



Manor Road / Richmond

Revised Residential Travel Plan

Sanderson Associates

July 2020

Prepared on behalf of

Avanton Richmond Development Limited

**Redevelopment of Homebase,
Manor Road, North Sheen**

**Revised Residential Travel Plan
July 2020**

Acknowledgements:

Census data from www.nomisweb.co.uk has been used to assess modal split.

Maps from National Geographic Society MapMaker have been used in this report.

Census data has been used to predict modal split of travel.

The Local Cycling Guide extract has been obtained from Transport for London.

Disclaimer

The methodology adopted and the sources of information used by Sanderson Associates (Consulting Engineers) Ltd in providing its services are outlined within this Report.

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Contents

Page No

Executive Summary	5
1 Introduction.....	6
2 Planning Policy Context.....	7
3 Travel Plan Co-ordinator	10
4 Travel Plan Objectives and Targets.....	12
5 Travel Plan Measures	15
6 Marketing and Communication Strategy.....	33
7 Monitoring.....	34
8 Summary and Conclusions.....	37

Appendices

APPENDIX A

Figure 1 – Site Location Plan

APPENDIX B

Proposed Layout Plan

APPENDIX C

Sample Resident Travel Survey Questionnaire

APPENDIX D

Census Data

APPENDIX E

Example Travel Information Pack – Residents

Executive Summary

This revised Residential Travel Plan seeks to encourage future residents of the proposed development off Manor Road, North Sheen, to use sustainable modes of travel.

The key actions arising from this plan are:-

- Prior to first marketing of the development, Avanton Richmond Development Ltd will notify the London Borough of Richmond upon Thames (LBRuT) of the appointed site wide Travel Plan Co-ordinator (TPC). This person will have responsibility for the implementation of the Travel Plan and will have an overarching role in guiding and coordinating the initiatives for all residents.
- A separate Commercial Travel Plan (ref 11205-005-03) has been prepared.
- The TPC will be appointed to undertake the specific tasks outlined in this document and act as a contact with LBRuT and other relevant bodies. The Travel Plan will operate throughout the construction period and for 5 years post completion with formal monitoring taking place on an annual basis until then following the initial travel surveys.
- The first resident travel surveys will be implemented by the TPC following the occupation of one third of the development (151 units). Once all base line surveys have been completed the TPC will annually review and tailor the Travel Plan initiatives to meet with the needs of residents. Any alterations to the approved targets and measures contained within this Travel Plan will be agreed with LBRUT prior to implementation.
- The TPC shall produce an Action Plan which will include an annual program of measures designed to help achieve the annual Travel Plan targets on travel mode share detailed in Section 4.2 of this Travel Plan. It will clearly set out the tasks involved, the person(s) responsible, and dates by which the measures will be achieved.

1 Introduction

- 1.1 Sanderson Associates (Consulting Engineers) Limited has been appointed by Avanton Richmond Development Ltd, to prepare a revised Residential Travel Plan in support of development proposals at Homebase, Manor Road, North Sheen. The proposals are for the demolition of existing buildings and structures and comprehensive phased residential-led redevelopment to provide 453 residential units (of which 173 units will be affordable), flexible retail, community and office uses, provision of car and cycle parking, landscaping, public and private open spaces and all other necessary enabling works. A site location plan can be found at **Appendix A (Figure 1)** with layout plans at **Appendix B**.
- 1.2 This document provides details of measures and initiatives that will be implemented within the proposed development to promote sustainable travel modes. A Residential Travel Plan Co-ordinator (TPC) will be appointed by the developer to facilitate this Travel Plan and provide assistance to all future residents.
- 1.3 The TPC will liaise with representatives from LBRuT and other parties as necessary to coordinate targets, initiatives and measures for the development site. An Annual Monitoring Report will be prepared and submitted to LBRuT. This will ensure a comprehensive approach to travel planning which will promote good practice within the development site.
- 1.4 Avanton Richmond Development Ltd acknowledge their wider responsibilities to encourage a sustainable development which will contribute to reducing congestion and help the viability and attractiveness of the development. In a wider sense the Travel Plan will also aid in protecting the general environment.

2 Planning Policy Context

2.1 **National Planning Policy**

2.1.1 In July 2018 a new National Planning Policy Framework (NPPF) was published, which sets out the Government's planning policies for England and how these are expected to be applied. This was then updated in February 2019. This NPPF replaces the previous NPPF dated March 2012.

2.1.2 At NPPF paragraph 38 it is stated that;

'Decision-makers at every level should seek to approve applications for sustainable development where possible.'

2.1.3 Paragraph 108 states that in assessing development applications;

'a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;

b) safe and suitable access to the site can be achieved for all users; and

c) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.'

2.1.4 NPPF Paragraphs 109 and 110 state that;

'Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

Within this context, applications for development should:

a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.'*

2.1.5 NPPF Paragraph 111 states that;

'All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.'

2.2 London Plan Policies

2.2.1 The current London Plan (2016) is the adopted London Plan and is “the overall strategic plan for London” that “sets out an integrated economic, environmental, transport and social framework for the development of London over the next 20–25 years”. However, “the draft London Plan is a material consideration in planning decisions”. All local development documents for each London Borough are to be “in general conformity” with the London Plan.

2.2.2 The London Mayor’s Transport Strategy 2018 has the vision of reducing “Londoners’ dependency on cars in favour of increased walking, cycling and public transport use”.

