

# English Heritage

**Marble Hill Park  
London Borough of Richmond upon Thames**

**Framework Travel Plan**

**September 2018**

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# 1 INTRODUCTION

## Overview

- 1.1 Vectos has been appointed by English Heritage to advise on transport issues related to planning application for proposals at Marble Hill Park within the London Borough of Richmond upon Thames (LBRT).
- 1.2 This Framework Travel Plan (FTP) supports the following development proposals:
- refurbishment of the existing café within the footprint of the existing building;
  - installation of new interpretation to Marble Hill House;
  - altering the opening hours of Marble Hill House from 2 days per week to 5 days per week;
  - restoration of elements of the 18<sup>th</sup> century landscape between the house and the River Thames; and
  - improving the quality of the sports facilities.
- 1.3 The site has a 'good' level of public transport accessibility (PTAL 4), particularly due to its proximity to a number of frequent bus services as well as National Rail services available from St Margarets Station and both Underground and Overground services available from Richmond Station.

## Vision

- 1.4 The vision is to create an inclusive development that reduces the need to travel by car and encourages trips by sustainable modes of transport.
- 1.5 The ultimate aim of this FTP is to put in place the management tools deemed necessary so that employees/volunteers and visitors are able to make informed choices about their travel, while at the same time minimising the adverse impacts of their travel on the local environment and surrounding highway network. In meeting this aim, this FTP will help bring about the following benefits:
- Employees/Volunteers and Customers/Visitors: improved health, lower level of traffic on the highway network, potential cost savings.

## Scope of Report

- 1.6 This FTP is one of a series of documents that have been prepared on behalf of English Heritage to support a planning application for the redevelopment of the Site. The FTP sets out the overarching principles to be adopted to promote sustainable travel along with a range of measures. The FTP will be secured by planning condition.
- 1.7 The primary focus of the FTP is employees and volunteers of the site. However, some of the measures being promoted will also help to encourage customers/visitors to travel to the site more sustainably.
- 1.8 The FTP sets out measures that will be implemented as part of the development proposals.
- 1.9 This report has been written as a stand-alone document and contains all the relevant information needed to effectively implement and monitor the FTP itself.
- 1.10 The remainder of this document is structured as follows:
- Section 2** - Site Assessment
  - Section 3** - Baseline Travel Patterns
  - Section 4** - Objectives
  - Section 5** - Targets
  - Section 6** - Measures and Initiatives
  - Section 7** - Travel Plan Management
  - Section 8** - Monitoring and Review

## 2 SITE ASSESSMENT

2.1 This section of the FTP assesses the suitability of the site for sustainable transport. The site is well located being within walking and cycling distance of a large residential catchment. It benefits from being within proximity to a number of frequent bus services as well as National Rail services available from St Margarets Station and both Underground and Overground services available from Richmond Station.

### Walking

- 2.2 Government research suggests that for distances of less than 2km, there is potential for walking to replace car trips. Similarly, The Institution of Highways and Transportation (IHT) guidelines suggest a maximum 'acceptable' walking distance for pedestrians without a mobility impairment of 2km.
- 2.3 Marble Hill Park provides a network of footways which connect the numerous access points provided around the site perimeter with Marble Hill House itself as well as the other facilities provided within the park.
- 2.4 Towards the north of the site, the footways along Richmond Road are of reasonable width, lit and generally well maintained. Dropped kerbs are provided at every minor road crossing location, and a number of strategic crossings across Richmond Road also exist with dropped kerbs. These strategic crossings take a variety of forms from uncontrolled crossings, with pedestrian refuge islands, to zebra and signalised crossings. The crossings points are located at frequent intervals along Richmond Road, with an uncontrolled pedestrian refuge island crossing with dropped kerbs approximately 15m to the west of the vehicle access to the site, a signal-controlled crossing approximately midway along the site frontage and a zebra crossing to the west of the Montpelier Row.
- 2.5 A wide footpath is provided to the south of the site along the north bank of the River Thames. It enables onwards pedestrian connectivity in both directions following the alignment of the river.
- 2.6 A ferry crossing over the River Thames to the south of the site provides a connection to Ham House and residential areas south of the River Thames. The ferry operates between the hours of 10:00 and 18:00 weekdays and 10:00 and 18:30 weekends and bank holidays, with prices of £1 for an adult and 50p for a child.

