Bushfield Camp – 28 January 2023

Transport Impact Assessment

A transport impact assessment of Bushfield Camp done by MVA Consultancy in 2009: **https://www.winchester.gov.uk/assets/attach/14375/TransportAssessmentStage2REPORT.pdf**

Much of the assessment is still relevant to the proposal. The report estimates that access to the site by car will be 88% of journeys, unless there is mitigation such as a Winchester circular bus route, and incentives for staff to live nearby. It warns that business parks in particular generate a lot of traffic.

Key points it makes:

- The Knowledge Park is likely to comprise of developments such as R+D units, TV Studios and Science Parks rather than typical B1 office use.
- Concerns had been expressed by the Highways Agency in relation to this development regarding its potential impact on the strategic road network, particularly M3 Jn 11. The business park style development that is proposed may be heavily car orientated based on their understanding of similar business parks at Whiteley and Chilworth.
- Parking availability was one of the key determinants of transport mode choice and a plentiful supply of parking would encourage high car usage. Experience at Solent Business Park and Chilworth demonstrated some of the problems associated with this approach in relation to peak period congestion and high traffic volumes seeking to gain access to the strategic road network. However, providing a reasonable parking supply was crucial to the viability of the Knowledge Park to attract hi-tech companies that draw demand from a wide catchment where transport choice may be limited.
- Bushfield Camp needed to benefit from the experience gained at Whiteley and Chilworth by designing in measures from the outset that seek to reduce demand for car travel, particularly on the strategic road network. These would create a choice of access mode from the outset allied with some demand restraint measures in place to encourage mode shift.
- The adjacent Park & Ride could provide an opportunity for Bushfield Camp to be served by a high frequency bus connection to the mainline railway station and city centre. Cross town bus routes could also be provided or enhanced to encourage local commuting by sustainable modes.
- Demand restraint can take many forms, including the smarter travel measures identified below. A parking restraint policy is perhaps the most effective and most controversial measure to restrict car usage. However the proximity of the nearby South Winchester Park & Ride may draw commuters to Bushfield Camp to park there if demand exceeds supply within the development itself, but the Park & Ride is not designed to accommodate demand from Bushfield Camp. Steps will need to be taken

to ensure that such parking does not prevent its use by town centre commuters as intended.

- Other mitigation measures will still be required to offset travel demand as identified in Section 4.8 below. The site benefits from being close to a proposed National Cycle Network route and a network of footpaths / bridleways, frequent bus links operating to Badger Farm and some bus priority measures in place. These provide a reasonable platform from which to build a mitigation strategy

Potential Impacts

Table 4.3 Bushfield Camp Base Trip Generation by Mode

Bushfield Camp		AM			PM			DAY	
TOTAL EXTERNAL	depart	arrive	total	depart	arrive	total	depart	arrive	total
Work at home	-	-	0	-	-	0	-	-	0
Train	2	18	20	14	2	16	64	68	132
Bus/minibus	4	36	39	28	4	32	125	134	258
P+R	15	151	166	119	15	134	527	563	1,091
Taxi/minicab	0	2	3	2	0	2	8	9	17
Car driver	43	420	463	332	42	374	1,470	1,571	3,042
Car passgr	3	32	35	25	3	28	111	119	230
Cycle	2	16	18	13	2	15	58	62	119
Walk	1	11	12	9	1	10	38	41	79
Total	70	686	756	542	68	611	2,401	2,567	**4,968**

- Car mode share at the development is estimated to be around 66% (including car passenger). Park & Ride arrivals at the site account for approximately 22% of trips. However, as the Park & Ride site is almost adjacent to the site, it is reasonable to include these trips in the overall car mode share for Bushfield Camp, which rises to 88%. This is broadly consistent with evidence from Whiteley and Chilworth, and demonstrates the very strong car orientation of this development with no interventions to promote alternatives.
- The majority of car based trips to or from Bushfield Camp are likely to pass through M3 Jn11
- They suggested that maximum mitigation measures would reduce car trips by 30% and would include:
  - Incentives for employees to move nearby
  - A new circular bus route along the western edge of Winchester
  - A Winchester car club
  - Improve bus services with bus gates
  - A South Winchester controlled parking zone
  - Traffic signals at M3 J11
- The report failed to suggest the potential for developing pedestrian and cycling links between Bushfield Camp and key parts of Winchester town.