



PROJECT PROFILE

Client: Berkeley Homes Southern Limited

Location: Hampshire

Sectors: Residential

Services: Travel Planning

Project overview: User-friendly isochrone maps were produced by Motion for residents of Knights Quarter which illustrate the travel time to local amenities on foot or by cycle.

Added value:

- Promoting active travel adoption by residents
- Encouraging travel via non-polluting modes
- Enhancing sense of community close to the city centre

Knights Quarter, Winchester

Advice to influence active and sustainable travel adoption by residents of a new development in Winchester is being provided by Motion. The company was commissioned by Berkeley Homes Southern Limited to produce the Travel Plan for the approved Knights Quarter development. Situated half a mile from the city centre on the site of the former headquarters of the Hampshire Constabulary, the 244-unit scheme consists of apartments and townhouses.

In addition to a Travel Information Pack, supplied to each household as part of the purchase and move-in process, the local authority requested supplementary route maps to help residents navigate the area using non-car modes. Motion researched and designed detailed walking and cycling route maps to a nearby secondary school, park, Winchester’s historic quarter, the city centre and railway station.



User-friendly isochrone maps were produced and combined with the mapping of local amenities to illustrate the travel time to the facilities on foot or by cycle. Isochrone maps identify areas that can be reached within specified time bands using different travel modes. The software considers variables such as the geography of an area and available connections to produce maps showing colour-graded bands of isochrones. This method is more accurate than distance-radius maps that only show straight line distances, and do not reflect the route a walker, wheeler or cyclist would use.



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