## **Cycling**

- 2.7 Government guidelines suggest that “cycling has potential to substitute for short car trips, particularly those less than 5km and to form part of a longer journey by public transport”.
- 2.8 Whilst no formal cycle facilities exist within the immediate vicinity of the site, the general conditions of the majority of the local highway network, especially Richmond Road, offer options for on-carriageway cycling due to good widths, low speed limits and street lighting throughout.
- 2.9 Route 4 of the National Cycle Network can be joined south of the River Thames, via the river crossing which links with a short off-road cycle route passing through Ham House and eventually joins Route 4. Route 4 provides onwards connectivity to a number of local destinations including Teddington to the southwest and both Putney and Fulham to the northeast.

## **Public Transport**

### **Public Transport Accessibility Level (PTAL)**

- 2.10 Public Transport Accessibility Levels (PTALs) are a measure of the accessibility of a given point to the public transport network, taking into account walk access times and service availability. This method is a way of measuring the density of the public transport network at a particular point.
- 2.11 A PTAL assessment of the centre of the site has been undertaken and a score is given based on:
- Bus stops within 640 metres of the site (an eight-minute walk at an average speed of 4.8 kph);
  - Rail and underground stations within 960 metres of the site (a twelve-minute walk at 4.8 kph); and
  - Frequency of bus services between 08:15 and 09:15 on a weekday.
- 2.12 Due the expansive area that Marble Hill Park covers, it has a varying PTAL rating. However, the northern perimeter of the site, adjacent to Richmond Road, is considered as having a PTAL rating of 4 (good) and this is due to the close proximity of the park to numerous bus services, St Margarets Railway Station and Richmond Underground Station.

## Bus Services

- 2.13 The closest bus stops to the site are located on Richmond Road, approximately 150m west of the principal access location, and opposite the Rising Sun Public House to the north of Beaufort Road. **Table 2.1** provides a summary of the bus routes serving these stops. Average frequencies have been taken from the assumed peak daytime periods.

**Table 2.1: Local Bus Services**

Service	Route	Weekday			Saturday		
		First Bus	Last Bus	Freq.	First Bus	Last Bus	Freq.
<b>33</b>	Hammersmith – Barnes – Richmond - Twickenham – Fulwell	00:16	23:57	Every 8 minutes	00:16	23:57	Every 8 minutes
<b>490</b>	Heathrow – Feltham – Fulwell – Twickenham - Richmond	00:13	23:54	Every 12 minutes	00:14	23:53	Every 12 minutes
<b>H22</b>	Richmond – Twickenham – Fulwell – Whitton - Hounslow	00:24	23:44	Every 12 minutes	00:24	23:44	Every 12 minutes
<b>N22</b>	Piccadilly Circus – Chelsea – Richmond – Twickenham - Fulwell	00:16	23:47	*Every 30 minutes	00:07	23:47	*Every 20 minutes
<b>R68</b>	Kew – Richmond – Twickenham – Teddington - Hampton	00:14	23:57	Every 15 minutes	00:14	23:57	Every 15 minutes
<b>R70</b>	North Sheen – Richmond – Twickenham - Hampton	00:20	23:46	Every 10 minutes	00:20	23:48	Every 10 minutes

\* Service doesn't run between 06:23 and 23:47

## Rail Services

- 2.14 The closest railway station to the site is St Margarets Railway Station, approximately 750m north of the site. St Margarets Railway Station operates on the Waterloo to Windsor line. Notable destinations from that are served from the station include London Waterloo, Clapham Junction, Richmond, Twickenham, Wimbledon and Hounslow.

## London Underground

- 2.15 Richmond Underground station is located approximately 1.7km to the northeast of the site. District Line trains originate from here, offering direct eastbound services to destinations such as Ealing Broadway, Acton Town, Hammersmith, Earl's Court and Victoria.



2.16 A summary of the available services from Richmond Underground Station are provided in **Table 2.2** below.

**Table 2.2: Summary of London Underground Services from Richmond Underground Station**

Direction	Service Frequency (per Hour)		
	Weekday AM	Weekday PM	Weekend
Eastbound (District Line)	7	6	6

### London Overground Services

2.17 A number of London Overground stations also originate from Richmond Station. Richmond forms the westernmost destination on the Richmond-Stratford branch of the London Overground system. A summary of the services available from here is provided below in **Table 2.3**.

