

Project Title
Norcutt Road

Report Title
Travel Plan

Document Reference:
5261/001/R02

Prepared For
Lockcorp Ltd

Date
March 2017

Delta House
175 -177 Borough High Street
London
SE1 1HR



T +44 (0)207 939 9916
F +44 (0)207 939 9909
E london@robertwest.co.uk
W www.robertwest.co.uk

Consulting Engineers

Registered office: 147A High Street, Waltham Cross, Hertfordshire, EN8 7AP Registered in Cardiff No: 2901674
Robert West Consulting Limited (trading as Robert West) is a subsidiary of Robert West Group Limited

Status	Details of Amendments	Date	Checked	Approved
DRAFT	Issued in Draft	24/02/17	LJB	AMI
FINAL	Issued in Final	07/03/17	LJB	AMI

CONTENTS

CHAPTER		PAGE
1.0	INTRODUCTION AND BACKGROUND	1
2.0	POLICY CONTEXT	4
3.0	SITE CONTEXT AND ACCESSIBILITY BY NON-CAR MODES	9
4.0	FINDINGS OF THE TRANSPORT STATEMENT	14
5.0	OBJECTIVES AND TARGETS	16
6.0	TRAVEL PLAN ADMINISTRATION	19
7.0	MEASURES AND INITIATIVES	21
8.0	MONITORING AND REVIEW	24
9.0	SERCURING AND ENFORCING	25
10.0	ACTION PLAN	26

APPENDICES

APPENDIX A – EXISTING SITE PLAN

APPENDIX B – PROPOSED SITE PLAN

APPENDIX C – CPZ MAP

APPENDIX D – PTAL ASSESSMENT

1.0 INTRODUCTION AND BACKGROUND

- 1.1 Robert West were appointed by Lockcorp Ltd in January 2017 to provide transport planning advice in relation to the proposed development of student accommodation at No.75 Norcutt Road, Twickenham, TW2 6SR within the London Borough of Richmond upon Thames (LBRuT). The site location is indicated below in **Figure 1.1**.

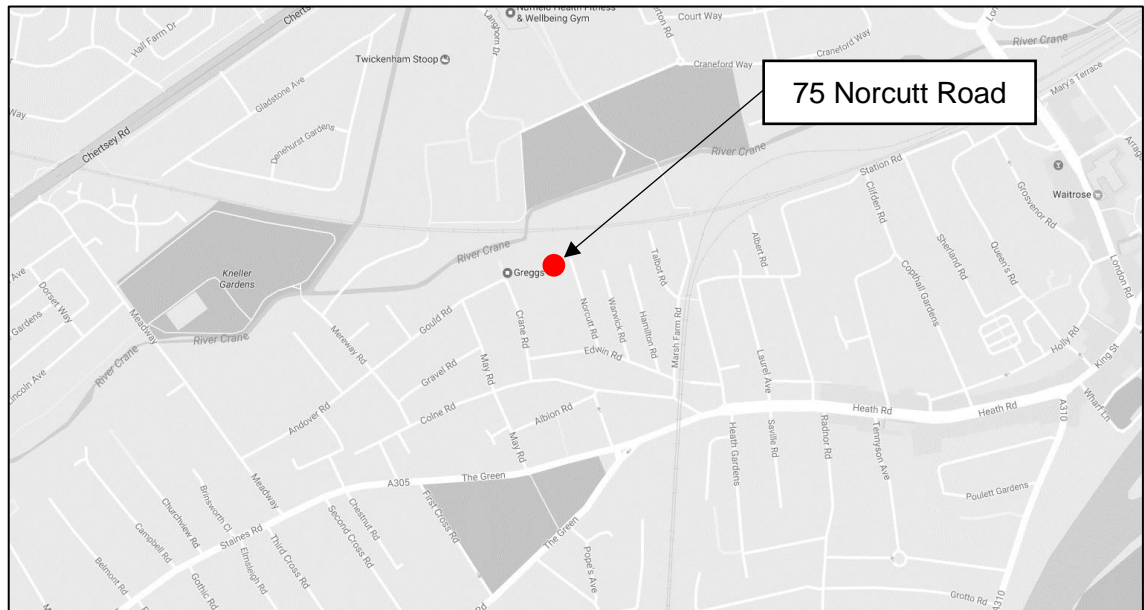


Figure 1.1: Site Location Plan

- 1.2 The application site is situated at the most northern end of Norcutt Road adjacent to the railway viaduct. It is accessed via Norcutt Road from the south, which serves a predominantly residential street of terraced properties.
- 1.3 The application site forms part of a larger site immediately to its south. The part of the site to the south has been fully developed comprising a scheme of seven terraced houses and four flats (open market) and a block of 11 flats (affordable housing) together with 22 off-street car parking spaces and associated access and landscaping.
- 1.4 The application site presently accommodates a light industrial building, which was formerly known as Unit C, The Norcutt Centre and formed one part of a series of three buildings. Units A & B were demolished as part of the implemented scheme but Unit C was allowed to remain because it was then occupied by Gregg's Bakery. This is currently occupied by one of the applicant's business on a temporary basis and is known as Lockcorp House, 75 Norcutt Road, Twickenham. The existing site plan is contained in **Appendix A** of this report.

- 1.5 The proposals are the demolition of the existing light industrial building and the erection of a five-storey building to provide student accommodation comprising shared lounge/kitchens and 49 bedrooms, together with cycle storage, landscaping and disabled car parking. The proposed site plan is provided in **Appendix B** of this report.

