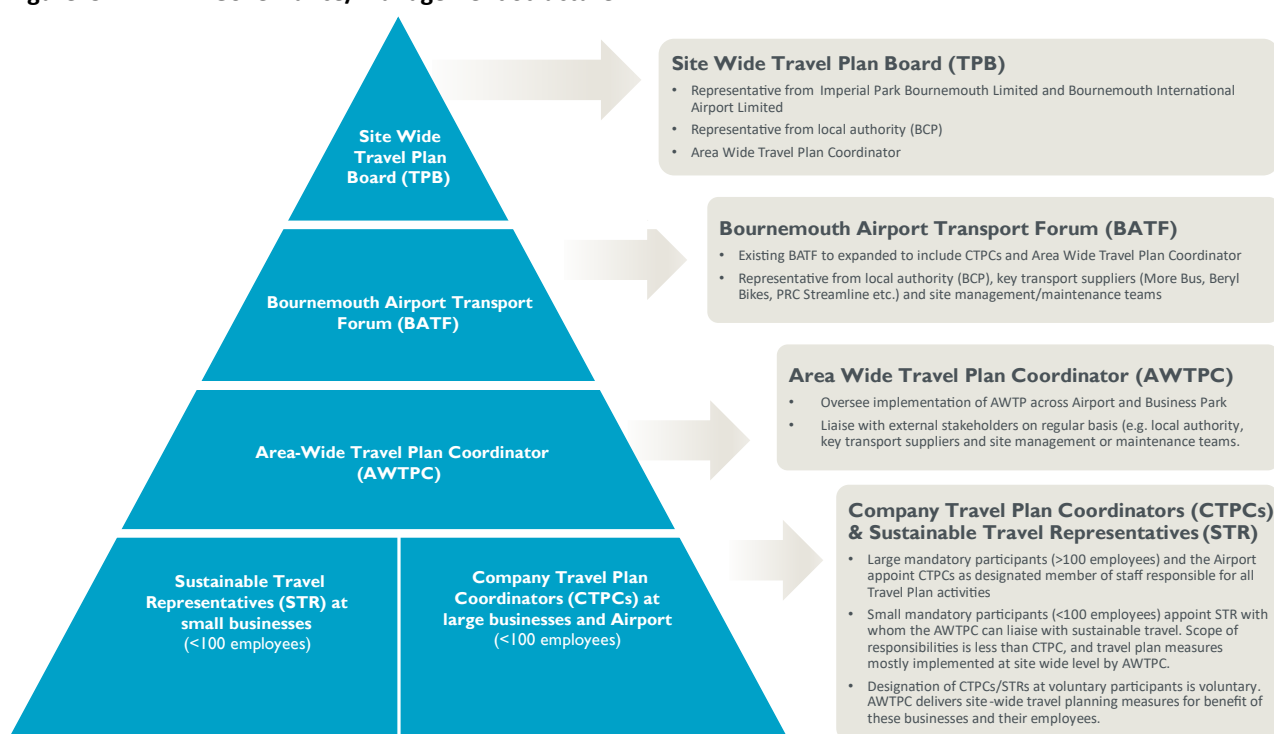


Table 5-1: Governance Structure – Purpose/Responsibilities

| Level | Purpose | Roles/Responsibilities |
|--|--|--|
| Site Wide Travel Plan Board (TPB) | <ul style="list-style-type: none"> • Develops overarching sustainable travel initiatives and secures funding. • Held accountable against the objectives of a Travel Plan • Meets on at least an annual basis. | <ul style="list-style-type: none"> • Establish a memorandum of understanding that sets out the purpose of the group and what they collectively want to achieve; • To liaise with the leader of the council and Local Enterprise Partnership to influence policy and decision making; • Create a culture of sustainable travel behaviour at the Airport and Business Park; • Identify, secure, and manage funding for sustainable travel measures through a range of funding streams; • Coordinate programmes to ensure that infrastructure improvements and initiatives are implemented in a timely manner and communicated correctly; and • Provide the infrastructure required to support initiatives associated with encourage the uptake of sustainable modes. |
| Bournemouth Airport Transport Forum (BATF) | <ul style="list-style-type: none"> • Brings together all on-site stakeholders to coordinate initiatives and collaborate | <ul style="list-style-type: none"> • Provide a diverse forum for stakeholders to have a voice and collectively prioritise initiatives for transport infrastructure; |

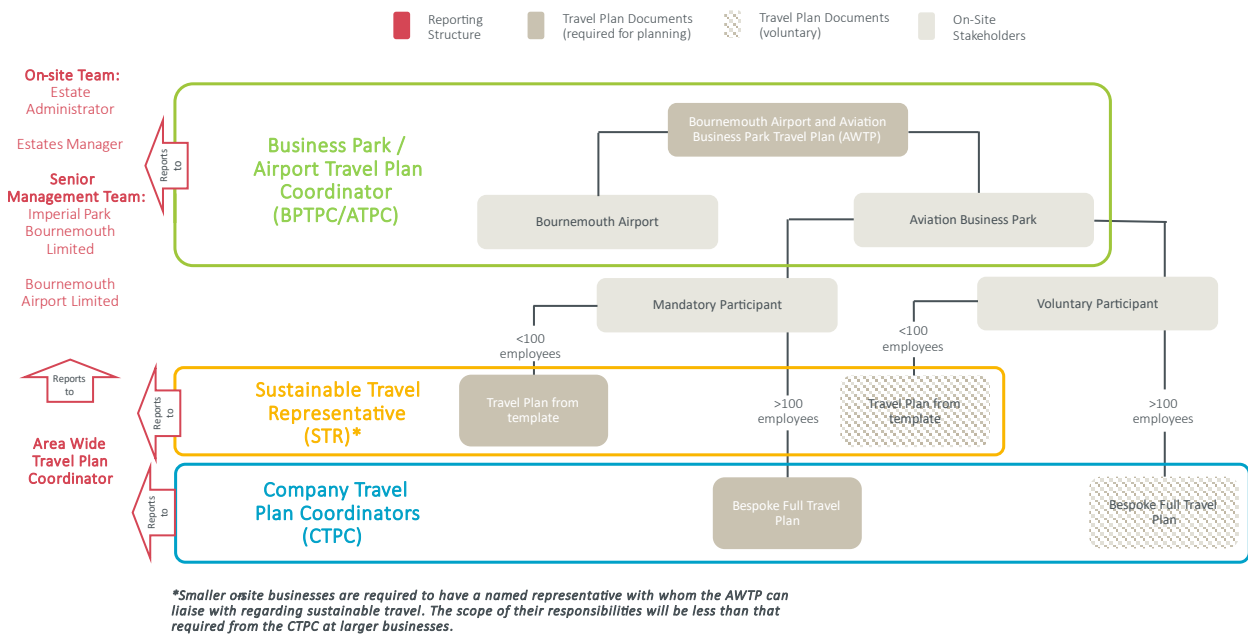


| Level | Purpose | Roles/Responsibilities |
|--|--|--|
| | <p>on delivery of travel plan measures.</p> | <ul style="list-style-type: none"> • Provide a forum for businesses to have a voice and feedback to TPB on transport-related issues; • Conduct marketing and monitoring at Business Park in line with that set out in AWTP; • Create a peer networking environment to share goods news on effective initiatives and enhance participation in travel planning activities; • Coordinate strategies between organisations to create integrated solutions e.g., event planning/car park sharing; and • Manage logistics activities to facilitate the share used of suppliers, costs and encourage local procurement for the benefit of local businesses, economy and reduce delivery miles. |
| <p>Area Wide Travel Plan Coordinator (AWTPC)</p> | <ul style="list-style-type: none"> • Promotes the AWTP and reports back to the BATF and TPB. • Appointed and funded Imperial Park Bournemouth Limited and Bournemouth International Airport Limited • Known to Business Park and Airport community as someone who champions sustainable transport initiatives, with dedicated time to complete responsibility. | <ul style="list-style-type: none"> • Lead the production, approval and delivery of the relevant elements of the AWTP; • Ensure that Detailed Travel Plans are produced by each of the large mandatory participants on site, and assisting with their preparation; • Monitor and evaluate the effectiveness of the AWTP at site-wide level; • Report back to the BATF and TPB the key sustainable travel issues and progress against targets; • Liaise with public transport operators and local authority officers; • Work in collaboration with CTPCs to implement site wide initiatives e.g., Annual Travel Events; and • Support smaller on-site businesses with travel planning activities, and completion of template travel plan, where required. |
| <p>Company Travel Plan Coordinators (CTPCs)</p> | <ul style="list-style-type: none"> • Promoters of Detailed Travel Plans within individual larger businesses on the Business Park to secure their implementation as well as being the key point of contact for employees. • Appointed and funded by each mandatory participant with more than 100 employees, pre-occupation, and the Airport. • Larger voluntary participants without planning obligations (>100 employees) will be encouraged to appoint a CTPC by the AWTPC | <ul style="list-style-type: none"> • Lead the production, approval and delivery of a Bespoke Unit Travel Plan (larger mandatory participants only); • Support in the production, approval and delivery of the AWTP; • Champion the travel plan within their organisation, marketing the benefits and initiatives; • Liaise with the BATF and senior management; • Provide personalised travel planning to employees; • Liaise with public transport operators through the BATF; and • Review and monitor the Bespoke Unit Travel Plan, and feedback to the BATF. |
| <p>Sustainable Travel Representatives (STRs)</p> | <ul style="list-style-type: none"> • Contact for AWTPC to liaise with regarding sustainable travel. • Appointed and funded by each mandatory participant business with | <ul style="list-style-type: none"> • Supports AWTPC in promotion of site-wide travel plan measures at individual site level; • Support in the production approval and delivery of Travel Plan from template, with support from AWTPC; and • Champion the travel plan within their organisation, marketing the benefits and initiatives. |



| Level | Purpose | Roles/Responsibilities |
|-------|---|------------------------|
| | less than 100 employees, pre-occupation. <ul style="list-style-type: none"> Smaller voluntary participants without planning obligations (<100 employees) will be encouraged to appoint a STR by the AWTPC | |

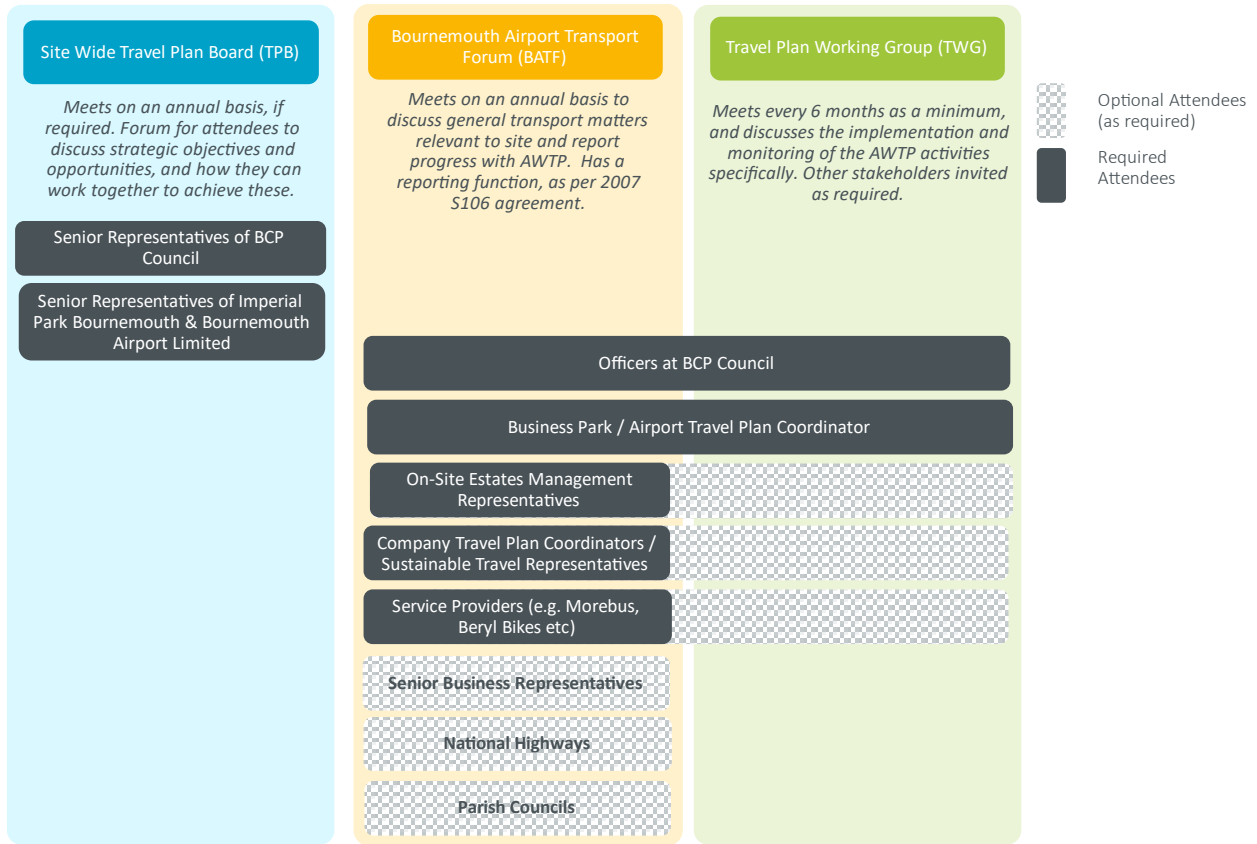
Figure 5-2: Travel Plan Structure and Reporting Lines



5.1.5 Further details of the formal engagement structure, and attendees at the TPB and BATF are set out below. Informal engagement between the internal client team would be undertaken on an ad-hoc basis.



Figure 5-3: Engagement Structure



5.2 Business Park – Unit Travel Plans

5.2.1 For the Business Park, this AWTP sets out site-wide targets and measures, and well as required measures for mandatory participants, with planning obligations. To capture business level activities at mandatory participants, the following Unit Travel Plans will be prepared, as summarised in Figure 5-4.

- Bespoke, detailed Unit Travel Plans will be prepared by the CTPC of each larger mandatory participant on site (> 100 employees) prior to first occupation; and
- Using a template, Unit Travel Plans will be prepared by STRs (supported by the AWTPC) smaller mandatory participant on site (< 100 employees) prior to first occupation.

5.2.2 The AWTPC would ensure that these Travel Plans refer to, comply and are consistent with this AWTP. As a minimum, for larger units this should include all measures listed below, with additional measures depending on the nature of the business.

