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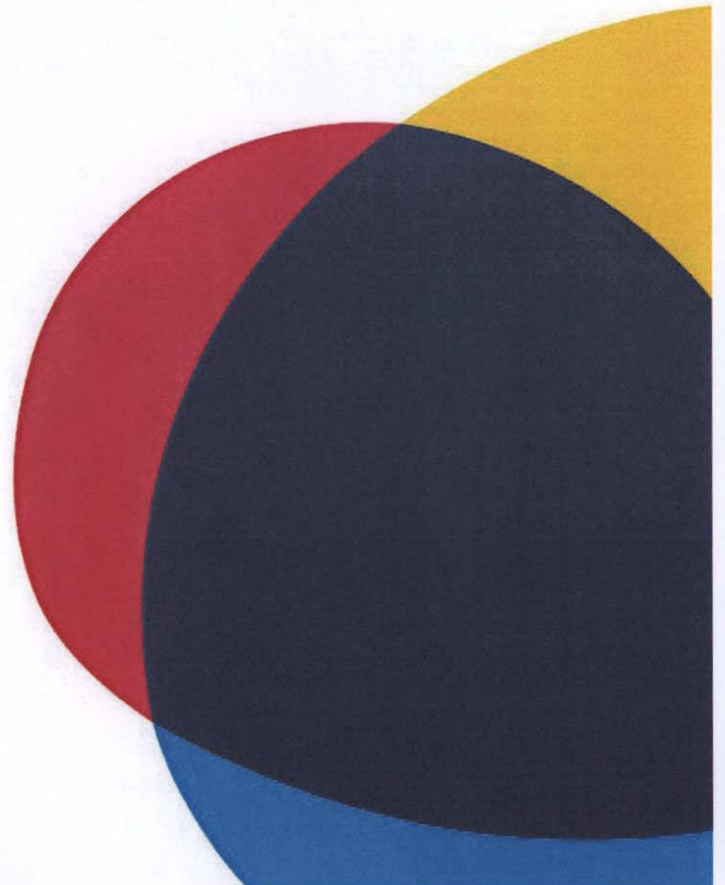


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TWICKENHAM STADIUM

Smaller Scale Non-Major Event Day Visitor Travel Plan

20/07/2018

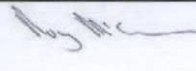
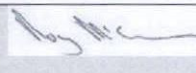
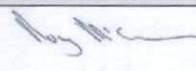


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1. INTRODUCTION

- 1.1.1 This Smaller Scale Non-Major Events Day Visitor Travel Plan (TP) has been prepared by Momentum Transport Consultancy on behalf on the Rugby Football Union (RFU) to discharge the Section 106 obligation Sch 1; 2.1, which states:

Before first Occupation to submit for approval by the Council updated versions of the Major Event Day Travel Plan and initial versions of the Large Non-Major Event Day Travel Plan and the Small Non-Major Event Day Travel Plan ("the Travel Plans").

- 1.1.2 The definition of what constitutes a Smaller Scale Non-Major Event Day is as follows:

An event at Twickenham Stadium attended by fewer than 3,000 people.

- 1.1.3 At present, Smaller Scale Non-Major Events account for all conferences, banquets and weddings held at Twickenham Stadium.

- 1.1.4 The full address of the development is:

Twickenham Stadium
Whitton Road
Twickenham
Greater London
TW2 7BA

- 1.1.5 Figure 1 shows the location of Twickenham Stadium.

- 1.1.6 This Travel Plan (TP) has been prepared by:

Michael Rivers, Momentum Transport Consultancy
23 Hatton Wall
London
EC1N 8JJ

- 1.1.7 A TP is a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action. The sustainable transport objectives are articulated in a document that is regularly reviewed.

- 1.1.8 A TP can bring a number of benefits to organisations and their visitors. Organisations can benefit from reduced parking demand, better access and less congestion at their sites as well as cost savings.