Travel Plan Background

- 1.6 A Travel Plan (TP) strategies for managing multi-modal access to a site or development that focus on maximising the potential for sustainable modes of transport. They set out the objectives of the plan, a range of measures to be implemented to achieve the objectives and the means by which success of the plan will be monitored. Benefits from TP's include:

- i. Increase in walking and cycling, with associated health gains;
- ii. Reduced noise, congestion, pollution and improved conditions for freight distribution associated with reductions in car use;
- iii. Improved social inclusion;
- iv. Improved staff recruitment and retention (for commercial uses);
- v. The opportunity to contribute to environmental management standards such as ISO14001;
- vi. Good public relations for businesses in their local community;
- vii. Financial savings;
- viii. Better estate management, and
- ix. Improved security and reduced fear of crime from better car parking management;

- 1.7 This report is prepared as a TP for the proposed student accommodation development and provides an over-arching framework, which will drive the production of the future Full TP, once the site becomes occupied.

- 1.8 A Full TP will be required either as a condition of the planning permission for the development or under a S106 agreement. This document has been produced to accompany a planning application for this site.

- 1.9 This TP has been prepared in line with DfT's TP guidance *Good Practice Guidelines: Delivering Travel Plans through the Planning Process* document, and the Transport for London (TfL) document *Travel Planning for New Development in London*.

Travel Plan Scope

- 1.10 This TP is a framework strategy providing sustainable travel options and measures for the proposed development at Norcutt Road. Once the development proceeds through to the occupation, this framework will be used to develop a full TP for the site.
- 1.11 This TP has been written as a stand-alone document. Once further information becomes available it will contain all the relevant information needed to effectively implement and monitor the TP itself.
- 1.12 This TP is supported by a Transport Statement (TS) and Delivery and Servicing Plan (DSP) prepared by Robert West, and is submitted as part of the planning application.

2.0 POLICY CONTEXT

2.1 This Section considers relevant transport and planning policy as follows:

- i. National Planning Policy Framework (NPPF);
- ii. TfL Travel Plan Guidance (Available Online);
- iii. The London Plan (2016) and the Mayor's Transport Strategy (2010); and
- iv. Richmond Upon Thames Core Strategy (2009) and Development Management Plan (2011).

NPPF

2.2 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied.

2.3 Section 4 of the NPPF deals with 'Promoting sustainable transport'. Paragraph 29 states that:

"The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel."

2.4 Paragraph 30 goes on to state that:

"Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion."

2.5 Paragraph 36 makes reference the importance of Travel Plans, stating that they are a "key tool" in the promotion of sustainable travel.

"All developments which generate significant amounts of movement should be required to provide a Travel Plan."

2.6 Paragraph 37 recognises that provision of balanced land uses within an area is important within a transport context such that;

"people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities."

2.7 Paragraph 38 further states that large scale residential developments should:

“promote a mix of uses to provide opportunities to undertake day-to-day activities including working on site. Where practical, particularly within large-scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties”

The London Plan (2016)

- 2.8 The London Plan is the overall strategic plan for London, and it sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2036. This document, published in March 2016, is consolidated with all the alterations to the London Plan since 2011.
- 2.9 The London Plan forms part of the development plan for Greater London. London boroughs' local plans need to be in general conformity with the London Plan, and its policies guide decisions on planning applications by councils and the Mayor.
- 2.10 The Policy 1.1 (delivery of the strategic vision and objectives for London) states that the vision and objectives should be reflected in other Mayoral plans and strategies, decisions on development proposals and investment priorities, Borough DPDs and development decisions.
- 2.11 Chapter 2 of the London Plan contains strategic policy for the sub-areas of London. Policy 2.6 states that the vision and strategy for outer London should be to enhance the quality of life of current and future residents.
- 2.12 Chapter 3 of the London Plan contains policy for London's people. These will be realised by ensuring that people living in London have the homes, opportunities, facilities and social infrastructure required to support a good and improving quality of life.
- 2.13 Chapter 6 of the London Plan provides transport policy. Policy 6.3 makes recommendations in relation to the effects of development on transport capacity. It is stated that the impacts of development on transport capacity should be fully assessed. Where insufficient transport capacity exists to accommodate demand generated from new development and there are no proposals to increase capacity, development proposals should be phased or refused.
- 2.14 Policy 6.9 provides policy on cycling and it is recommended that planning decisions should ensure that new developments have secure, integrated and accessible cycle parking facilities in line with the minimum standards outlined in the plan. Developments should also contribute to a cycling network that is integrated and linked to existing and planned cycle infrastructure.
- 2.15 Policy 6.10 provides policy on walking and recommends that planning decisions should ensure that developments have a high-quality pedestrian environment and emphasise the quality of pedestrian and street space.

- 2.16 Although the London Plan does not provide specific requirements for general car or disabled parking provision for education facilities, paragraph 6A.2 notes that developments should provide a minimum of one accessible space for Blue Badge Holders either as an on- or off- street parking bay. Disabled parking bays should be provided even when general parking is not included within the development scheme. With regards to visiting disabled motorists, the standards indicate a provision of 5% of the total capacity. For future provision, the standards indicate that a further 5% of the total capacity should be provided for disabled motorists.
- 2.17 Additionally, the policy indicates that developments in all parts of London must “ensure that 1 in 5 spaces (both active and passive) provide an electrical charging point to encourage the uptake of electric vehicles.”
- 2.18 The cycle parking standards for developments include providing spaces for short-term and long-term users.
- 2.19 Table 6.3 of the London Plan provides minimum standards for cycle parking provision. For student accommodation, the provision (Use Class C2) is as follows;
- i. Long-Stay Cycle Parking; 1 space per 2 beds; and
 - ii. Short-Stay Cycle Parking; 1 space per 40 beds.

