



Stag Brewery, Mortlake

Framework Travel Plan

For Reselton Properties

February 2018

Document Control Sheet

Project Name: Stag Brewery, Mortlake

Project Ref: 38262

Report Title: Framework Travel Plan

Doc Ref: 001

Date: February 2018

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Revision	Date	Description	Prepared	Reviewed	Approved

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1 Introduction

1.1 Background

- 1.1.1 This Residential Travel Plan (RTP) has been prepared by Peter Brett Associates LLP (PBA) on behalf of Reselton Properties Limited ('the Applicant') in support of three linked planning applications for the comprehensive redevelopment of the former Stag Brewery Site in Mortlake ('the Site') within the London Borough of Richmond Upon Thames ('LBRuT').
- 1.1.2 The former Stag Brewery Site is bounded by Lower Richmond Road and Mortlake High Street to the south, the River Thames and existing residential development to the north, Williams Lane to the east and Bulls Alley (off Mortlake High Street) to the west. The Site is bisected by Ship Lane. The Site currently comprises a mixture of large scale industrial brewing structures, large areas of hardstanding and playing fields.
- 1.1.3 The author of this Travel Plan and relevant contact details are provided in the document control sheet at the front of this report. The company contact details are also noted on the front page.
- 1.1.4 The Client, Reselton Properties Ltd, will appoint a management company to oversee the FTP for the proposed development and will be responsible for its implementation and further development until a number of Travel Plan Coordinators are appointed. It is recommended that there will be a travel plan coordinator appointed for each different land use types, coming together to create a group of Travel Plan Coordinators, with one overarching travel plan coordinator responsible for the site as a whole.

1.2 Site Location

- 1.2.1 The site is bounded by the River Thames to the north, the A3003 Lower Richmond Road / Mortlake High Street to the south and Williams Lane to the west, with Ship Lane running north-south through the centre of the site.
- 1.2.2 Figure 1.1 below shows the site location in a local context.

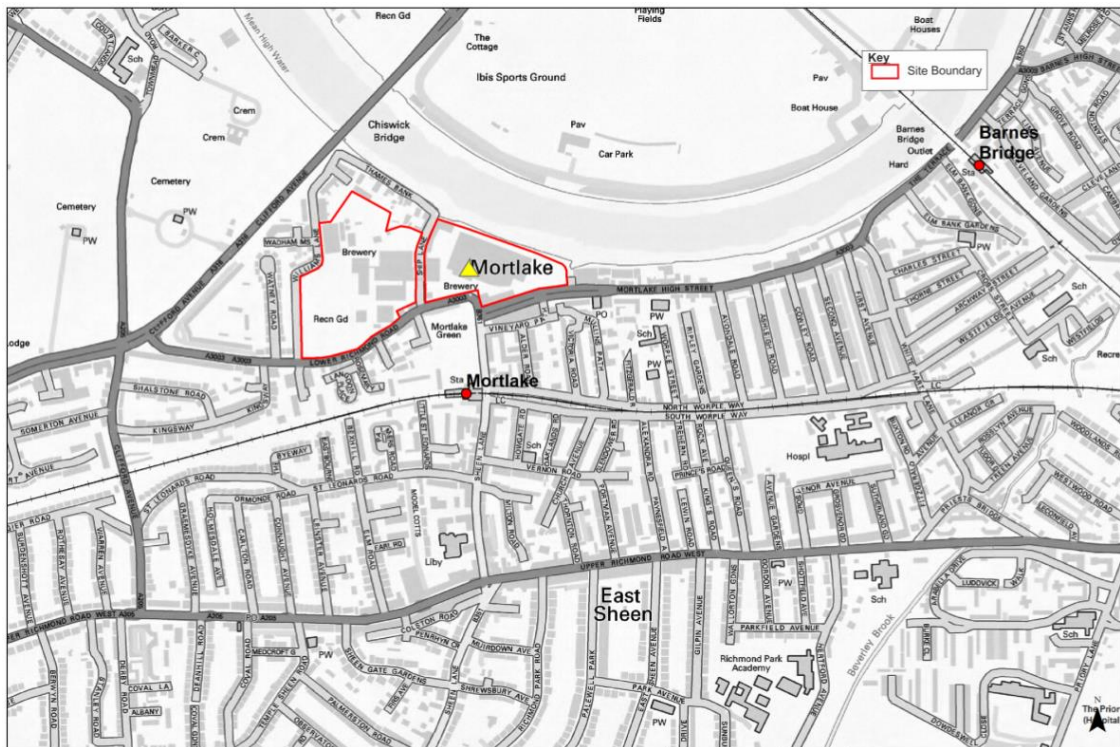


Figure 1.1 Site Location Plan

1.3 Development Proposals

- 1.3.1 The redevelopment of the site will provide a mixed-use development incorporating residential, retail and leisure land uses as well as associated parking provision. The overall development proposals for the site also include a secondary school; which is subject to a separate planning application and so will be subject to an entirely separate travel plan. The proposed secondary school site is located within the western part of the site, as identified within Figure 1.1.
- 1.3.2 The Planning application is hybrid consisting of a detailed application for the part of the site that lies to the east of Ship Lane and an Outline application for parts of the site that lie to the west of Ship Lane. The overall development mix is set out in Table 1.1 below.

Table 1.1 Proposed Development Mix

Land Use	Development Quanta
Detailed Application – Application A (Development Area 1)	
Residential	443 units
Unspecified Flexible Floor Areas inc, Retail/Restaurant/Office/Community/Boathouse	4,664 m ²
Hotel	1,668 m ² (16 rooms)
Office	2,424 m ²
Cinema	2,120 m ² (3 screens, 370 seats)

Gym	740 m ²
Management Office	33 m ²
Outline Application	
Residential	Up to 225 units
Residential/Assisted Living	Up to 150 residential or assisted living units
Care Home	70 Units
Detailed School Application	
School	9,319 m ² (1,200 pupils)

- 1.3.3 This FTP sets out the overall principles for the various travel plans that will be required for the new development. These will include a Residential Travel Plan and School Travel Plan (both provided separate to this Travel Plan), in addition there will also be separate travel plans or travel plan statements relating to the other individual land uses/units depending on their size or number of employees, in accordance with the Transport for London (TfL) thresholds for the provision of Travel Plans as set out in their online website.

- 1.3.4 Table 1.2 below shows the land uses included as part of the site and whether they will require a travel plan before occupation, based on TfL's Travel Plan guidance.

Table 1.2 Travel Plan Requirements

Land Use	Development Quantum	Travel Plan Requirement	Travel Plan/Statement Required?
Residential	668 Units	Equal or more than 80 units	Full Travel Plan required
Retail	568m ² (largest individual unit)	Equal or more than 1,000sqm	No (potentially requires a TPS should staff no. be greater than 20)
Restaurant	669m ² (largest individual unit)	Equal or more than 750sqm	No (potentially requires a TPS should staff no. be greater than 20)
Hotel	16 Bedrooms	Equal or more than 100 beds	No (potentially requires a TPS should staff no. be greater than 20)
Community Uses	854 m ²	Equal or more than 1,000sqm	No (potentially requires a TPS should staff no. be greater than 20)
Office	2,424 m ²	Equal or more than 2,500sqm	No (potentially requires a TPS should staff no. be greater than 20)
Cinema (Leisure)	2,120 m ²	Equal or more than 1,000sqm	Full Travel Plan required
Gym	740 m ²	Equal or more than 1,000sqm	No (potentially requires a TPS should staff no. be greater than 20)
Extra Care Facility	Up to 70 bed nursing home and up to 150 retirement units	No specific Requirement	Likely to require Travel Plan

- 1.3.5 The above review suggests that only the residential element and cinema would require full travel plans although it is likely that the extra care facility would also do so before occupation. Where total floor areas are greater than some of the thresholds, i.e. retail and restaurant no travel plan is thought to be required as each individual unit would not exceed this amount.
- 1.3.6 Other elements may require travel plan statements which would not necessarily include specific targets but rather set out positive measures to promote sustainable transport, together with an action plan for their implementation.

1.3.7 The importance of effective travel planning across the Site is recognised and so the importance of including as many residents, employees and visitors within the travel planning process is also recognised.

1.3.8 Whilst the proposed new secondary school does not form part of this FTP (there will be a separate School Travel Plan), the benefits of including the school within overall travel planning arrangements, including inviting the school to be involved in the FTP steering group meetings is recognised.

1.4 Requirement of a Framework Travel Plan

1.4.1 A full FTP is required for a large mixed use development such as this. This FTP is based on the current TfL guidance and has been prepared in accordance with the relevant local best practice travel planning guidance.

1.5 Travel Plan Context

1.5.1 This FTP aims to promote sustainable travel behaviour amongst residents, employees and visitors to the site. It is considered to be a 'live document'; therefore, not only will it be actively promoted amongst the residents, employees and visitors, but reviewed and revised over time and also post occupation of the site. This will ensure that the FTP is promoting relevant targets that are both suitable and appropriate for the site, at all stages of the implementation of the development.

1.6 Travel Plan Structure

1.6.1 This FTP is prepared with the following structure:

- Chapter Two outlines site accessibility and the existing travel situation;
- Chapter Three briefly summarises the existing national, regional and local planning policy that informs the writing of this FTP;
- Chapter Four presents the development proposals;
- Chapter Five outlines objectives and targets;
- Chapter Six discusses the delivery of the FTP objectives;
- Chapter Seven provides the FTP measures and action plan; and
- Chapter Eight summarises plans and timescales for FTP monitoring and review.

2 Site Assessment

2.1 Introduction

2.1.1 This chapter describes the existing transport conditions on and around the site. The existing transport context has been examined to ensure that the transport options available to those travelling to and from the Site are identified.

2.2 Local Amenity Provision

2.2.1 Table 2.1 below identifies the existing wide range of local facilities within the area, many of which can be easily accessed from the site on foot.

Table 2.1 Local Amenities

	Amenity	Walk Time from Site
Schools	Thomson House	3 minutes
	East Sheen Primary	15 minutes
	Kew Riverside Primary	16 minutes
	Barnes Primary	17 minutes
	Sheen Mount Primary	20 minutes
Places of Worship	St Mary Magdalen's RC Church	7 minutes
	St Mary's Mortlake	7 minutes
Open Spaces	Mortlake Green	2 minutes
	Vine Road Recreation Ground	22 minutes
Post Offices	Royal Mail Barnes & Mortlake Delivery Office	2 minutes
	Everydays & Mortlake Post Office	5 minutes

2.2.2 Figure 2.1 also demonstrates the location of a number of different local amenities, highlighting further the close proximity of a number of facilities to the Site.