2.3 Local Planning Policies

- 2.3.1 The Local Plan for LBRuT, adopted July 2018, sets out the key planning policies for the area for a 15 year period. Policy LP 44 relates to Sustainable Travel Choices including cycling and walking, public transport and location of new developments. *“The Council will work in partnership to promote safe, sustainable and accessible transport solutions, which minimise the impacts of development including in relation to congestion, air pollution and carbon dioxide emissions, and maximise opportunities including for health benefits and providing access to services, facilities and employment”.*

3 Travel Plan Co-ordinator

- 3.1 The implementation and operation of a Travel Plan is likely to be secured by the imposition of a formal planning condition to ensure that the approved travel plan initiatives and measures are put in place.
- 3.2 In order to assist with the implementation of the Travel Plan, Avanton Richmond Development Ltd will appoint a TPC when the development is first marketed. This person will have responsibility for the overall implementation of the Travel Plan and will have an overarching role in guiding and co-ordinating the initiatives contained within this document. The details of the TPC will be passed to the Local Planning and Highway Authorities Travel Plan Officer once the appointment is made. On an interim basis the TPC for the development will be Avanton Richmond Development Ltd prior to them appointing a site specific TPC. The provisions of the Travel Plan can be secured by way of either planning condition or planning obligation.
- 3.3 The duties of the TPC will begin prior to the first occupation and continue for five years after one third (151 units) of the residential element of the development is occupied.
- 3.4 The TPC will seek to engage with residents about the Travel Plan and inform them of the results of surveys on a regular basis so that they are involved in the travel plan process. Meetings can be arranged with residents to advise and discuss targets, progress and proposed travel initiatives.
- 3.5 The table overleaf provides an overview of the TPC's role and responsibilities. Some of these will be informed by the outcome of the liaison and meetings with the Council and other relevant bodies.

Responsibility	
1	Liaise with the Council and other relevant bodies as necessary on a regular basis.
2	Decide on most appropriate Travel Plan measures to meet the Travel Plan targets and discuss measures with the Council and other relevant bodies as necessary.
3	Access funding for each suggested measure through liaison with Avanton Richmond Development Ltd
4	Provide residents with (or access to) travel information packs containing information on timetables, sustainable transport links to the site, cycling and details of the regional car share scheme or any relating to site. Provide annual mailshot to update information.
5	Provide each residential unit with a resident travel survey questionnaire to be completed within 1 month of occupation.
6	Undertake initial base line modal split travel survey once one third of the residential element of the development is occupied (151 units).
7	Disseminate annual resident travel surveys following the anniversary of the initial travel survey. Review the Travel Plan. The results should be collated and provided to the Council within 3 months of the completion of the surveys.
8	Produce an annual Action Plan detailing measures to be undertaken for each 12 month period over the life span of the Travel Plan. The measures should be designed to meet with the travel plan targets and should consider the results of the residential travel surveys. In the event that all targets are met no annual action plan will be required.

Table 3.5 - Main responsibilities of Residential TPC

- 3.6 The resident travel surveys shall be conducted generally in accordance with the sample questionnaire contained at **Appendix C** of this Travel Plan. The results of the surveys will be considered by the TPC, the Council and other relevant bodies and appropriate updates will be made to the Travel Plan.

4 Travel Plan Objectives and Targets

4.1 Travel Plan Objectives

4.1.1 Travel Plans exist to influence travel behaviour towards the greater use of more sustainable methods of travel, by using a mixture of increased transport opportunity, providing information, persuasion and incentive.

4.1.2 The main objectives of this Travel Plan are as follows:

- To promote the use of sustainable modes of travel to all residents.
- To make residents aware of the benefits to be derived from the Travel Plan.
- To minimise the level of vehicular traffic generated by the site.

4.2 Travel Plan Targets

4.2.1 In order to set appropriate targets, analysis of the multimodal split of the local area has been undertaken utilising the 2011 Census Data – Method of Travel to Work dataset. The Richmond upon Thames 004 MSOA (Middle Super Output Area) has been used and the table below summarises the Census data with a full copy at **Appendix D**.

	Richmond upon Thames 004	Richmond upon Thames	England
Method of Travel to Work	% working	% working	% working
Work Mainly at or From Home	8.0%	8.9%	5.4%
Underground, Metro, Light Rail, Tram	21.6%	10.7%	4.1%
Train	17.9%	21.9%	5.3%
Bus, Minibus or Coach	7.5%	7.6%	7.5%
Taxi	0.2%	0.2%	0.5%
Motorcycle, Scooter or Moped	1.6%	1.7%	0.8%
Driving a Car or Van	26.8%	32.5%	57.0%
Passenger in a Car or Van	1.2%	1.4%	5.0%
Bicycle	5.9%	6.1%	3.0%
On Foot	8.6%	8.2%	10.7%
Other Method of Travel to Work	0.8%	0.7%	0.6%