Mayor’s Transport Strategy (May 2010)

- 2.20 The new Mayor’s Transport Strategy is currently being prepared and due to be completed in Spring 2017: the Mayor’s Transport Strategy will include proposals that will be brought about by the Mayor through working with TfL, the London Boroughs, developers and stakeholders and will set out the Mayor’s transport policies for the next 20 years.
- 2.21 For the purposes of this report, the previous Mayor’s Transport Strategy document has been reviewed and summarised in the following paragraphs.
- 2.22 The main goals of the strategy include supporting economic and population growth, and enhancing the quality of life and transport opportunities for Londoners. A modal shift away from private motorised transport to more sustainable modes, including public transport, walking and cycling, is sought.
- 2.23 Proposal 60 supports walking to local facilities and includes the following:

“Development of a ‘key walking route’ approach, to encourage walking and improve corridors between local destinations where people want to travel; providing direct and convenient pedestrian access, enhancing pavement space for pedestrians and removing guardrails and other obstacles, supporting developments that emphasise the quality and permeability of the pedestrian environment”.

- 2.24 The Transport Strategy places emphasis on the increased use of TPs as a means of achieving modal shift.

London Borough of Richmond upon Thames Core Strategy (2009)

- 2.25 The Core Strategy, which is part of the Local Plan (formerly known as the Local Development Framework), is the strategic policy document and was adopted in April 2009. It outlines the Vision, Spatial Strategy and 20 Core Planning Policies on topics such as climate change, housing, employment and retailing.

- 2.26 There are a number of issues which have been identified in the Borough, which the LDF will seek to address. These issues have been grouped into three areas identified as Core Strategy Issues.

- 2.27 Core Policies 13 to 20 all aim to meet the needs of the borough’s local communities. The Core Policies deal with areas of deprivation, housing, services, infrastructure, education, health, business visitors and tourism. The policies state:

“We aim to meet the needs of the community over the plan period by ensuring that opportunities are provided for all, particularly those who may be disadvantaged by age, ability or income. Sufficient suitable, affordable housing will be provided and the health and wellbeing of the population planned for as well as needs for community facilities. Local employment opportunities will be protected and encouraged and provision made for sustainable tourism”.

- 2.28 Of those issues identified under the heading “For a Sustainable Future”, the following Objective has been identified as one that needs to be achieved in order to deliver the Local Development Framework vision:

“Reducing the need to travel but to make all areas of the Borough and particularly areas of relative deprivation (Castlenau, Ham, Hampton Nurserylands, Heathfield and Mortlake) accessible by safe, convenient and sustainable transport for all people, including those with disabilities”.

- 2.29 In particular, Core Policy 5 (CP5): Sustainable Travel describes how the Core Strategy Objectives are to be delivered in Transport terms. It states:

“The major developments required to produce Transport Assessments are defined as those which exceed the thresholds set out in Appendix B of Department of Transport Circular 02/2007 (Guidance on Transport Assessment). Developments smaller than this level should submit a Transport Statement. All travel plans should be produced in line with TfL Guidance on Workplace Travel Planning and Residential Travel Planning”.

Development Management Plan (DMP) (2011)

- 2.30 The DMP is a Development Plan Document (DPD) and one of the documents that make up the Local Plan (formerly Local Development Framework).
- 2.31 The DMP takes forward the Core Strategy’s three inter-related themes of ‘A Sustainable Future’, ‘Protecting Local Character’ and ‘Meeting People’s Needs’, with more detailed policies for the control of development.
- 2.32 The Development Management policies for Transport and Parking are designed to take forward Core Policy 5 and to complement the Borough’s Local Implementation Plan.
- 2.33 In transport terms, The Development Management policies for Transport and Parking will be used when taking decisions on new developments and schemes – policies seek to match development to transport capacity, require a TA or TS for new development, improve links, interchanges and provision for walking and cycling and to provide or retain off street parking.
- 2.34 Policy DM TP2 Transport and New Development, states that

“All planning applications for major developments should be accompanied by a Transport Assessment and for smaller developments should be accompanied by a Transport Statement”.

- 2.35 Policy DM TP6 Walking and the Pedestrian Environment states that to protect, maintain and improve the pedestrian environment, the Council will ensure that;

“New development does not adversely impact on the pedestrian environment and provides appropriate pedestrian access; [and that]

New development and schemes improve the safety and security of the pedestrian environment where appropriate”.