**Table 2.3: Summary of London Overground Services from Richmond Station**

Direction	Service Frequency (per Hour)		
	Weekday AM	Weekday PM	Weekend
Eastbound (Richmond-Stratford Branch)	4	4	4

### **3 BASELINE TRAVEL PATTERNS**

3.1 This section summarises the baseline travel patterns for visitors of the site.

#### **Baseline Travel Patterns**

3.2 The primary focus of the FTP is employees and volunteers of the site. However, some of the measures being promoted will also help to encourage customers/visitors to travel to the site more sustainably.

3.3 It is understood that Marble Hill Park currently attracts approximately 2,100 visitors on an average weekday, and approximately 3,000 visitors on an average weekend day. The majority of these visitors are park users. These estimates are based on survey data collected at the site in June 2015.

3.4 Of these daily visitors, the majority are park users. Further data provided by English Heritage indicates that during June 2015, there were 321 visitors to Marble Hill House and the existing Coach House café. There will also be visitors using other facilities such as sports pitches (which will be included in the total visitor numbers presented above), however this data indicates that at present, the majority of visitors to the Marble Hill Park site are park users, that do not use any of the facilities on offer.

3.5 To provide further data on the mode of travel of existing site visitors, interview surveys were undertaken in July 2017. These surveys indicate that approximately 75-82% of visitors arrive on foot, with only some 10-15% arriving by car. These figures vary across weekday and weekend days. Many of those that arrived by car did so in groups (e.g. families and friends travelling in the same vehicle). Of the trips undertaken by car, a mix of on and off-site parking locations were recorded.

3.6 In addition, each of these visitors arriving by car did not do so individually, with many arriving in groups (e.g. families and friends travelling in the same vehicle). As such, the 51 visitors arriving by car on the Friday equates to 34 cars, a ratio of 67% equating to a car occupancy of 1.5 visitors/car. On a Saturday, the 99 arrivals by car equates to 45 cars, a ratio of 45% or 2.2 visitors/car.

3.7 This highlights that the vast majority of visitors to Marble Hill Park are already travelling sustainably.

## Modal Split

- 3.8 Method of Travel to Work 2011 Census (Workday Population) data for the Richmond Upon Thames 009 super output area (E02000792) has been used to provide an estimation of the baseline modal splits of employees and volunteers.
- 3.9 While these will be used to inform the target within the FTP, they will be updated when the baseline travel surveys are undertaken.
- 3.10 The results of the survey are summarised in **Table 3.1** below.

**Table 3.1: Method of Travel to Work (2011 Census Data)**

Mode	Mode Split
Underground, metro, light rail or tram	7%
Train	13%
Bus, minibus or coach	16%
Taxi	0%
Motorcycle, scooter or moped	1%
Driving a car or van	43%
Passenger in a car or van	2%
Bicycle	6%
On foot	10%

## Baseline Travel Survey

- 3.11 Employee and volunteer mode split surveys will be undertaken 3 months after the occupation of the refurbishment work to the café. The purpose of the survey is to:
- monitor progress in achieving the FTP’s targets and identify refinements to be made to the plan if it is not on course for achieving what it set out to; and
  - assess the effectiveness of the FTP and specific measures implemented as part of the plan for encouraging sustainable travel.
- 3.12 The undertaking of the baseline survey represents the start of the FTP for monitoring purposes and is described as Year 0.

## 4 OBJECTIVES AND BENEFITS

4.1 This chapter sets out the overarching objectives for the FTP, as well as benefits for all parties involved in the implementation of the FTP. The objectives provide the means of achieving the high-level aims of the FTP.

### Objectives

4.2 The objectives of the FTP should cover a range of outcomes (e.g. environmental and health).

4.3 The strategy for this FTP therefore has the following objectives:

- To minimise single occupancy vehicle trips;
- To promote the use of public transport for travel to work;
- To encourage and promote healthier lifestyles through active travel; and
- To raise awareness of sustainable modes of transport available for employees/volunteers and visitors.