5.2.3 For businesses occupying leasehold units, the requirement to prepare these Travel Plans will be included within the lease. Units which are owner occupied would be required to complete the Travel Plan through a requirement of the sale of the plot.



5.2.4 The template Travel Plan for smaller businesses, and guidance to assist with preparation of the Bespoke Unit Travel Plan is included in **Appendix C**.

5.2.5 Detailed Travel Plans must include the following information:

Figure 5-4: Bespoke Detailed Unit Travel Plan Content

| Surface Access | Monitoring, Engagement & Governance | Objectives & Targets | Measures | Monitoring |
|--|--|---|--|---|
| <ul style="list-style-type: none"> Business Operational Information (opening hours, staff numbers, shift patterns, site map) Planning Background e.g. planning conditions Details of on-plot infrastructure for pedestrians and cyclists Summary of walking route from site to the nearest bus stop, and infrastructure available Details of on-plot cycle parking, car parking, showers, lockers, changing facilities (quantity, quality and location) Summary of results for specific business from site-wide attitudinal survey Summary of car and cycle parking counts undertaken for Annual Business Census Summary of any plot specific data from transport service providers e.g. Beryl Bikes, Morebus Links to Sustainable Travel Information pack for details of wider site and off-site infrastructure. | <ul style="list-style-type: none"> Contact details of CTPC Details of internal management structure of the Travel Plan Summary of engagement with local authority Details of timescales for review of TP | <ul style="list-style-type: none"> Objectives of TP, and links to wider business objectives SMART targets, linking to those within AWTP, for reduction in single occupancy car mode share and subsequent increase in sustainable modes (walking, cycling, car share, taxi), and awareness of the TP including rationale, indicators, monitoring and timescales. | <ul style="list-style-type: none"> Details of measures to achieve targets in terms of on-site infrastructure, off-site infrastructure and promotional measures. Provide details of responsibility, timetables and the site users it is applicable to. Promotional measures should be set out in terms of walking, cycling, bus, deliveries, car sharing, reducing the need to travel and communication. Evidence of any information sent out to employees about sustainable travel | <ul style="list-style-type: none"> Summary of timescales and information derived from site-wide monitoring e.g. attitudinal travel surveys Details of any plot specific monitoring undertaken in addition to site-wide monitoring. Timescales for review of objectives and targets Summary of information to be provided within annual monitoring reports (to be submitted to BCP Council within three months of completion of site-wide attitudinal surveys) |

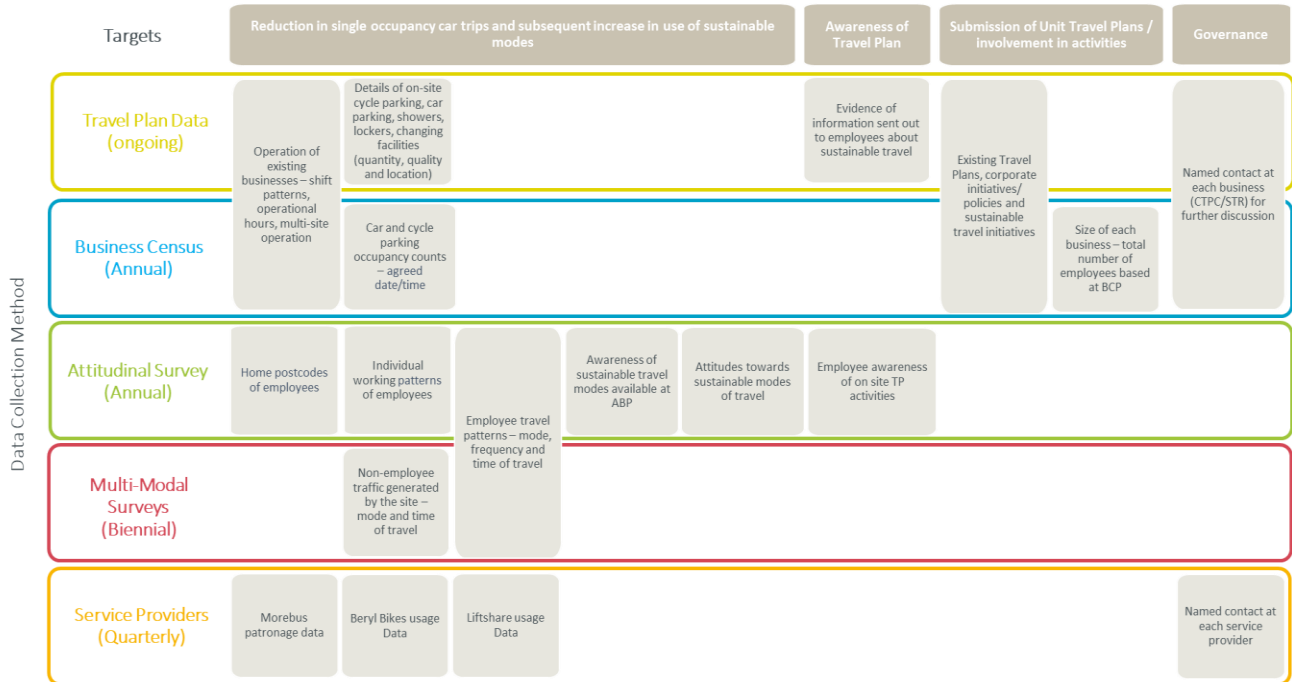
5.2.6 The preparation of a Unit Travel Plan will not be mandatory for voluntary participants, however, the AWTPC would engage with these businesses and strongly encourage them to prepare a Unit Travel Plan promoting benefits to them and their employees. Notwithstanding this, all on-site businesses would be included within the monitoring undertaken as part of the AWTP, able to access site-wide sustainable travel measures/activities, and larger units would be invited to attend B ATP meetings.

5.3 Monitoring

5.3.1 To monitor progress against the targets set out in the following sections of this AWTP, a data collection strategy has been derived, summarised in Figure 5-5. Details of how this monitoring will be used to assess progress against each target within the AWTP is set out in the following chapter of this AWTP.



Figure 5-5: Data Collection Strategy - Overview



5.3.2 The timescales and responsibilities for collecting this data is set out below:

Table 5-2: Data Collection Strategy – Timetables & Responsibilities

| Method | Timescales | Responsibility/level |
|--|--|--|
| Travel Plan Data | Annually | <i>Airport:</i> Collected from CTPC by AWTPC <i>Business Park:</i> Collected from CTPCs/STRs by AWTPC |
| Business Census | Annually | <i>Airport:</i> Site Management <i>Business Park:</i> Site Management |
| Multi-modal traffic counts | Repeated every other year (biennial) in line with planning requirements (application reference: 8-19-0882) | <i>Airport:</i> AWTPC <i>Business Park:</i> AWTPC |
| ANPR/barrier system/automatic traffic counts (ATCs) | Repeated annually for life of the Travel Plan. | <i>Airport:</i> AWTPC <i>Business Park:</i> AWTPC |
| Attitudinal survey | Repeated annually for life of the Travel Plan. | <i>Airport:</i> AWTPC, with support from CTPC <i>Business Park:</i> AWTPC, with support from CTPCs/STRs |
| Patronage data supplied by Morebus | Reported quarterly for the life of the Travel Plan | <i>Airport:</i> AWTPC <i>Business Park:</i> AWTPC |
| Car park/cycle stand occupancy counts (new units only) | Reported quarterly for the life of the Travel Plan | <i>Business Park:</i> CTPCs/STRs |

5.3.3 The outputs of this monitoring, and alignment with the Unit Travel Plans at the Business Park are set out in Figure 5-6.



Figure 5-6: Monitoring Strategy

| | Area Wide Travel Plan | Bespoke Full Unit Travel Plan (>100 staff) | Unit Travel Plan from Template (<100 staff) |
|---|--|--|--|
| Form of Monitoring | | | |
| Travel Plan Data (ongoing) | ✓ | ✓ | ✓ |
| Business Census (Annual) | ✓ | ✓ | ✓ |
| Attitudinal Survey (Annual) | ✓ | Unit specific data shared with each CTPC by AWTPC ✓ | ✗ |
| Multi-Modal Surveys (Biennial) | ✓ | ✗ | ✗ |
| Data from Service Providers (Quarterly) | ✓ | Unit specific data shared with each CTPC by AWTPC ✓ | ✗ |
| Outputs | Format: Site Wide Monitoring Report (including review of Travel Plan targets) Timescales: Annual submission, within 6 months of completion of multi-modal surveys | | Format: Unit Monitoring Report (including review of Travel Plan targets) Timescales: Annual submission, within 3 months of completion of attitudinal surveys n/a |
| | Data collected by AWTPC | Data collected by CTPC | Submitted to BCP Council for review & sign-off |

5.3.4 At an area-wide level, a monitoring report will be submitted annually to BCP (with the more detailed full surveys presented every two years). The annual monitoring reports will set out:

- Details of any changes to the planning context at the Business Park or Airport;
- Details of latest occupancy levels of the site, and any anticipated occupations for the next 12 month period (if known) in terms of floor areas and staffing levels);
- Details of any changes to occupiers on-site (if known);
- Details of any Unit Travel Plans that have been written, approved and updated within the last 12-month period (if known);
- Summary of any changes to the baseline conditions;
- Progress against the AWTP measures, summary of progress provided with a “RAG” rating (**Red**-measure not progressed within monitoring period, **amber** – ongoing initiative progressed within monitoring period, **green** – initiative completed);
- Copy of any promotional measures sent out e.g., Travel Information Packs;
- Minutes of any relevant discussions and meetings e.g., BATF;
- Details of site-wide Travel Event undertaken;
- Summary of any cost/funding changes;
- Results of monitoring undertaken within the monitoring period, and methodology of assessment;
- Results of car and cycle parking counts at individual businesses;



- Summary of progress against targets; and
- Details of any remedial measures, if required.

5.3.5 Each monitoring report will be prepared on a site-wide basis, covering the Airport and Business Park separately.



6 Managing Travel Demand – Business Park

6.1 Overview

6.1.1 This section of the AWTP relates to the Business Park. It sets out the vision for access to the Business Park, the targets to support the vision, and the measures that will be implemented to achieve these. It has been derived based on the findings of a SWOT analysis, also set out within this section.

6.2 SWOT Analysis

6.2.1 In order to understand the opportunities for encouraging the uptake of sustainable travel modes for those travelling to the Aviation Business Park and Airport, a SWOT analysis has been undertaken. This in turn will be used to determine an appropriate strategy and measures.

Table 6-1: Business Park - SWOT Analysis

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none"> • The whole business park currently employs 3,000+ staff (plus 1,900 additional staff as part of proposed development), which provides a critical mass of individuals to engage with to promote and encourage change. • Beryl Bike Hire is available within the Business Park, which could be expanded if demand were to increase. The majority of respondents to the attitudinal survey were aware of this sustainable travel mode (79%, 506 respondents were aware of the Beryl Bike Scheme). • The site is directly served by the number 737 service which is used by staff during peak periods. This provides a direct connection to Bournemouth, including Bournemouth Railway Station where interchanging is currently reported. Approximately 50% of attitudinal survey respondents were aware of the 737 bus service. • There is integrated ticketing across the local bus network, facilitating use of multiple services to access the business park, through the morebus app and on-board ticket options. • 50-60% of current employees at the Business Park live within the BCP region, which means that there is a great potential for modal shift away from single occupancy car and it is likely that similar trends would be seen amongst future employees. • Arrivals and departure times are primarily concentrated into two peak hours in the morning and afternoon, which aligns with the existing bus timetable serving the site. • The majority of staff based at the Business Park are employed on a full-time basis and are location-based, which means that they travel to the Business Park on a regular basis. This means there is significant potential for modal shift, for at least a proportion of an employee’s working week. • The attitudinal survey highlighted that across the site, respondents would be willing to consider alternative modes – with the most frequent option being cycle and car share. | <ul style="list-style-type: none"> • There is currently limited dedicated infrastructure within the Business Park for pedestrians and cyclists, which reflects current level of use and is typical of the arrangements at other business parks across the country. • The site is over 2km from the nearest residential areas (Parley Cross) and existing public transport infrastructure within the vicinity of the site is limited, which restricts the accessibility of the site by certain modes e.g., walking and rail. This is reflected in the baseline mode share from the traffic counts conducted in May 2022 (0.5% walk). • Previous travel planning efforts have subsided on the wider business park. • Limited existing electric vehicle charging points across the Business Park, reflecting the availability of electricity supply and existing levels of demand. • Different businesses work on different shift times, which can introduce challenges in aligning bus timetables to suit multiple needs. |