3.0 SITE CONTEXT AND ACCESSIBILITY BY NON-CAR MODES

Site Context

- 3.1 The site is located at No.75 Norcutt Road, Twickenham, TW2 6SR. It is bound by both railway lines and the River Crane to the north, an electricity sub-station to the east, Gregg's bakery depot to the west and a block of flats to the south which were implemented as part of the 2006 planning application (06/2018/FUL) which included for the site to be an office of 900sqm GFA.
- 3.2 The site is located at the northern end of Norcutt Road, a short (Approx. 140m) no-through road, in a predominantly residential area. Housing on either side of Norcutt Road are terraced and do not have off-street parking.
- 3.3 It is proposed that the existing industrial building is demolished and replaced by a five-story building providing student accommodation (Land Use Class C2) within nine separate units. Each unit will have shared W/Cs, kitchens / common areas, with the between four to six bedrooms per unit. In total 49 bedrooms are proposed within the building, and further shared facilities for all bedrooms will include a laundry room and disabled W/C within the ground floor. The proposed site layout is contained in **Appendix B** of this report.
- 3.4 Access to the site would remain as per the extant planning permission, which would be to the east of the existing housing block. Access arrangements, both vehicular and pedestrian, together with turning areas have all been previously approved and built up to the junction of the southern boundary of the application site towards its eastern end.
- 3.5 A separate DSP has been prepared in support of the planning application which provides full details of the servicing and delivery strategy for the site.
- 3.6 Vehicular turning areas for deliveries, servicing and emergency vehicle movements have all been previously approved and built up to the junction of the southern boundary of the application site towards its eastern end as part of planning ref. 06/2018/FUL. Further details are included within the TS submitted as part of the planning application.
- 3.7 A Controlled Parking Zone (CPZ) exists to the east of the site in the area surrounding Twickenham High Street. This area of the CPZ is designated as Zone D (Central Twickenham), parking controls are operational from Monday-Saturday 08.30-18.30.
- 3.8 CPZ Zone E (South Twickenham) is situated to the south-east of the site and is operational Monday-Friday 08.30-10.30 and 10.30-14.30. An extract of Borough wide CPZ Zones is contained with **Appendix C**.

- 3.9 St Mary's University is located to the south of the proposed development on Waldegrave Road. The university can be reached on foot in approximately 21 minutes (based on 80m/min walking speed) via Edwin Road, Heath Road, Radnor Road, Tower Road and Waldegrave Gardens. Alternatively, the University can be accessed using bus services located on Heath Road, within 5 minutes of the site. Routes 33 and R68 provide access to the University.
- 3.10 The site is located a short distance from the Twickenham Town Centre which provides access to a variety of amenities inclusive of banks, restaurants, takeaways, and other facilities.
- 3.11 There is a Tesco Express supermarket 400m south-east (5 minutes walk) from the site, while a Sainsbury's Local is located on Twickenham Green, 600m to the south of the site (7 minutes walk). The proximity of these shops and other facilities in the area surrounding would be expected to limit the need for private car trips to be generated by the site.
- 3.12 A site specific Public Transport Accessibility Level (PTAL) assessment of the site has been undertaken using the TfL database (www.tfl.gov.uk/webcat). The output can be found in **Appendix D** of this report which demonstrates that the site has a PTAL of 2.

Pedestrian Accessibility

- 3.13 St. Marys University is accessible on foot, within a 21 minute walk. The area benefits from having extensive footway provision which have been observed to generally be of good quality and maintenance.
- 3.14 The footpaths of Norcutt Road connect with those on Edwin Road which provide access to Heath Road via a shared pedestrian and cycle route under railway lines.
- 3.15 On Heath Road there is a signal controlled junction which has several pedestrian crossing points and associated phases within its timings. A zebra crossing is also present on a free flowing branch of the junction which is not subject to signal control, where a large refuge island for pedestrians exists with significant storage for pedestrians seeking to cross in multiple directions. The proximity of Twickenham Green recreational ground space provides good walking connections from the south / south-west.
- 3.16 East of the site of Heath Road the footway is wide and uncontrolled crossings with dropped kerbs and tactile paving are present priority junctions formed with side roads. Continuing into the High Street, signalised crossings points connecting the northern and southern footpaths are present, with dropped kerbs, refuge islands and tactile paving. These provide safe and convenient crossing points which provide connections to the commercial properties located on the south side of the carriageway.

- 3.17 It is noted that if walking to the university site these crossing points would also be used to travel along roads to the south.

Cycle Accessibility

- 3.18 It is proposed that a total of 32 cycle parking spaces will be provided within the site. These spaces will take the form of semi-vertical cycle parking, provided within secure stores. This level of cycle parking provision exceeds that required by the London Plan (an overprovision of five spaces).
- 3.19 The cycle parking will be located on the western boundary of the site in the same location previously approved to accommodate cycle parking for the approved office use.
- 3.20 TfL Local Cycling Guide 9 highlights Edwin Road, Lion Road, Crane Road, Gould Road, Grove Avenue and Radnor Road as marked or signed cycle routes which are located on a mix of quieter and busier roads. It is noted that a large number of roads in the surrounding area are marked as having this classification and provide strong links throughout the wider area to other town centres.
- 3.21 Sections of Colne Road, First Cross Road and Pope's Avenue are marked as roads which have been recommended by other cyclists. These sections of road provide additional connections through the area.
- 3.22 There are a number of routes which could be taken to reach the University safely from the site using both the marked/signed routes and recommended roads.

Bus Accessibility

- 3.23 The nearest bus stops are located on Heath Road, to the east of the site. Both stops are located within 550m of the site (6 – 7 minutes' walk). A signalised crossing facility is provided on Heath Road which allows pedestrians to safely cross to the bus stop on the far side of the carriageway.
- 3.24 **Table 3.1** summarises the frequencies of accessible bus services in the peak periods.