Table 4.2.1 – Census Data – Method of Travel to Work

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- 4.2.2 From the information in the table above it can be seen that travel by public transport is the most popular with 47.0% of workers in Richmond upon Thames 004 MSOA choosing to travel by bus, train or underground/light rail.
- 4.2.3 Assuming that the car/van passengers are travelling with a driver in the same area, it can be estimated that 25.6% of journeys to work are carried out as a single car/van occupant (26.8-1.2%).
- 4.2.4 14.5% of journeys to work are by active modes and 8.0% of residents work at, or mainly from, home.
- 4.2.5 With regards to setting targets, typically, travel plans primarily seek to reduce single occupancy car journeys. However, given that the development is proposed as predominantly 'car-free', it is considered that the opportunity for future residents to travel to / from the site by car will be naturally limited. Therefore, the level of single occupancy journeys occurring in the local area from Census data (25.6%), is unlikely to be generated by the site once developed.
- 4.2.6 At this stage it is therefore considered inappropriate to target, for instance, a 10% reduction in single occupancy car journeys, as the baseline travel surveys (once undertaken) may identify a negligible use of cars to begin with.
- 4.2.7 It is considered that an appropriate target would be to encourage a shift from public passenger transport modes to 'active' travel modes such as walking and cycling. This will help to ease congestion on the local highway network together with the added associated environmental benefits.
- 4.2.8 The initial target will therefore be to achieve 25% of travel by 'active' modes of transport, walking and cycling, within 5 years. An increase of approximately 10% when compared against local travel patterns.
- 4.2.9 It is considered that the above interim target based on Census data will be refined once the site is occupied and the baseline travel surveys have been undertaken.

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- 4.2.10 This Travel Plan will apply to the development once one third of the residential element of the development is occupied (151 units) although the travel plan measures and initiatives will be implemented from first occupation.
- 4.2.11 The effectiveness of the initial measures contained within this Travel Plan will be annually monitored and reviewed for a minimum period of 5 years. This will allow the Plan to evolve to meet the needs of future residents and increases the likelihood that the modal shift targets are met.
- 4.2.12 Any alterations to the approved targets and measures contained within this Travel Plan will be agreed with LBRuT prior to implementation. Should the results indicate a significant improvement on the proposed targets then the TPC will seek to maintain and improve upon the results and will liaise with the Council and other relevant parties to discuss new potential targets.
- 4.2.13 It is considered that raising awareness of the Travel Plan increases the likelihood of a successful change in travel behaviour. This will be achieved by providing a Travel Information Pack, an example of which is contained at **Appendix E**, to each residential unit which clearly sets out the measures and initiatives contained within this Travel Plan.

5 Travel Plan Measures

5.1 Overview

5.1.1 In order to accord with the aspirations of National Guidance, any new proposals should extend the choice in transport and secure mobility in a way that supports sustainable development.

5.1.2 This section of the report considers the accessibility of the development by the following modes of transport.

- Accessibility on foot;
- Accessibility by cycle;
- Accessibility by bus;
- Accessibility by rail and tube;
- Car sharing;
- Car clubs;
- Reducing the need to travel to work; and
- Other measures

5.1.3 To encourage residents of the development to travel to and from the site via sustainable modes, it is particularly important that they are made aware of the transport options that are available and of aspects of the site's infrastructure that have been designed to assist and encourage their use. This will be carried out by the provision of promotional literature such as the Travel Information Pack. The possibility of providing details of sustainable travel options for residents using the developer's websites will be investigated.

5.2 **Accessibility by Foot**

5.2.1 Walking is the most important mode of transport in the local level and can replace short car trips in journeys under 2km, which contribute to congestion and pollution, and the need for car parking. Walking is the most sustainable form of transport and provides one way of reducing pressure on the environment. People walking are also travelling at a pace that gives them a greater connection with their surroundings and can have positive benefits in relation to a community's security through increased surveillance.

5.2.2 Walking stimulates both personal health and the health of communities and local economies. Government health improvement advice states that just 30 minutes brisk walking 5 times a week can bring about significant reductions in the risk of coronary heart disease, high blood pressure and diabetes.

5.2.3 In relation to acceptable walking distances, Manual for Streets is the latest national guidance on the design of residential roads and offers the following guidance in Section 4.4 "The walkable neighbourhood".

"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance of most residents." It is noted that PPS 13 has been superseded by NPPF but the general guidance offered in Manual for Streets is considered relevant.

5.2.4 The IHT publication "*Providing for Journeys on Foot*" also identifies suggested acceptable walking distances for commuting, school and sight-seeing as follows with times based on a walking speed of 1.4m/s.

Desirable 500m	6 minutes
Acceptable 1000m	12 minutes
Preferred maximum 2000m	24 minutes