- 1.1.9 A TP involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys. Other benefits could include:

- Improving site access and travel choice
- Meeting an organisation's environmental standards
- Increasing business efficiency and equality
- Reducing congestion and demand for parking spaces
- Delivering local environmental improvements from reduced congestion, pollution and noise
- Providing opportunities for active, healthy travel

- 1.1.10 A TP should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. It is a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using the site.
- 1.1.11 This TP is produced in accordance with the latest TfL guidance, Travel Planning Guidance (November 2013) and includes objectives aimed at promoting sustainable travel to and from the development.
- 1.1.12 This chapter of the TP forms the introduction. The remaining chapters cover the following:
- Chapter 2 provides the relevant national, regional and local planning policy
 - Chapter 3 summarises the existing visitors travel patterns and facilities at Twickenham Stadium
 - Chapter 4 provides the targets and measures of the TP;
 - Chapter 5 summarises the TP management
 - Chapter 6 concludes the TP

Figure 1 – Location of Twickenham Stadium



2. POLICY

2.1 National Policy

NATIONAL PLANNING POLICY FRAMEWORK, 2012

- 2.1.1 The National Planning Policy Framework (NPPF), produced by the Department for Communities and Local Government (March 2012), sets out the Government's planning policies. The document was formally published in March 2012 and the policies were applied with immediate effect.
- 2.1.2 Transport policy is dealt with in the 'Promoting Sustainable Transport' section. This section emphasises the need for "the transport system to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel".
- 2.1.3 The NPPF suggests that a key tool for achieving their aims is that all developments likely to generate a significant amount of movement should be "supported by a Transport Statement or Assessment", as well as a Travel Plan.
- 2.1.4 In addition, Section 4 of the NPPF provides guidance on transport and requests plans and decisions to take account of whether:
- The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure
 - Safe and suitable access to the site can be achieved for all people
 - Improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe

GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS, 2009

- 2.1.5 The Good Practice Guidelines: Delivering Travel Plans through the Planning Process (Department for Transport & Communities and Local Government, 2009) outlines the "need to integrate sustainable travel and transport when planning new development" by presenting the role and benefits of using travel plans in the planning process. It also discusses the requirements and elements of an effective travel plan. For developments in London, these Guidelines are complimented by TfL's Travel Planning Guidance (November 2013).

2.2 Regional Policy

LONDON PLAN 2016

- 2.2.1 The London Plan 2016 is current adopted policy, covering transport in Chapter 6. The plan's objectives of greatest relevance to Travel Planning are:

"To ensure that London is a world leader in improving the environment locally and globally, 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"; and

"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".

2.2.2 The integration of transport and development to reduce the need to travel is a strategic focus of the plan as set out in Policy 6.1. The plan also addresses the need:

- To reduce emissions from transport;
- To provide for pedestrians and cyclists;
- To consider development proposals in light of existing transport capacity and proximity to major freight routes (as relevant); and
- To promote actions to achieve wider environmental sustainability in London.

2.2.3 Policy 6.3 of the plan asserts that:

- Construction logistics plans and delivery and servicing plans should be secured in line with the London Freight Plan and should be coordinated with TPs;
- Local Development Frameworks (LDFs) should include policy requiring transport assessments, TPs, construction logistics and delivery/servicing plans as set out above; and
- Boroughs are required to ensure developments do not exceed maximum car parking standards and provide minimum cycle parking standards as set out in the replacement plan.

TFL TRAVEL PLAN BEST PRACTICE GUIDANCE, 2013

2.2.4 In November 2013, TfL released new guidance on the requirements for TPs for new developments in London, which supersedes the previous 2012 TfL guidance. The guidance includes an explanation of the process, when a TP is required, what it should contain, and how to monitor, secure and enforce TPs.

2.2.5 TfL has also produced iTRACE, an online tool that supports the development and monitoring of TPs in London.

THE MAYOR'S TRANSPORT STRATEGY

2.2.6 The Mayor's transport Strategy (MTS), published in March 2018, is a long-term management strategy that encourages active, efficient and sustainable travel for new and existing developments. It sets out transport impacts, establishes targets and identifies the package of measures needed for improvement. The Strategy compliments the London Plan by providing a targeted approach to transport improvements for London.

2.2.7 The provision of transport assessments for major new trip generating development proposals should include information about how travel behaviour will be influenced by the proposed development, and how public transport, walking and cycling is encouraged. Workplace TPs should be produced where appropriate.

2.2.8 The Vision of the Strategy is "Changing the transport mix". The success of London's future transport system relies upon reducing Londoners' dependency on cars in favour of increased walking, cycling, and public transport use.

2.2.9 The MTS aims to encourage modal shift away from private vehicle use, with an increase in active transport to improve air quality, health, safety, and the vitality of the built environment.