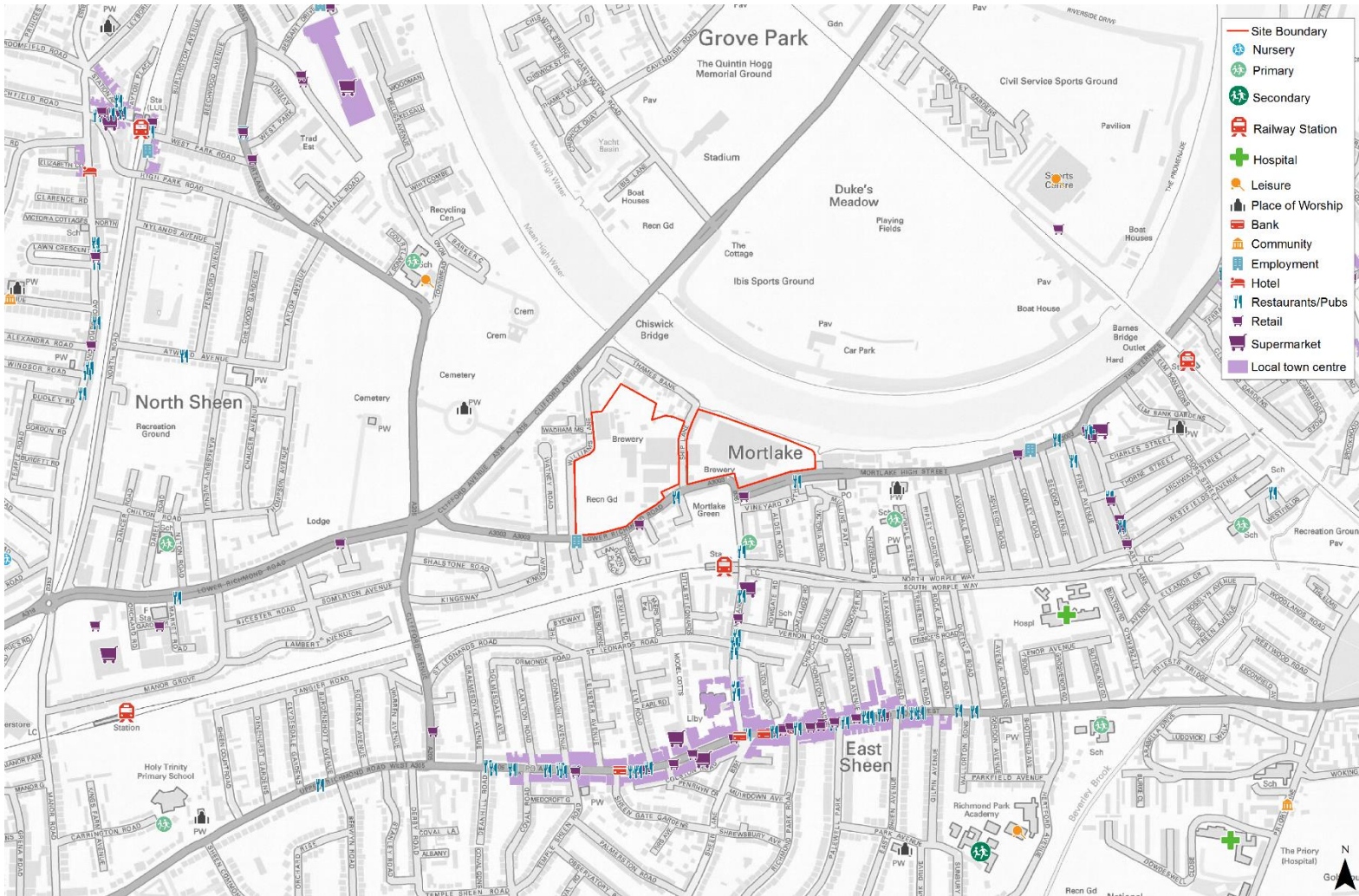


Figure 2.1 Local Amenities Plan

2.3 Existing Pedestrian and Cyclists Provision

Pedestrian Network

- 2.3.1 Footways are provided on both sides of the carriageway for most roads in the surrounding area with the main exceptions being Ship Lane, Thames Bank, Williams Street and the corner of Mortlake Green. The majority of footways within the area are over 2 metres in width and are well lit and maintained. The exceptions to this are Ship Lane, Sheen Lane in the lead up to the level crossing and over the crossing, Williams Lane and at the pinch point near the mini roundabout at the northern end of Sheen Lane, where there are variable footways along the length of these links with some footways being less than 2 metres.
- 2.3.2 Additionally, there are several footpaths through Mortlake Green which are approximately 2 metres in width. These footways are well maintained and act as a recreational asset as well as providing links between Lower Richmond Road and Mortlake Station. Lighting within Mortlake Green is provided although it is not to the standard provided on footways adjacent to the carriageway.
- 2.3.3 Several formal pedestrian crossings are located in the area. There are two zebra crossings on Sheen Lane, approximately 70 metres to the north of the crossing and about 120 metres to the south. There are currently no formal crossings on Mortlake High Street in the immediate vicinity of the Site, the closest is a zebra crossing approximately 140 metres to the west of the Site. There is an existing signalised pedestrian/cycle crossing on Lower Richmond Road just to the east of the Ship Lane junction which provides access between Ship Lane and the northern entrance to Mortlake Green. There is also an existing zebra crossing just to the west of the junction with Williams Lane. Additional signal controlled crossings are then located at the Chalkers Corner junction as well as at the Sheen Lane/South Circular junction.
- 2.3.4 The Thames Path is located to the north of the site between the site boundary and the River Thames. This provides an unlit path along the south bank of the river leading towards Kew to the west and Barnes to the east. The footway is a mixture of unpaved and cobbled surfaces.
- 2.3.5 Figure 2.2 provides a plan showing typical walking distances from the centre of the Site in the form of walk isochrones. This shows that both Mortlake (0-5 mins) and Barnes Bridge (10-15 mins) stations are within an easy walking distance of the site as well as the retail/restaurant facilities along the Upper Richmond Road (5-10 mins).

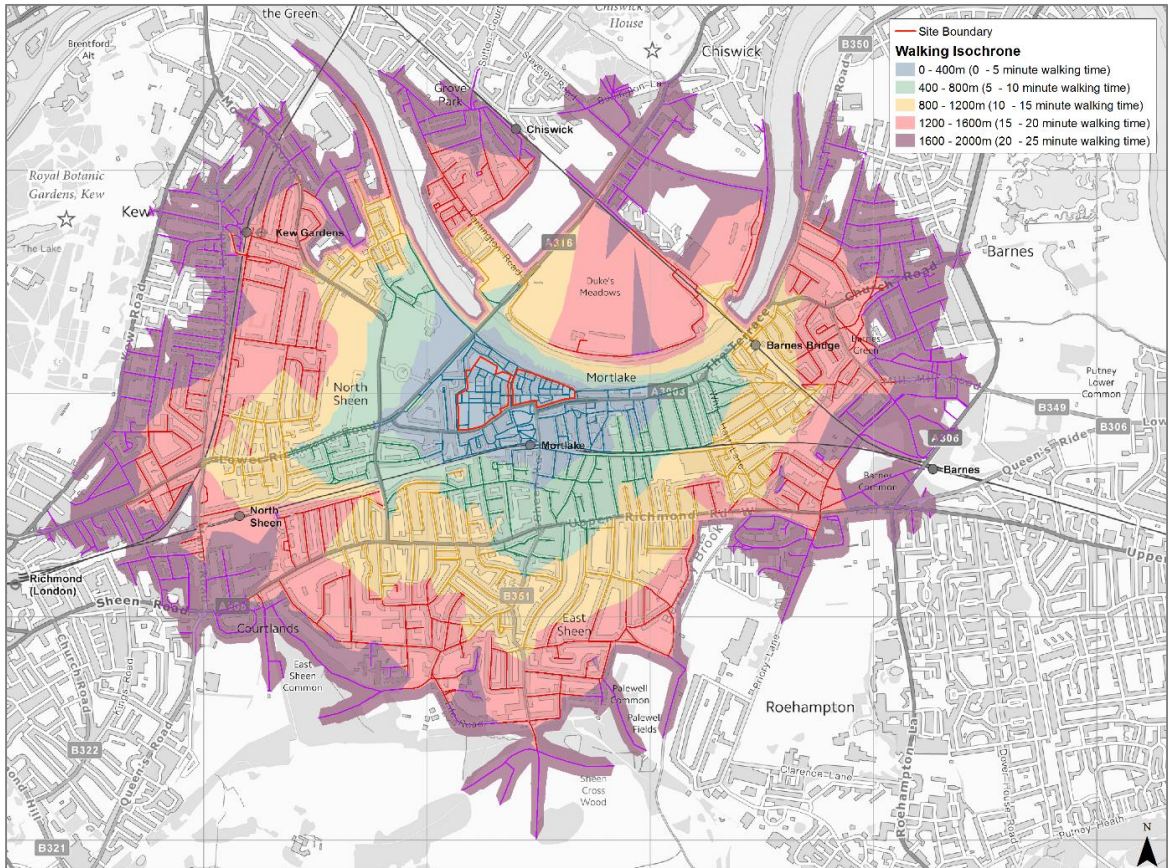


Figure 2.2 Walking isochrones measured from the centre of the site

Cycle Network

- 2.3.6 Figure 2.3 shows that cycle facilities in the area can be found on the A316 corridor including both Lower Richmond Road (west of Chalkers Corner) and Clifford Avenue (east of Chalkers Corner). A two-way cycle path runs intermittently on both sides of the carriageway over Chiswick Bridge towards Chalkers Corner and then further south west along the Lower Richmond Road towards Richmond.

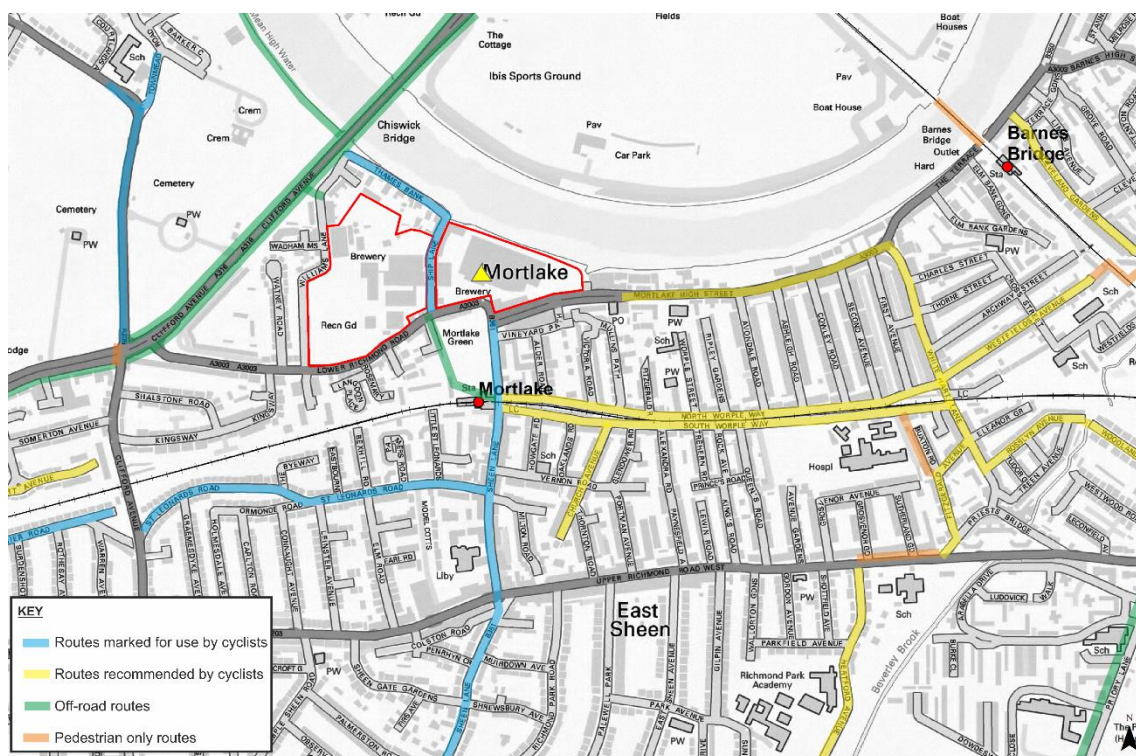


Figure 2.3 Local cycle routes (Source: TfL Local Cycling Guides)

- 2.3.7 Other routes towards Richmond are also signed and described by TfL’s local cycling guide as along a mixture of quiet or busier roads. This includes a route via St Leonards Road, Lambert Avenue, Manor Grove, Townsend Terrace and Kings Road or using Tangier Road and the busier Sheen Road between Denehurst Gardens and Church Street.
- 2.3.8 A series of more local cycle routes are available to both the north and south of the proposed development. To the north there is an off road cycle path that forms part of the Thames Path that runs along both the northern and southern banks of the River Thames. On the southern bank of the River Thames this provides a link between Barnes Bridge to the east and towards Kew Bridge to the west.
- 2.3.9 The existing north-south route through the site on Ship Lane connects the Thames Path (west of Chiswick Bridge) to the LCN Route 4. The route, which is marked as either an off road path or along quiet or busier roads, runs along the River Thames (to the north west of the site) then through the development along Ship Lane and Mortlake Green. The route then divides with an east-west connection via South Worpole Way towards the White Hart Lane Level Crossing or continues in a north-south along the busier Sheen Lane into Richmond Park.
- 2.3.10 Connections beyond Barnes Station towards Hammersmith use the busier Lonsdale Road although there is an option at the Gerard Road junction to connect to the Thames Path and a traffic free route towards Hammersmith Bridge and beyond.
- 2.3.11 Figure 2.4 shows cycle journey times through cycle isochrones from the development site. This shows that numerous destinations are reachable within a maximum of a 20 minute cycle. Richmond, Chiswick, Hammersmith and Putney are all shown to be reachable within this time period as well as Richmond Park also being within this range.

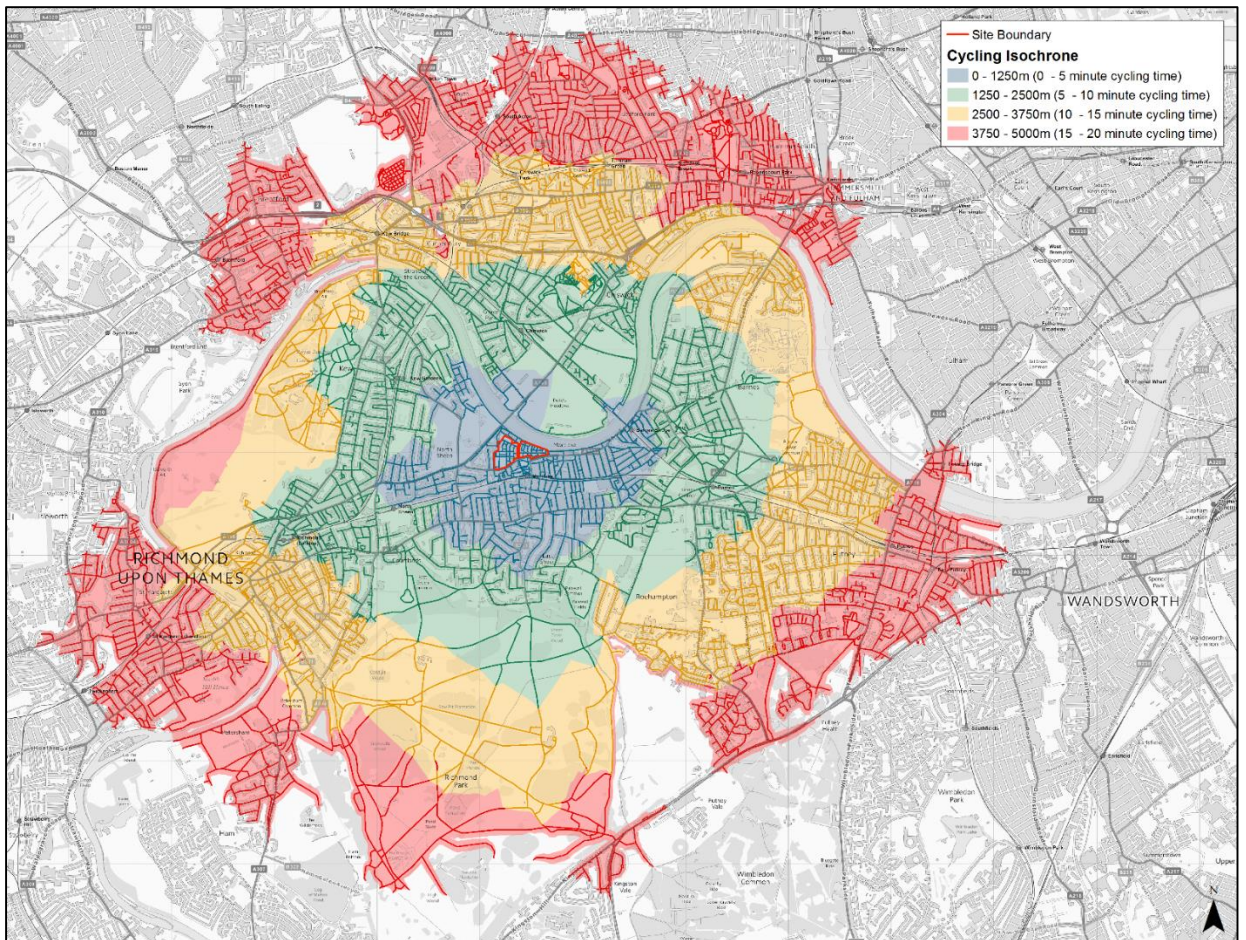


Figure 2.4 Cycle Isochrones

2.4 Existing Public Transport Network

2.4.1 Figure 2.5 shows the public transport facilities in close proximity to the site as it relates to the local bus network and shows the location of nearby rail stations. The following sections provide a detailed description of the public transport services.