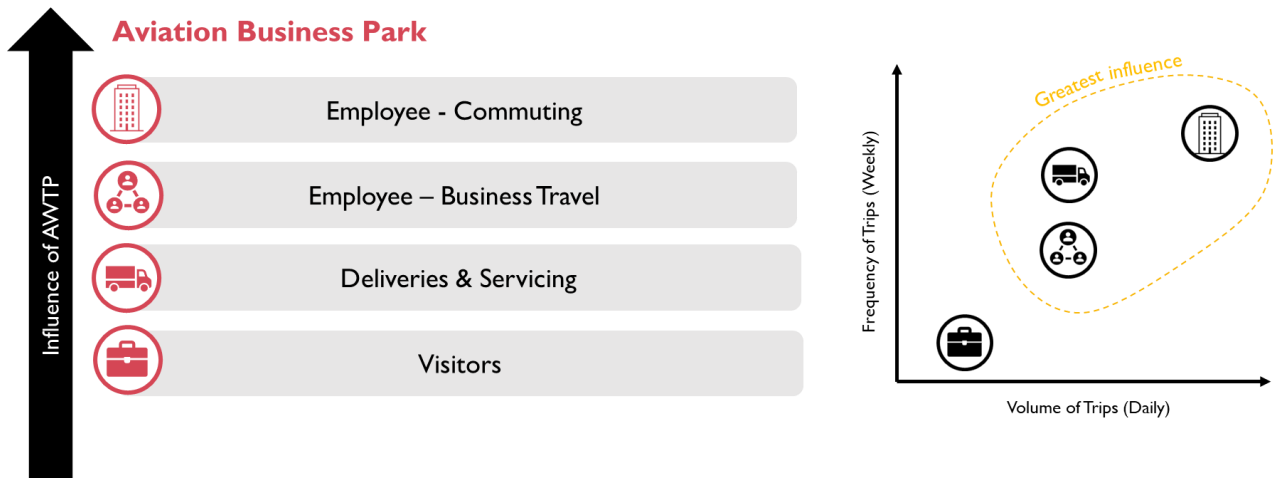
| Opportunities | Threats |
|---|---|
| <ul style="list-style-type: none"> • Evidence shows that people are more likely to change their travel behaviours at key points in time, or after regular habits are disrupted. Implementation of the AWTP may therefore be timely upon occupation of new units on site. • Population growth and economic activity traditionally results in increased travel by car, and therefore increased congestion and need for road building. On the other hand, user behaviours and travel attitudes are changing in certain age groups, largely as a result of digital solutions, increased demand for home working, rise of decarbonisation and active travel on the agenda, and other financial pressures, which could result in lower demand for car ownership and use during peak periods. • The 737 bus service has a tracker to allow real-time monitoring. Data collected in real time can make bus services more attractive, convenient and responsive for passengers. • The proposed Spine Road provides an opportunity to improve connectivity between the Business Park and existing walking/cycling infrastructure, as well that proposed as part of TCF funding. It will also form the “missing link” through the site to allow buses to route more efficiently between the Business Park and Airport, as well as onwards towards Christchurch. • BCP and Dorset Councils are jointly proposing a number of sustainable travel routes, funded through the Transforming Cities Fund (TCF). This includes 78km of new cycling and walking routes, which will connect Bournemouth, Christchurch, and Poole to outlying settlements and employment areas including Bournemouth Aviation Business Park. This will provide a network of high-quality cycling infrastructure that can be used to travel to/from the Business Park. Research has found that interventions targeted at specific modes are most effective when accompanied by improvements in quality. • Decarbonising transport is rising on the agenda, politically and environmentally. This is supported by the commitments set out in the BCP Council Climate and Ecological Emergency Action Plan. In addition, the Prime Minister announced the sale of all new petrol, diesel and hybrid cars will be banned from 2040 in the UK. This is leading to a rise in ownership of vehicles which use greener fuels. Infrastructure in the Business Park will need to reflect this shift through provision of electric vehicle charging points. • BCP Local Cycling and Walking Infrastructure Plan (LCWIP) demonstrates a long-term strategic aspiration to plan and improve networks of walking and cycling routes. This will enable a significant increase in the number of journeys people choose to make on foot/by bike. | <ul style="list-style-type: none"> • A number of on-site units employ apprentices, who may not have access to sufficient funds to utilise certain sustainable transport modes. • There is not one single landowner on the site, which means that multiple stakeholders are involved in all decision making. • Travel planning measures contained within this AWTP would only be enforceable and therefore mandatory for new businesses, as part of planned growth and relevant planning obligations. Participation at existing businesses, without any relevant planning obligations, would only be on a voluntary basis. • Bus services in the past have struggled to operate commercially so it is important to carefully provide new services to meet demand rather than blanket frequency/service increases which will have very little patronage at certain times of day. • Severance as a result of the River Stour to south of the site, which limits feasibility of providing direct routes to residential areas in Moordown and northern Bournemouth. • The proposed TCF cycle routes use land within third party ownership i.e., outside of highway boundary, which could affect the feasibility of delivering the routes. • The Business Park has good road connections to the local highway network, situated in close proximity to A438, A338 and A31, which provides access to a range of local and regional locations. This could enhance accessibility by the private car. • Existing congestion on the wider road network could affect reliability and make bus use less attractive. |

6.3 Influence

6.3.1 At the Business Park, this AWTP considers all user groups/trip types, but specifically those trips which account for the highest volume of trips, occur most frequently and have the greatest potential to influence through travel planning measures, as summarised in Figure 6-1.



Figure 6-1: Business Park – User Groups and AWTP Influence



6.4 Vision

6.4.1 The journey is typically defined by three components: the first mile; the last mile; and the middle mile(s). To get to the Bournemouth Aviation Business Park, a person’s journey would be performed as follows:

- The **first mile** starts with decisions and planning; moving on to purchasing fuel or tickets; and then a journey from the doorstep to a transport node. This might be a bicycle stand, a bus stop, or a railway station, where interchange takes place.
- The **middle mile(s)** is/are likely to be the longest length and primary mode of the journey. It is a bike ride, a bus journey, a rail journey, or a drive to the Business Park, along a series of external networks. These routes are more difficult to influence; and
- The **last mile** is the place that you park your bicycle or car; get off your bus; and travel to your final destination within the Business Park. This is where the developer can have the most influence.

6.4.2 The vision for accessing and egressing the Business Park is that the transition between each of these components, when using sustainable modes, is as seamless as possible. To reflect the long-term aspirations within the emerging Local Plan evidence base for 25% to 50% of journeys across the wider BCP region to be undertaken by sustainable modes, the overall vision for the site is that all users of the site (employees, visitors, deliveries) should be able to make use of reliable, convenient, efficient, and cost-effective transport solutions, to tip the balance in favour of sustainable travel modes.

6.4.3 It will be aimed to achieve this vision through implementation of the measures contained within this AWTP. The vision by mode is set out in Table 6-2.



Table 6-2: Business Park - Multi-Modal Vision

| Mode | Trip Purpose | First Mile | Middle Mile | Last Mile |
|---------|---|---|--|---|
| Walking | Employees Visitors | <ul style="list-style-type: none"> Information available regarding route and journey time in a central location. Having suitable equipment to walk in all weathers and times of year. | <ul style="list-style-type: none"> Safe, well-lit direct routes that link into on-site infrastructure. Clear wayfinding along the route. | <ul style="list-style-type: none"> High quality pedestrian infrastructure through the site, with wayfinding between units, car parks and public transport infrastructure. |
| Cycling | Employees Visitors | <ul style="list-style-type: none"> Information available regarding route and journey time in a central location. Having the skills and knowledge to be able to confidently cycle to work. Having suitable equipment to travel by bike in all weathers and times of year. | <ul style="list-style-type: none"> Safe, well-lit direct routes that link into on-site infrastructure. Clear wayfinding along the route | <ul style="list-style-type: none"> High quality cycle parking in close proximity to workplace, with natural surveillance. Access to facilities to shower and storage cycling equipment. Cycle maintenance equipment available on-site if needed. Clear wayfinding through the site and high-quality on-site infrastructure that link into wider cycle routes. |
| Bus | Employees Visitors | <ul style="list-style-type: none"> Information regarding route, departure times and journey times available in a central location. Ability to purchase one ticket for my whole journey, via a range of payment methods e.g., in person, app, online. Minimal interchanges between place of home and work i.e., convenient route. | <ul style="list-style-type: none"> Reliable bus service during peak periods. Possibility for interchanging from other services to access 737 route. Clear information on-board to let passengers know when to alight. | <ul style="list-style-type: none"> Bus stops in close proximity to place of work. Pleasant waiting environment with shelters, seats and timetable information. |
| Vehicle | Employees Visitors Deliveries | <ul style="list-style-type: none"> Knowledge that a space will be available on-site, possibly if car is my only option for travel or if sharing with others. Information regarding route, and journey time available in a central location. Knowledge of whom I will be car sharing with and guaranteed lift home if any issues arise. | <ul style="list-style-type: none"> Reliable journey time during peak periods. | <ul style="list-style-type: none"> Car parking areas clearly signposted upon arrival into Business Park. Priority spaces provided for those who car share, with EV charging provision. |

6.5 Focus

6.5.1 Based on the SWOT analysis undertaken, the greatest opportunities for reducing single occupancy car trips for the Business Park are as follows:

- Car sharing



- Cycling
- Bus use

6.5.2 For the Business Park, the focus of the AWTP will therefore encourage a move away from single occupancy car trips to those undertaken by bicycle, bus and car with multiple occupants.

6.6 Objectives

6.6.1 To achieve the vision, a series of objectives have been developed for the Business Park:

- To encourage the use of sustainable modes of transport which have less environmental impact and contribute to improved physical and mental well-being, particularly active modes of travel such as cycling;
- Incentivise the use of public transport;
- Reduce reliance on the private car, and where vehicles are to be used, encourage these to be used in a sustainable manner, through car sharing and use of ultra-low emission vehicles.

6.7 Targets

6.7.1 Due to the differing obligations on businesses across the Business Park in relation to travel planning, separate targets are set relating to mandatory and voluntary participants. All targets will be measured across all voluntary or mandatory participants, as appropriate, rather than an individual unit basis.

6.7.2 For recent development at the Business Park (planning ref: 8-19-0864) a Transport Assessment was prepared that assessed the impact of the development on the local highway network. As agreed with BCP Council, the travel demand for the development was forecast using 2011 Census Journey to Work data for the area within the vicinity of the site, which equated to an 85.6% single occupancy car mode share. The targets set out within the following section have been prepared to reflect this baseline position, assessed within the Transport Assessment.

Voluntary Participants

6.7.3 There are currently no planning obligations for the existing on-site businesses to participate in this AWTP and as such their respective target is for there to be no increase in the single occupancy car mode share over the duration of this AWTP against the TA baseline mode share (85.6%). However, these voluntary participants will be strongly encouraged to implement the measures included within this AWTP.



Mandatory Participants

6.7.4 It is currently unknown who the future occupiers of new business units will be nor who will be employed by these businesses. The ability to travel by sustainable modes (walk, cycle, public transport, car share, taxi) is highly dependent on the home location of these employees, and the nature of the work they undertake. To reflect this, two targets have been set for mandatory participants:

- 1 To achieve no increase in the single occupancy car mode share over the duration of this AWTP against the TA baseline mode share (85.6%); and
- 2 To achieve a 25% modal split for sustainable modes (walk, cycle, public transport, car share, taxi) amongst employees living in the urban BCP region, within 5km of the Aviation Business Park.

6.7.5 An aspirational long-term target of 25% of trips to be undertaken by sustainable modes is deemed appropriate for mandatory participants at the Aviation Business Park since these businesses will be required to implement their own Unit Travel Plan, and parking provision will be assessed against current parking standards which seek to control parking levels and better manage vehicle demand. This may take a period of time to be realised and this would likely depend on the timescales of infrastructure and measures triggered as part of recent planning applications and those delivered off site by BCP, as such the measurement of this target and timescales for reaching this will be discussed closely with BCP Council officers.

Summary

6.7.6 To achieve the objectives and vision, the core targets for this site are suggested to be as follows.

Table 6-3: AWTP Core Targets by Plot Type – Business Park

| Plot Type | Targets | Trip Purposes | Indicators | Monitoring | Timescales |
|------------------------|---|-----------------------|---|--|--------------------------------|
| Mandatory Participants | For the single occupancy car mode share to not exceed the TA baseline modal split (85.6%) | Employees Visitors | Reduction in vehicle trips proportions. | Results of annual attitudinal survey at mandatory participants | Ongoing, from first occupation |
| Mandatory Participants | A long-term aspiration to reach a level where 25% of trips made to/from the site by employees living within 5km of the site in the BCP region, at mandatory participants are undertaken by sustainable modes (walk, cycle, public transport, car share, taxi) | Employees Visitors | Reduction in vehicle trips proportions. | Results of annual attitudinal survey at mandatory participants | Ongoing, from first occupation |
| Voluntary Participants | For the single occupancy car mode share to not exceed | Employees Visitors | Reduction in vehicle trips proportions. | Results of annual attitudinal survey at | Ongoing, from first occupation |



| Plot Type | Targets | Trip Purposes | Indicators | Monitoring | Timescales |
|------------------------------------|---|-------------------------------------|------------|---|--|
| | the TA baseline modal split (85.6%) | | | voluntary participants | |
| Mandatory & Voluntary Participants | For 75% of the employees based on at the site to be aware of the AWTP. | Employees | - | Results of annual attitudinal travel surveys. | 10 years from first occupation, 5 years from final occupation. |
| Mandatory Participants | All mandatory participants with more than 100 employees have a bespoke unit travel plan submitted to BCP for approval prior to initial occupation | Employees Visitors Deliveries | Compliance | - | For the duration of the Travel Plan |
| Mandatory Participants | All mandatory participants with less than 100 employees have utilised the template travel plan submitted to BCP within 3 months of initial occupation | Employees Visitors Deliveries | Compliance | - | For the duration of the Travel Plan |

6.7.7 The core targets outlined above would be reviewed within each monitoring report. If these are met within the timescales set out above, additional “stretch” targets may be set, through discussion with BCP Council.

6.8 Measures

6.8.1 Measures that will be implemented to achieve the targets included in Table 6-3 are set out below. To generate modal shift, a combination of infrastructure and promotional measures will be implemented. These measures will be:

- Implemented at a site-wide level to encourage behavioural change at both voluntary and mandatory participants at the Business Park;
- Implemented at mandatory participants (as appropriate) which form part of any development at the Business Park. These are intended to be the minimum requirements of mandatory participants in terms of travel planning activity.

On-Plot Infrastructure

6.8.2 The measures set out in the table below will be implemented on-plot by mandatory participants at the Business Park. They will not be required at voluntary participants, however, would be promoted as part of any voluntary Unit Travel Plans prepared.



Table 6-4: Business Park Travel Plan Measures - On-Plot Infrastructure

| Measure | Scale of Impact | Responsibility | Timescale | Large Business (>100 employees on-plot) | Small Business (<100 employees on-plot) | Site Users |
|--|-----------------|----------------|-----------------------------|---|---|--|
| BP-OP1: Provision of 2+ parking spaces at all new units (proportion to be determined at reserved matters stage) and preparation of unit car park management strategy to support this. | Individual site | Developer | Pre-occupation of new units | n/a | n/a | Employee Business Travel Visitors |
| BP-OP2: Provision of cycle parking, showering and changing/locker facilities at each new unit, in convenient locations. | Individual site | Developer | Pre-occupation of new units | n/a | n/a | Employee Business Travel Visitors |
| BP-OP3: Installation of EV charging points (including those for car sharers and disabled users) at all new units. | Individual site | Developer | Pre-occupation of new units | n/a | n/a | Employee Business Travel Visitors |

On-Site Infrastructure

6.8.3 The measures set out in the table below will be implemented on the wider Business Park as part of any new development. They will not be required to be implemented by voluntary participants, however, would be promoted as part of any voluntary Unit Travel Plans prepared.