2.2.10 Proposal 99 of the MTS also states it intends to: "Update TfL's Travel Plan guidance to ensure developments encourage active, efficient and sustainable travel, apply the Healthy Streets approach and help deliver carbon-free transport" (page 269).

2.3 Local Policy

LONDON BOROUGH OF RICHMOND UPON THAMES CORE STRATEGY (2009)

- 2.3.1 London Borough of Richmond upon Thames encourages the adoption of TPs for all types of development and the production of Travel Plans remains a key action to achieve shifts to more sustainable transport modes. Emphasis is placed on major employers to develop Green Travel Plans, with a full travel plan necessary for developments with equal or more than 750sqm A3 land use.
- 2.3.2 LBRuT aims to improve traffic conditions, enhance the quality of the local environment, provide choices in transport and improve safety for all. They also want to reduce the levels of travel by car as a proportion of all travel to assist in improving air quality, reducing traffic noise nuisance and improving health.

3. EXISTING VISITOR TRAVEL PATTERNS

3.1 Background Information

- 3.1.1 Twickenham Stadium is bounded by Rugby Road to the east and Whitton Road to the south. To the west is the access road that circulates the stadium and connects Rugby Road and Whitton Road. The A316 Chertsey Road runs parallel to Whitton Road to the south of the site.
- 3.1.2 On a Smaller Scale Non-Major Event Day, up to 900 visitors are present at Twickenham Stadium with the event size breakdown shown in Table 1. The majority of events have fewer than 300 visitors, accounting for 89% of events, with only 1.5% of events having the maximum 900 visitors.

Table 1 – Breakdown of Event Size

Event Size	Number of Events a Year
50 or less	119
51 to 100	101
101 to 200	75
201 to 300	43
301 to 400	17
401 to 500	8
501 to 600	7
601 to 750	3
900	6
Total	379

3.2 Existing Facilities

PUBLIC TRANSPORT ACCESSIBILITY

- 3.2.1 The Public Transport Accessibility Level (PTAL) is a measure of the accessibility of a point of interest to the public transport network, taking into account walk access time and service availability.
- 3.2.2 PTAL is categorised into 6 levels, 1 to 6, where 6b represents a high level of public transport accessibility and 1 a low level of public transport accessibility. The PTAL estimate applies a walking speed of 80m per minute with a maximum walking distance of 60m to bus stops and 960m to rail and Underground stations.
- 3.2.3 Twickenham Stadium has a PTAL of 1b, however it should be noted that the south east corner of the stadium has a PTAL of 3 due to it entering the 960m catchment to Twickenham Station.

PUBLIC TRANSPORT FACILITIES

- 3.2.4 Twickenham Station is approximately a 13-minute walk from the stadium.
- 3.2.5 Twickenham Station is served by South West Trains. South West Trains offers services via Twickenham between London Waterloo and destinations including Reading and Windsor.
- 3.2.6 There are two bus stops to the east of the stadium and four to the south of the stadium.
- 3.2.7 Twickenham Stadium is served by three bus routes; service 281, 481 and 681. These services travel to destinations such as Isleworth, Whitton, Fulwell and Hounslow.

WALKING AND CYCLING

- 3.2.8 Twickenham Stadium currently provides 56 visitor cycle parking spaces in the south east corner of the stadium next to the ticket office (see Figure 2).
- 3.2.9 Rugby Road has a footway on both sides of the carriageway. The eastern footway is approximately 4.5m in width. The western footway is approximately 5.5m in width. A Zebra Crossing is located on this road that allows pedestrians to cross from Web Ellis House to the stadium. A signalised crossing is located at the junction of Rugby Road and Whitton Road.
- 3.2.10 Whitton Road has a footway on both sides of the carriageway. The northern footway caters for stadium pedestrian movement and so is particularly wide, providing at least 10m of width at its narrowest point, while the southern footway is approximately 3.5m wide. There is a pedestrian refuge located directly to the south of the stadium.
- 3.2.11 Wayfinding signage is in place between the stadium and Twickenham station.

CAR PARKING

- 3.2.12 On Smaller Scale Non-Major Event Days two car parks are accessible to visitors to Twickenham stadium. These are:
 - North Car Park: 700 car capacity
 - West Car Park: 550 car capacity
- 3.2.13 These are accessible from Rugby Road at the north east corner of the stadium.
- 3.2.14 Electric charging car parking spaces have recently been installed. This consists of 14 active charging spaces in the North Car Park and a further 42 passive charging spaces in the West Car Park. The location of these are shown in Appendix A.