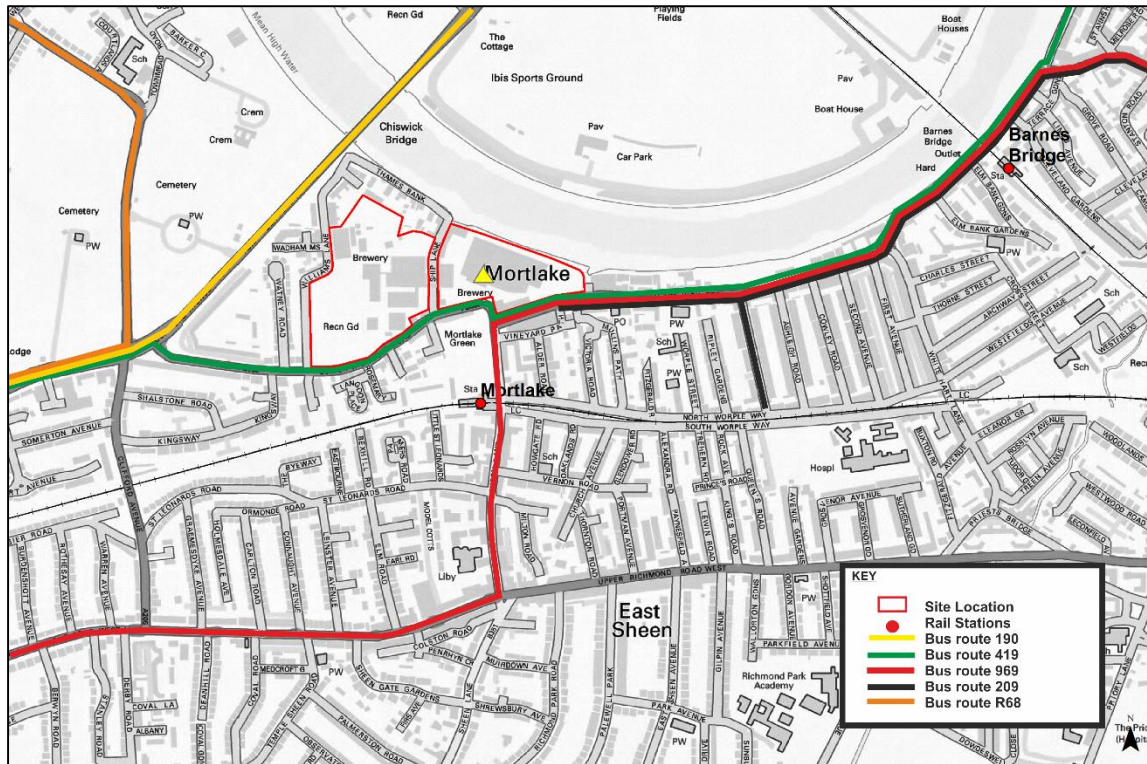


Figure 2.5 Local Public Transport Facilities

Bus Services

2.4.2 The services closest to the Site are as follows:

- There is one regular service, the 419 which provides a service between Hammersmith and Richmond Station, which operates along the Mortlake High Street and Lower Richmond Road corridor and which serves the site from stops located along the Site frontage. This provides a daily service with a frequency of about 4 buses per hour on weekdays and Saturdays and two buses an hour on Sundays;
- The eastern part of the site, and in particular the north east corner, is also located close to the 190 bus service that operates along Clifford Avenue and which links Richmond with West Brompton, via Hammersmith. This also runs to a frequency of about 4 buses per hour on weekdays and Saturdays and 3 buses an hour on Sundays. over Chiswick Bridge;
- The 209 service is also easily accessible from the western part of the Site. This service currently terminates at a small bus facility at the southern end of Avondale Road with the closest stops to the Site being at the junction of Mortlake High Street and Avondale Road, approximately a 300 metres walk from the western corner of the site but about a 600 metres walk from the southern end of Ship Lane. The 209 provides a very high frequency service to Hammersmith, via Barnes; and

- There is also a night bus service, the N22, which operates past the site from Oxford Circus to Twickenham.

2.4.3 In addition to these services, a number of other services can be accessed from the Site but are beyond the recommended walking distance. These include the following:

- The R68 provides a service between Kew Bridge and Richmond via the Kew Riverside Retail Park. The nearest stops are at Chalkers Corner only about a 400 metre walk from the south west corner of the Site at the southern end of Williams Lane but about 670 metres walk from the southern end of Ship Lane;
- A number of bus services (33, 337 and 493) can be accessed from stops on the South Circular, but these stops are at least a 600 metre walk from the Site. The R33 provides a similar service to the closer 419 but the 337 and 493 provide access to alternative destinations to the south east of the site. The 337 provides access to Putney and Clapham Common, whilst the 493 provides access to Southfields, Wimbledon and St Georges Hospital.

2.4.4 Table 2.2. provides further details for these services.

Table 2.2 Local Bus Routes and Weekday/Weekend Frequencies

Bus No	Route	Closest Bus Stop to the Development	Weekday Bus Wait Times (mins) (07:00-19:00)	Saturday Bus Wait Times (mins) (07:00-19:00)	Sunday Bus Wait Times (mins) (07:00-19:00)
419	Hammersmith Bus Station -Richmond Bus Station	Sheen Lane/ Mortlake Station (A/B)	15-20	15-30	25-30
209	Hammersmith Bus Station – Mortlake Bus Station	Avondale Road (X) Mortlake Bus Station (P)	4-8	10-12	7-10
969	Whitton – Roehampton Vale	Sheen Lane/ Mortlake Station (A/B)	Tuesday and Friday only 1 service per day in each direction		
190	George Street – Empress State Bldg/ W Brompton Stn	Thames Bank (R/J)	15-20	15	20
R68	Kew Retail Park – Hampton Court Railway Station	Chalker’s Corner (F)	15	12-15	12-15
33	Fulwell Station – Hammersmith Bus Station	East Sheen (C/D)	6-9	7-10	15
337	Northcote Road - Richmond	East Sheen (C/D)	9-12	11-13	15-20
493	St George’s/University of London – Richmond/Manor Road	East Sheen (C/D)	10-13	10-13	20

National Rail

- 2.4.5 The closest railway station to the site is Mortlake Station, which is approximately 300m walking distance (4-minute walk) from the site boundary, with Barnes Bridge Station providing an alternative station approximately 1,200m away. There are train services to London Waterloo, Wimbledon and Chiswick with each of these services running approximately every half an hour from Mortlake. In the morning peak hour (0800-0900) there are 8 trains to London Waterloo, 6 to Wimbledon and 5 to Chiswick.
- 2.4.6 These services from Mortlake rail station also provide good connectivity to the wider strategic network via interchange at Clapham Junction where users can access services to London Victoria, other Southern Rail destinations across London and the London Overground. Various London Underground Lines can also be accessed from Richmond, Putney, Vauxhall and Waterloo. Table 2.3 details the journey times to potential destinations and the corresponding interchanges.

Table 2.3 Rail Journey times from Mortlake Station

Destination	Interchange	Journey Time
Richmond	District Line	4 mins
Putney	District Line (500m)	6 mins
Clapham Junction	National Rail and London Overground	12 mins
Vauxhall	Victoria Line	18 mins
London Waterloo	Northern Line, Bakerloo Line, Jubilee Line and Waterloo and City Lines	23 mins

- 2.4.7 In terms of parking provision, Mortlake rail station offers 11 car parking spaces and one additional accessible space.
- 2.4.8 Barnes Bridge rail station, located approximately 950 from the site, is serviced by an average total of 8 trains per hour, 4 of which are direct to London Waterloo which allows users to access the London Underground. Of the remaining 4 services, 2 trains are to Waterloo via the Hounslow Loop and 2 trains are to Weybridge.

London Underground

- 2.4.9 The closest London Underground service from the Site is the District Line at Kew Gardens station and the District Line also serves Richmond station. It is likely that most people would access this service at Richmond, either by using the rail service to Richmond from Mortlake or by taking the 419 bus service. The walking distance to Kew from the western end of the site is approximately 1.56 kilometres but the R68 service (nearest stops being within a 400 metres walk of the site) also provides access to this station.

2.5 Public Transport Accessibility

- 2.5.1 The Public Transport Accessibility Level (PTAL) is a measure of the accessibility of a specified point within a development site to the public transport network, taking into account walk access times and service frequency. The method is essentially a way of measuring the density

of the public transport network at a particular point. PTAL scores can range from 1a to 6b, where a score of 1 indicates a “very poor” level of accessibility and 6 indicates “excellent” accessibility.

2.5.2 Figure 2.6 provides a copy of the TfL (WebCAT) plan showing the existing PTAL for the local area. This shows that whilst the majority of the Site has a PTAL rating of 2 a significant part of the area in the north west corner has a lower rating of 1. In practice it has been acknowledged by TfL that the rating in the north-west corner is incorrect as it ignores the bus services that operate along Clifford Avenue. If these services are taken into account, then the existing PTAL for the Site improves slightly with virtually the whole Site falling within the PTAL 2 category.

2.5.3 A PTAL rating of 2 still represents a ‘poor’ level of accessibility to public transport services. In reality though, as demonstrated earlier in the chapter, the public transport accessibility can be considered to be much better. PTAL does not take into account the wide variety of locations that can be easily accessed from the Site and the interchange facilities available which provide easy access to the wider strategic network serving London and the wider South East Region. The rail services from Mortlake provide for easy access to a very extensive area through interchange at Clapham Junction, Richmond, Victoria or Waterloo whilst the various bus services that serve the area provide links to a very extensive area of London and again provide access to a number of important strategic interchanges, including Hammersmith.

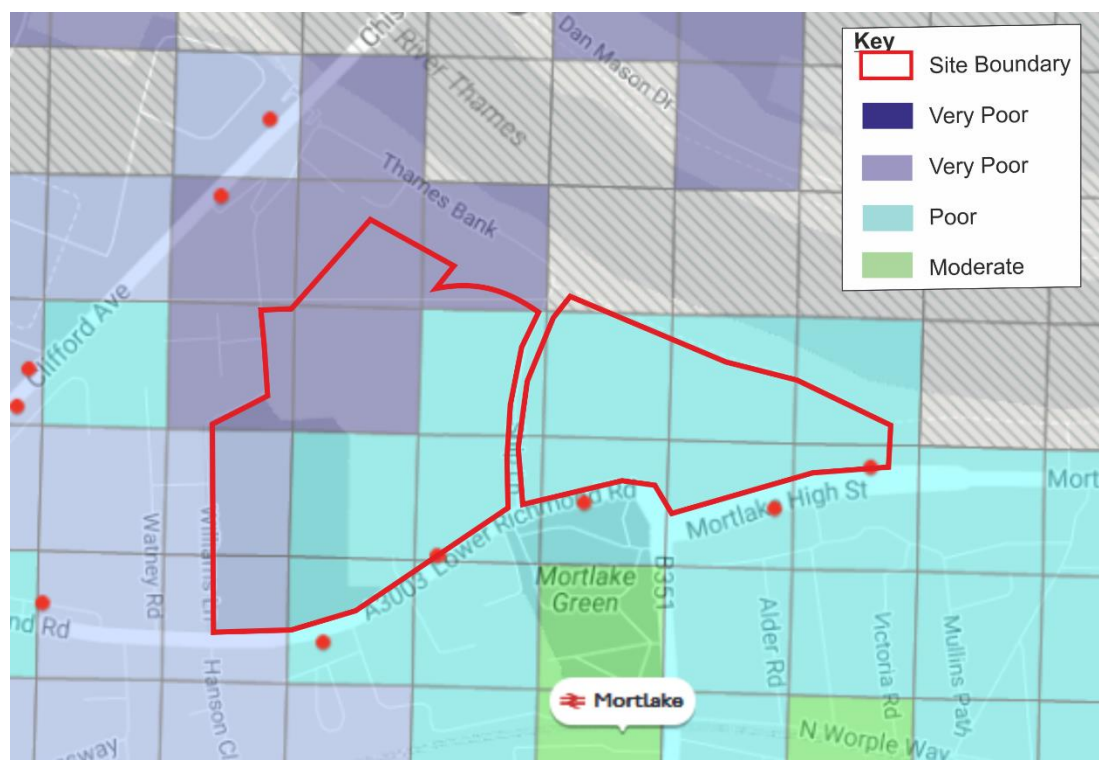


Figure 2.6 PTAL of the existing site (Source: TfL WebCAT Toolkit)

2.6 Car Clubs

2.6.1 Car Clubs provide a car sharing option for people wishing to use a car occasionally but without having to own and maintain a vehicle. The current location of existing car club vehicles is shown on Figure 2.7 below.