Table 6-5: Business Park Travel Plan Measures - On-Site Infrastructure

| Measure | Scale of Impact | Responsibility | Timescale | Large Business (>100 employees on-site) | Small Business (<100 employees on-site) | Site Users |
|---|-----------------|----------------|--|---|---|--|
| BP-OS1: Provision of continuous on-site cycle routes to connect to external / off-site routes | Site-Wide | Developer | At defined trigger points as part of new development | n/a | n/a | Employee Business Travel Visitors |
| BP-OS2: Provision of new and upgraded bus shelters throughout the Business Park (as appropriate) | Site-Wide | Developer | At defined trigger points as part of new development | n/a | n/a | Employee Business Travel Visitors |
| BP-OS3: Provision of high-quality walking routes through the site, with connections | Site-Wide | Developer | At defined trigger points as part of new development | n/a | n/a | Employee Business Travel Visitors |



| Measure | Scale of Impact | Responsibility | Timescale | Large Business (>100 employees on-site) | Small Business (<100 employees on-site) | Site Users |
|--|-----------------|----------------|-----------|---|---|------------|
| to on-site facilities and bus shelters | | | | | | |

Off-Site Infrastructure

6.8.4 The measures set out below are complementary off-site infrastructure measures that will be implemented by other stakeholders, or as part of new development at the Business Park.

Table 6-6: Business Park Travel Plan Measures - Off-Site Infrastructure

| Measure | Scale of Impact | Responsibility | Timescale | Large Business (>100 employees on-plot) | Small Business (<100 employees on-plot) | Site Users |
|---|-----------------|----------------|---|---|---|--|
| BP-OF1: Implementation of TCF routes | Site-Wide | BCP Council | In line with funding requirements | n/a | n/a | Employee Business Travel Visitors |
| BP-OF2: Provide financial contribution to improve bus services and engage with BCP Council to determine how this could be spent most effectively in relation to hours of operation & route coverage to best cater for demand | Site-Wide | Developer | Upon occupation of new units and defined trigger points | n/a | n/a | Employee Business Travel Visitors |

Promotional Measures

6.8.5 The measures set out in the table below will be implemented on a site-wide basis, or as part of any new development at the Business Park. They will not be required to be implemented by voluntary participants, however, could be considered as part of any voluntary Unit Travel Plans prepared.

Table 6-7: Business Park Travel Plan Measures - Promotional

| Measure | Scale of Impact | Responsibility | Timescale | Large Business (>100 employees on-plot) | Small Business (<100 employees on-plot) | Site Users |
|---|-----------------|--|------------------------------|---|---|--|
| Walking | | | | | | |
| BP-P1: Provision of information about local walking routes to/from the Business Park | Individual site | <i>Large Business:</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation of new units | ✓ | ✓ | Employee Business Travel Visitors |



| Measure | Scale of Impact | Responsibility | Timescale | Large Business (>100 employees on-plot) | Small Business (<100 employees on-plot) | Site Users |
|--|-----------------|--|------------------------------|---|---|--|
| BP-P2: Promote national/local funding opportunity and support submission of bids (<i>applicable to all modes</i>) | Site-Wide | <i>Large Business:</i> CTPC <i>Small Business:</i> AWTPC <i>Site Wide:</i> AWTPC | Ongoing | n/a | n/a | Employee Business Travel Visitors Deliveries |
| Cycling | | | | | | |
| BP-P3: Support promotion of Beryl initiatives and offers (cycles and scooters) | Site-Wide | <i>Large Business:</i> CTPC <i>Small Business:</i> AWTPC <i>Site Wide:</i> AWTPC | Ongoing | ✓ | ✓ | Employee Business Travel Visitors |
| BP-P4: Provision of information about local cycling routes to/from the Business Park | Individual site | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation of new units | ✓ | ✓ | Employee Business Travel Visitors |
| BP-P5: Encourage participation in Cycle Friendly Employer Scheme | Individual site | CTPCs | Upon occupation of new units | ✓ | - | Employee |
| BP-P6: Participate in national cycle events e.g., Bike Week (June), Cycle to work Day (August) | Individual site | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation of new units | ✓ | ✓ | Employee Business Travel Visitors |
| BP-P7: Consider participation in cycle purchase schemes | Individual site | CTPCs | Upon occupation of new units | ✓ | - | Employee |
| BP-P8: Consider providing rewards for cycling e.g., bike breakfast, cyclists of the month/year. | Individual site | CTPCs | Upon occupation of new units | ✓ | - | Employee |
| BP-P9: Hold annual bike servicing events (Dr Bike) at central locations within Business Park | Site Wide | AWTPC/Developer | Ongoing | n/a | n/a | Employee |
| Bus | | | | | | |
| BP-P10: Provision of information on local bus routes and ticket options, including morebus app. | Individual site | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation of new units | ✓ | ✓ | Employee Business Travel Visitors |
| BP-P11: Consider offering interest free loans for purchase of bus season tickets | Individual site | CTPCs | Upon occupation of new units | ✓ | - | Employee |



| Measure | Scale of Impact | Responsibility | Timescale | Large Business (>100 employees on-plot) | Small Business (<100 employees on-plot) | Site Users |
|---|-----------------|--|--|---|---|--|
| BP-P12: Consider offering staff flexi-working to enable employees to better match working hours to existing public transport timetable | Individual site | CTPCs | Upon occupation of new units | ✓ | - | Employee |
| Deliveries | | | | | | |
| BP-P13: Facilitate co-operation between on-site businesses to establish common purchasing and recycling policies, and encourage use of local suppliers | Individual site | AWTPC | Ongoing | ✓ | ✓ | Deliveries |
| Car Sharing | | | | | | |
| BP-P14: Provide information on car sharing platforms and websites e.g., Liftshare (site specific/BCP) | Individual site | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation | ✓ | ✓ | Employee Visitors |
| BP-P15: Employers to consider providing an 'Emergency Ride Home' scheme free of charge for staff who have travelled by car share | Individual site | CTPCs | Upon occupation | ✓ | - | Employee |
| BP-P16: Participate in national Liftshare events e.g. National Liftshare Week (October) | Individual site | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation of new units | ✓ | ✓ | Employee Business Travel Visitors |
| Reducing the Need to Travel | | | | | | |
| BP-P17: Promote the use of technology to support home working, where appropriate to the individual job role | Individual site | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation | ✓ | ✓ | Employee Visitors |
| BP-P18: Encourage the use of video conferencing facilities, particularly for internal organisation meetings from different sites | Individual site | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation | ✓ | ✓ | Employee Visitors |
| Communications | | | | | | |
| BP-P19: Preparation of Travel Information Pack to issue to all | Site-Wide | <i>All units:</i> AWTPC | Prior to occupation of first new units | ✓ | ✓ | Employees Visitors |



| Measure | Scale of Impact | Responsibility | Timescale | Large Business (>100 employees on-plot) | Small Business (<100 employees on-plot) | Site Users |
|--|-----------------|----------------|-----------------|---|---|-------------------------------------|
| businesses, updated annually. Containing information on all modes, smartphone apps, journey planning information and benefits of adopting sustainable travel practices. | | | | | | Business Travel |
| BP-P20: Advertise sustainable travel options at the site as part of the job advertisement process | Individual site | CTPCs | Upon occupation | ✓ | ✓ | Employee |
| BP-P21: Provision of sustainable travel options to the site on company website to allow visitors to plan journeys to the site | Individual site | CTPCs | Upon occupation | ✓ | ✓ | Visitors |
| BP-P22: Provision of travel information board in each unit in a prominent and accessible location | Individual site | CTPCs | Upon occupation | ✓ | - | Employee Business Travel |
| BP-P23: Share sustainable travel information on company intranet, if a system exists or is developed, update information regularly and promote to staff | Individual site | CTPCs | Upon occupation | ✓ | ✓ | Employee Business Travel Deliveries |
| BP-P24: Send out quarterly newsletters to all staff based at the site regarding sustainable travel options and highlighting upcoming national and local travel events | Individual site | CTPCs | Upon occupation | ✓ | - | Employee Business Travel |
| BP-P25: Undertake site-wide annual travel event | Site Wide | AWTPC | Ongoing | n/a | n/a | Employee Business Travel |



6.9 Remedial Measures

- 6.9.1 The requirement for remedial measures will be identified as the AWTP progresses. The management strategy set out in this document encourages regular communication between all stakeholders, which makes any issues relating to the targets set out above can be raised at the earliest opportunities with the local authority (BCP). This may result in additional interim monitoring being required to inform discussions.
- 6.9.2 A staged approach will be taken to remedial measures at the Business Park:
- If annual monitoring reports identify that identified core targets have not been met further discussions would be held with BCP Council to agree a revised strategy to use existing funds to positively influence the outcomes of existing AWTP measures;
 - If core targets continue to not be met at the next annual monitoring interval, then remedial measures would be discussed and agreed with BCP Council. These measures would be dependent on the nature, scale and severity of the residual transport impact, and any sanctions reasonable and proportionate to this.
- 6.9.3 It should be noted that there will be no need for remedial measures against any additional “stretch” targets that may be identified if the core targets are achieved within the identified timescales.

6.10 Funding

- 6.10.1 The measures identified in the preceding tables will be funded as follows:
- **On-Site Infrastructure** – funded by developers of future growth at the Airport, or by the site owners, as appropriate.
 - **Off-Site Infrastructure** – funded by external stakeholders.
 - **Promotional Measures** – funded by developers of future growth at the Airport, or by the site owners, as appropriate.
- 6.10.2 Future funding streams may be identified by the AWTPC/CTPCs to support delivery of on-site infrastructure and promotional measures. Details of any successful external funding bids will be included within subsequent monitoring reports.



7 Managing Travel Demand – Airport

7.1 Overview

7.1.1 This section of the AWTP relates to the Airport. It sets out the vision for access to the Airport, the targets to support the vision, and the measures that will be implemented to achieve these. It has been derived based on the findings of a SWOT analysis, also set out within this section.

7.2 SWOT Analysis

7.2.1 In order to understand the opportunities for encouraging the uptake of sustainable travel modes for those travelling to the Airport, a SWOT analysis has been undertaken. This in turn will be used to determine an appropriate strategy and measures.

Table 7-1: Business Park - SWOT Analysis

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none"> • The Airport currently employs up to 310 members of staff (with seasonal variation), which provides a critical mass of individuals to engage with to promote and encourage change. • Beryl Bike Hire is available at the Airport, which could be expanded if demand were to increase. • The site is directly served by the number 737 service which is used by staff during peak periods. This provides a direct connection to Bournemouth, including Bournemouth Railway Station where interchanging is currently reported. • There is integrated ticketing across the local bus network, facilitating use of multiple services to access the Airport, through the morebus app and on-board ticket options. • Arrivals and departure times are primarily concentrated into two peak hours in the morning and afternoon, which aligns with the existing bus timetable serving the site. • The attitudinal survey highlighted that across the site, respondents would be willing to consider alternative modes – with the most frequent option being cycle and car share. | <ul style="list-style-type: none"> • There is a currently a lack of dedicated infrastructure within the Airport for pedestrians and cyclists, but this reflects the relatively low usage by pedestrians and cyclists and is typical of the arrangements at other airports. • The site is over 2km from the nearest residential areas (Parley Cross) and existing public transport infrastructure within the vicinity of the site is limited, which restricts the accessibility of the site by certain modes e.g., walking and rail. This is reflected in the baseline mode share from the traffic counts conducted in May 2022 (6.2% walk). • Previous travel planning efforts have subsided on the Airport. • Limited existing electric vehicle charging points across the Airport, reflecting the availability of electricity supply and existing levels of demand. • Different staff work on different shift times, which can introduce challenges in aligning bus timetables to suit multiple needs. • No existing bus service outside of standard working hours, or on Saturdays /Sundays, which limits use by passengers |



| Opportunities | Threats |
|--|--|
| <ul style="list-style-type: none"> • Evidence shows that people are more likely to change their travel behaviours at key points in time, or after regular habits are disrupted. Implementation of the AWTP may therefore be timely in line with planned growth at the Airport. • Population growth and economic activity traditionally results in increased travel by car, and therefore increase congestion and need for road building. On the other hand, user behaviours and travel attitudes are changing in certain age groups, largely as a result of digital solutions, increased demand for home working, rise of decarbonisation and active travel on the agenda, and other financial pressures, which could result in lower demand for car ownership and use during peak periods. • The 737 bus service has a tracker to allow real-time monitoring. Data collected in real time can make bus services more attractive, convenient and response for passengers. • The proposed Spine Road in the Business Park will form the “missing link” through the site to allow buses to route more efficiently between the Business Park and Airport, as well as onwards towards Christchurch. • BCP and Dorset Councils are jointly proposing a number of sustainable travel routes, funded through the Transforming Cities Fund (TCF). This includes 78km of new cycling and walking routes, which will connect Bournemouth, Christchurch, and Poole to outlying settlements and employment areas including the Airport. This will provide a network of high-quality cycling infrastructure that can be used to travel to/from the Airport. Research has found that interventions targets at specific modes are most effective when accompanied by improvements in quality. • Decarbonising transport is rising on the agenda, politically and environmentally. This is supported by the commitments set out in the BCP Council Climate and Ecological Emergency Action Plan. In addition, the Prime Minister announced the sale of all new petrol, diesel and hybrid cars will be banned from 2040 in the UK. This is leading to a rise in ownership of vehicles which use greener fuels. Infrastructure in the Airport will need to reflect this shift through provision of electric vehicle charging points. • BCP Local Cycling and Walking Infrastructure Plan (LCWIP) demonstrates a long-term strategic aspiration to plan and improve networks of walking and cycling routes. This will enable a significant increase in the number of journeys people choose to make on foot/by bike. | <ul style="list-style-type: none"> • Bus services in the past have struggled to operate commercially so it is important to carefully provide new services to meet demand rather than blanket frequency/service increases which will have very little patronage. • Severance as a result of the River Stour to south of the site, which limits feasibility of providing direct routes to residential areas in Moordown and northern Bournemouth. • The proposed TCF cycle routes use land within third party ownership i.e. outside of highway boundary, which could affect the feasibility of delivering the routes. • The Airport has good road connections to the local highway network, situated in close proximity to A438, A338 and A31, which provides access to a range of local and regional locations. Which could enhance accessibility by the private car. • Existing congestion on the wider road network could make bus use less attractive. |

7.3 Influence

7.3.1 At the Airport, this AWTP considers all user groups/trip types, but specifically those trips which account for the highest volume of trips, occur most frequently and have the greatest potential to influence through travel planning measures, as summarised in Figure 7-1.