Route	Route	AM Peak Frequency	PM Peak Frequency
110	Towards West Middlesex Hospital	3	3
	Towards Hounslow Bus Station	3	3
267	Towards Fulwell Bus Garage	5-8	6-9
	Towards Hammersmith Bus Station	6-9	5-9
281	Towards Hounslow Bus Station	7	7-15
	Towards Tolworth Tower	6-10	6-10
290	Towards Staines	3	3
	Towards Twickenham	3	3
490	Towards Heathrow Terminal 5	5-7	5-7
	Towards Pools on the Park	5-7	5-7
681	Towards Broom Road/Teddington School	2	0
	Towards Hounslow Bus Station	0	0
H22	Towards Manor Road (TW9)	5-6	2
	Towards Bell Road / Bell Corner	4-5	4-5
R70	Towards Richmond / Manor Road	5-8	5-8
	Towards Nurserylands Shopping Centre	5-8	5-8

Table 3.1: Peak Hour Bus Services Frequency

Access by Rail

- 3.25 The nearest National Rail station is Twickenham Station, located 800m to the south-west of the site and reached with a 15-minute walk. This station is operated by South West Trains and provides services towards London Waterloo, Chiswick, Windsor & Eton Riverside, Wimbledon and Reading. The services depart every 15 – 30 minutes during the day.
- 3.26 Twickenham Station provides step-free access and has staff available to provide assistance to those requiring navigating the station. The station provides extensive facilities including toilets, shops, refreshment facilities and payphones.

Car Parking

- 3.27 The site is proposed to be 'car-free' with vehicle parking only provided for management and disabled users. One disabled parking bay is proposed to be located adjacent the entrance to the building, with a further two management spaces to the south of the building. The spaces provided for management of the building will be controlled by a lockable bollard to prevent their misuse, and have been laid out in an end-on fashion as they do not require independent access.
- 3.28 Car parking restraint is proposed to promote travel by sustainable modes, and it is anticipated that there will be no demand for car ownership among students.
- 3.29 In the area surrounding the site Enterprise Car Club provides two car club bays. The closest to the site is located on Lion Road, approximately 350m walking distance (4 – 5 minutes walk) to the south-east of the site.
- 3.30 The second car club location is located on First Cross Road, 700m walking distance to the south-west of the site (8 – 9 minutes walk).
- 3.31 The existing provision of car club bays in the area will help to discourage students from private car ownership at the site as the service allows them access to cars on an ad-hoc basis for trips which could not easily be undertaken by other modes.

4.0 FINDINGS OF THE TRANSPORT STATEMENT

Development Travel Patterns

4.1 A full multi-modal assessment of trip generation estimated for the site has been undertaken as part of the TS to support the planning application. The exercise used comparable student accommodation sites with no car parking.

4.2 **Table 4.1** summarises the travel patterns of the proposed development as defined by the findings of the TS.

Mode	Mode Share	Total Trips (0700-1900)
Vehicles	5.6%	5
Pedestrians	37.4%	33
Cyclists	20.0%	18
Bus	22.0%	20
Rail	15.0%	13
Total	100%	90*

Table 4.1: Development Mode Share and Daily Trips (*rounding error)

4.3 **Table 4.1** illustrates that the proposed development would generate five vehicle movements, and that vehicles trips represent a mode share of only 5.6% by consideration against all person trips. The development would generate 90 total person movements.

4.4 Due to the car-free nature of the proposed development and sites selected for the purposes of this trip generation exercise, it is anticipated that the vehicle movements identified relate to deliveries and servicing of the site.

4.5 The trip generation exercise demonstrates that the proposed development would generate approximately 90 person movements a day (0700-1900). Of these five daily vehicle movements occur; these would be expected to be related to deliveries, servicing, and maintenance.

4.6 The proposed development would generate 71 daily pedestrian movements originating/finishing at the site, inclusive of those who link to public transport. The maximum number of movements of persons arriving/departing by on foot as identified by the TS is ten within any one hour period (1600-1700).

Transport Impact of Future Users

- 4.7 It has been established through this TS that the proposed change of use will have a non-material impact on surrounding highway network and would represent a net reduction in vehicle trips generated by comparison to the existing and permitted site uses. Mitigation beyond that designed into the scheme (i.e. cycle parking) was not identified as a requirement.

Current Environment for Pedestrians and Cyclists

- 4.8 A Pedestrian Environment Review System (PERS) audit was undertaken on Monday 20th February 2017 to understand pedestrian environmental conditions in the area. The full details of the audit are contained within the TS submitted as part of this planning application.
- 4.9 The TS identifies the site as being in an area with extensive, good quality footways and a strong network of cycle routes. The development is also located within easy walking distance of local shops and services.

Recommendations

- 4.10 Although no evidence was found to suggest car ownership will occur among students, it was a recommendation of the TS that occupants be prevented from being able to apply for parking permits in relation to any future implementation of a CPZ.
- 4.11 This TP and the DSP should be structured to enable the ongoing monitoring of travel behaviour and to identify any arising issues where required.

5.0 OBJECTIVES AND TARGETS

5.1 This chapter sets out the overarching objectives for the TP, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the TP can be found in **Section 8.0**.

5.2 The objectives and targets are defined as follows;

- i. **Objectives** are the high-level aims of the TP. They help to give the TP direction and provide a clear focus; and
- ii. **Targets** are the measurable goals by which progress will be assessed. The TP sets out targets which the development will seek to reach within the period covered by this TP. In addition, interim targets have been set.

Objectives

5.3 The objective of the TP is to increase awareness of sustainable travel modes available to student residents. Therefore, more specifically, the objectives of this TP are to:

- i. Increase student resident awareness of the advantages and availability of sustainable modes of transport; and
- ii. Introduce a package of physical and management measures that will facilitate student resident travel by sustainable modes.

Targets

5.4 TP targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring (outlined in **Section 8.0**) to ensure they remain SMART (Specific, Measurable, Achievable Realistic and Timed).