2.6.2 There are 5 car club spaces within approximately 500m of the site offering one space each with the exception of the Western Mortlake High Street space where there is provision for two

vehicles. Four of the five are ZipCar club spaces, and the final is from the company Ridelink. The location of each of the car clubs are listed below:

- Mortlake High Street (East) - ZipCar – 1 Vehicle
- Vernon Road – ZipCar – 1 Vehicle
- Mortlake High Street (West) – ZipCar – 2 Vehicles
- Thornton Road (Sheen) – ZipCar – 1 Vehicle
- Vineyard Path – Ridelink – 1 Vehicle

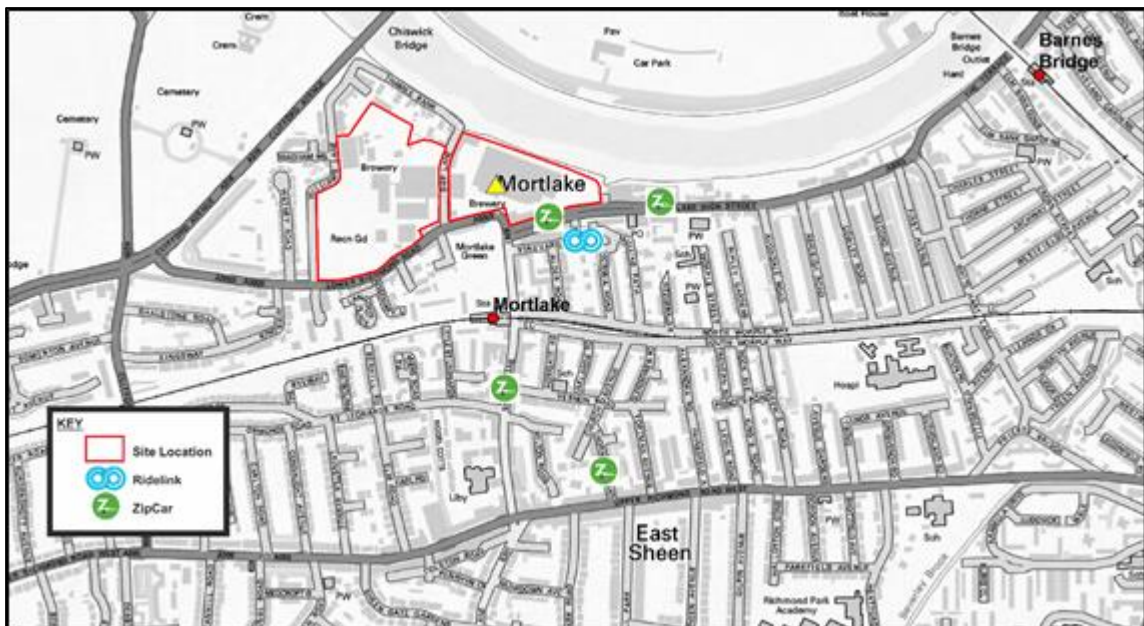


Figure 2.7 Local Car Clubs

2.7 Summary

- 2.7.1 Based on the above despite the low PTAL level it demonstrates the proximity of a number of sustainable modes of transport to the development and highlights how through furthering the use of these modes, the FTP will be able to reduce the need to travel by car.

3 Policy Review

3.1 Overview

- 3.1.1 This section provides a review of the key national, regional and local policy documents relevant to travel planning for the Stag Brewery site.
- 3.1.2 The National Planning Policy Framework (NPPF) provides national policy, regional policy is provided by the London Plan (2016), the Mayor's Transport Strategy and TfL's Travel Planning Guidance and finally, the Richmond upon Thames Local Plan, Core Strategy and Development Management Plan provides local guidance.

3.2 National Policy

National Planning Policy Framework, 2012

- 3.2.1 The NPPF was published in 2012 with subsequent supporting guidance documents prepared in the National Planning Practice Guidance (NPPG), a live document initially published in 2014. The NPPF provides planning policy and the NPPG the guidance to aid its implementation.
- 3.2.2 The NPPG defines Travel Plans as "long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel."
- 3.2.3 Travel Plans, together with Transport Assessments, are used to assess and mitigate the negative transport impacts of the proposed development; and hence, to promote sustainable development. NPPG identifies Travel Plans as a key tool to identify opportunities for the effective promotion and delivery of sustainable transport. All developments which generate significant amounts of movement should be required to provide a Travel Plan.

3.3 Regional Policy

- 3.3.1 The London Plan (March 2016) with consolidated policies since 2011 sets out the overarching policies and principles for developments in London, as well as setting out the updated standards for car and cycle parking for all land uses.
- 3.3.2 The London Plan's objectives pertaining to Travel Plans are as follows:
- To ensure that London is a city where everyone can access jobs, opportunities and facilities with an efficient and effective transport system that actively encourages walking and cycling and makes better use of the Thames;
 - To improve the environment locally and globally, so that London becomes a world leader and is at the forefront of policies to tackle climate change, reduce pollution, develop a low carbon economy and consume fewer resources and use them more effectively.
- 3.3.3 Further policies within the London Plan which encourage the exploration of sustainable travel initiatives are stated below:
- 3.3.4 Policy 6.11 Smoothing Traffic Flow and Tackling Congestion states that *DPD's (Development Plan Documents) should develop an integrated package of measures*. These measures will aim to reduce the need to travel and consequently traffic flows and congestion. This includes *promoting and encouraging car sharing and car clubs*.

- 3.3.5 Policy 6.13 Parking posits that *developments in all parts of London must ensure that 1 in 5 car parking spaces (both active and passive) provide an electrical charging point to encourage the uptake of electric vehicles.*
- 3.3.6 Furthermore, this policy states that “*Outer London boroughs wishing to promote a more generous standard for office developments would need to take into account in a DPD a commitment to provide space for electric and car club vehicles, bicycles and parking for disabled people above the minimum thresholds*”.
- 3.3.7 With regard to residential parking standards, the London Plan states that:
‘All developments in areas of good public transport accessibility (in all parts of London) should aim for significantly less than 1 space per unit. Adequate parking spaces for disabled people must be provided preferably on-site’.
- 3.3.8 Of the parking spaces provided, *‘20 per cent of all spaces must be for electric vehicles with an additional 20 per cent passive provision for electric vehicles in the future’* and that *‘in outer London areas with low PTAL (generally PTALs 0-1), boroughs should consider higher levels of provision, especially to address ‘overspill’ parking pressures’.*
- 3.3.9 Further, major residential developments will be required to contribute towards providing car clubs in the vicinity of the development through CIL and/or Section 106.
- 3.3.10 **Figure 3.1** **Error! Reference source not found.** below shows the maximum parking standards for new residential development according to the London Plan.

Suburban	150–200 hr/ha	Parking provision	150–250 hr/ha	Parking provision	200–350 hr/ha	Parking provision
3.8–4.6 hr/unit	35–55 u/ha	Up to 2 spaces per unit	35–65 u/ha	Up to 1.5 spaces per unit	45–90 u/ha	Up to one space per unit
3.1–3.7 hr/unit	40–65 u/ha		40–80 u/ha		55–115 u/ha	
2.7–3.0 hr/unit	50–75 u/ha		50–95 u/ha		70–130 u/ha	
Urban	150–250 hr/ha		200–450 hr/ha		200–700 hr/ha	
3.8–4.6 hr/unit	35–65 u/ha	Up to 1.5 spaces per unit	45–120 u/ha	Up to 1.5 spaces per unit	45–185 u/ha	Up to one space per unit
3.1–3.7 hr/unit	40–80 u/ha		55–145 u/ha		55–225 u/ha	
2.7–3.0 hr/unit	50–95 u/ha		70–170 u/ha		70–260 u/ha	
Central	150–300 hr/ha		300–650 hr/ha		650–1100 hr/ha	
3.8–4.6 hr/unit	35–80 u/ha	Up to 1.5 spaces per unit	65–170 u/ha	Up to one space per unit	140–290 u/ha	Up to one space per unit
3.1–3.7 hr/unit	40–100 u/ha		80–210 u/ha		175–355 u/ha	
2.7–3.0 hr/unit	50–110 u/hr		100–240 u/ha		215–405 u/ha	

Figure 3.1 London Plan parking standards for residential developments

3.4 Mayor’s Transport Strategy 2010

- 3.4.1 The Mayor’s Transport Strategy highlights the importance of travel planning and smarter travel initiatives to promote the range of health and environmental benefits of walking, particularly in schools, workplaces and in deprived areas where the cost of public transport may be a barrier to travel.
- 3.4.2 Throughout the strategy, emphasis is placed on:
- Improving cycling and walking in London;
 - Improving the interchange between transport modes;
 - Putting Crossrail into place;
 - Promoting sustainable technologies such as electric vehicles;

- Providing better travel information to travellers;
- Encouraging the use of River Thames and other waterways to transport goods and people;
- Promoting strategic interchange between inner and outer areas of London and improving strategies to tackle road congestion.

3.4.3 Proposal 62 states:

“The Mayor, through TfL, working with London boroughs, developers and other stakeholders will promote walking and its benefits through information campaigns, events to raise the profile of walking, and smarter travel initiatives such as school and workplace Travel Plans.”

3.5 Draft Mayor’s Transport Strategy 2017 (for consultation)

3.5.1 A more recent version of the Mayor’s Transport Strategy (MTS) is out to public consultation. This places an even greater emphasis on healthy streets and promoting sustainable travel. The MTS is due to be published in 2018.

3.5.2 The three main themes include

- ‘Healthy Streets and Healthy People’;
- ‘A good public transport experience’ and;
- ‘New Homes and Jobs’.

3.5.3 ‘Healthy streets and healthy people’ is about creating streets and routes that encourage walking, cycling and public transport. Local streets and neighbourhoods will be designed to make them pleasant places for people to walk, cycle, and use public transport. Reducing road danger will make people feel safer and more comfortable walking and cycling. A shift away from car use will help London’s streets work more efficiently and reduce congestion.

3.5.4 ‘A good public transport experience’ ensures that public transport is the most efficient way for people to travel distances that are too long to walk or cycle, and a shift from private car to public transport could reduce the number of vehicles on the streets. New technologies, such as Wi-Fi to Tube tunnels will make public transport more attractive.

3.5.5 ‘New homes and jobs’ is ensuring that people live and work in well-connected places and transport plays a key role in delivering this. ‘Good growth’ will provide more opportunities, deliver affordable homes and improve the quality of life. People should be able to live in areas where many of the places they want to go to are within walking and cycling distance, and good public transport connections are available for longer trips.

3.5.6 The new MTS consultation demonstrates a clear focus on providing and promoting sustainable modes of travel.

3.6 Local Policy

Stag Brewery, Mortlake Planning Brief (Supplementary Planning Document, 2011)

3.6.1 The supplementary planning brief for the Stag Brewery Site provides guidance for the development and what it should contain and represent. The brief also demonstrates the opportunities and constraints surrounding the proposed development.

- 3.6.2 The brief indicates the desire for a village feel to the Mortlake area to be enhanced by the new development on the Stag Brewery site focused on a mix of land uses particularly to the east of Ship Lane.
- 3.6.3 The Brief sets out a requirement to provide a “Green Travel Plan” including a way finding strategy for pedestrians. It also stipulates that that the proposals must include car parking (including car club provision) and cycle parking including provision for visitors to the area in line with the Council’s standards. It also stresses the importance that the development includes consider the impact of vehicular traffic from the development as well as clear proposals to create new pedestrian routes and improve cycle infrastructure in the area.

Local Development Framework Core Strategy, 2009

- 3.6.4 Richmond upon Thames Core Strategy forms part of a wider Local Development Framework for Richmond Council. The Core Strategy is noted as the most important part of the Local Development Framework and sets out the long-term vision for areas within Richmond and how these areas should be developed by 2024.
- 3.6.5 Policy CP5 of the Core Strategy outlines the methods Richmond Council have committed to undertaking in order to implement and maintain sustainable travel within the borough.
- 3.6.6 With regards to transport, the strategy promotes sustainable transport choices with an aim to mitigate the impact of development on the environment, and to reduce the congestion on roads and public transport networks.

Paragraph 8.1.5C in the Core Strategy states that *the council will prioritise the needs of pedestrians and cyclists in the design of new developments including links to existing networks and requiring the provision of adequate cycle parking.*

- 3.6.7 LBRuT aims to fulfil this by providing and promoting a well-designed bicycle and walking network across the Borough, and improve conditions for cyclists and pedestrians elsewhere.

Development Management Plan, 2011

- 3.6.8 The LBRuT Development Management Policies (DMP) contains detailed policies which aim to support the achievement of the Core Strategy Objectives. It aims to shape, determine and deliver development with an emphasis on collaboration to promote sustainable developments.
- 3.6.9 Policy DM TP 3 states that new developments will be expected to create or improve links with the local and wider transport networks, including links to the cycle and pedestrian networks.
- 3.6.10 Policy DM TP 6 and 7 both express the Council’s commitment to maintaining and improving conditions for cyclists and pedestrians by ensuring that new development schemes do not adversely impact on the cycling network or pedestrian environment.
- 3.6.11 Policy DM TP 8 as it relates to off street parking, states that any new development will need to demonstrate that the new scheme provides an appropriate level of off street parking to avoid an unacceptable impact on on-street parking conditions and local traffic conditions. Where a CPZ is in place new residents may not be eligible for an existing permit, with the exception of blue badge holders.

Draft Local Plan, 2017

- 3.6.12 In May 2017, the LBRuT submitted the Local Plan (Publication version), to the Secretary of State for Communities and Local Government for independent Examination. It is anticipated that the new Local Plan will come into force early in 2018. This local plan suggests travel plans are to be supplied with all major transport assessments.