4.4 These objectives will be achieved by introducing a package of management measures that will facilitate employee/volunteer and customer/visitor travel by sustainable modes.

### Benefits

4.5 The benefits to employees/volunteers, customers/visitors, the promoter and the wider local community of an effective FTP can include:

#### Employee/volunteer and customer/visitor benefits:

- An excellent opportunity for daily exercise through cycling and walking;
- The opportunity to save money by using alternative modes of travel to the car; and
- Improved quality and reliability of journeys to and from work.

#### Promoter benefits:

- A demonstration of the environmental credentials of the organisation;
- Assistance with good relations with the community; and
- Reduced infrastructure and maintenance costs associated with parking.

Wider community benefits:

- A more measured level of traffic generated by the development and therefore less impact on the highway network;
- Improvements to congestion levels and delay and queuing; and
- On-going improvements to air quality and noise.

## 5 TARGETS

- 5.1 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring to ensure they remain SMART, i.e. **S**pecific, **M**easurable, **A**chievable **R**ealistic and **T**ime related.
- 5.2 There are two types of targets, namely: 'action' and 'aim' targets. Action targets are task specific and are typically consolidated into an Action Plan. Aim Targets are quantifiable and in the case of this FTP relate to the degree of modal shift the plan is seeking to achieve.

### Action Targets

- 5.3 The Action Plan for this FTP is included as **Appendix A** and sets out the actions and associated timescales for implementing the FTP.

### Aim Targets

- 5.4 The aim targets of this FTP are focused on employees/volunteers and achieving the objectives that have been set. However, through implementing the FTP there will be associated benefits for customers/visitors, who will be able to make more informed choices about their travel to the site.
- 5.5 The baseline mode share for employees/volunteers is taken from 2011 Census Data, as outlined in **Section 3**. The baseline mode share will be modified following the results of the Year 0 Baseline Travel Survey, to be carried out within 3 months of occupation of the refurbished café.
- 5.6 This FTP recognises that it is not possible to set out accurate targets far into the future, even when based on actual modal share data. Given this it should be acknowledged that the targets will change over time as results from on-going monitoring become available. This will be discussed with the Travel Plan officers.
- 5.7 **Table 5.1** outlines the Aim Targets for the employees/volunteers of the site. The targets are set to measure progress towards the main objectives over five years. These targets are to be achieved within five years of the launch of the FTP. The interim targets are to be reached within three years of the launch of the FTP.

5.8 Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets. For the most part this will be the main mode listed by employees/volunteers in the monitoring surveys conducted in Years 1, 3 and 5.

**Table 5.1: FTP Aim Targets – Employees/Volunteers**

Objective	Baseline (Year 0)	Target		
		Interim (Year 1)	Interim (Year 3)	Final (Year 5)
<ul style="list-style-type: none"> <li>To reduce single occupancy vehicle trips;</li> <li>To promote the use of public transport;</li> <li>To encourage and promote healthier lifestyles through active travel</li> </ul>	43%	2% reduction	5% reduction	10% reduction
<ul style="list-style-type: none"> <li>To encourage and promote healthier lifestyles through active travel</li> </ul>	6%	2% increase	5% increase	10% increase
	10%	2% increase	5% increase	10% increase