5.5 Targets come in two forms - action targets and aim targets:

- i. **Action Targets** are non-quantifiable actions that need to be achieved by a certain time; and
- ii. **Aim Targets** are quantifiable, and in the case of this TP, relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

5.6 The action targets for this TP are:

- i. To appoint a TP Coordinator (*see Travel Plan Strategy section*);and
- ii. To coordinate baseline travel surveys (*see Monitoring and Review section*).

Aim Targets

5.7 The targets are set to measure progress towards the main objectives over a five year period. This TP will also seek to achieve interim targets within three years of the launch of the TP. The baseline travel survey will be undertaken within 3 months of the development being occupied. This baseline survey represents the start of the TP for monitoring purposes and is known as Year 0.

5.8 As the development is 'car free' with provision of parking for disabled and management parking only; it is not necessary to provide mode shift targets to reduce car trips as part of the TP as it will already achieve the objective of minimising the level of private vehicle trips. Instead it is considered relevant to seek a modal shift away from public transport trips to walking and cycling.

5.9 Following the baseline travel surveys undertaken after the building becomes occupied the targets will be reviewed. Should car usage exceed what has been predicted the targets will be changed to ensure that there are no car trips being undertaken by students who do not have any mobility requirements. Any revision to the targets will be discussed and agreed with LBRuT.

5.10 **Table 5.1** outlines the aim targets set out for the site.

Target	Indicator	Mode Split		
		Baseline (Year 0)	Interim (Year 3)	Final (Year 5)
Achieve a 10% reduction in the mode share for Bus	Modal Split monitoring surveys	22.0%	18.0%	12.0%
Achieve an 5% increase in the mode share for cycling	Modal Split monitoring surveys	20.0%	22.0%	25.0%
Achieve a 5% increase in the mode share for walking	Modal Split monitoring surveys	37.4%	39.4%	42.4%

Table 5.1: Preliminary Travel Plan Targets

- 5.11 The preliminary TP aims are to achieve an overall increase in cycling and walking. This is to be achieved by shift away from bus trips. It is anticipated that this could be achieved due to the anticipated strong origin / destination trip attractor being St. Marys University, where walking and cycling trips could reasonably take place as a preference to bus trips.
- 5.12 If the subsequent baseline travel survey shows that the modal splits identified in **Table 4.1** are different, the targets will be amended to take into account the surveyed modal split. Targets will be finalised and written into the TP once annual travel surveys have been completed, the results analysed and discussions subsequently held with the LBRuT Travel Planning Officers.

6.0 TRAVEL PLAN ADMINISTRATION

Management

- 6.1 It is expected that a management company will be appointed to deal with the ongoing upkeep of the building. A TP Coordinator (TPC) who will manage the TP will be appointed. On appointment, the contact details of the TPC will be submitted to LBRuT.

TPC Responsibilities

- 6.2 The TPC will be responsible for administration of the TP, the implementation of measures, and for the on-going monitoring and review of the TP. The TPC will report to the management company and other involved stakeholders such as student residents' associations (if applicable), regarding the implementation and progression of the TP.
- 6.3 Administration of the TP will involve the maintenance of the necessary systems, data and paperwork, consultation and promotion associated with the implementation of the TP. Regular updating of the TP document is part of the responsibility of the nominated TPC.
- 6.4 A filing system will be established and maintained, for recording all correspondence relating to the TP, the results of periodic monitoring and the results of each review. The content of the document will be shared with LBRuT to ensure it has the maximum potential to encourage use of sustainable modes of transport.
- 6.5 The TPC in conjunction with the management company will ensure that physical measures such as cycle racks are maintained and useable. They will be the central point of contact between the TP and site occupants, and will promote and market the TP, organise and undertake travel surveys, be responsible for on-going monitoring and will liaise with LBRuT in relation to any transport concerns related to the development.
- 6.6 It is proposed that the TPC role and responsibilities will be assigned three months before initial occupation of the units.

Consultation

- 6.7 The success of the TP will intrinsically rely on the support of both the Management Team and the student residents. The development management will be consulted before the TP is produced. Once the TP has been launched the TPC will continue to maintain close contact with the management.
- 6.8 Liaison with the local bus operators and officers of the Council, especially those responsible for TPs, cycling, and public transport, will also be necessary.

Promotion

- 6.9 Future occupiers will receive information regarding the TP at the earliest possible stage. Ideally future occupiers will be informed of the TP at the point of exchange of contract / rental agreements are signed.
- 6.10 The TPC will use mail drops to individual units to help inform occupiers of the TP measures. The TPC will also seek to attend student resident meetings to gain information and promote TP measures.

7.0 MEASURES AND INITIATIVES

7.1 This section of the TP outlines the specific physical and management measures to be undertaken.

Travel Plan Measures

7.2 As far as possible, the proposed measures outlined below are designed to be suitable for review and monitoring. The list is not exhaustive and the TPC will be free to investigate other potential initiatives. This list will be reviewed following the completion of the resident travel surveys and the updating of TP targets once the first student travel survey has been undertaken.

Walking

7.3 The TPC will promote walking as a health and cost effective means by which to travel. In order to encourage walking as primary mode of travel to and from the site, a number of measures will be considered, which could include;

- i. Provision of adequate lighting and pedestrian facilities within the site;
- ii. Raising awareness of the health benefits of walking;
- iii. Making information on local safe pedestrian routes and facilities available to students, staff and visitors available via a welcome pack, the internet and display boards. Maps and walking distances should be included;
- iv. Promote the use of www.walkit.com which advises on walking route planners;
- v. Liaison between the TPC and LBRuT Borough Council to ensure that pedestrian routes are appropriately maintained; and
- vi. Promotion of national walking challenges including Walk to Work Week (typically held in May each year) and the British Heart Foundation Pedometer Challenge.