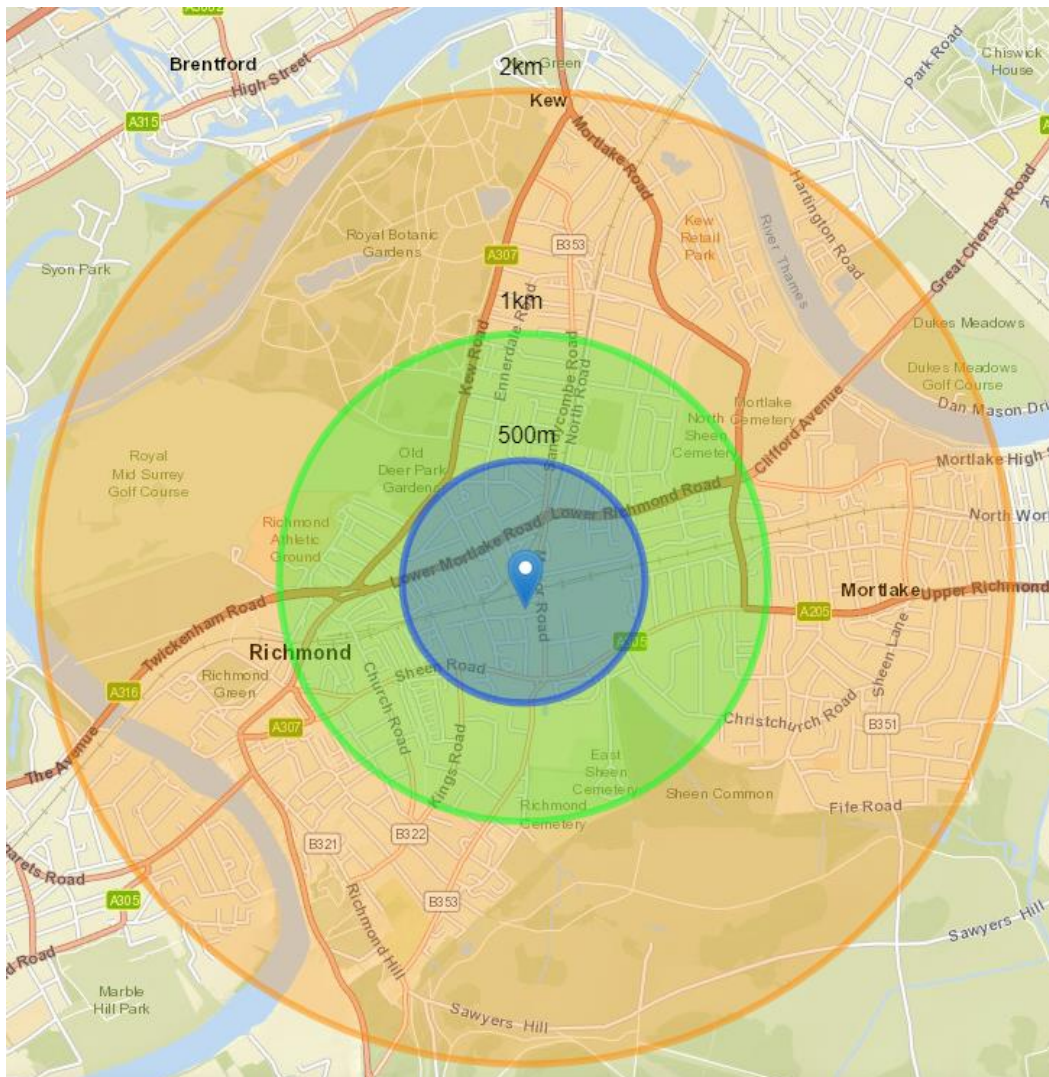


Figure 5.2.5 – Indicative walking radii (National Geographic Society MapMaker)

5.2.5 The figure above identifies 500m, 1km and 2km walking radii from the site. It is noted that walking routes will not follow the simple radius of this plan and the plan is provided as an indication of where destinations lie and the general extent to which the local area can be accessed on foot. The following amenities and facilities are all located within walking distance of the site.

5.2.6 Within a 500m walking distance of the site there are bus stops on Manor Road, Lower Richmond Road, Sandycombe Road and Lower Mortlake Road, North Sheen Train Station, Sainsbury’s supermarket, Lloyd’s Pharmacy, Starbucks coffee shop, Bright Horizons Day Nursery and Preschool.

- 5.2.7 Within a 1km walking distance of the site there is Darel Primary School, Windham Nursery School, The Kings Road Nursery, Marshgate Primary School, Christ's School and Sixth Form Centre, Holy Trinity Primary School, North Sheen recreation ground, North Sheen Bowling Club, Skinners Newsagent and Post Office, Seymour House Surgery, Kew Road Dental, Dental Care London, Specsavers and Vision Express.
- 5.2.8 Within 2km there is Kings House School, North Road Surgery, Pensford Tennis Club, Richmond Town Centre with various amenities and facilities, Richmond Station, Kew Gardens Station and Royal Botanic Gardens at Kew.
- 5.2.9 The IHT publication "*Guidelines for Planning for Public Transport in Developments*" identifies maximum walking distances to bus stops as 400m, with 300m desirable. The PTAL assessment takes into account bus stops within 640m. The bus stops on Manor Road are located approximately 170-180m from the site therefore within the desired walking distance. Bus stops on Lower Mortlake Road and Lower Richmond Road are located approximately 340-390m from the site therefore within acceptable walking distances.

Initiatives

- 5.2.10 The TPC will promote the benefits of walking in relation to general health and well-being. Walking to local services and facilities will be promoted to residents.
- 5.2.11 The Travel Plan Co-ordinator will advise residents that information regarding walking is available from various websites such as Transport for London tfl.gov.uk/modes/walking/, www.walklondon.org.uk/, and www.walkingforhealth.org.uk/ together with local walking route planner websites for London <https://tfl.gov.uk/plan-a-journey/> and walkit.com/cities/london/.

5.3 *Accessibility by Cycle*

- 5.3.1 Like walking, cycling has an important part to play in reducing congestion, improving accessibility and reducing pollution. A further benefit of cycling is linked to increased general health and fitness which has personal benefits as well as economic benefits for the nation in terms of health service costs. The bicycle is generally more affordable than the car and hence there are social equity benefits to the promotion of cycling. Cycling may also allow people without cars to reach destinations that they may otherwise be unable to reach.
- 5.3.2 It is indicated in PPG13 (2001) that “cycling has the potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport”. However, ‘Building Sustainable Transport into New Developments’ (2008) identifies that “people may be willing to walk or cycle further where their surroundings are more attractive, safe and stimulating”. Furthermore, the National Travel Survey identifies longer cycle journeys than 5km with an average distance of 5.3km and an 85th percentile distance of 7.4km.
- 5.3.3 The plan overleaf indicates destinations which lie within 5km and 7.5km radii of the application site. It is noted that cycling will not follow the simple radius of this plan and the plan is provided as an indication of where destinations lie and the general extent to which the site is accessible by cycle.