Figure 7-1: Airport – User Groups and AWTP Influence



7.4 Vision

7.4.1 The journey is typically defined by three components: the first mile; the last mile; and the middle mile(s). To get to the Airport, a person’s journey would be performed as follows:

- The **first mile** starts with decisions and planning; moving on to purchasing fuel or tickets; and then a journey from the doorstep to a transport node. This might be a bicycle stand, a bus stop, or a railway station, where interchange takes place.
- The **middle mile(s)** is/are likely to be the longest length and primary mode of the journey. It is a bike ride, a bus journey, a rail journey, or a drive to the Airport, along a series of external networks. These routes are more difficult to influence; and
- The **last mile** is the place that you park your bicycle or car; get off your bus; and travel to your final destination within the Airport. This is where the developer can have the most influence.

7.4.2 The vision for accessing and egressing the Airport is that the transition between each of these components, when using sustainable modes, is as seamless as possible. All users of the site should be able to make use of reliable, convenient, efficient, and cost-effective transport solutions, to tip the balance in favour of sustainable travel modes. This vision will be achieved through implementation of the measures contained within this AWTP. The vision by mode is set out in the table below:

Table 7-2: Airport – Multi-Modal Vision

| Mode | Trip Purpose | First Mile | Middle Mile | Last Mile |
|---------|--------------|---|--|---|
| Walking | Employees | <ul style="list-style-type: none"> • Information available regarding route and journey time in a central location. • Having suitable equipment to walk in all weathers and times of year. | <ul style="list-style-type: none"> • Safe, well-lit direct routes that link into on-site infrastructure. • Clear wayfinding along the route. | <ul style="list-style-type: none"> • High quality pedestrian infrastructure through the site, with wayfinding between terminals, car parks |



| Mode | Trip Purpose | First Mile | Middle Mile | Last Mile |
|---------|---------------------------------------|---|--|---|
| | | | | and public transport infrastructure. |
| Cycling | Employees | <ul style="list-style-type: none"> Information available regarding route and journey time in a central location. Having the skills and knowledge to be able to confidently cycle to work. Having suitable equipment to travel by bike in all weathers and times of year. | <ul style="list-style-type: none"> Safe, well-lit direct routes that link into on-site infrastructure. Clear wayfinding along the route | <ul style="list-style-type: none"> High quality cycle parking in close proximity to workplace, with natural surveillance. Access to facilities to shower and storage cycling equipment. Cycle maintenance equipment available on-site if needed. Clear wayfinding through the site and high-quality on-site infrastructure that link into wider cycle routes. |
| Bus | Employees Passengers | <ul style="list-style-type: none"> Information regarding route, departure times and journey times available in a central location. Ability to purchase one ticket for my whole journey, via a range of payment methods e.g. in person, app, online. Minimal interchanges between place of home and work. i.e., convenient route. | <ul style="list-style-type: none"> Reliable bus service during peak periods. Possibility for interchanging from other services to access 737 route. Clear information on-board to let passengers know when to alight. | <ul style="list-style-type: none"> Bus stops in close proximity to final destination. Pleasant waiting environment with shelters, seats and timetable information. |
| Vehicle | Employees Passengers Deliveries | <ul style="list-style-type: none"> Knowledge that a space will be available on-site, possibly if car is my only option for travel or if sharing with others. Information regarding route, and journey time available in a central location. Knowledge of whom I will be car sharing with and guaranteed lift home if any issues arise. | <ul style="list-style-type: none"> Reliable journey time during peak periods. | <ul style="list-style-type: none"> Car parking areas clearly signposted upon arrival into Airport. Priority spaces provided for those who car share, with EV charging provision. |

7.5 Focus

7.5.1 This AWTP considers both passenger and employee movements to and from the Airport, however targets and objectives have only been set for employees for the following rationale:

- It is widely recognised that there is greater potential to influence travel behaviours on trips that are undertaken regularly. Employees travel to the Airport on a regular basis, whereas passengers travel to the Airport infrequently.



- The management of the Airport have greater control over the travel behaviours of staff, compared to passengers. Staff are likely to travel to the Airport from a smaller catchment area than passengers, with no luggage, which increases the feasibility of travelling to the site by sustainable modes.

7.5.2 For employees, based on the SWOT analysis undertaken, the greatest opportunities for reducing single occupancy car trips for the Airport are as follows:

- Car sharing.
- Cycling
- Bus use.

7.5.3 For the Airport, the focus of the AWTP will therefore encourage a move away from single occupancy car trips to those undertaken by bicycle, bus and car with multiple occupants.

7.6 Objectives

7.6.1 To achieve the vision, a series of objectives have been developed for the Airport:

- To encourage the use of sustainable modes of transport, which have less environmental impact and contribute to improved physical and mental well-being, particularly active modes of travel such as cycling;
- Incentivise the use of public transport;
- Reduce reliance on the private car, and where vehicles are to be used, encourage these to be used in a sustainable manner, through car sharing and use of ultra-low emission vehicles.

7.7 Targets

7.7.1 Based on the rationale set out above, targets have been set for Airport staff only. It is currently unknown who the future additional staff based at the Airport will be. The ability to travel by sustainable modes (walk, cycle, public transport, car share, taxi) is highly dependent on the home location of these employees, the nature of the work they undertake, and the shift timings they work to.

7.7.2 As summarised within earlier chapters of this AWTP, a series of surveys have been undertaken to inform development of targets and measures. The multi-modal surveys undertaken at the access to the airport capture movement associated with both passengers and staff. The disaggregation between staff and passengers has been calculated based on assumptions around staff numbers/ shift patterns and the feasibility of use of specific modes of travel.

7.7.3 Initially, it was proposed to validate the disaggregated numbers and resulting modal splits calculated using these assumptions against the results of the attitudinal survey. The engagement



with the attitudinal survey was however limited to around 9.5% of Airport based staff (based on employment figures for Winter period) responding to the survey. On this basis, it is not considered appropriate to set targets using the baseline modal splits estimated from the data and information collected and there is not a suitable basis for validating these calculations.

7.7.4 As such, the initial target suggested is to achieve an increased response rate to attitudinal surveys at the Airport through enhanced engagement with staff. This revised data would then be utilised to set appropriate targets in close discussion with BCP Council officers.

7.7.5 It is considered that this approach to target setting, and the initial targets listed above are appropriate for the Airport staff, based on the availability of data to inform target setting at the time of writing and nature of their employment/shift patterns demonstrates a long-term commitment to implement this AWTP at the Airport by Imperial Park Bournemouth Limited and Bournemouth International Airport Limited. The second initial target, and any future targets for single occupancy vehicle use may take a period of time to be realised and would likely depend on the wider delivery of sustainable travel infrastructure, including that delivered off-site by BCP.

Summary

7.7.6 To achieve the objectives and vision, the targets for this site are suggested to be as follows.

Table 7-3: AWTP Targets - Airport

| Targets | Trip Purposes | Indicators | Monitoring | Timescales |
|--|---------------|-------------------------------------|---|---|
| To achieve an increased response rate to attitudinal surveys at the Airport | Employees | Response rate to attitudinal survey | Results of annual attitudinal survey | Ongoing |
| Undertake attitudinal survey with Airport Staff, to allow targets to be set. | Employees | Completion of survey | Target set and agreed with BCP Council | By end of July 2023 |
| To set at least one target surrounding single occupancy vehicle use, following completion of the next attitudinal survey | Employees | - | Target set and agreed by BCP Council | Within two months of end of attitudinal survey (by end of September 2024) |
| For 75% of the employees based on at the site to be aware of the AWTP. | Employees | - | Results of annual attitudinal travel surveys. | 10 years (by end of May 2033) |

7.8 Measures

7.8.1 Measures that will be implemented to achieve the targets included in Table 6-3 are set out below. To generate modal shift, a combination of infrastructure and promotional measures will be implemented. These measures will be implemented at a site-wide level to encourage behavioural change at the Airport.



On Site Infrastructure

7.8.2 The measures set out in the table below will be predominantly implemented at the Airport.

Table 7-4: Airport Travel Plan Measures – On-Site Infrastructure

| Measure | Scale of Impact | Responsibility | Timescale | Site Users |
|---|-----------------|----------------|-------------------------------------|------------|
| A-OS1: Consider provision of 2+ parking spaces within staff car parking areas (to be agreed) and preparation of unit car park management strategy to support this. | Site-Wide | Developer | Within 2 years (by end of May 2025) | Employee |
| A-OS2: Consider installation of EV charging points (including those for car sharers and disabled users) | Site-Wide | Developer | Within 5 years (by end of May 2028) | Employee |

Off-Site Infrastructure

7.8.3 The measures set out below are complementary off-site infrastructure measures that will be implemented by other stakeholders.

Table 7-5: Airport Travel Plan Measures – Off-Site Infrastructure

| Measure | Scale of Impact | Responsibility | Timescale | Site Users |
|--|-----------------|----------------|-----------------------------------|---|
| A-OF1: Implementation of TCF routes | Site-Wide | BCP Council | In line with funding requirements | Employee Business Travel Visitors |

Promotional Measures

7.8.4 The measures set out in the table below will be implemented on a site-wide basis.

Table 7-6: Airport Travel Plan Measures – On-Site Infrastructure

| Measure | Scale of Impact | Responsibility | Timescale | Site Users |
|---|-----------------|----------------|-----------|--|
| <i>Walking</i> | | | | |
| A-P1: Provision of information about local walking routes to/from the Airport | Site-Wide | CTPC | Ongoing | Employee Visitors Passengers |
| A-P2: Promote national/local funding opportunity and support submission of bids (<i>applicable to all modes</i>) | Site-Wide | AWTPC | Ongoing | Employee Visitors Passengers Deliveries |
| <i>Cycling</i> | | | | |



| Measure | Scale of Impact | Responsibility | Timescale | Site Users |
|---|-----------------|----------------|------------------------------------|------------------------------------|
| A-P3: Provision of information about local cycling routes to/from the Airport | Site-Wide | CTPC | Ongoing | Employee Visitors Passengers |
| A-P4: Encourage participation in Cycle Friendly Employer Scheme | Site-Wide | CTPC | Ongoing | Employee Visitors Passengers |
| A-P5: Participate in national cycle events e.g., Bike Week (June), Cycle to work Day (August) | Site-Wide | CTPC | Ongoing | Employee Visitors Passengers |
| A-P6: Consider participation in cycle purchase schemes | Site-Wide | CTPC | Within 1 year (by end of May 2024) | Employee Visitors Passengers |
| A-P7: Consider providing rewards for cycling e.g., bike breakfast, cyclists of the month/year. | Site-Wide | CTPC | Within 1 year (by end of May 2024) | Employee Visitors Passengers |
| A-P8: Hold annual bike servicing events (Dr Bike) at central locations within Airport | Site-Wide | CTPC | Ongoing | Employee Visitors Passengers |
| Bus | | | | |
| A-P9: Provision of information on local bus routes and ticket options, including morebus app. | Site-Wide | CTPC | Ongoing | Employee Visitors Passengers |
| A-P10: Consider offering interest free loans for purchase of bus season tickets | Site-Wide | CTPC | Within 1 year (by end of May 2024) | Employee Visitors Passengers |
| A-P11: Consider offering staff flexi-working to enable employees to better match working hours to existing public transport timetable | Site-Wide | CTPC | Within 1 year (by end of May 2024) | Employee Visitors Passengers |
| Deliveries | | | | |
| A-P12: Facilitate co-operation between on-site operations within the Airport to establish common purchasing and recycling policies, and encourage use of local suppliers | Site-Wide | CTPC | Ongoing | Deliveries |
| Car Sharing & Parking | | | | |
| A-P13: Provide information on car sharing platforms and websites e.g., Liftshare (site specific/BCP) | Site-Wide | CTPC | Ongoing | Employees |
| A-P14: Employers to consider providing an 'Emergency Ride Home' scheme free of charge for staff who have travelled by car share | Site-Wide | CTPC | Within 1 year (by end of May 2024) | Employees |
| A-P15: Participate in national Liftshare events e.g., National Liftshare Week (October) | Site-Wide | CTPC | Ongoing | Employees |
| Reducing the Need to Travel | | | | |



| Measure | Scale of Impact | Responsibility | Timescale | Site Users |
|---|-----------------|---|------------------------------------|-------------------------|
| A-P16: Promote the use of technology to support home working, where appropriate to the individual job role | Site-Wide | CTPC | Ongoing | Employees |
| A-P17: Encourage the use of video conferencing facilities, particularly for internal organisation meetings from different sites | Site-Wide | CTPC | Ongoing | Employees |
| Communications | | | | |
| A-P18: Continue to have a Company Travel Plan Coordinator appointed to support activities | Site-Wide | Imperial Park Bournemouth Limited & Bournemouth International Airport Limited | Ongoing | - |
| A-P19: Preparation of Travel Information Pack to issue to all staff, updated annually. Containing information on all modes, smartphone apps, journey planning information and benefits of adopting sustainable travel practices. | Site-Wide | CTPC | Within 1 year (by end of May 2024) | Employees |
| A-P20: Advertise sustainable travel options at the site as part of the job advertisement process | Site-Wide | CTPC | Ongoing | Employees |
| A-P21: Provision of sustainable travel options to the site on the airport website to allow passengers and staff to plan journeys to the site | Site-Wide | CTPC | Ongoing | Employees Passengers |
| A-P22: Provision of travel information board in a prominent and accessible location | Site-Wide | CTPC | Ongoing | Employees |
| A-P23: Share sustainable travel information on company intranet, if a system exists or is developed, update information regularly and promote to staff | Site-Wide | CTPC | Ongoing | Employees |
| A-P24: Send out quarterly newsletters to all staff based at the site regarding sustainable travel options and highlighting upcoming national and local travel events | Site-Wide | CTPC | Ongoing | Employees |
| A-P25: Annual Travel Events at Airport | Site-Wide | CTPC | Ongoing | Employees |
| A-P26: Consider feasibility of working with airline operators to advertise sustainable travel options to the airport as part of the booking process | Site-Wide | CTPC | Ongoing | Passengers |



7.9 Remedial Measures

7.9.1 The requirement for remedial measures will be identified as the AWTP progresses. The management strategy set out in this document encourages regular communication between all stakeholders, which makes any issues relating to the targets set out above can be raised at the earliest opportunities with the local authority (BCP). This may result in additional interim monitoring being required to inform discussions.

7.9.2 A staged approach will be taken to remedial measures at the Airport:

- If annual monitoring reports identify that interim targets have not been met further discussions would be held with BCP Council to agree a revised strategy to use existing funds to positively influence the outcomes of existing AWTP measures;
- If targets continue to not be met at the next annual monitoring interval, then remedial measures would be discussed and agreed with BCP Council. These measures would be dependent on the nature, scale and severity of the residual transport impact, and any sanctions reasonable and proportionate to this.