Cycling

7.4 Cycling is a cost effective and sustainable mode of transport that provides benefits for personal health as well as reducing road congestion. In order to encourage cycling to and from the site a number of measures will be considered, which would include:

- i. Provision of covered and secure cycle parking within the site which is in accordance with current guidance, with some provision also for visitors which is easy to access;

- ii. Liaison between the TPC and LBRuT Borough Council to ensure that cycle routes are appropriately maintained;
- iii. Information boards to be located in a prominent position on-site to provide information and advice concerning safe cycle routes from the site to locations of interest including the university and local leisure facilities;
- iv. Use of the cycle parking facilities to be monitored and additional parking facilities to be provided should demand warrant it;
- v. Information on the local cycle network routes made available through resident induction packs;
- vi. Encourage residents to take part in the LBRuT 'PleaseCycle' scheme which records cycle journeys and can earn rewards;
- vii. Advertise the Richmond Cycling Campaign which is a programme of group rides which are at an easy level and do not feature hills, to encourage people into cycling;
- viii. The potential for a bi-monthly visit from a Dr Bike mechanic;
- ix. Provide a cycle repair kit which will be available to students through the maintenance staff;
- x. Offer adult cycle skills training and maintenance classes to improve the residents' and staff confidence for cycling on-road and give basic skills to fix common bike problems; and
- xi. Promotion of national events such as 'National Bike Week' (typically held in June each year) and 'National Cycle to Work Day' (typically held in September each year). While relatively few staff are expected on-site the students may have part-time jobs as well as university to attend.

Welcome Pack and Travel Information Provision

7.5 The most important and cost effective measure to be introduced as part of this TP is the Welcome Travel Pack, which would be made available to all new residents of the site, upon moving in. It is recognised that it is easier to influence travel behaviour early on before unsustainable travel habits become established. It is recommended that the packs contain the following information:

- i. A summarised version of the TP document, that sets out the purpose and benefits of the Plan;

- ii. Timetables and route maps for public transport;
- iii. A description of distance, time, and routes for travelling from the site to key local destinations on foot, bicycle and public transport;
- iv. Contact numbers and web details for the TfL Journey Planner and National Rail Enquiries;
- v. Information about how to apply for an 18+ Student Oyster Photocard;
- vi. Cycling and walking maps for the local area;
- vii. Information about the nearby Car Club bays and how the service works;
- viii. Details of any site specific measures implemented over time such as Dr Bike sessions, and
- ix. Confirmation of restrictions to on-site parking (with the exception of disabled occupants and management).

7.6 The information would be prepared immediately prior to initial occupation of the units and will be updated on an annual basis. To ensure that all users are made aware of the opportunities for sustainable travel, travel information leaflets will also be circulated to the commercial operator on the site, upon their opening for distribution to staff and made available on noticeboards.

8.0 MONITORING AND REVIEW

Monitoring

- 8.1 The TP will be initially monitored on a five year cycle. The first and second monitoring surveys will be undertaken at Years 1 and 3 (on the first and third anniversary of the initial baseline travel survey). The final monitoring survey will be carried out on the fifth anniversary of the initial baseline survey. Monitoring surveys will follow the established TRAVL survey methodology to ensure they are compatible with iTRACE (the TP project management tool used by London Borough's).
- 8.2 The baseline travel survey will be undertaken within 3 months of the occupation. This baseline survey represents the start of the TP for monitoring purposes and is known as Year 0. The exact requirements for the monitoring and baseline surveys will be discussed with LBB/TfL.
- 8.3 Monitoring surveys will ultimately allow collection of data related to:
- i. Conduct multi-modal traffic surveys to establish residential and commercial mode share;
 - ii. Monitor the level of disabled car parking within the site and on nearby streets;
 - iii. Monitor the take-up by residents / others of the car club scheme;
 - iv. Monitor the demand for cycle parking, and
 - v. Collect and record any comments from local residents and staff of the commercial unit in terms of on-site sustainability and success of the TP in helping to encourage sustainable travel.
- 8.4 Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to the LBB/TfL.

Reporting

- 8.5 The TPC will compile a Review Report at Years 1, 3 and 5 outlining the results of the annual review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The report will be issued to LBRuT.

9.0 SERCURING AND ENFORCING**Securing**

- 9.1 This TP has been prepared in support of the planning application. It is expected that in the five year period post occupation, the TP will be secured through Section 106 agreement, with details to be agreed with LBRuT. Funding will be provided by the developer, including the funding of travel surveys required as part of the monitoring and review process.

Enforcement

- 9.2 If the monitoring and review process finds that the TP is under performing and targets are not being achieved, the TPC would be responsible for meeting with LBRuT officers upon request to discuss the issues and identify where improvements can be made. The possible reasons will be discussed and further improvements or new measures agreed to ensure targets are met in future. Any new measures introduced will then need to be communicated to occupants, as applicable, whilst the areas of weakness will be reviewed regularly to ensure progress is achieved.

10.0 ACTION PLAN

10.1 The Action Plan outlined below in **Table 10.1** sets out the measures included within the TP that are directed at influencing residents and staff of the proposed development.