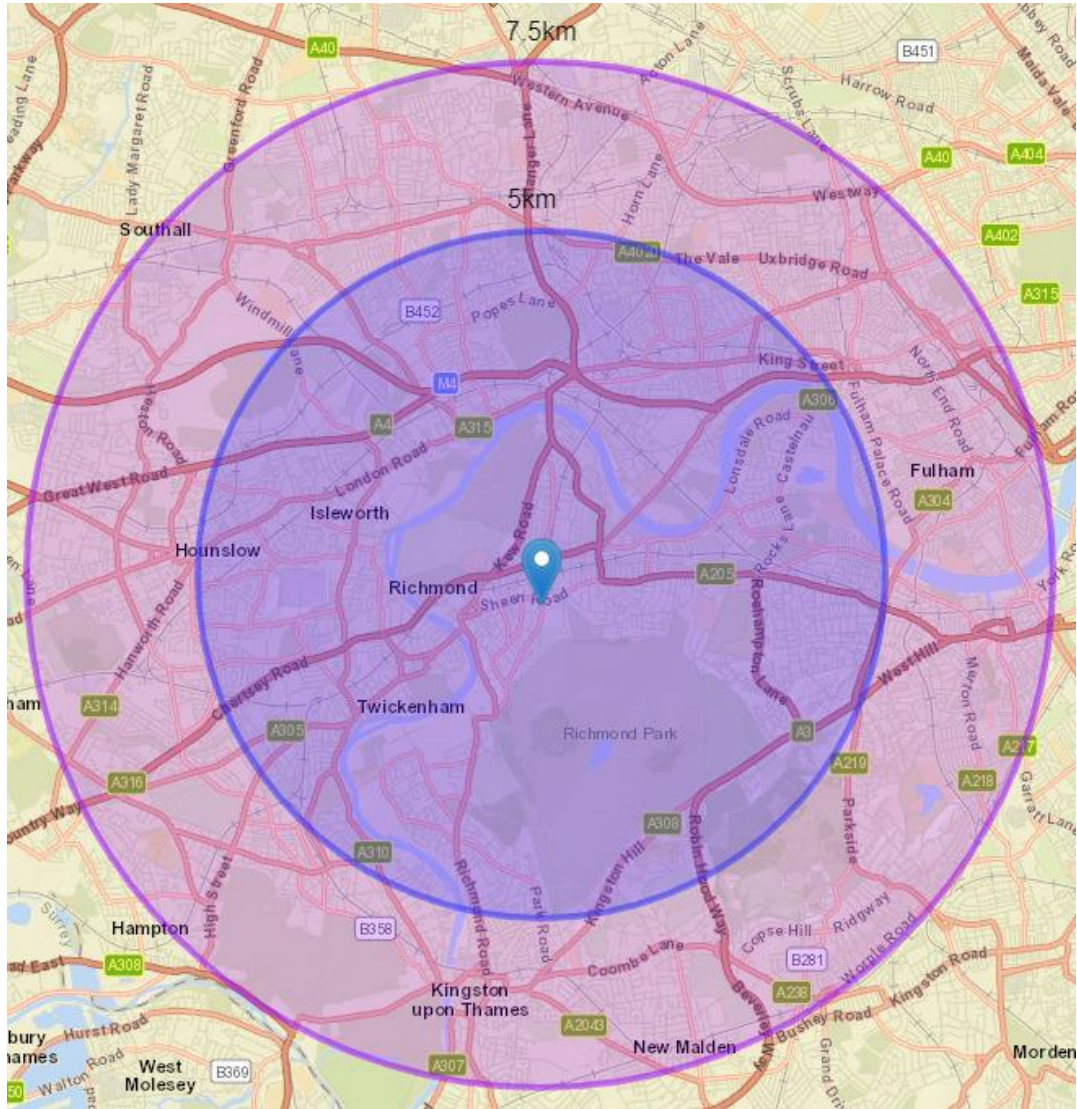


Figure 5.3.3 – Indicative cycling radii (National Geographic Society MapMaker)

5.3.4 In relation to the application site; cycling distances from local centres and key locations within cycling distance are detailed overleaf.

Origin/Destination	Distance
North Sheen Station	0.1km
North Sheen	0.7km
Kew	1.3km
Richmond Station	1.5km
Richmond Town Centre	1.6km
Kew Gardens Station	1.7km
East Sheen	2.1km
East Twickenham	2.5km
Chiswick	3.8km
Roehampton	4.2km
Brentford	4.9km
Hammersmith	5.7km
West Kensington	7.2km
Shepherd's Bush	7.3km
Kington upon Thames	7.4km

- 5.3.5 In the vicinity of the site, Manor Road, Manor Grove, Lower Richmond Road and Lower Mortlake Road are shown as off road/quiet cycle routes on the Transport for London Cycling Guides.