7.10 Funding

7.10.1 The measures identified in the preceding tables, will be funded as follows:

- **On-Site Infrastructure** – funded by developers of future growth at the Airport, or by the site owners, as appropriate.
- **Off-Site Infrastructure** – funded by external stakeholders.
- **Promotional Measures** – funded by developers of future growth at the Airport, or by the site owners, as appropriate.

7.10.2 Future funding streams may be identified by the AWTPC and CTPCs to support delivery of on-site/on-plot infrastructure and promotional measures. Details of any successful external funding bids will be included within subsequent monitoring reports.



8 Action Plan

8.1 Business Park

Table 8-1: AWTP Action Plan - Aviation Business Park

| Measure | Type | Responsibility | Timescales |
|--|------------|---|---|
| Appoint Area Wide Travel Plan Coordinator | Governance | Imperial Park Bournemouth Limited and Bournemouth International Airport Limited | Details provided to BCP Council within 3 months of approval of AWTP. AWTPC to be appointed for lifetime of AWTP, although individual/company holding the role may change. |
| Appoint Company Travel Plan Coordinators (CTPC) at each of the larger mandatory participants | Governance | Mandatory Travel Plan Participants at larger businesses (>100 employees) | Prior to first occupation of each individual unit. |
| Appoint Sustainable Travel Representatives (STR) at each of the smaller mandatory participants | Governance | Mandatory Travel Plan Participants at smaller businesses (<100 employees) | Within three months of initial occupation |
| Arrange and hold Site Wide Travel Plan Board (TPB) | Governance | AWTPC | Meetings held on annual basis, as a minimum |
| Arrange and hold Bournemouth Airport Transport Forum (BATF) | Governance | AWTPC | Meetings held on annual basis, as a minimum |
| Arrange and hold Travel Plan Working Group (TWG) | Governance | AWTPC | Minimum of every 6 months, more frequently as required. |
| Preparation of Bespoke Full Travel Plans at larger businesses who are mandatory travel plan participants | Reporting | CTPCs | Prior to first occupation of each individual unit. |
| Preparation of Travel Plans (from templates) at smaller businesses who are mandatory travel plan participants | Reporting | STRs | Within three months of initial occupation |
| Collate information from service providers (patronage data, usage data etc.) | Monitoring | AWTPC | Data collected quarterly, reported annually in monitoring report |
| Undertake multi-modal surveys at each access point to the Business Park | Monitoring | AWTPC | Biennial (every 2 years) |
| Undertake attitudinal surveys with employees | Monitoring | AWTPC, with support from | Annually, for the life of the AWTP |
| Undertake Business Census with occupied businesses | Monitoring | Site Management | Annually, for the life of the AWTP. |
| Collate information from on-site businesses regarding operational details, on-plot sustainable travel infrastructure, promotional information sent to employees, | Monitoring | Collected from CTPC/STRs by AWTPC | Annually, for the life of the AWTP. |

| Measure | Type | Responsibility | Timescales |
|---|-----------------------------------|--|--|
| Travel Plan details and named contact for sustainable travel. | | | |
| Undertake car park / cycle stand occupancy counts (mandatory units only) | Monitoring | Collected by CTPCs/STRs, and provided to AWTPC | Data collected quarterly, reported annually in monitoring report |
| Prepare site wide monitoring report, including review of targets. | Reporting | AWTPC | Annual submission, within 6 months of completion of multi-modal surveys/attitudinal surveys (as appropriate) |
| BP-OP1: Provision of 2+ parking spaces at all new units (proportion to be determined at reserved matters stage) and preparation of unit car park management strategy to support this. | Measure – On-Plot Infrastructure | Developer | Pre-occupation of new units |
| BP-OP2: Provision of cycle parking, showering and changing/locker facilities at each new unit, in convenient locations. | Measure – On-Plot Infrastructure | Developer | Pre-occupation of new units |
| BP-OP3: Installation of EV charging points (including those for car sharers and disabled users) at all new units. | Measure – On-Plot Infrastructure | Developer | Pre-occupation of new units |
| BP-OS1: Provision of continuous on-site cycle routes to connect to external / off-site routes | Measure – On-Site Infrastructure | Developer | At defined trigger points as part of new development |
| BP-OS2: Provision of new and upgraded bus shelters throughout the Business Park (as appropriate) | Measure – On-Site Infrastructure | Developer | At defined trigger points as part of new development |
| BP-OS3: Provision of high-quality walking routes through the site, with connections to on-site facilities and bus shelters | Measure – On-Site Infrastructure | Developer | At defined trigger points as part of new development |
| BP-OF1: Implementation of TCF routes | Measure – Off-Site Infrastructure | BCP Council | In line with funding requirements |
| BP-OF2: Provide financial contribution to improve bus services and engage with BCP Council to determine how this is spent most effectively in relation to hours of operation & route coverage to best cater for demand | Measure – Off-Site Infrastructure | Developer | Upon occupation of new units and defined trigger points |
| BP-P1: Provision of information about local walking routes to/from the Business Park | Measure – Promotional | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation of new units |
| BP-P2: Promote national/local funding opportunity and support | Measure – Promotional | <i>Large Business:</i> CTPC | Ongoing |



| Measure | Type | Responsibility | Timescales |
|---|-----------------------|--|------------------------------|
| submission of bids (<i>applicable to all modes</i>) | | <i>Small Business:</i> AWTPC <i>Site Wide:</i> AWTPC | |
| BP-P3: Support promotion of Beryl initiatives and offers (cycles and scooters) | Measure – Promotional | <i>Large Business:</i> CTPC <i>Small Business:</i> AWTPC <i>Site Wide:</i> AWTPC | Ongoing |
| BP-P4: Provision of information about local cycling routes to/from the Business Park | Measure – Promotional | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation of new units |
| BP-P5: Encourage participation in Cycle Friendly Employer Scheme | Measure – Promotional | CTPCs | Upon occupation of new units |
| BP-P6: Participate in national cycle events e.g., Bike Week (June), Cycle to work Day (August) | Measure – Promotional | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation of new units |
| BP-P7: Consider participation in cycle purchase schemes | Measure – Promotional | CTPCs | Upon occupation of new units |
| BP-P8: Consider providing rewards for cycling e.g., bike breakfast, cyclists of the month/year. | Measure – Promotional | CTPCs | Upon occupation of new units |
| BP-P9: Hold annual bike servicing events (Dr Bike) at central locations within Business Park | Measure – Promotional | AWTPC/Developer | Ongoing |
| BP-P10: Provision of information on local bus routes and ticket options, including morebus app. | Measure – Promotional | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation of new units |
| BP-P11: Consider offering interest free loans for purchase of bus season tickets | Measure – Promotional | CTPCs | Upon occupation of new units |
| BP-P12: Consider offering staff flexi-working to enable employees to better match working hours to existing public transport timetable | Measure – Promotional | CTPCs | Upon occupation of new units |
| BP-P13: Facilitate co-operation between on-site businesses to establish common purchasing and recycling policies, and encourage use of local suppliers | Measure – Promotional | AWTPC | Ongoing |
| BP-P14: Provide information on car sharing platforms and websites e.g., Liftshare (site specific/BCP) | Measure – Promotional | <i>Large Business;</i> CTPCs <i>Small Business:</i> AWTPC | Upon occupation |
| BP-P15: Employers to consider providing an ‘Emergency Ride Home’ scheme free of charge for staff who have travelled by car share | Measure – Promotional | CTPCs | Upon occupation |

| Measure | Type | Responsibility | Timescales |
|---|-----------------------|--|--|
| BP-P16: Participate in national Liftshare events e.g., National Liftshare Week (October) | Measure – Promotional | <i>Large Business; CTPCs</i> <i>Small Business: AWTPC</i> | Upon occupation of new units |
| BP-P17: Promote the use of technology to support home working, where appropriate to the individual job role | Measure – Promotional | <i>Large Business; CTPCs</i> <i>Small Business: AWTPC</i> | Upon occupation |
| BP-P18: Encourage the use of video conferencing facilities, particularly for internal organisation meetings from different sites | Measure – Promotional | <i>Large Business; CTPCs</i> <i>Small Business: AWTPC</i> | Upon occupation |
| BP-P19: Preparation of Travel Information Pack to issue to all businesses, updated annually. Containing information on all modes, smartphone apps, journey planning information and benefits of adopting sustainable travel practices. | Measure – Promotional | <i>All units: AWTPC</i> | Prior to occupation of first new units |
| BP-P20: Advertise sustainable travel options at the site as part of the job advertisement process | Measure – Promotional | CTPCs | Upon occupation |
| BP-P21: Provision of sustainable travel options to the site on company website to allow visitors to plan journeys to the site | Measure – Promotional | CTPCs | Upon occupation |
| BP-P22: Provision of travel information board in each unit in a prominent and accessible location | Measure – Promotional | CTPCs | Upon occupation |
| BP-P23: Share sustainable travel information on company intranet, if a system exists or is developed, update information regularly and promote to staff | Measure – Promotional | CTPCs | Upon occupation |
| BP-P24: Send out quarterly newsletters to all staff based at the site regarding sustainable travel options and highlighting upcoming national and local travel events | Measure – Promotional | CTPCs | Upon occupation |
| BP-P25: Undertake site-wide annual travel event | Measure – Promotional | AWTPC | Ongoing |



8.2 Airport

Table 8-2: AWTP Action Plan – Bournemouth Airport

| Measure | Type | Responsibility | Timescales |
|---|------------|---|---|
| Appoint Area Wide Travel Plan Coordinator | Governance | Imperial Park Bournemouth Limited and Bournemouth International Airport Limited | Details provided to BCP Council within 3 months of approval of AWTP. AWTPC to be appointed for lifetime of AWTP, although individual/company holding the role may change. |
| Appoint Company Travel Plan Coordinators (CTPC) at Airport | Governance | Imperial Park Bournemouth Limited and Bournemouth International Airport Limited | Within 3 months of approval of AWTP. |
| Arrange and hold Site Wide Travel Plan Board (TPB) | Governance | AWTPC | Meetings held on annual basis, as a minimum |
| Arrange and hold Bournemouth Airport Transport Forum (BATF) | Governance | AWTPC | Meetings held on annual basis, as a minimum |
| Arrange and hold Travel Plan Working Group (TWG) | Governance | AWTPC | Every 6 months as minimum, more frequently if required. |
| Collate information from service providers (patronage data, usage data etc.) | Monitoring | AWTPC | Data collected quarterly, reported annually in monitoring report |
| Undertake multi-modal surveys at each access point to the Business Park | Monitoring | AWTPC | Biennial (every 2 years) |
| Undertake attitudinal surveys with employees | Monitoring | AWTPC, with support from CTPC | Annually, for the life of the AWTP |
| Collate information from Airport regarding operational details, on-plot sustainable travel infrastructure, promotional information sent to employees, Travel Plan details and named contact for sustainable travel. | Monitoring | Collected from CTPC by AWTPC | Annually, for the life of the AWTP. |
| Undertake car park / cycle stand occupancy counts | Monitoring | Collected by CTPCs, and provided to AWTPC | Data collected quarterly, reported annually in monitoring report |
| Prepare site wide monitoring report, including review of targets. | Reporting | AWTPC | Annual submission, within 6 months of completion of multi-modal surveys/attitudinal surveys (as appropriate) |
| Identify at least one target for reduction in single occupancy vehicle use over the lifetime of the TP | Reporting | AWTPC | Within two months of end of attitudinal survey (by end of September 2024) |
| Undertake attitudinal survey with Airport Staff, to allow targets to be set. | Reporting | AWTPC | By end of July 2023 |

| Measure | Type | Responsibility | Timescales |
|---|-----------------------------------|----------------|-------------------------------------|
| To achieve an increased response rate to attitudinal surveys at the Airport | Reporting | AWTPC | Ongoing |
| For 75% of the employees based on at the site to be aware of the AWTP. | Reporting | AWTPC | 10 years (by end of May 2033) |
| A-OS1: Consider provision of 2+ parking spaces within staff car parking areas (to be agreed) and preparation of unit car park management strategy to support this. | Measure – On-Plot Infrastructure | Developer | Within 2 years (by end of May 2025) |
| A-OS2: Consider installation of EV charging points (including those for car sharers and disabled users) | Measure – On-Plot Infrastructure | Developer | Within 5 years (by end of May 2028) |
| A-OF1: Implementation of TCF routes | Measure – Off-Site Infrastructure | BCP Council | In line with funding requirements |
| A-P1: Provision of information about local walking routes to/from the Airport | Measure - Promotional | CTPC | Ongoing |
| A-P2: Promote national/local funding opportunity and support submission of bids (<i>applicable to all modes</i>) | Measure - Promotional | AWTPC | Ongoing |
| A-P3: Provision of information about local cycling routes to/from the Airport | Measure - Promotional | CTPC | Ongoing |
| A-P4: Encourage participation in Cycle Friendly Employer Scheme | Measure - Promotional | CTPC | Ongoing |
| A-P5: Participate in national cycle events e.g., Bike Week (June), Cycle to work Day (August) | Measure - Promotional | CTPC | Ongoing |
| A-P6: Consider participation in cycle purchase schemes | Measure - Promotional | CTPC | Within 1 year (by end of May 2024) |
| A-P7: Consider providing rewards for cycling e.g., bike breakfast, cyclists of the month/year. | Measure - Promotional | CTPC | Within 1 year (by end of May 2024) |
| A-P8: Hold annual bike servicing events (Dr Bike) at central locations within Airport | Measure - Promotional | CTPC | Ongoing |
| A-P9: Provision of information on local bus routes and ticket options, including morebus app. | Measure - Promotional | CTPC | Ongoing |
| A-P10: Consider offering interest free loans for purchase of bus season tickets | Measure - Promotional | CTPC | Within 1 year (by end of May 2024) |
| A-P11: Consider offering staff flexi-working to enable employees to better match | Measure - Promotional | CTPC | Within 1 year (by end of May 2024) |



| Measure | Type | Responsibility | Timescales |
|---|-----------------------|---|------------------------------------|
| working hours to existing public transport timetable | | | |
| A-P12: Facilitate co-operation between on-site operations within the Airport to establish common purchasing and recycling policies, and encourage use of local suppliers | Measure - Promotional | CTPC | Ongoing |
| A-P13: Provide information on car sharing platforms and websites e.g., Liftshare (site specific/BCP) | Measure - Promotional | CTPC | Ongoing |
| A-P14: Employers to consider providing an 'Emergency Ride Home' scheme free of charge for staff who have travelled by car share | Measure - Promotional | CTPC | Within 1 year (by end of May 2024) |
| A-P15: Participate in national Liftshare events e.g. National Liftshare Week (October) | Measure – Promotional | CTPC | Ongoing |
| A-P16: Promote the use of technology to support home working, where appropriate to the individual job role | Measure – Promotional | CTPC | Ongoing |
| A-P17: Encourage the use of video conferencing facilities, particularly for internal organisation meetings from different sites | Measure – Promotional | CTPC | Ongoing |
| A-P18: Continue to have a Company Travel Plan Coordinator appointed to support activities | Measure – Promotional | Imperial Park Bournemouth Limited & Bournemouth International Airport Limited | Ongoing |
| A-P19: Preparation of Travel Information Pack to issue to all staff, updated annually. Containing information on all modes, smartphone apps, journey planning information and benefits of adopting sustainable travel practices. | Measure – Promotional | CTPC | Within 1 year (by end of May 2024) |
| A-P20: Advertise sustainable travel options at the site as part of the job advertisement process | Measure - Promotional | CTPC | Ongoing |
| A-P21: Provision of sustainable travel options to the site on the airport website to allow passengers and staff to plan journeys to the site | Measure - Promotional | CTPC | Ongoing |
| A-P22: Provision of travel information board in a prominent and accessible location | Measure - Promotional | CTPC | Ongoing |

| Measure | Type | Responsibility | Timescales |
|---|-----------------------|----------------|------------|
| A-P23: Share sustainable travel information on company intranet, if a system exists or is developed, update information regularly and promote to staff | Measure - Promotional | CTPC | Ongoing |
| A-P24: Send out quarterly newsletters to all staff based at the site regarding sustainable travel options and highlighting upcoming national and local travel events | Measure - Promotional | CTPC | Ongoing |
| A-P25: Annual Travel Events at Airport | Measure - Promotional | CTPC | Ongoing |
| A-P26: Consider feasibility of working with airline operators to advertise sustainable travel options to the airport as part of the booking process | Measure - Promotional | CTPC | Ongoing |