DISABLED ACCESS

- 3.2.15 Twickenham Station is fully accessible to wheelchair users. Access to all platforms is possible either via the car park or staff-operated stair lift. Staff are present between 06:15 and 22:45 Monday to Saturday and between 08:00 and 20:00 on a Sunday. Ramps are available for train access.
- 3.2.16 South West Trains offers an Assisted Travel booking system. It is recommended that visitors use this facility when planning their journey.
- 3.2.17 London bus routes 281, 267 and H22 all serve Twickenham stadium and use low-floor vehicles. This allows access to wheelchair users.
- 3.2.18 Blue Badge car parking bays are also available within the West car park.
- 3.2.19 Lift access is available to disabled visitors throughout the stadium and accessible toilets, accessed via RADAR key are available.

Figure 2 – South East Cycle Parking



3.3 Visitor Travel Survey

- 3.3.1 A visit travel survey of Smaller Scale Non-Major Event Day visitors was undertaken for the Annual O2 Conference at Twickenham Stadium. Approximately 900 delegates attended this event, with 386 delegates surveyed. This is a capture rate of 43%.
- 3.3.2 Table 2 presents the survey results from this event for the main mode share that visitors used to travel to the stadium.

Table 2 – Smaller Scale Non-Major Event Visitor Main Mode Share

Mode	Main Mode Share	Visitors
Car (Driver Alone)	29%	263
Car (Driver with Passengers)	10%	91
Car (As Passenger)	8%	68
Bus/Coach	2%	16
Underground	4%	33
Rail	42%	382
Foot	1%	5
Other	5%	42
Total	100%	900

N.B. Total numbers may not tally due to rounding

- 3.3.3 Car usage as the main mode of travel to the stadium accounted for 47% of visitors, although 17% were passengers. This was followed by 46% of visitors using Rail or the Underground as their main mode of travel.
- 3.3.4 With regards to the final mode share, use of the bus between Twickenham station and the stadium is evident, accounting for approximately 14% of trips. 53% of final mode trips were taken by car, with 25% of these passengers. This means that up to 354 cars are expected to park at a large conference event, with an additional 124 passengers accommodated within these cars.

4. TARGETS AND MEASURES

- 4.1.1 This section of the report sets out the objectives and targets of the TP based on the review of the existing facilities and initiatives carried out at Twickenham Stadium
- 4.1.2 The targets proposed as part of the TP are specific, measurable, attainable, realistic and time-bound, and link directly to the objectives of this TP.

4.2 Targets

- 4.2.1 The TP provides site-specific targets including:
- Use of sustainable transport modes (walking, cycling and public transport)
 - Influence the travel behaviour of visitors
 - Minimise the impact of Twickenham Stadium events on the environment and local highway network

4.3 Visitor Travel Patterns

- 4.3.1 Table 3 compares the existing visitor travel patterns at Twickenham Stadium from the surveys undertaken with the future mode share targets after three year and five years.

Table 3 – Existing Mode Share and Future Mode Share Targets

Mode	Main Mode Share	Future Visitor Mode Share after 3 years	Future Visitor Mode Share after 5 years
Car (Driver Alone)	29%	28%	27%
Car (Driver with Passengers)	10%	9%	8%
Car (As Passenger)	8%	7%	6%
Bus/Coach	2%	3%	4%
Underground	4%	5%	6%
Rail	42%	43%	44%
Foot	1%	2%	3%
Other	5%	4%	3%
Total	100%	100%	100%

- 4.3.2 Table 3 shows mode share reductions are targeted across private car modes, while mode share increases are targeted across rail, underground, coach and walking mode shares. The following section explains the measures that are proposed to reach these targets.

4.4 Action Plan

- 4.4.1 Table 4 sets out the action plan, benefits of the various potential measures and the timescale for their implementation. Implementation of some items listed in the action plan below will be dependent on the anticipated demand for each measure at each event.