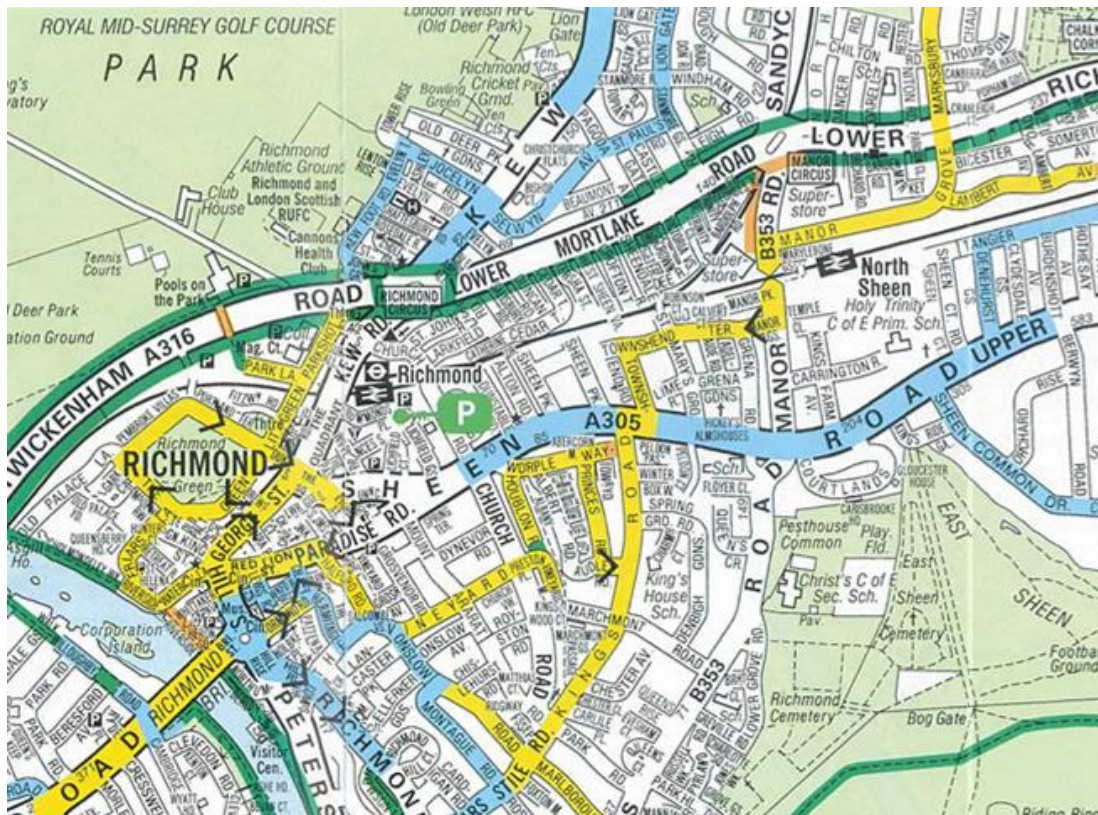


Figure 5.3.5 – Extract of Transport for London Local Cycling Guide 9

5.3.6 The site is accessible by cycle and plentiful cycle parking will be provided. It is therefore concluded that the site’s location provides good cycling accessibility to the local area and the local infrastructure provides good opportunities for cycle use with ongoing connectivity to public transport.

Initiatives

5.3.7 The site provides cycle friendly routes and cycle parking is provided throughout, as can be seen on the proposed site layout plan at **Appendix B**, to encourage this mode of transport.

5.3.8 Bikes are available to hire in Richmond town centre. An app for Apple and Android devices enables users to locate and hire the bikes that can be parked in any normal cycle parking spaces as they have an integrated lock. Further information can be found at www.ofo.com/uk/en.

- 5.3.9 Information for cyclists including details of routes, cycle training and details of cycle facilities will be included within the Travel Information Pack and displayed in communal areas. Further information on cycling can be found at www.richmond.gov.uk/services/roads_and_transport/cycling, <https://tfl.gov.uk/modes/cycling/> and www.sustrans.org.uk.
- 5.3.10 Transport for London provide cycle maps of London free of charge. These can be ordered at <https://tfl.gov.uk/forms/12419.aspx>.
- 5.3.11 Cycle route planners are available at <https://tfl.gov.uk/plan-a-journey/> and www.cyclestreets.net
- 5.3.12 Information on cycle training is available at www.richmond.gov.uk/services/roads_and_transport/road_safety/cycling_training and <https://tfl.gov.uk/modes/cycling/cycling-in-london/cycle-skills?intcmp=2386>.
- 5.3.13 The responsibility for obtaining and updating information relating to cycling will fall to the Travel Plan Co-ordinator.
- 5.3.14 The Travel Plan Co-ordinator will promote the benefits of cycling in relation to general health and well-being. An example of this would be by providing information for cyclists including the location of cycle shops and those that may offer discount on cycles and repairs/maintenance will be included in the travel information packs and displayed on notice boards located throughout the site.
- 5.3.15 In addition to the above, a free app can also be downloaded for use with all devices and is entitled 'The Complete National Cycle Network'. The app provides detailed mapping and route locations and operates in conjunction with the handsets GPS locator. Residents will be informed that this software is available for free download.