Appendix A Existing Larger Business Profiles

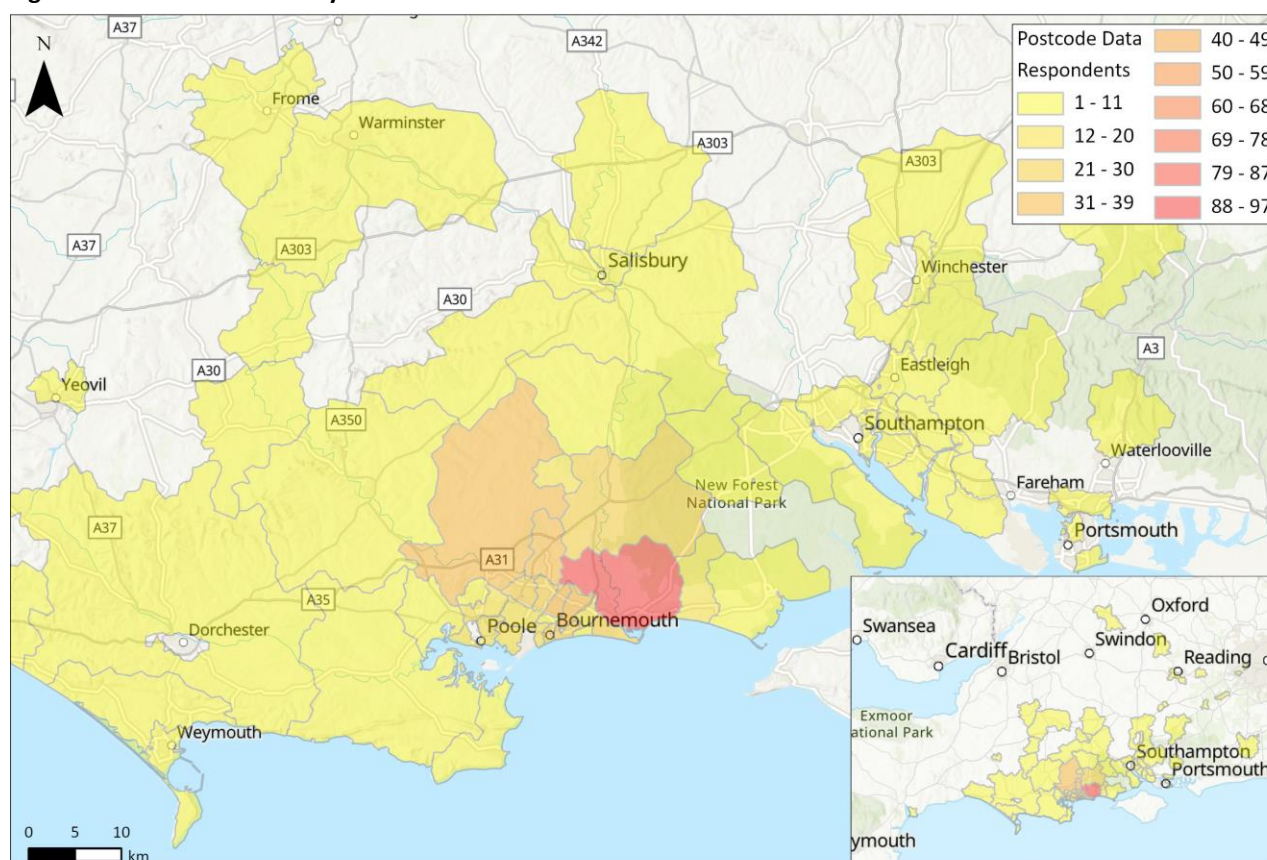


Appendix B Attitudinal Survey Results

Staff Catchment

8.2.1 Survey respondents were asked to provide their home postcode. This is shown spatially below and demonstrates that the Airport and Business Park have a regional catchment, with staff drawn from across the wider Bournemouth, Christchurch and Poole area. The majority of survey respondents live in Bournemouth and Christchurch, within approximately a 45-60 minute journey to the site by public transport.

Figure 8-1: Attitudinal Survey Results – Home Postcode



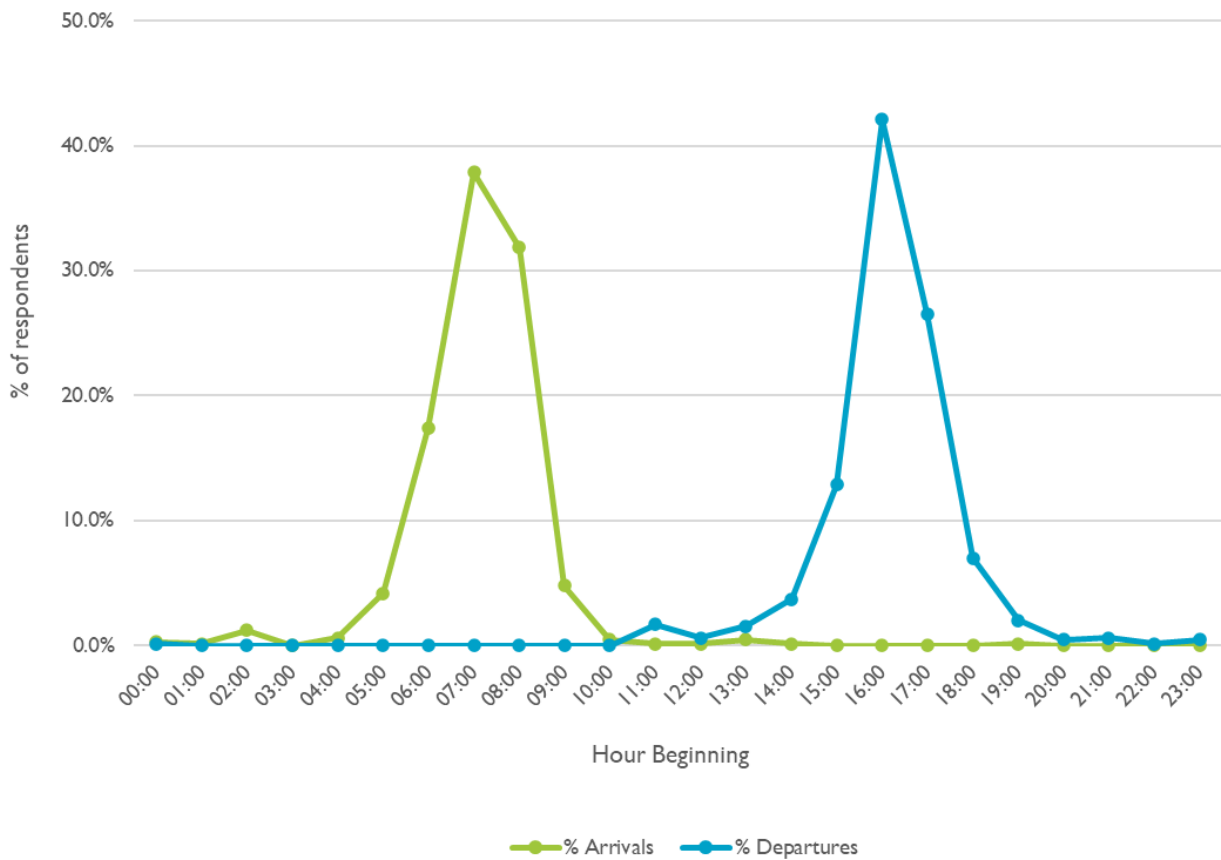
Esri, CGIAR, USGS, Esri UK, Esri, HERE, Garmin, FAO, NOAA, USGS, Esri UK, Esri, HERE, Garmin, FAO, METI/NASA, USGS, Esri, USGS Office for National Statistics licensed under the Open Government Licence v.3.0

Working Patterns and Employment Type

8.2.2 Survey respondents were asked their typical arrival and departure times. Most respondents arrive between 07:00 and 08:00 and depart between 16:00 and 17:00. These times reflect the known shift patterns at the larger businesses at the Business Park (>100 staff).



Figure 8-2: Attitudinal Survey Results - Typical Arrival / Departure Times



8.2.3 In terms of working patterns:

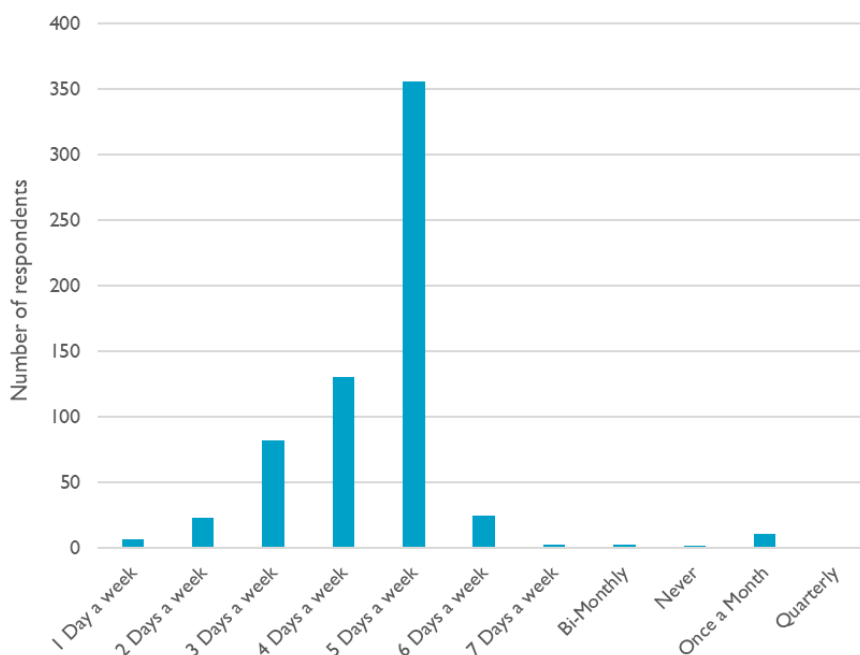
- 72% of respondents work fixed set hours, and 16% work flexitime (with core hours).
- Most respondents are employed full-time (91%) with a small proportion of respondents employed as apprentices (2%), part-time (5%) or are self-employed (2%).
- 48% of respondents are location-based workers, employed full-time basis working fixed set hours.

8.2.4 It should be noted that a relatively low response rate was achieved from staff at the Airport, where seasonal workers are more likely to be employed.

8.2.5 The majority of survey respondents travel to the Business Park and Airport five days a week, however 37% travel less than five days a week reflecting the recent rise in ability to adopt hybrid working patterns, part-time working and businesses that operate from multiple sites across the locality/country.



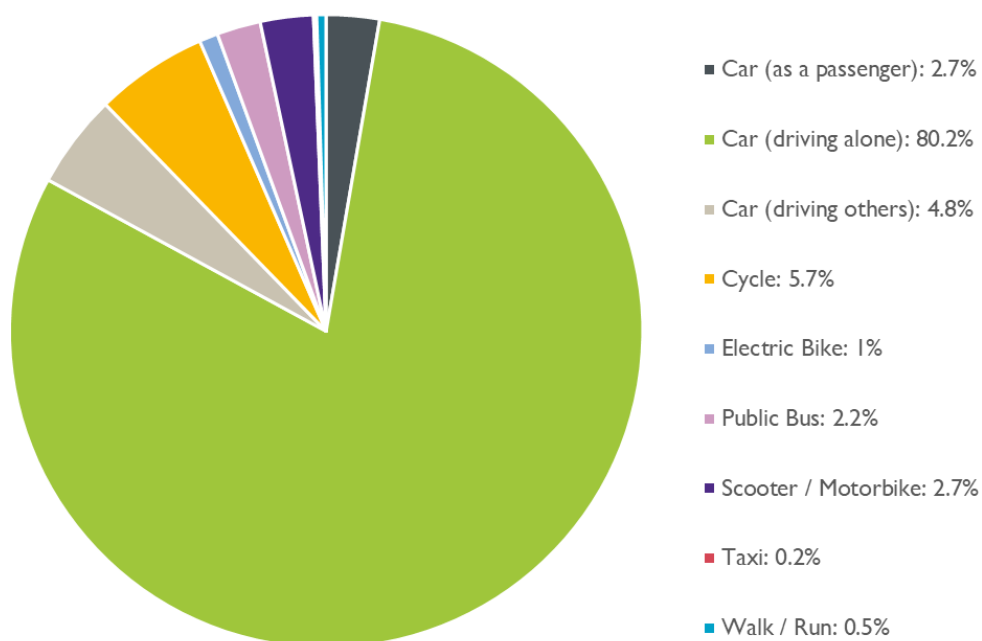
Figure 8-3: Attitudinal Survey Results – Frequency of travel to workplace



Current Mode of Travel and Attitudes towards other travel modes

8.2.6 Respondents were asked the mode that they most frequently used for their journey to work, for the longest distance. This shows that whilst 80% of journeys are undertaken by single occupancy car trip, 17% of trips are undertaken by sustainable modes (car sharing, cycle, bus, walk).