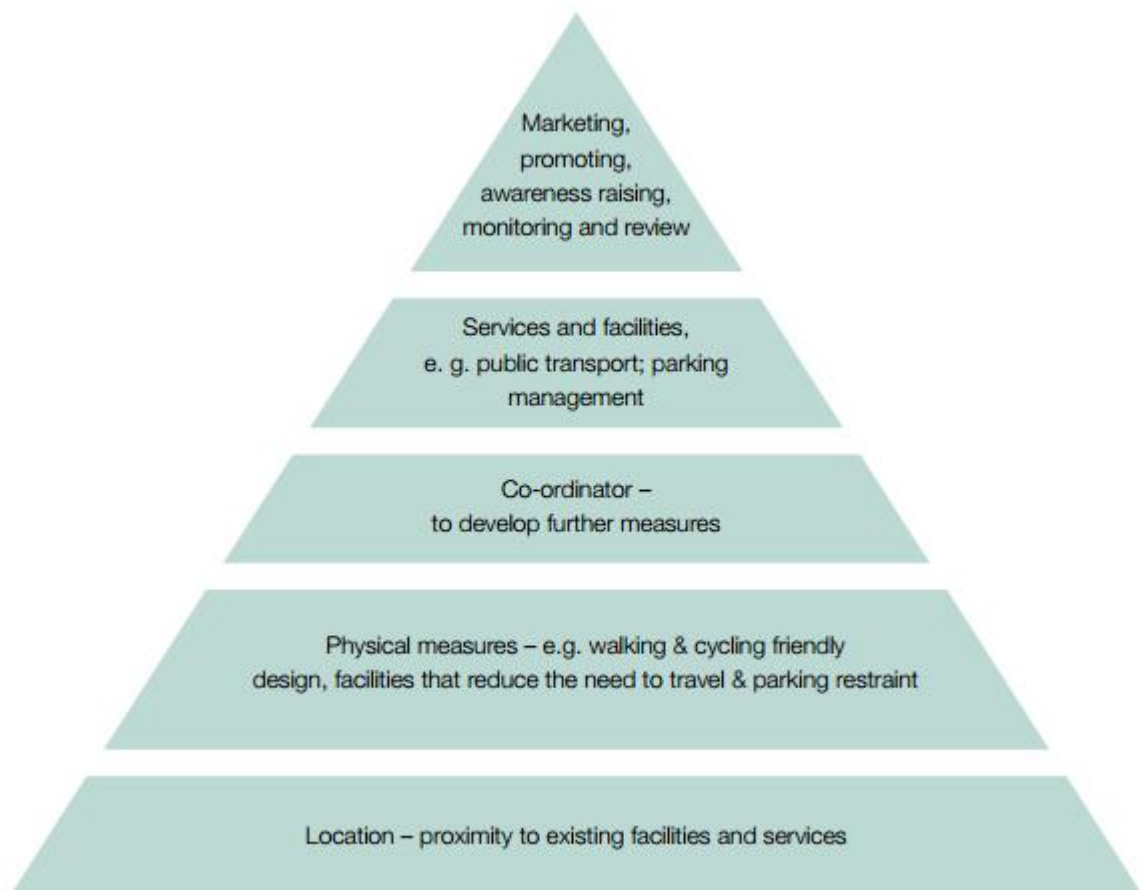
5.9 The targets listed are based on preliminary data and therefore may need to be adjusted once an accurate baseline modal share has been established from the baseline (Year 0) survey. Any adjustments to the targets will be discussed and agreed with LBRT.

## 6 MEASURES AND INITIATIVES

### Introduction

- 6.1 This section of the FTP outlines the specific physical, promotional and management measures to be undertaken as part of the FTP. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, are the core elements of the FTP.
- 6.2 A FTP can be thought of as a pyramid of measures – the FTP is built from the bottom up, with measures at each level creating the conditions that provide the foundation for success at the next level up. **Figure 6.1** below illustrates the Travel Plan Pyramid.

**Figure 6.1 – Travel Plan Pyramid**



*Extract from DfT Good Practice Guidelines: Delivering Travel Plans through the Planning Process*



- 6.3 Consideration has been given to the Travel Plan Pyramid as well as the objectives of the plan when developing the package of measures.

## **Measures to Reduce Single Occupancy Vehicle Trips**

### **Accessible Location**

- 6.4 The site has 'good' accessibility to public transport with a PTAL of 4 with a range of public transport services within easy walking distance from the site. This will facilitate travel to the site by sustainable modes. This is evidence by the low car driver mode share to the site.
- 6.5 Providing improved directions and travel information on the website. English Heritage will ensure that the Marble Hill website clearly states that travel by non-car modes is preferred and that directions by these modes are given a preference over travel by car. Where car travel information is provided, this will again clearly direct visitors to the main car park on Richmond Road and encourage use of the on-site parking facilities.
- 6.6 English Heritage will not advertise Marble Hill House in travel trade brochures for organised tours and will advise any group bookings that coach trips are not permitted at the site. This will ensure that coaches do not arrive at the site.

## **Measures to promote the use of Public Transport**

### **Accessible Location**

- 6.7 As set out above the site has a 'good' PTAL of 4 and is located within easy access of a range of public transport services.