- 3.6.13 Policy LP 44 - Sustainable Travel Choices of the Local Plan states that the Council will work in partnership to promote safe, sustainable and accessible transport solutions. In terms of walking and Cycling the Council *“will ensure that new development is designed to maximise permeability within and to the immediate vicinity of the development site through the provision of safe and convenient walking and cycling routes, and to provide opportunities for walking and cycling, including through the provision of links and enhancements to existing networks”*
- 3.6.14 Furthermore, this policy states that new developments should *“maximise opportunities to provide safe and convenient access to public transport services”*.
- 3.6.15 Paragraph 11.14 states that developments should *“encourage the use of modes other than the car by making it as easy as possible through provision of good pedestrian facilities, clear layout and signage, provision of cycling facilities and improving access to public transport interchanges”*.
- 3.6.16 DLP standards places greater reliance on the London Plan in terms of determining appropriate levels of parking. This includes for retail, hotel, office and school uses.

4 Development Proposals

4.1 Overview

- 4.1.1 This chapter sets out in detail the development proposals for the former Stag Brewery site including proposed parking arrangements and includes a description of access proposals for all modes.
- 4.1.2 As part of the design process there has been a very detailed engagement with the Borough, with TfL and with the local community. Details of this are provided within the Transport Assessment together with a review of how the access strategy has evolved to respond to the feedback received through this consultation.
- 4.1.3 The chapter also outlines how the development proposals accord with transport policy and in particular with the guidance provided by the Stag Development Brief, which was adopted as Supplementary Planning Guidance in July 2011.

4.2 Development Proposals

- 4.2.1 The regeneration proposals for the Site are for a mixed use, residential led development closely reflecting the aspirations of the Council's Planning Brief. The main departure from the Planning Brief is the inclusion of a large secondary school as opposed to a primary school indicated within the Brief. This is because since the Brief was issued the Council has determined that there is a greater need in the area for a new secondary facility and has therefore made this a priority. This in turn has had significant implications for the transport and access strategy for the development, since the travel impacts of a secondary school are substantially greater than for a primary school.
- 4.2.2 As set out in the transport assessment, there are three separate applications:
- A hybrid application for the majority of the development comprising of a detailed application for the area to the east of Ship Lane and an outline application for the area to the west of Ship Lane;
 - A separate, detailed application for the secondary school which occupies part of the Site to the west of Ship Lane; and
 - A detailed application for the improvement of the Junction of the South Circular Road/A306/A3003 Upper Richmond Road (otherwise known as Chalkers Corner).
- 4.2.3 It is only the first application, the hybrid application that is relevant to this Travel Plan.
- 4.2.4 Figure 4.1 below identifies these different elements of the site and Figure 4.2 shows the illustrative masterplan for the new development (excluding Chalkers Corner) and indicates the type and location of the land uses proposed.

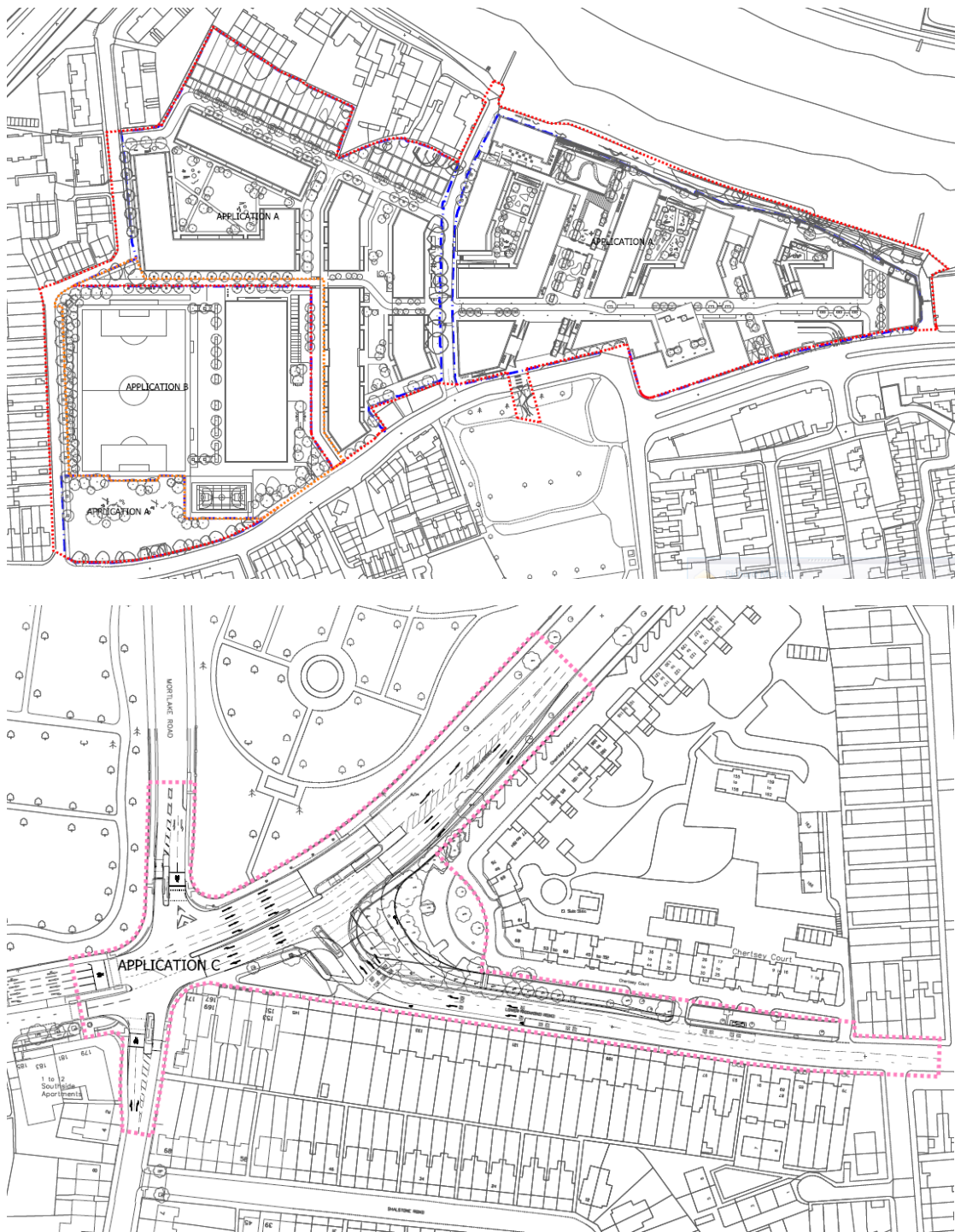


Figure 4.1 Site Red Line Application Plans

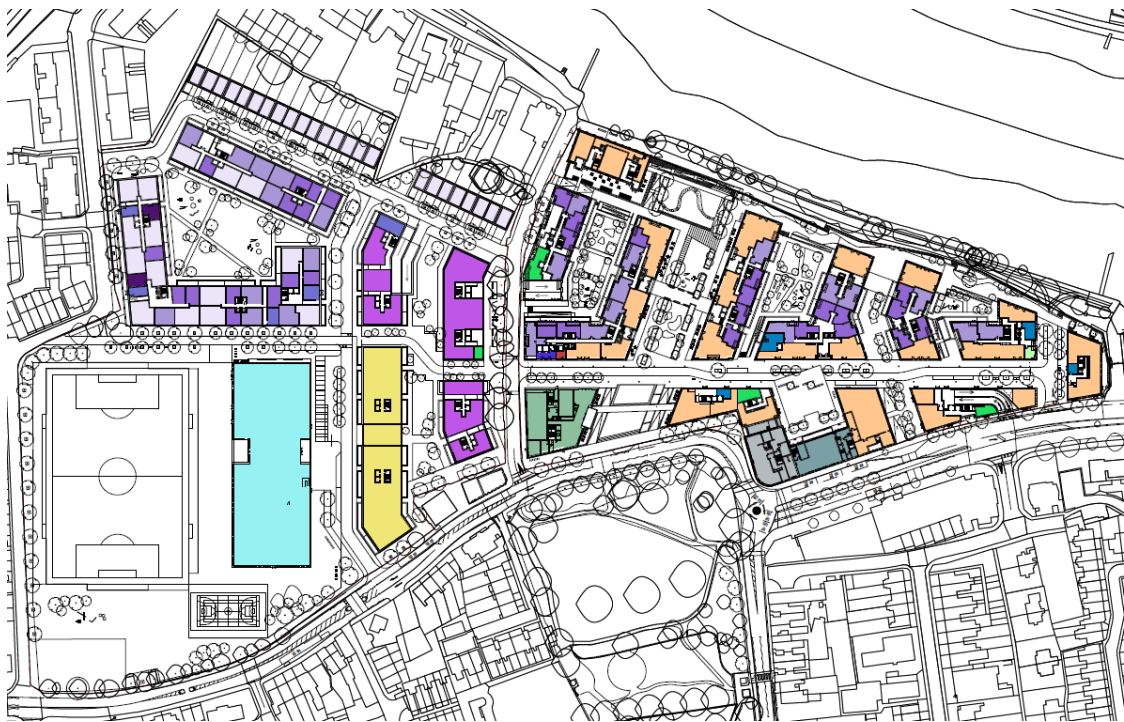


Figure 4.2 Illustrative Masterplan

4.2.5 Table 4.1 provides a summary of the development proposals.

Table 4.1 Stag Brewery development quanta

Land Use	Development Quanta
Detailed Application – Application A (Development Area 1)	
Residential	443 units
Unspecified Flexible Floor Areas inc, Retail/Restaurant/Office/Community/Boathouse	4,664 m ²
Hotel	1,668 m ² (16 rooms)
Office	2,424 m ²
Cinema	2,120 m ² (3 screens, 370 seats)
Gym	740 m ²
Management Office	33 m ²
Outline Application	
Residential	Up to 225 units
Residential/Assisted Living	Up to 150 residential or assisted living units
Care Home	70 Units
Detailed School Application	
School	9,319 m ²

	(1,200 pupils)
--	----------------

- 4.2.6 The development includes a new 370 seat cinema with three screens, a small hotel / pub with 16 bedrooms and an office all of which are located along the Mortlake High Street/Lower Richmond Road frontage. It is also anticipated that this will include a new local convenience store.
- 4.2.7 The western section of the site will comprise three elements; the new secondary school (not subject to this FTP), residential development and an, extra care facility including nursing home and sheltered housing.
- 4.2.8 These facilities and the proposals are intended for local people within the development and the surrounding area. It is intended that the majority of the land use will have a small catchment and that the type of retail, restaurants and office space will serve the local community and not attract visitors from a larger area. It is understood that the cinema and hotel/pub with rooms may have a wider catchment but that principally they will serve the local community within Mortlake.
- 4.2.9 As such this travel plan will seek to promote the use of more sustainable modes such as walking and cycling due to the local nature of the development. Where walking and cycling are not feasible, the FTP will then seek to promote the use of public transport instead of walking and cycling.

4.3 Access Strategy

Pedestrian and Cycle Access

- 4.3.1 The access strategy gives priority to pedestrian and cycle movement. As discussed above, the proposals include the provision of a new 20 mph zone along the A3003 frontage and on Sheen Lane, to the north of the railway crossing together with new pedestrian crossing facilities. These measures are again in accordance with the Planning Brief. Within the Site itself, priority for pedestrian / cycle movement is achieved by limiting vehicular access and movement at ground level and by carefully managing the movement of service vehicles.
- 4.3.2 The development is also characterised by a very high quality of public realm which is described in detail within the Design and Access Statement. Key features are the creation of a wide access route between Lower Richmond Road and the riverside which is then linked to Mortlake station through a relocated pedestrian crossing and new pedestrian route through Mortlake Green. The development would also provide a new “high street” to the east of Ship lane running parallel to Mortlake High Street which also act as part of a new east to west cycle route that will link Clifford Avenue in the west with Mortlake High Street at the eastern end of the Site and will provide direct access to the new secondary school.
- 4.3.3 Figure 4.4 and 4.5 identify the proposed network of pedestrian and cycle routes through the site. The overall pedestrian and cycle access strategy is described in further detail within Chapter 8 which also shows how the on-site proposals link into the wider networks serving the area.