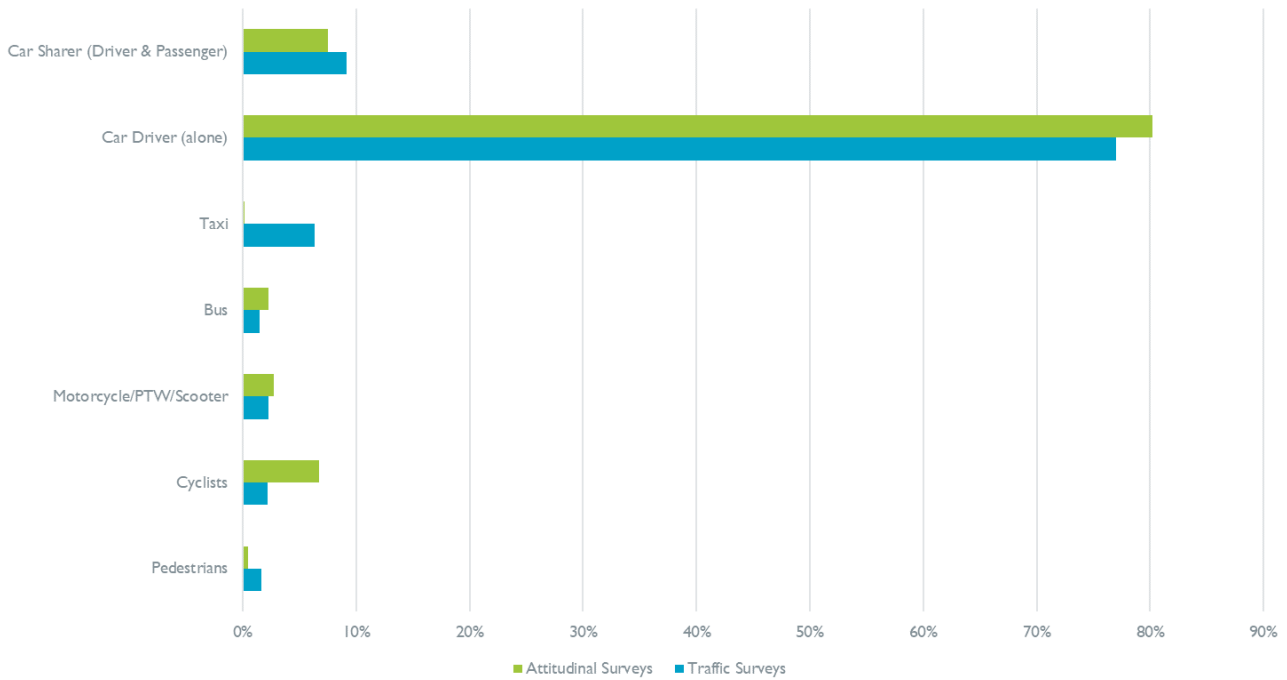
Figure 8-4: Attitudinal Survey Results – Most Frequent Mode of Travel





8.2.7 The attitudinal survey results for most frequent modes of travel were broadly comparable to the mode share data collected through the travel surveys, summarised in the previous section of this AWTP. This suggests that both data sources provide a robust indication of current travel patterns for the purpose of this AWTP. It should be noted that the traffic surveys included passenger travel to the Airport, which explains the difference in use of taxi between the two data sources.

Figure 8-5: Attitudinal Survey Results – Comparison to Traffic Surveys



Awareness of alternative and sustainable modes of travel

8.2.8 Individuals who drove a car alone for the largest proportion of their total journey were subsequently asked if there were other modes they could consider for their commute. 49% of respondents stated that they could use alternative modes of transport:

- 153 respondents stated that they could cycle to work, either by bike or electric bike;
- 80 respondents stated they could car share, either as passenger and/or driver;
- 34 respondents stated they could travel by public transport (bus or rail); and
- 14 respondents stated they could walk/run.

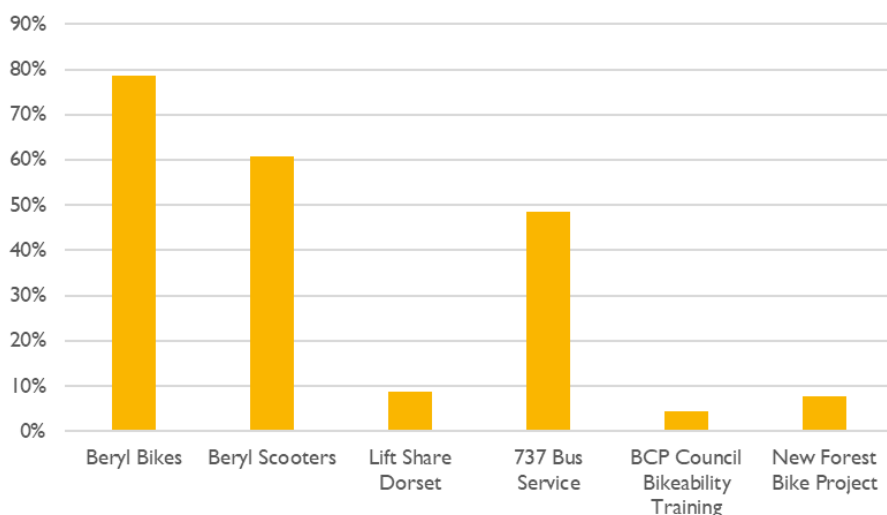
8.2.9 It should be noted that respondents could select multiple answers to this question.

8.2.10 Survey respondents were asked about their awareness of sustainable travel modes available to access the Business Park and Airport, and more broadly across the BCP region. 79% of respondents



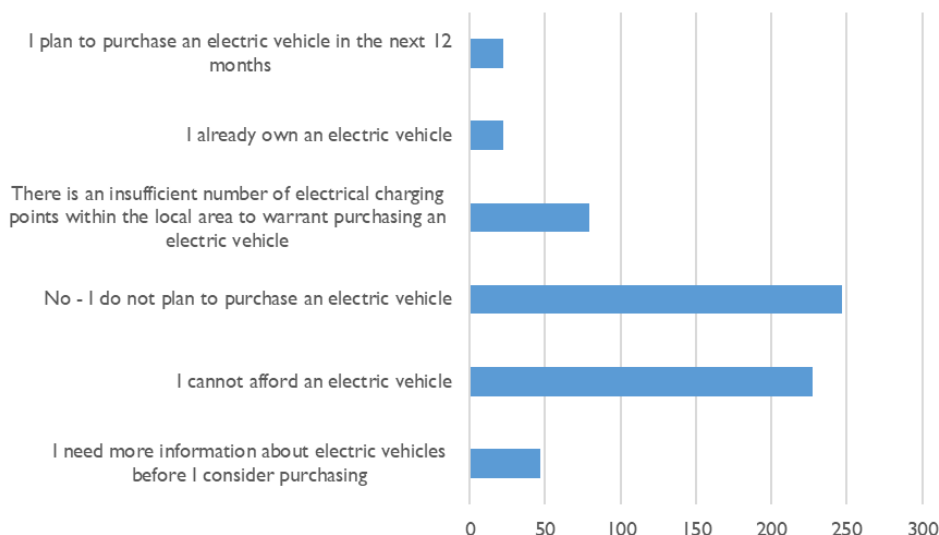
(506 responses) were aware of the Beryl Bike scheme and 61% (391 responses) were aware of the Beryl Scooters, which reflects the presence of Beryl bikes for hire in a prominent position in the Business Park and Airport, and the availability of both bikes and scooters across the wider BCP region. Lower awareness was reported for Liftshare Dorset, BCP Council Bikeability Training and New Forest Bike Project, which can be targeted through this AWTP.

Figure 8-6: Attitudinal Survey Results - Awareness of Sustainable Modes of Transport



8.2.11 Survey respondents were asked their current use of electric vehicles. Most respondents either had no plans to purchase an electric vehicle in the next 12 months (38%) or cannot afford to purchase an electric vehicle (35%).

Figure 8-7: Attitudinal Survey – Use of Electric Vehicles





8.2.12 As well as understanding the current use of travel modes, respondents were also asked a series of questions about what would encourage them to start, maintain or increase the number of days in which they use sustainable modes (car share, cycle, public transport) to travel to work. This will inform the development of measures outlined within this AWTP.

8.2.13 The key outcomes, by mode, were as follows:

- **Public Transport:**

- 25% of respondents (164 responses) highlighted that a more reliable public transport service would encourage use of public transport;
- 21% of respondents (134 responses) highlighted that discounted ticket prices would encourage use of public transport;
- 35% of respondents (225 responses) highlighted that more frequent services would encourage use of public transport;
- For respondents that answered “Nothing”, frequent rationale included: length of commute, lack of direct bus services, health reasons, need for flexibility, undertaking multi-purpose trips to/from work e.g., dropping children off at school, cost, alignment between service timetable and shift patterns.

- **Car Sharing**

- 30% of respondents (191 responses) noted that help finding suitable car share partners would encourage use of car sharing;
- 19% of respondents (122 responses) highlighted that incentivising car sharing or providing convenient pick-up locations would encourage use of car sharing;
- 16% of respondents (100 responses) highlighted that providing a guaranteed lift home would encourage use of car sharing.
- For respondents that answered “Nothing”, frequent rationale included: need for flexibility, undertaking multi-purpose trips to/from work e.g., dropping children off at school, not having any colleagues within the same business to car share with, variation in working days/patterns, COVID-19 and length of commute.

- **Cycling**

- 23% of respondents (151 responses) noted that provision of segregated cycle infrastructure would encourage use of cycling;
- 18% of respondents (113 responses) highlighted that help planning cycle friendly routes would encourage use of cycling;
- 16% of respondents (100 responses) stated that providing rewards for cycling would incentivise use of cycling.



- For respondents that answered “Nothing”, frequent rationale included: length of commute, road safety, health reasons, undertaking multi-purpose trips to/from work e.g., dropping children off at school, confidence cycling, not owning a bicycle, weather, personal fitness levels, and a lack of continuous cycle infrastructure.

Figure 8-8: Attitudinal Survey – Factors to start, maintain or increase use of public transport

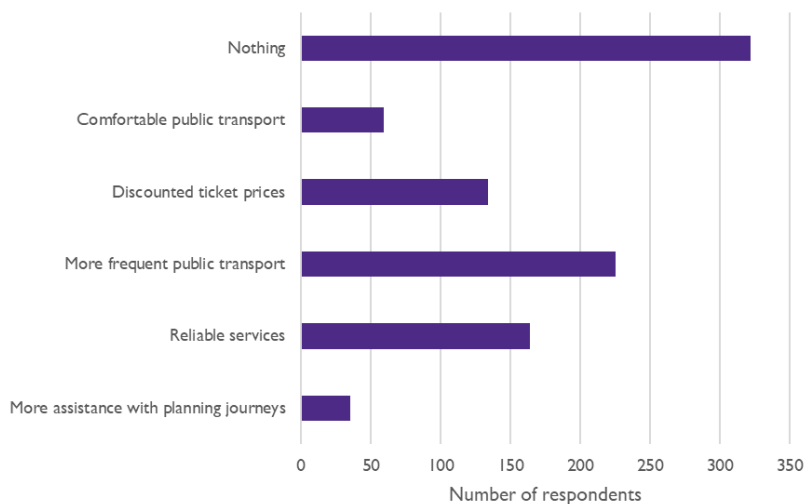


Figure 8-9: Attitudinal Survey – Factors to start, maintain or increase use of car sharing

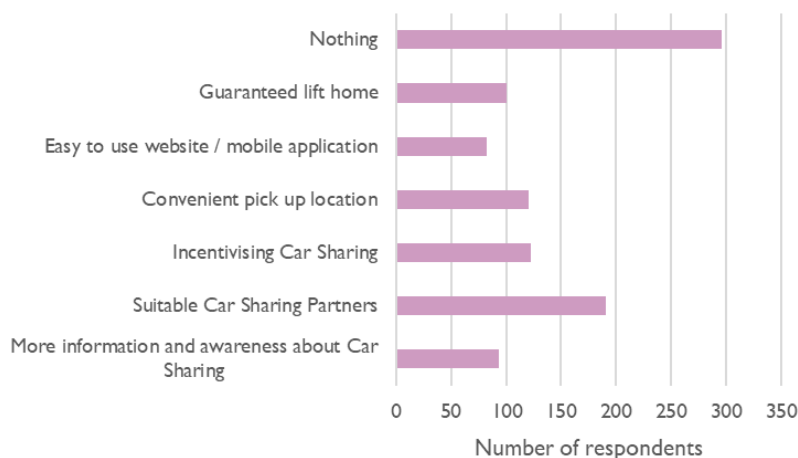
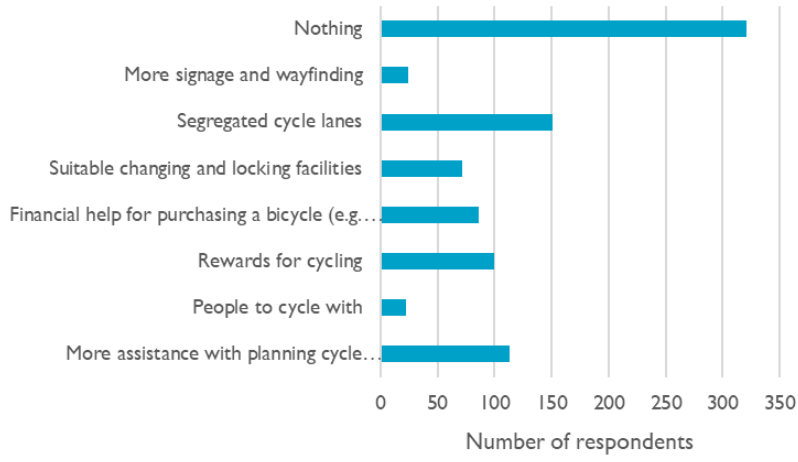




Figure 8-10: Attitudinal Survey – Factors to start, maintain or increase use of cycling





Appendix C Template Unit Travel Plan