### **Public Transport Information**

- 6.8 The Marble Hill website will provide information on how to access the site by public transport and other sustainable modes.

## **Measures to Encourage and Promote Healthier Lifestyles**

### **On-site Walking and Cycling Facilities**

- 6.9 English Heritage is improving the capacity and accessibility of cycling bays at Marble Hill by installing an additional 20 cycle stands capable of accommodating 40 bicycles. These will be located at two locations within the park – adjacent to the car park and adjacent to the café.

- 6.10 English Heritage has contacted a number of rental bike providers including OFO and Mobike to explore the possibility of Marble Hill Park being one of their regular cycle drop off locations. This would allow Marble Hill Park to become a location which local people would be able to pick up a bike to travel home from the park, and this would encourage a proportion of scheme users to also use the scheme to travel via bike to the park, safe in the knowledge that there would be a guaranteed supply of bikes to rent in order to make the return trip home.

### **Promotion**

- 6.11 Marble Hill is close to the Sustrans National Cycle Network Routes in Richmond Park and between Hampton Wick and Twickenham Station. English Heritage is currently working nationally with Sustrans to encourage visitation to a number of its properties (including Marble Hill) using bicycles. The aim is to promote travel to and from key English Heritage properties by bike not only on the EH website, but also on the websites of Sustrans and the National Cycle Network.
- 6.12 Promoting the accessibility of Marble Hill as a walking destination by working with walking route websites & apps such as ifootpath.com in order to better feature Marble Hill as a stop off point on existing local walking routes. In taking this approach, English Heritage will highlight the proximity of Marble Hill to pleasant local walking routes for people living locally, and also increase the attractiveness of Marble Hill as a destination for people via public transport plus a short pleasant walk (along the river) from a major transport node such as Richmond Station.

### **Website**

- 6.13 The Marble Hill website will provide appropriate and up to date information on the sustainable travel options available for accessing the site.
- 6.14 The website will serve as a 'one stop shop' for the dissemination of travel information to employees/volunteers and customers/visitors.

### **Travel Plan Co-ordinator**

- 6.15 The Travel Plan Co-ordinator for the site will oversee the implementation of the FTP and promotion and awareness of the FTP and the associated package of measures. The Travel

Plan Co-ordinator will manage communication with employees/volunteers and customers/visitors and all significant local organisations.

## 7 TRAVEL PLAN MANAGEMENT

### Travel Plan Co-ordinator

7.1 A Travel Plan Co-ordinator will be nominated to take responsibility for the management of the FTP, ensuring its delivery. The Travel Plan Co-ordinator role for the Site will be fulfilled by:

**Name:** (tbc)

**Organisation:** (tbc)

**Email:** (tbc)

7.2 The amount of time required by the Travel Plan Co-ordinator to undertake the duties associated with the FTP will vary depending on a specific task. However, the Travel Plan Co-ordinator will allow sufficient time to carry out the measures outlined in the Action Plan and to undertake the maintenance of necessary systems, data and paperwork.

7.3 The roles and responsibilities of the Travel Plan Co-ordinator are set out below:

- Ensuring the structures for the on-going management of the plan are set up and running effectively;
- Liaising with transport operators and other service providers;
- Overseeing the monitoring and reporting of the FTP including liaising with the Local Authority where appropriate;
- Overseeing and monitoring the regular surveys and questionnaires, which will inform the ongoing development of the plan;
- Monitoring and where necessary revising FTP targets; and
- Administration of the FTP, which involves the maintenance of necessary systems, data and paperwork, consultation and promotion.

### Travel Plan Funding

7.4 All measures implemented prior to the development being occupied will be funded by English Heritage, including the nomination of the Travel Plan Co-ordinator. English Heritage will also fund the travel surveys of the development undertaken for monitoring purposes in year 0, 1, 3 and 5.