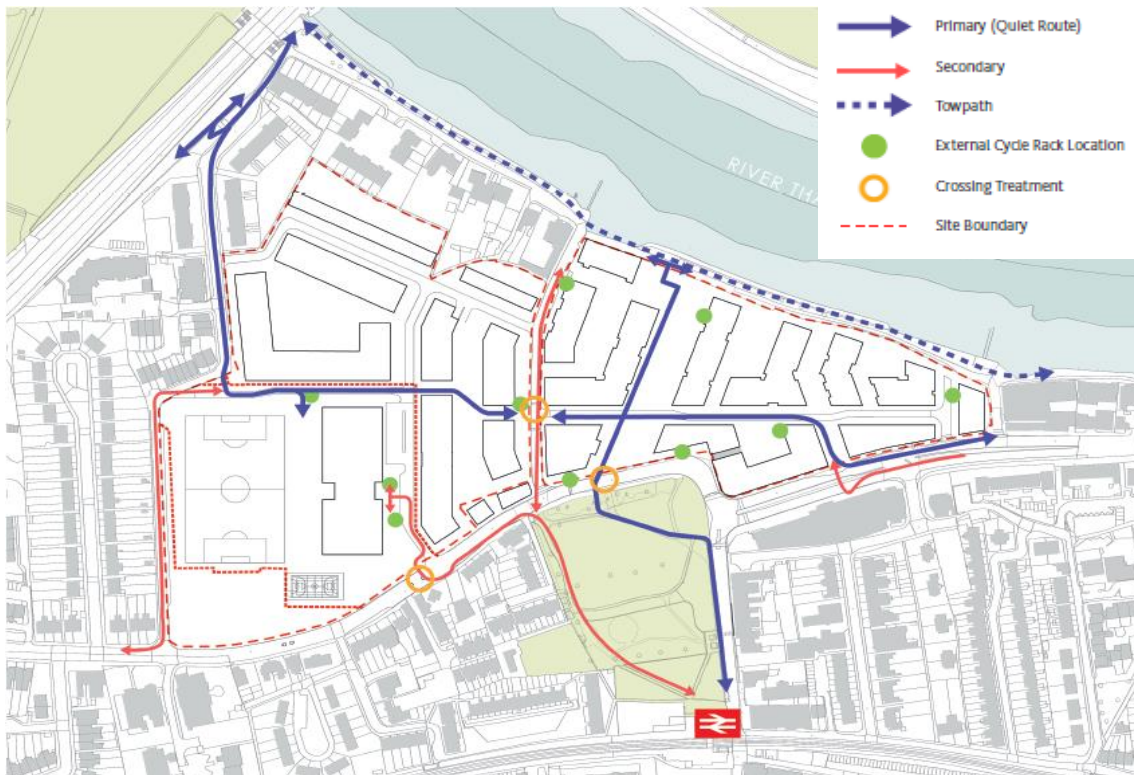


Figure 4.4 Pedestrian Routes through the site

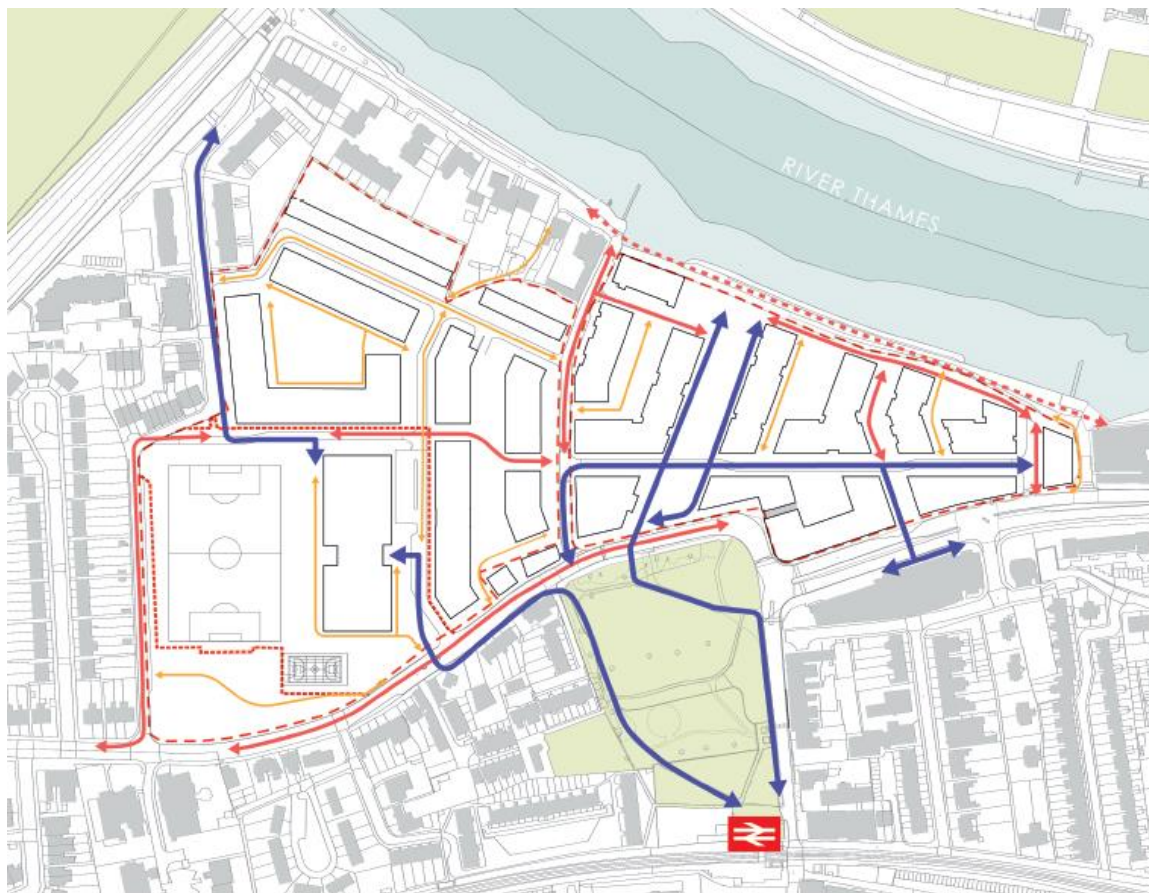


Figure 4.5 Cycle Routes through the site

Cycle Parking

- 4.3.4 The provision of high quality cycle parking has been accorded a high priority. The volume of cycle parking will at least meet the minimum standards required by the GLA and as identified within Table 4.5 of the Transport Assessment.
- 4.3.5 Changing space and shower facilities will also be provided for each land use to encourage cycling to work and to leisure facilities.

Car Park Access

- 4.3.6 A key facet of this has been to ensure minimal conflict with vehicular traffic within the site. Therefore, for the detailed application all car parking is provided within the basement with none at ground level. This means that only servicing traffic and refuse and emergency vehicles will need to travel into the detailed application site. Parking for the outline application is also mainly provided within a basement car park but parking for the school and for the terrace of town houses will be at surface.
- 4.3.7 Initially, a single access point was proposed to the eastern car park from Ship Lane. However, following feedback from the first public exhibition an additional access was added from Mortlake High Street. It was considered that this would provide more flexible access arrangements and reduce the impacts of the development upon the operation of the Sheen Lane mini roundabout. The main access to the parking at the western end of the Site, including the underground car park and the School, will be from a new access road connecting with Lower Richmond Road; this will be broadly at the location of the current access to the Stag sports club. Ship Lane and Williams Lane will act as secondary access points to this area.
- 4.3.8 Figure 4.6 identifies the location of car parking and the associated access routes.

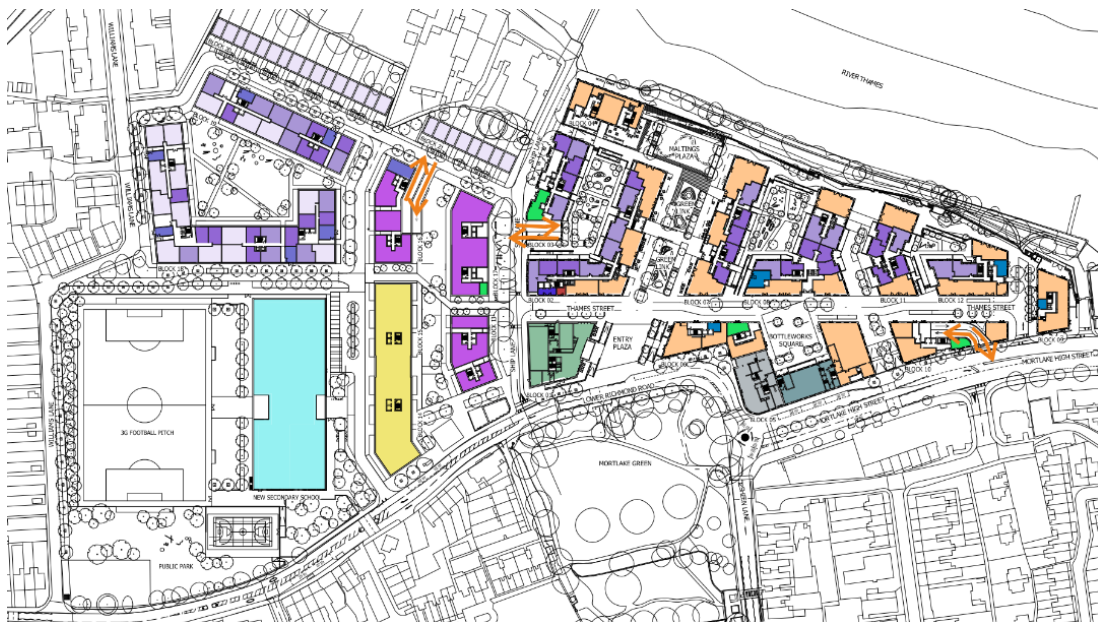


Figure 4.6 Car Park access points

Delivery and Servicing

- 4.3.9 Delivery and servicing to the Site will also be closely managed in order to minimise any adverse impacts including conflicts with pedestrians and cycles. Detailed arrangements are

set out in a separate Delivery and Servicing Plan attached at Appendix I of the Transport Assessment and described in more detail within Chapter 8 of the Transport Assessment.

- 4.3.10 Figure 4.7 provides a plan showing the proposed servicing routes through the site and identifies the location of service bays and refuse collection points. For the detailed application the majority of service vehicles will enter the Site from Mortlake High Street onto the new “high street” via a controlled access.
- 4.3.11 For the western part of the Site provision has been made for parking coaches associated with the school.
- 4.3.12 All delivery and servicing routes have been tracked for both delivery and servicing vehicles and emergency services vehicles, with the tracks shown in Appendix J of the Transport Assessment.

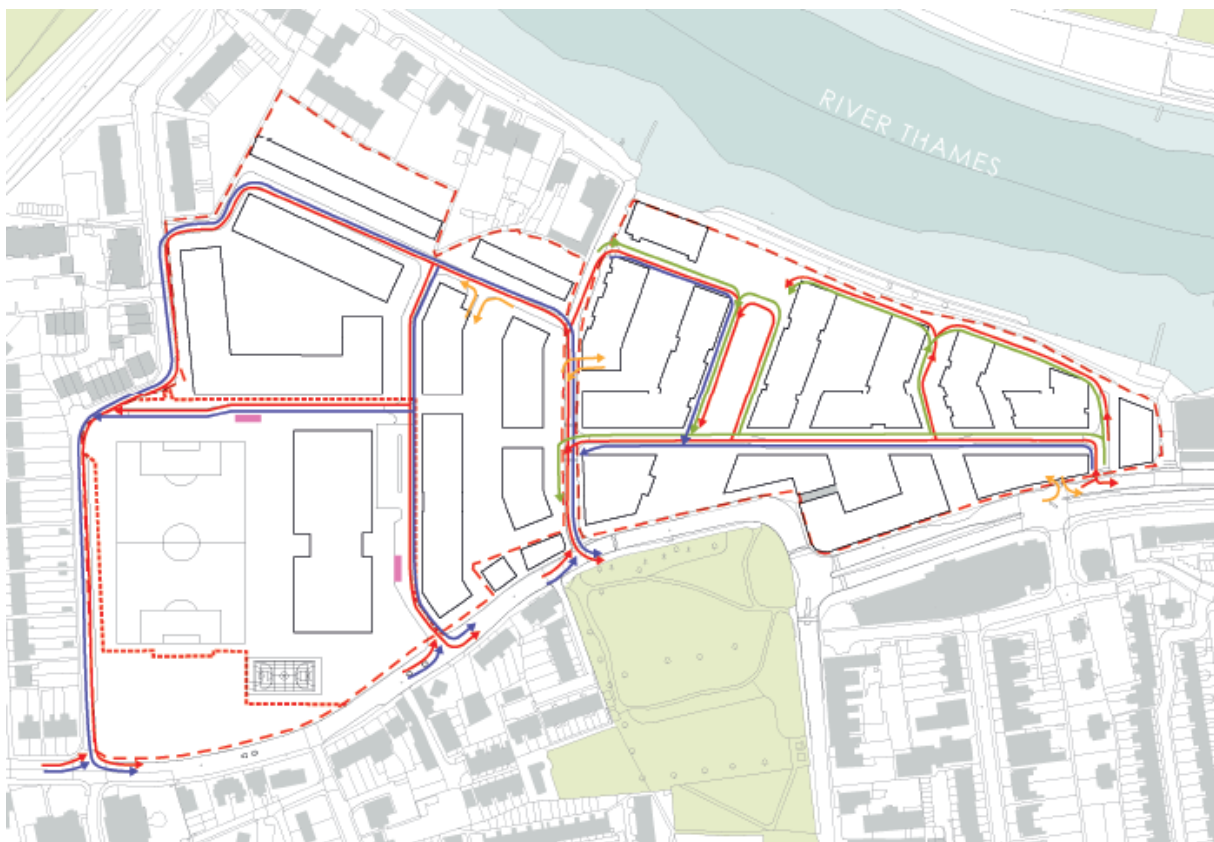


Figure 4.7 delivery and servicing routes

Car Clubs

- 4.3.13 Alternative car club providers have been approached and they have confirmed that they are interested in providing a car club service at this development. The car club is proposed to be located on Ship Lane so as to be in a central location within the site to serve both the residential and non-residential uses. The location of the spaces, which could accommodate up to 3 car club spaces, is shown in Figure 4.8 below.

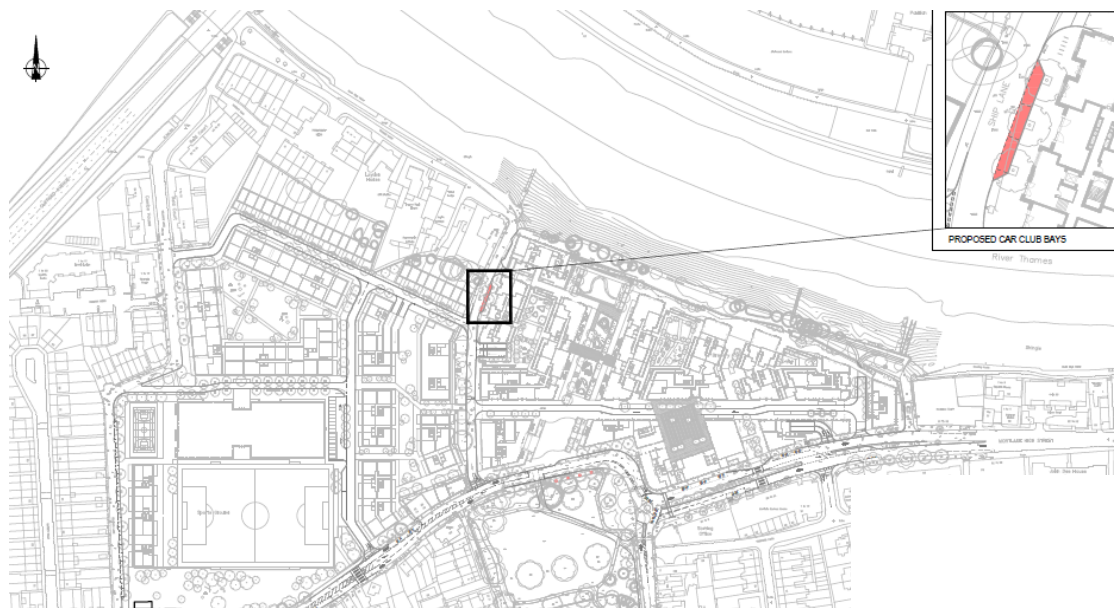


Figure 4.8 Proposed car club locations

4.4 Car Parking

4.4.1 The number of car parking spaces provided aims to achieve a balance between over provision of spaces and therefore attracting more vehicles than necessary to the site and providing too little and having a negative impact on existing parking within the area. Table 4.4 below shows the number of parking spaces being provided within each parking area.