Table 4 – Actions, Measures and Timescale

Actions	Description	Measures	Benefits	Timescale	Responsibility
Managing the on-going development and delivery of the Travel Plan					
Adoption of the Travel Plan	Acceptance and approval from the RFU	Twickenham Stadium to adopt the TP in agreement with LBRuT	This will ensure that the TP is taken forward as an active, living document and results are delivered	Immediate	RFU
Visitor Travel Surveys	Undertake periodic visitor travel surveys of a large Smaller Scale Non-Major Event	Identify the modes of travel made by visitors to track improvements in sustainability	This will allow the RFU to identify areas for improvement and promotion	One event every three years	TPC
Increasing awareness of the Travel Plan					
Site Information	Provide site information to all visitors	Ensure site and travel information is available to all visitors through the England Rugby website, as well as distributing this information to Event Organisers when the venue is booked	This will provide visitors with information to be aware of and choose their travel options	Prior to events	TPC

Actions	Description	Measures	Benefits	Timescale	Responsibility
Encouraging greater use of sustainable transport modes					
Promotion of Rail Travel	Encourage visitors to travel by rail	Continue to advertise and promote use of nearby stations for travel to the stadium through the England Rugby website, as well as communicating with Event Organisers when the venue is booked	This will encourage visitors to choose this sustainable mode of transport	Ongoing	RFU
Promote Cycling	Encourage visitors to travel by bike	Ensure maintenance of cycle parking spaces, monitor usage through the future travel surveys and commit to increasing the number of spaces if demand exceeds supply	Quality provision of cycle parking will encourage visitors to cycle to Twickenham Station	Ongoing	RFU
Pedestrian Facilities	Good pedestrian access and permeability	Maintain pedestrian wayfinding signage between stadium and Twickenham station	This will encourage visitors to finish their journey on foot	Ongoing	RFU

5. TRAVEL PLAN MANAGEMENT

5.1 Roles and Responsibilities

- 5.1.1 The RFU will be responsible for the implementation, management and further development of this TP through Nigel Cox, the Travel Plan Coordinator (TPC).
- 5.1.2 The TPC will be responsible for the implementation and further development of the TP.
- 5.1.3 The TPC's responsibilities will include:
- Achieving commitment and support from Twickenham Stadium
 - Create awareness of the TP and its specific measures
 - Provide advice on transport-related subjects to visitors
 - Preparing literature and materials to provide transport advice to visitors
 - Liaising with stakeholders, boroughs, TfL, public transport operators etc. whenever necessary
 - Coordinating the data collection and monitoring the TP programme
 - Presenting a business case to secure a budget for further developing the TP and ensuring its efficient use

5.2 Travel Plan Awareness

- 5.2.1 The success of the TP is dependent upon visitor awareness through promotion and advertisement which will be developed by the TPC and the RFU. Various forms of suitable communication will be used to advise and inform visitors about the travel options and other facilities.
- 5.2.2 The Action Plan set out in Table 4 provides details of the specific measures that are to be pursued in relation to encouraging more sustainable travel patterns such as increasing walking and cycling.
- 5.2.3 Visitors to Twickenham Station will continue to be provided with information on how to reach the site by all modes so that they can make an informed decision. This guidance will highlight the commitment to sustainable transport modes.
- 5.2.4 Visitor mode of travel will depend on a number of factors:
- Point of Origin of attendees
 - Nature of Event
 - Duration of Event
 - Event Start and Finish Times
- 5.2.5 The ability to influence travel behaviour will vary based on the above factors. As part of the Stadium's initiative to reduce the use of private car and promote the use of public transport, the Event Organiser will be made aware of travel information when booking the venue. This will include how to travel to the stadium by: train, London Underground, bus and bicycle.
- 5.2.6 Whilst the travel patterns for each Event will vary, the above measures will ensure all attendees have sufficient information to make the choice to use public transport opportunities.

5.3 Implementation and Funding

5.3.1 The provision, implementation and funding of the Travel Plan will be undertaken by the RFU.

5.4 Monitoring

5.4.1 The TP is intended to be a living document and therefore will require on-going monitoring and review to ensure that the TP remains up to date.