5.4 **Accessibility by Bus**

5.4.1 The closest bus stops to the site are located on Manor Road approximately 170-180m from the site. In addition, bus stops are located on Lower Mortlake Road, Lower Richmond Road and Sandycombe Road slightly further from the site. The location of these stops is shown in the figure below;

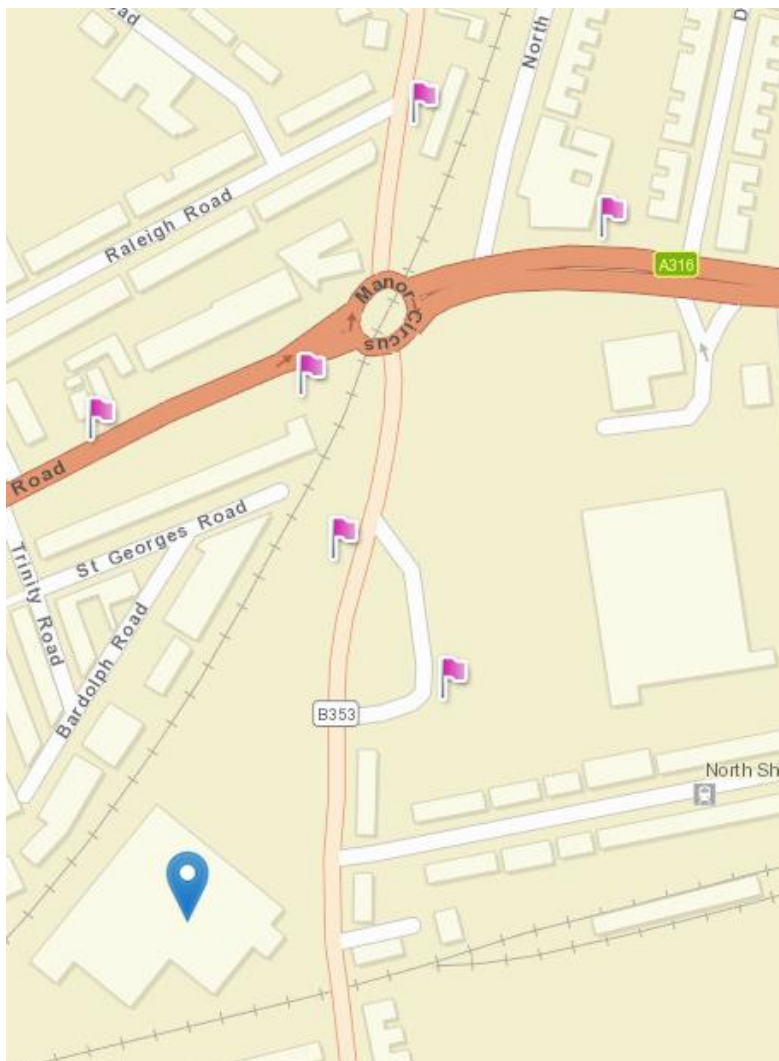


Figure 5.4.1 – Location of bus stops (National Geographic Society MapMaker)

5.4.2 The facilities at these stops and the services available are detailed below;

Manor Road

Location: Manor Road
Reference: Sainsbury's (SU)
Distance to stop: Approx 170m from site
Direction of travel: Buses travelling southbound
Facilities: Pole with flag, timetable information, road markings
Bus services: 371

Location: Manor Road
Reference: Sainsbury's (SC)
Distance to stop: Approx 180m from site
Direction of travel: Buses travelling northbound
Facilities: Pole with flag, shelter with seating, timetable information
Bus services: 371, 493, R70

Lower Mortlake Road

Location: Lower Mortlake Road
Reference: Manor Road
Distance to stop: Approx 340m from site
Direction of travel: Buses travelling southwest-bound
Facilities: Pole with flag, lay-by
Bus services: H22, H37

Location: Lower Mortlake Road
Reference: Manor Circus (SA)
Distance to stop: Approx 440m from site
Direction of travel: Buses travelling northeast-bound
Facilities: Pole with flag, shelter with seating, timetable information, road markings
Bus services: 190, 371, 391, 419, 493, H22, H37, N22, R68, R70

Lower Richmond Road

Location:	Lower Richmond Road
Reference:	Sandycombe Road (SL)
Distance to stop:	Approx 390m from site
Direction of travel:	Buses travelling northeast-bound
Facilities:	Pole with flag, shelter with seating, timetable information, road markings
Bus services:	190, 419, N22, R68

Sandycombe Road

Location:	Sandycombe Road
Reference:	Gainsborough Road (SP)
Distance to stop:	Approx 400m from site
Direction of travel:	Buses travelling southbound
Facilities:	Pole with flag, shelter with seating, timetable information, road markings
Bus services:	391

5.4.3 A summary of the services available at these bus stops is given overleaf.

Service	Route	Approximate Peak Frequency		
		Mon - Sat Daytime	Mon - Sat Evening	Sunday
190	George Street – Empress State Building/West Brompton Station	15 mins	20 mins	20 mins
371	Manor Road/Sainsburys – Kingston Hall Road	8-12 mins	15 mins	11-12 mins
391	George Street – Sands End/Sainsbury's	9-14 mins	15 mins	11-14 mins
419	George Street – Hammersmith Bus Station	15 mins	20-30 mins	30 mins
493	St George's/University of London – Richmond/Manor Road	9-14 mins	20 mins	20 mins
H22	The Bell – Manor Road	11-14 mins	20 mins	20 mins
H37	Hounslow/Blenheim Centre – Manor Road	5-10 mins	6-15 mins	7-10 mins
N22	South Road/Fulwell – Margaret Street/Oxford Circus (Night Bus)	No Service	30 mins	30 mins
R68	Kew Retail Park – Hampton Court Station	15 mins	20 mins	15 mins
R70	Nurserylands Shopping Centre – Richmond/Manor Road	6-12 mins	15-20 mins	15 mins

Table 5.4.3 – Summary of bus services

5.4.4 The information set out in Table 5.4.3 is correct as of November 2019. Given the on-going Covid-19 situation at the time of writing this report, it has not been possible to obtain up-to-date service information for the bus services as many services are currently operating on reduced or amended timetables. It is expected that once the development is constructed, bus services will have returned to their usual service timetable.