Table 4.4 Proposed Car Parking Numbers

Parking Area	Residential Spaces	Non-Residential Spaces
Eastern Basement	331 (11%)	77 (8)
Western Basement	148 (11%)	108 (15)
School	N/A	15 (2)
Total	479	200 (25)

4.4.2 There will be no parking provision at street level for any land use, with the exception of the 24 spaces for the houses and 15 for the school. An agreement for a lower residential parking ratio of approximately 0.72 spaces per residential unit has been agreed with TfL officers as an appropriate level of parking based on similar sites and the proposed trip generation.

4.5 Summary

4.5.1 The regeneration proposals for the Stag Brewery site are for a mixed use, residential led development which, in accordance with LBRuT's Planning Brief will provide a vibrant new centre for Mortlake including a mix of leisure and retail facilities together with bars and restaurants. The proposals provide up to 668 residential units, a care facility comprising of a care home and assisted living apartments is proposed as part of the outline application.

- 4.5.2 The access strategy gives priority to pedestrian and cycle movement, therefore promoting walking and cycling. The proposals include the provision of a new 20 mph zone along the A3003 frontage and on Sheen Lane, to the north of the railway crossing together with new pedestrian crossing facilities. These measures are again in accordance with the Planning Brief and further the promotion of walking and cycling as key modes of travel from the site.
- 4.5.3 Within the Site itself, priority for pedestrian / cycle movement is achieved by limiting vehicular access. Almost all parking is contained within basement car parks. To the west of Ship Lane there is no surface car parking and to the east surface parking is limited to that for the school and for the terraced town houses. Servicing traffic will also be highly controlled. All of these measures will help to minimise conflicts between pedestrians and cycles.
- 4.5.4 The development is also characterised by a very high quality of public realm which is described in detail within the Design and Access Statement. Key features are the creation of a wide access route between Lower Richmond Road and the riverside which is then linked to Mortlake station through a relocated pedestrian crossing and new pedestrian route through Mortlake Green. The development would also provide a new “high street” to the east of Ship lane running parallel to Mortlake High Street which also act as part of a new east to west cycle route that will link Clifford Avenue in the west with Mortlake High Street at the eastern end of the Site and will provide direct access to the new secondary school.
- 4.5.5 The development proposals also safeguard for the possible future provision of a bus stand area and driver facilities within the south west corner of the site (corner of Lower Richmond Road and Williams Lane). This follows discussions with both TfL and LBRuT and would allow the extension of the 209 to the Site or facilitate an extension of a different bus service should that be required by TfL in the future.
- 4.5.6 Proposed parking provision for the development seeks to strike a balance between the need to provide sufficient parking to meet the commercial requirements of the development and to ensure that excessive overspill parking does not occur onto surrounding streets and the desire to limit traffic generation in an area identified as suffering from existing congestion. Consequently, the proposed parking is less than the maximum standards set out in LBRuT’s policy. For the residential use, parking is provided at a rate of 0.72 spaces per unit, a level of parking has been agreed as appropriate for this location by TfL. Whilst this is lower than sought by the Planning Brief it does reflect discussions that have been held with both officers and Members and feedback from the CLG.
- 4.5.7 Cycle parking is provided in accordance with the London Plan with secure long term parking provided within the basement car parks for residents and short stay parking provided on-street for the non-residential uses. In addition, changing and shower facilities are to be provided for all land uses to further encourage people to cycle.

5 Objectives and Targets

5.1 Overview

5.1.1 This section sets out the overarching Objectives and Targets of the FTP for the Proposed Development.

5.1.2 The objectives are supported by a set of quantified SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imed) Targets so that progress towards achieving them can be measured.

5.2 Objectives

5.2.1 The objective of this FTP is:

To encourage the use of sustainable transport and realise the benefits of walking and cycling to and from the proposed development.

5.2.2 To support the realisation of this overarching objective, the following sub-objectives have been set out:

- Increase awareness of the FTP and its constituent measures;
- Encourage greater use of sustainable transport modes, particularly cycling and walking;
- Promote smarter sustainable travel behaviour and reduce the need to travel overall / and / or in peak times;
- Improve the health of residents and minimise the development impacts on the surrounding environment.
- Promote sustainable modes of travel to all visitors of the site

5.2.3 Details on how the FTP will deliver these objectives are provided in Chapter Six.

5.3 Targets

5.3.1 Unless otherwise agreed with the Planning Authority, TRICS-compliant surveys will be conducted three months into occupation of each individual land use within each phase of development at the Stag Brewery site. These will provide baseline mode share data and will form the basis for agreeing future Target Mode Shares for each individual land use which will be set out in the individual travel plans associated with the development.

5.3.2 Overall, the main aim of the travel plans is to manage the travel patterns of residents, employees and visitors of the site travelling to and from the development from the outset and aim to encourage the use of a combination of public transport and other sustainable modes including walking and cycling.

5.3.3 Generally, initial opening year mode share targets are based upon the mode share estimates set out in the Transport Assessment. Targets should then be established for end of Year One, End of Year Three and end of Year Five. These targets will seek to achieve a shift in mode away from car, and in particular single occupancy car, towards the more sustainable modes of travel. The targets should be challenging but realistic.

- 5.3.4 The targets will be reviewed once the initial TRICS travel survey of each individual land use is completed. The baseline data from the surveys will provide a better understanding about what is achievable and what measures will best suit each land use and their respective users.
- 5.3.5 The Transport Assessment has identified expected travel mode shares for each land use and are shown in the graphs within Figure 5.1 and within Table 5.1. These relate to daily trips for each land use. The estimates already reflect at least to some extent the reduced car ownership proposed for the Stag. The Year One, Year Three and Year Five targets are then shown for each land use in Tables 5.2 to 5.4.
- 5.3.6 Overall, the targets seek to achieve a 15% reduction in car driver trips, so for residential this would envisage a reduction from the current 36% car driver mode share to 30% over the five years of the plan.
- 5.3.7 The targets also seek to reflect the current priorities of the Mayor's emerging Transport Strategy, namely the importance of promoting Healthy Streets and the more active modes of travel i.e walking and cycling. In this respect it is considered that there will be limited opportunity to decrease the proportion of rail trips in favour of active modes, since these will generally be longer distance trips. However, it is considered that there will be more scope to encourage a shift from bus to walk and cycle for shorter distance trips. This is reflected in the targets.

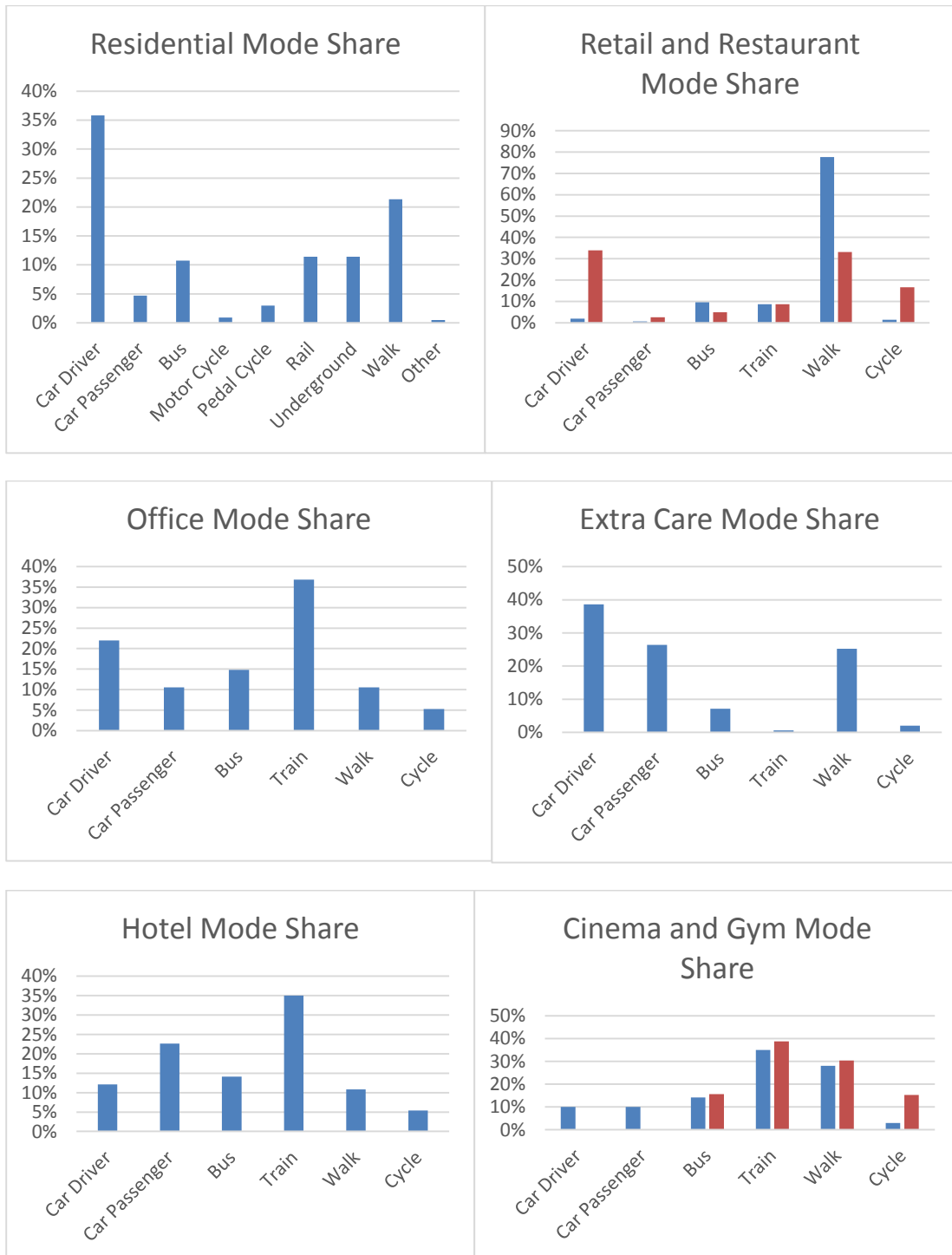


Figure 5.1 Graphs indicating existing daily mode shares used in trip generation assessment.

Table 5.1 Existing Mode Shares

	Residential	Retail	Restaurant	Office	Extra Care	Hotel	Education	Gym	Cinema
Car Driver	36%	2%	34%	22%	39%	12%	12%	0%	10%
Car Passenger	5%	1%	3%	11%	26%	23%	1%	0%	10%
Bus	11%	10%	5%	15%	7%	14%	45%	16%	14%
Train	22%	9%	9%	37%	1%	35%	6%	39%	35%
Walk	21%	78%	33%	11%	25%	11%	32%	30%	28%
Cycle	3%	1%	17%	5%	2%	5%	2%	15%	3%

5.3.8 Based on these mode shares shown in the graphs and table above, the following targets for mode shift have been set for 1 year, 3 years and 5 years after occupation of the site.

Table 5.2 Year 1 proposed Mode Share Targets

	Residential	Retail	Restaurant	Office	Extra Care	Hotel	Education	Gym	Cinema
Car Driver	34.0%	1.9%	33.0%	20.0%	37.0%	11.4%	0.0%	10.0%	34.0%
Car Passenger	4.7%	0.6%	2.6%	10.5%	26.4%	22.6%	0.0%	10.0%	4.7%
Bus	10.5%	9.0%	4.8%	14.6%	7.0%	14.0%	15.2%	13.8%	10.5%
Train	22.8%	8.7%	8.7%	36.8%	0.6%	35.0%	38.8%	35.0%	22.8%
Walk	23.0%	78.4%	34.0%	12.2%	27.0%	11.0%	30.6%	28.6%	23.0%
Cycle	3.3%	1.4%	16.9%	5.9%	2.2%	5.8%	15.3%	3.1%	3.3%

Table 5.3 Year 3 proposed Mode Share Targets

	Residential	Retail	Restaurant	Office	Extra Care	Hotel	Education	Gym	Cinema
Car Driver	32.0%	1.8%	31.0%	19.2%	35.0%	11.0%	0.0%	9.0%	32.0%
Car Passenger	4.7%	0.6%	2.6%	10.5%	26.4%	22.6%	0.0%	10.0%	4.7%
Bus	10.3%	8.5%	4.3%	14.3%	7.0%	13.8%	15.0%	13.6%	10.3%
Train	22.8%	8.7%	8.7%	36.8%	0.6%	35.0%	38.8%	35.0%	22.8%
Walk	26.0%	79.0%	35.0%	13.0%	29.0%	12.0%	30.8%	29.4%	26.0%
Cycle	3.7%	1.4%	18.0%	6.0%	2.3%	6.0%	15.4%	3.1%	3.7%

Table 5.4 Year 5 proposed Mode Share Targets

	Residential	Retail	Restaurant	Office	Extra Care	Hotel	Education	Gym	Cinema
Car Driver	30.5%	1.7%	28.8%	18.7%	32.8%	10.3%	0.0%	8.5%	30.5%
Car Passenger	4.7%	0.6%	2.6%	10.5%	26.4%	22.6%	0.0%	10.0%	4.7%
Bus	10.2%	7.7%	4.0%	14.1%	6.7%	13.4%	14.8%	13.4%	10.2%
Train	22.8%	8.7%	8.7%	36.8%	0.6%	35.0%	38.8%	35.0%	22.8%
Walk	27.7%	80.0%	37.2%	13.5%	31.3%	12.7%	31.0%	29.7%	27.7%
Cycle	3.9%	1.4%	18.6%	6.8%	2.5%	6.4%	15.5%	3.2%	3.9%

5.3.9 These tables show the targets each land use and that there is a focus on reducing the amount of car trips made by increasing public transport and walking/cycling trips. Where the car driver and passenger mode share is already low or begins to be low, the focus then shifts to reducing public transport trips and focusing solely on increasing walking and cycling trips.