5.4.2 The monitoring and reviewing will be the responsibility of the TPC.

5.4.3 Table 5 gives the plans and timescales for the monitoring and review of the TP.

Table 5 – Travel Plan Timescales

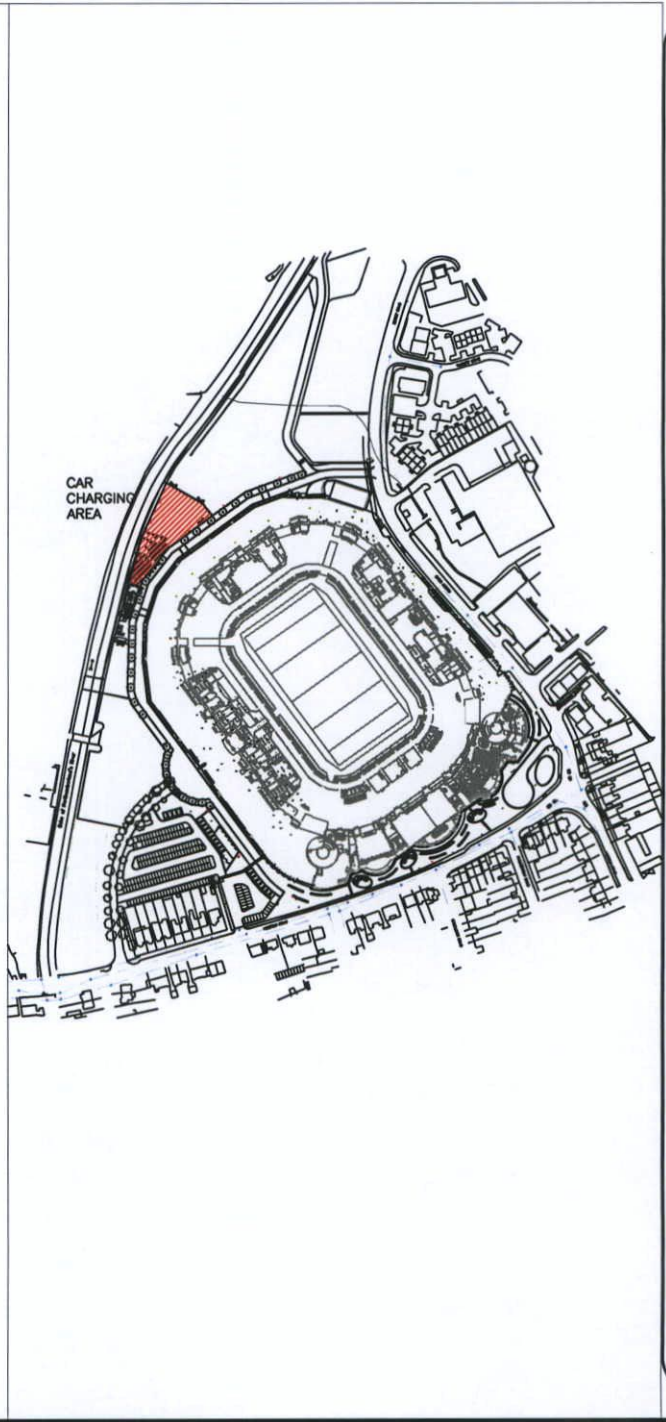
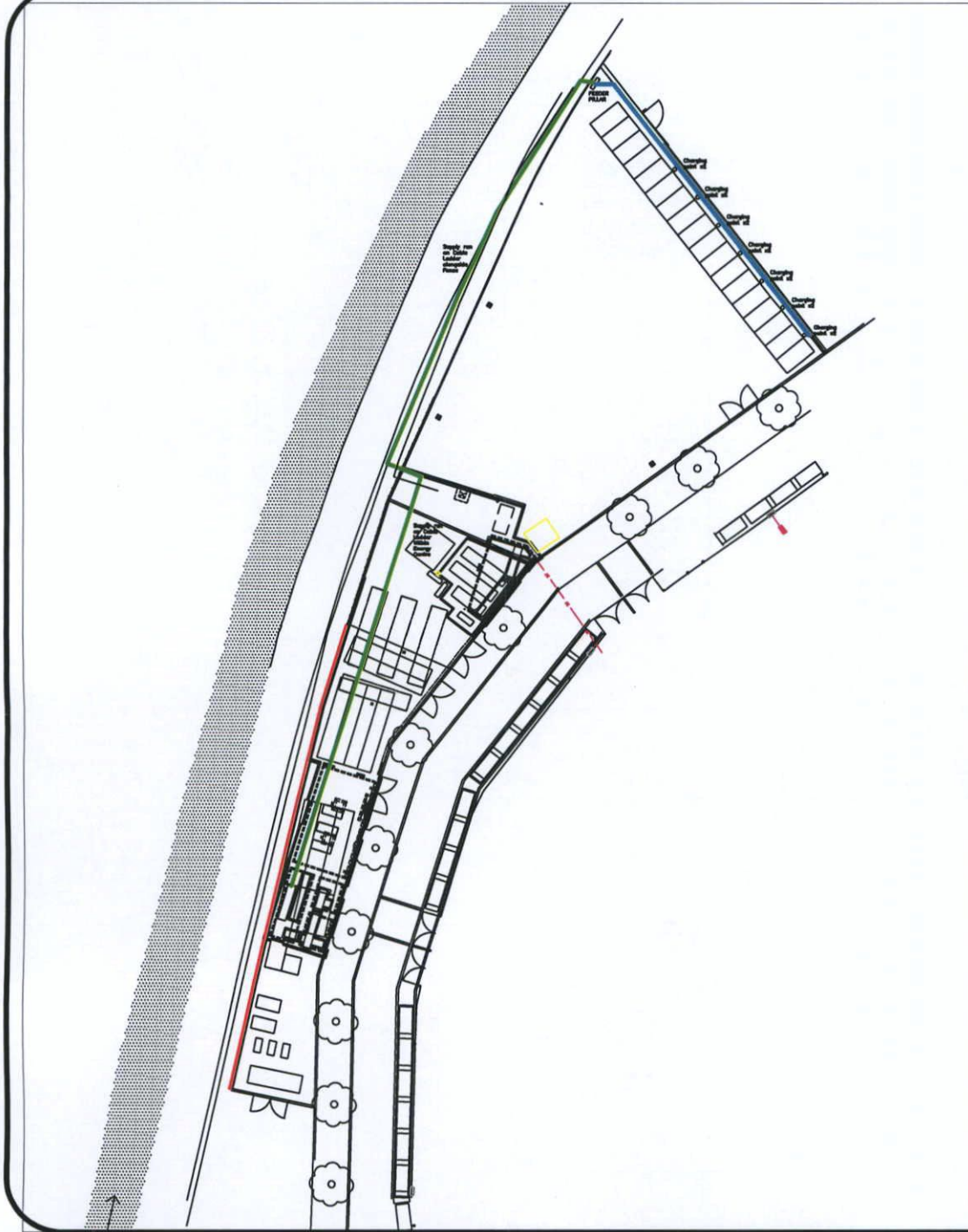
Action	Timescale
Future travel surveys	3rd and 5th year, then every three years
Feedback to RFU management	Annually
Undertake comprehensive strategic review of all aspects of the Travel Plan, including visitor mode share surveys	3rd and 5th year, then every three years