Table 10.1: Action Plan

Action Type	Action	Responsibility	Timeframe	Notes
Management	Appointment of TP Coordinator (TPC)	Site Management	Three months prior to occupation	This is preferable to be completed as soon as possible, as when the site is occupied, the TPC will need to undertake baseline travel surveys within 3 months of the occupation of the site.
Baseline Travel Patterns	Baseline travel survey	TPC	Within 3 months of occupation	Survey results will need to be reported back to LBRuT so targets can be set. The baseline survey represents the TPs Year 0 start point, i.e. the point that implementation occurs.
Travel Plan Document Progression	Finalisation of measures to be implemented	TPC and Planning Authority officers	Within 3 months of the baseline survey.	The measures should be agreed with LBRuT during the application process; however the baseline survey might reveal other possible measures to implement.
	Target setting	TPC and LBRuT officers	Within 3 months of the completion the baseline survey	Targets will need to be agreed with LBRuT.
	TP document completion	TPC	Within 3 months of the completion of the baseline survey Revised at Year 3 after full review	This should be completed well before TP launch.

Monitoring, Review & Reporting	Monitoring of measures and initiative take-up	TPC	On-going	This will involve regular monitoring of cycle parking use, and uptake of other measures implemented.
	First snapshot/monitoring survey	TPC	At Year 1	On the first anniversary of the completion of the baseline survey. This will be completed in-house
	Partial review and reporting 1	TPC and LBRuT/TfL officers	Following Year 1 snapshot survey result analysis	This will be a partial review focusing on revision of targets and measures where necessary.
	Second snapshot/monitoring survey	TPC	At Year 3	On the third anniversary of the completion of the baseline survey.
	Full review and reporting	TPC and TfL/LBRuT	Following Year 5 monitoring survey results analysis	This will be a full review at the end of the 5 year monitoring and review period. The TP document will be completely revised.
Implementation	Implementation of measures	TPC with liaison with Management Company	From the start of construction and on-going	Dependent on the nature of the measure. Physical measures such as cycle parking will be implemented during construction. Policy measures will be implemented on an on-going basis. The TPC will need to create a detailed implementation timetable.

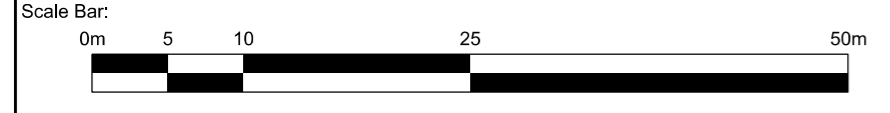
Appendix A – Existing Site Plan



Boundary line

Existing buildings

General Notes:
 Do not scale from this drawing. Use marked dimensions.
 Should any discrepancies be noted, please inform this office.
 This drawing is copyright of Matthew Allchurch Architects Limited



P01 Planning Issue
 Rev: Description:

02.02.17 CS GS
 Date Drn by: Ckd by:

Client: Jeremy Janion				
Project Name: 75 Norcutt Road				
Drawing Title: Existing Site Plan				
Project No: JJ01	Drawing No: P_011	Revision: P01	Scale: 1:500 @ A3	Date: Feb 2017
Drawn By: CS	Checked By: GS	Status: Planning		

MAA Architects
 the boathouse design studio
 27 ferry road teddington tw11 9nn
 t: 020 8973 0050
 e: Info@maa-architects.com
 w: www.maa-architects.com

Appendix B – Proposed Site Plan

RAILWAY

1.8m width
pedestrian route to
front elevations

Semi Vertical racks -
FalcoConvert-Plus to
provide 32 spaces.
+5 more than London
Plan

Falco Semi Vertical
racks with FalcoSpan
Cycle shelter

Twickenham Grid
Sub-Station

Refuse store

Industrial Buildings

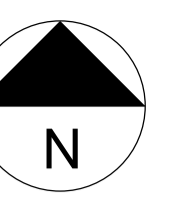
Norcutt House

Industrial Buildings

Service vehicle
turning head

NORCUTT ROAD

General Notes:
Do not scale from this drawing. Use marked dimensions.
Should any discrepancies be noted, please inform this office.
This drawing is copyright of Matthew Alchurch Architects Limited



KEY

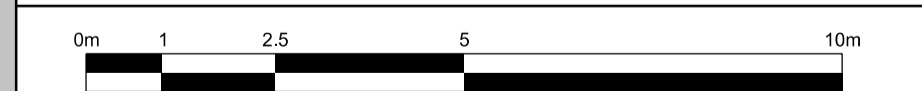
- Boundary line
- Existing Buildings
- Student rooms
- Hall
- Communal space
- Lobby & services
- Plant
- Shared space
- Path
- Trees
- Pedestrian path
- Grass
- Hedge
- Green Wall

- ① Short stay - Management parking
- ② Short stay - Management parking
- ③ Disabled bay - 3.6 x 4.8m with 1.8m clear pedestrian route to one side

P01	Issue for comment	13.02.17	CS	GS
Rev:	Description:	Date	Drn by:	Ckd by:



the boathouse design studio
27 ferry road teddington tw11 9nn
t: 020 8973 0050
e: info@maa-architects.com
w: www.maa-architects.com



Client: Jeremy Janlon				
Project Name: 75 Norcutt Road				
Drawing Title: Proposed: Ground Floor Plan				
Project No: JJ01	Drawing No: P_SK003	Revision: P01	Scale: 1:100 @ A1	Date: Feb 2017
Drawn by: CS	Checked by: GS	Drawing Status: Planning		

Appendix C – CPZ Map