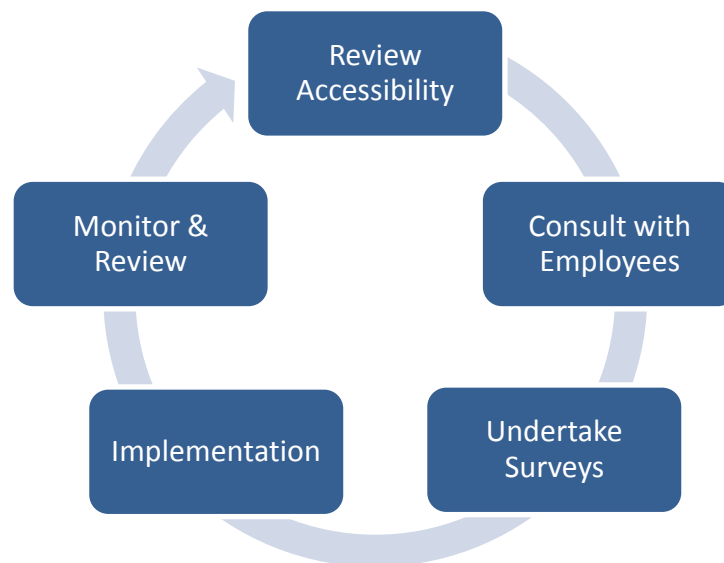
## 8 MONITORING AND REVIEW

- 8.1 The FTP is part of a continuous process for improvement, requiring monitoring review and revision to ensure it remains relevant.
- 8.2 A programme of monitoring and review will be implemented to generate information by which the success of the FTP will be evaluated. This will help to establish whether the objectives and targets are being met. Monitoring and review will be the responsibility of the Travel Plan Coordinator.

### Monitoring and Review Process

- 8.3 The monitoring and review process is illustrated at **Figure 8.1** below.

**Figure 8.1 – Monitoring and Review Process**



### Review Accessibility

- 8.4 The first step in the monitoring and review process will be to review the accessibility of the Site in terms of access to all modes of travel, including public transport, walking cycling and journeys by car (car sharing and single occupancy). This information will then be drawn together into a report in order to target where improvements would be beneficial. This will build on the assessments already undertaken within the Transport Assessment.

## **Consultation**

- 8.5 Consultation is key to a successful FTP and gaining the buy-in of employees/volunteers will be an essential element. The second stage of the monitoring and review process will ensure that users of the site are consulted appropriately.

## **Undertake Surveys**

- 8.6 The Travel Plan Co-ordinator will arrange the baseline (Year 0) employee/volunteer travel survey to be undertaken within 3 months of occupation of the café refurbishment. The survey will then be repeated on the first, third and fifth anniversary of the baseline survey.

## **Implementation**

- 8.7 This stage of the monitoring and review process refers to the implementation of the FTP. This stage will be informed by the previous three stages and will seek to implement the measures to achieve the targets and objectives of the plan. The Travel Plan Co-ordinator will coordinate this stage of the process.

## **Reporting**

- 8.8 The Travel Plan Co-ordinator will produce a monitoring report after the surveys are undertaken which will demonstrate the extent to which the mode share targets are on track to being achieved. The monitoring report will include the results of the travel surveys undertaken.
- 8.9 LBRT officers will review the monitoring reports and determine, in conjunction with English Heritage and their consultant, if:
- The FTP is meeting, or on track to meet, the mode share targets and no amendments to the Action Plan or mode share targets are required;
  - The FTP is not on track to meet the mode share targets, but it is considered that no further action should be taken either because there are remedial measures already in place, or because any reasons for divergence from the target mode share are considered reasonable and legitimate; or
  - The FTP is not on track to meet the mode share targets and LBRT officers consider that revised targets should be considered.

# **APPENDIX A**

## **Action Plan**

## FTP Action Plan

Action	Notes	Status/ Target Date	Method of Monitoring	Responsibility
<b>General</b>				
Nominating Travel Plan Co-ordinator (TPC)		Prior to first occupation	N/A	Site Owner
<b>Information Provision</b>				
Website		Prior to occupation of refurbishment of café	TPC to keep the website up to date	TPC
<b>Cycling</b>				
Provision of cycle parking facilities		Prior to occupation of refurbishment of café	TPC to undertake spot checks of demand	Site Owner
Website	Updated to provide cycling information	Prior to occupation of refurbishment of café	N/A	TPC
<b>Walking</b>				
Website	Updated to provide walking information	Prior to occupation of refurbishment of café	N/A	TPC
<b>Public Transport</b>				
Website	Updated to provide public transport information	Prior to occupation of refurbishment of café	N/A	TPC