5.4.4 If the TP is shown to be regularly underachieving targets through the monitoring process, remedial actions may need to be implemented. These remedial actions would typically consist of measures which could help to get the TP on target. Costs associated with the extension of the life of the TP would be covered by the RFU.

6. SUMMARY

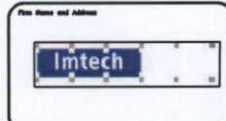
- 6.1.1 This Smaller Scale Non-Major Event Visitor Travel Plan has been prepared by Momentum Transport Consultancy on behalf of the RFU to satisfy the Section 106 obligations of the East Stand Extension planning permission.
- 6.1.2 RFU will oversee the monitoring and review of this TP through the TPC to ensure that the document reflects the changing requirements of the office and is up-to-date with travel planning options available.
- 6.1.3 RFU will ensure that suitable funding is provided for the delivery of the TP and the on-going monitoring and review.
- 6.1.4 The TP is a live document that is intended to be regularly monitored and reviewed through the TPC and regular meetings with the RFU. It is anticipated that appropriate measures will be taken to secure and enforce the TP in order to ensure regular monitoring and review of the proposed targets and measures.

**APPENDIX A – ELECTRIC VEHICLE
CHARGING POINTS**



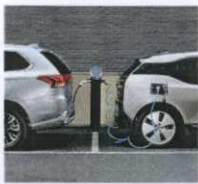
General Notes

No.	Revision/Issue	Date



Project Name and Address
Twickenham EV Charging
Charging Layouts

Project	S1159	Sheet	01
Date	20.03.2018	Scale	
Scale	NTS		



Typical 2 car charging pole



Passive provision for an additional 42 spaces (remaining 14 in the north car park)

Block paving

Grass

Chase Bridge

Duke of Northumberland's River

WHITTON ROAD

- Parking space
- Potential power supply
- Dual plug charging pole

West Car Park - Twickenham Stadium
 Proposed Car Charging Passive Provision Locations
 Sketch 180518-001-PY - KSS