6 Delivering the Travel Plan Objectives

6.1 Introduction

- 6.1.1 This section explains how this FTP will be taken forward to successfully achieve its Objectives and Targets.

6.2 Travel Plan Delivery

Travel Plan Management

- 6.2.1 The success of the FTP will be dependent upon effective management combined with clearly defined roles.
- 6.2.2 As explained in section 1.1.3, a number of Travel Plan Coordinators (TPC) will likely need to be appointed with potentially a different TPC representing each land use or commercial unit. An overarching TPC will provide overall co-ordination and leadership of the travel plans being responsible for the overall site travel plan management and encouraging individual land use TPC's to remain active and become part of an overall steering group for TPCs within the site.
- 6.2.3 The proposed TPC at this stage of development is to be designated by the Estate Management Company. The appointed TPC will then be responsible for the management and further development of this FTP.
- 6.2.4 It is strongly advised that a Framework Steering Group, made up of the different travel plan coordinators for the site, is established as soon as practical and that quarterly meetings are set up with residents, employees and other relevant parties; this would provide a communicative platform for site users and LBRuT to ensure the aims and objectives of the FTP are fulfilled.
- 6.2.5 Whilst the proposed secondary school does not form part of this FTP it is strongly recommended that strong links are forged between the two and that the school TPC is invited to attend the Stag TP Steering Group Meetings

Securing and Funding the Travel Plan

- 6.2.6 It is envisaged that this FTP will be secured through the Section 106 Agreement and that this will secure funding to include initial implementation, on-going monitoring and review and any additional measures that might be required as a result of this process.

6.3 Travel Plan Awareness

- 6.3.1 The success of this Plan will be enhanced through the development and implementation of an effective marketing strategy which will initially be produced by the Developer. Once the Framework Steering Group has been appointed, they will then be responsible for the further development and implementation of the marketing strategy.
- 6.3.2 To increase awareness of the Travel Plan Objectives, residents and employees will be given a Travel Welcome Pack on arrival (also to be available electronically) in their new property/place of employment. This will give information on the sustainable ways to travel around the area and information about the availability of the local services and facilities. It will also provide other information relevant to the encouragement of sustainable lifestyles within the Stag. For example, this could include information relating to car clubs, cycle hire, cycle maintenance, the advantages of owning or using electric or hybrid vehicles.

- 6.3.3 The Framework Steering Group will also serve to appraise the FTP; documenting the advantages and drawbacks as well as suggesting improvements. They will then update the FTP to reflect any changes suggested within the review process.

6.4 Encouraging Sustainable Travel

- 6.4.1 Chapter Seven details the specific measures that are to be pursued in relation to encouraging more sustainable travel patterns e.g. greater use of cycling, walking and public transport. The emphasis is placed on providing a good level of accessibility to the site by all modes to ensure that those living in and visiting the site have a range of travel options available to them.
- 6.4.2 Other initiatives may include: discounted use of public transport services for an initial fixed period, discounts on bicycles and cycle equipment purchases (i.e. cycle to work scheme), and free/discounted memberships to car clubs for residents of the site.

6.5 Reducing the Need to Travel by Car

- 6.5.1 The mix of uses within the proposed development, including employment, leisure, shopping as well as the provision of the adjacent secondary school, will in itself encourage sustainable patterns of travel as well as reducing the number of trips overall. The further availability of existing shops and services, including local primary and nursery schools within easy walking distance of the Site will further encourage sustainable patterns of travel.
- 6.5.2 The need to travel by car is further reduced by the availability of a wide range of public transport options and by enhanced cycling connections to and from the Site. The existing rail and bus services provide good connectivity to the wider area including central London, Richmond, Twickenham and Wimbledon. A number of bus routes serve stops within the vicinity of the site as well as the close proximity of Mortlake Rail Station. South Western Railway services provide the opportunity to access the wider strategic network serving London and the South East Region through interchanges with London Underground/Overground and other network rail trains, for example at Clapham Junction, Richmond, Waterloo and Vauxhall
- 6.5.3 Each household/workplace will be encouraged to develop localised patterns of sustainable travel by the provided Travel Welcome Packs upon arrival. Residents and employees will be made aware of the full range of amenities available and how to access them either on site or in the local area. The Framework Steering Group will also investigate the feasibility of promoting local employment opportunities among residents to encourage living and working locally.
- 6.5.4 The provision of high speed internet connectivity in each residential unit and promotion of the benefits of online grocery shopping will also reduce the need for residents to travel to the supermarket as well as promoting the benefits of working from home if the occupation permits.

6.6 Efficient Use of Private Vehicles

- 6.6.1 This FTP recognises that since there is an element of residential and non-residential parking provided within the development and it is envisaged there will be a high uptake of these spaces due to the nature of the area and the lack of availability of parking elsewhere. However, it has been agreed with LBRuT that it is appropriate to provide reduced parking compared with existing standards in order to attempt to restrict the amount of private vehicle usage. Further details of this are available in the Car Park Management Strategy which sets out the plan for controlling parking numbers, without adversely affecting the surrounding area.
- 6.6.2 The use of car clubs is another measure which can be used to promote efficient use of private car usage whilst decreasing vehicle ownership. Alternative car club providers have been approached and they have confirmed that they are interested in providing a car club service at this development. It is therefore anticipated that a formal car club will be set up at an early

stage in the implementation of the development. Whilst car clubs are primarily linked to residential developments they can also provide benefits to other uses eg offices and such opportunities will be explored.

- 6.6.3 Air quality is an important issue within Mortlake and this FTP can contribute towards minimising the developments impacts not only by encouraging reduced car use but also by encouraging a high take-up of electric vehicles. Potential options will be to provide higher levels of provision of electric charging points and passive provision for such than currently required by the London Plan, to ensure that the appointed car club makes available electric or hybrid vehicles within the area and also, through the marketing strategy encourages the new community to consider the purchase of an electric or hybrid vehicle.

7 Travel Plan Measures and Action Plan

7.1 Overview

7.1.1 This section details the measures that the Client intends to implement at the site; and the likely measures that they will promote the use of sustainable transport modes and reduce car use.

7.1.2 Several of the proposed measures of this travel plan were detailed in the development proposals chapter and are listed below:

- Pedestrian and cycle priorities at surface level across the development;
- A 20mph zone along Lower Richmond Road/Mortlake High Street/Sheen Lane to improve the pedestrian and cycling environment;
- Public realm works to improve the pedestrian and cycling environment;
- Secure long stay cycle parking is provided within the basement alongside cycle changing and showering facilities. Short stay spaces are provided at ground level to give ease of access to all land uses;
- Improvements to bus services and infrastructure as well as routes towards Mortlake Rail Station to increase the attractiveness of the public transport network; and
- Provision of car clubs within the centre of the site.

7.1.3 An Action Plan is provided in Table 7.1 The main aim of the Action Plan is to identify individual initiatives that can assist residents and visitors to reduce private vehicle journeys.

7.1.4 Table 7.1 sets out the benefits of various measures and the timescales for their implementation. They are grouped by measures that will meet the FTP sub-objectives.

Table 7.1 Action Plan for Stag Brewery

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Managing the on-going development and delivery of the Travel Plan with future residents					
Adoption of the FTP	Support and buy-in, the client will ensure that the FTP is an active, living document	Encourage residents and employees to adopt the travel plan	This will ensure future commitment to the development of the FTP	On Occupation	Developer
Appoint Framework Travel Plan Coordinator	A Framework Steering Group will be responsible for managing the on-going development, delivery and promotion of the FTP	Appoint a TPC responsible for the overall management and coordination of the individual travel plans	This will ensure that the FTP is taken forward and results are delivered	Prior to Occupation	Developer
Establish Framework Steering Group	The Framework Steering Group should include a range of residents, employees and pupils within the development.	Establish and work alongside the Framework Steering Group	All users can share knowledge and coordinate the improvement of sustainable travel options	Within three months of first occupation	Developer
Establish Quarterly Framework Steering Group Meetings	Framework Steering Group Meetings will enable the discussion of site-wide issues and the exchange of FTP progress/information between all site occupiers	The FTP Coordinator will work with the Framework Steering Group ensuring effective meetings are held on a regular basis	This will ensure that key site-wide issues are addressed and FTP progress/information is exchanged, also providing easy communication between site users and the local authority	On Occupation	Framework Travel Plan Coordinator
Increasing Awareness of the Travel Plan and its Objectives					
Travel Welcome Packs	To provide Welcome Packs to each residential unit	To provide information on sustainable ways to travel around the area and the local services and facilities available on the site	Site Users can refer to the Welcome Pack to make informed decisions on their travel choices.	On Occupation	Developer/ Framework Steering Group

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Publicise Travel Plan Success	Promote the Travel Plan and achievements made	Feedback to site users on progress against travel plan targets through newsletters/emails etc.	Site users will remain involved and aware of the FTP, and will be more likely to continue mode shift and encourage others to do the same	Annually after the development is occupied	Framework Steering Group
Provide travel information to prospective Site Users	Provide travel information in the marketing suite, show homes and/or the websites	Provide information on all modes and train sales/ marketing staff to give information on the options available	Site Users will be well informed on their travel options before agreeing to occupy the units, and may be encouraged to change previously established travel habits.	When the marketing materials is produced / show home is opened	Developer
Encouraging greater use of sustainable transport modes					
Cycle Parking Facilities	The development will provide secure cycle parking and information on cycle routes/facilities.	To provide secure cycle parking spaces. An information leaflet on cycle facilities available should be given to site users	Provision of cycle facilities will encourage site users to use bicycles as a mode of travel	With Development	Developer
Pedestrian Facilities	Creating better pedestrian links to the wider area.	To develop good pedestrian links to the wider local area and public transport facilities. Install a Legible London wayfinding monolith.	Improved pedestrian links will encourage site users to walk instead of using a bus to reach local areas. The FTP will highlight areas within a 20-minute walking radius.	Substantial improvements will be delivered as part of the redevelopment to agreed development triggers	Developer/LBRuT
Public Transport Guides	Issuing information to site users on public transport options and journey planners.	Provide a guide detailing the available public transport routes in the area and how to access them.	Improved knowledge and ease of access to public transport will encourage site users to use it when possible.	On Occupation	TPC/LBRuT
Encouraging the best use of car and other vehicles					

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Car Club	Encourage the use of the car club	To publicise the car clubs that are located within and in the vicinity of the site	Reduces the need for privately owned cars and reduces short journey car trips	On Occupation	Developer
Electric Vehicles	Promote the use of Electric Vehicles	Adapt marketing strategy to promote electric vehicles, as well as overproviding spaces for such vehicles to encourage use	Reduces the number of fuel powered privately owned cars on the road leading to improved air quality	On Occupation	Developer
Reducing the need to travel					
High Speed Internet Connectivity	Having high speed internet connectivity can allow residents to order shopping online	Allow high speed internet connections to be made available in each residential unit and promote the merits of online grocery shopping.	Residents can order shopping online or choose to 'work from home' therefore reducing the need to travel by car to work/ high street shops or supermarkets	With Development	Developer
Local services	Raise awareness and promote the use of local services to residents	Include information in the welcome pack of the amenities in the local area	Residents will be aware of services in close proximity to the site that they can walk/cycle to instead of travelling further by less sustainable modes.	On Occupation	TPC

8 Plans and Timescales for Travel Plan Monitoring and Review

8.1 Overview

- 8.1.1 The FTP will be the responsibility of the Developer in coordination with the Framework Steering Group. This Framework Steering Group and the Developer will discuss funding to manage the future development of the FTP, including the on-going monitoring and review. Initial surveys, monitoring and review of targets will take place once the proposed development has been occupied for three months. Revised targets may be proposed once the surveys have been reviewed and analysed.
- 8.1.2 The updated FTP would then be submitted to the LBRuT for its agreement within one year of occupation of the site.
- 8.1.3 The FTP will be regularly monitored and reviewed to ensure that the plan reflects the changing requirements of the site, is up-to-date with travel planning options available and remains challenging.
- 8.1.4 Table 8.1 identifies key actions and timescales relating to the monitoring and review of the FTP.
- 8.1.5 In addition to travel surveys to identify mode share and the extent to which mode share targets are being achieved it is anticipated that the monitoring will include other aspects, including the use of the car clubs, use of cycle parking, disabled parking spaces and electric charging points. Qualitative surveys to understand how well existing travel arrangements cater for the Stag community should also be undertaken, taken together, this information will assist the Steering Group to review of the Travel Plan and help to ensure that changes are introduced that reflect the changing needs of the community over time.

Table 8.1 Plans and Timescales for Travel Plan Monitoring and Review

Action	Indicative Timescales
Baseline travel survey of all site users	3 months' post occupation
Update of FTP following baseline surveys	Following baseline travel surveys
Framework Steering Group meetings	Bi-annually
Update of travel information for the site users	Annually
Future site user travel surveys	3 rd and 5 th year following baseline travel surveys. Further periodic surveys may be required depending upon the overall timescales for the implementation of the development. This will need to be reviewed as part of the FTP process.