Initiatives

- 5.4.5 Information about all available forms of public passenger transport including routes and destinations, service frequencies, locations of nearest bus stops and sources of other travel information shall be provided within the Travel Information Pack. In addition, the physical connections from the site to these facilities will be identified and made known to all residents upon occupation. As mentioned previously it will be the responsibility of the Travel Plan Co-ordinator to ensure that this information is kept up-to-date and reported in each review.
- 5.4.6 The Travel Plan Co-ordinator will advise residents that information is available via the internet and up to date bus timetables, journey planner and bus maps can be found at tfl.gov.uk/modes/buses/.
- 5.4.7 Information on how to obtain live bus information is available at tfl.gov.uk/modes/buses/live-bus-arrivals by searching the stop name or bus route. Real-time information is provided at many stops in London however the information can also be found online, by text and the free 'Facebook TravelBot' messenger service.
- 5.4.8 In addition, Traveline offer travel information for both local and national travel. The website can be found at the following address <http://www.traveline.info/>.

5.5 Accessibility by Rail and Tube

- 5.5.1 The closest train station to the site is North Sheen Station located approximately 180m to the east of the site. It is a two platform station that is under the management of South Western Railway and provides services to Chiswick, London Waterloo, Wimbledon, Putney and other local destinations.

5.5.2 In addition, Richmond Station is located approximately 1.5km from the site and provides both rail and underground services. The fully staffed station provides CCTV monitored cycle stands for 212 cycles, ticket machines, ATM, pay phones, post box, toilets, waiting rooms, shops, step free access and ramps for train access. Rail services to Chiswick, London Waterloo, Stratford, Reading, Wokingham and other local destinations and available.

5.5.3 The location of these stations can be seen in the figure below;



Figure 5.5.3 – Location of train stations (National Geographic Society MapMaker)

5.5.4 Richmond Station also provides over-ground line services on the Richmond and Clapham Junction to Stratford route with approximately 12-18 minute frequency.

5.5.5 District line underground services are also available at approximately 10 minute intervals.

5.5.6 Both of these provide links to the wider Transport for London network with a wide range of possibilities for onward travel.

5.5.7 As with the bus timetable information earlier in this report, the information relating to service frequencies was correct as of November 2019. Given the on-going Covid-19 situation at the time of writing this report it has not been possible to obtain up-to-date service information for the rail services as many services are currently operating on reduced or amended timetables. It is expected that once the development is constructed, rail services will have returned to their usual service timetable.

Initiatives

- 5.5.8 Information about all available forms of public passenger transport including routes and destinations, service frequencies, locations of nearest bus stops and railway stations as well as other travel information shall be provided within the Travel Information Pack. In addition the physical connections from the site to these facilities will be identified and made known to all residents. It will be the responsibility of the Travel Plan Co-ordinator to ensure that this information is kept up-to-date and reported in each review.
- 5.5.9 Information on travelling by tube can be found at tfl.gov.uk/modes/tube/ with information on travelling by rail, including timetables and fares, at tfl.gov.uk/modes/tfl-rail/ and www.nationalrail.co.uk.
- 5.5.10 A journey planner can be found at tfl.gov.uk/plan-a-journey/ and tfl.gov.uk/tube-dlr-overground/status/#stations-status provides real-time information on these services.

5.6 Car Sharing

- 5.6.1 The site is highly accessible to the local and wider highway network and the initial Travel Surveys will identify the number of residents travelling with someone else. It may be that, subject to survey and analysis, this figure can be increased with consequent benefits for the environment.
- 5.6.2 Existing Car Share schemes will be promoted to further encourage car sharing. Further detail can be found at www.liftshare.com.

5.6.3 Car Share schemes:

- Provide a cheap way to get around
- Reduce levels of traffic and congestion
- Reduce CO₂ emissions and pollution
- Reduce parking problems
- Create opportunities for business and the local community to work together
- Create opportunities to meet other people from the local area
- Improve relations with the local community
- Journeys may be quicker where drivers are allowed to use dual occupancy car lanes into the city

5.6.4 The possibility of using the developer's websites for car sharing will be investigated.

5.7 Car clubs

5.7.1 Car Clubs are widely accessible and provide users with access to a vehicle, without the need to own one themselves. The vehicles can be hired short-term and are charged at an hourly rate.

5.7.2 Two electric car club spaces are to be provided on site. They will be managed by the operators of the scheme who are to be confirmed in due course.

5.8 Reducing the need to travel to work

5.8.1 It may be possible for employers of residents to permit some degree of "home working". This of course will be dependent on the particular circumstances of both the employer and employee and realistically may not be appropriate in many cases. Census information shows that 8.0% of Richmond upon Thames 004 MSOA residents work at, or mainly from, home. It is, therefore, expected that there will be some degree of home working by those residing at the development which would minimise the impact of the development on the multi-modal local transport network.

5.9 **Other measures**

5.9.1 Whilst car travel might be a first choice for many residents and visitors, it must be acknowledged that the cost of fuel has reduced overall car mileage in this country in recent years and drivers have sought to minimise car travel and share trips.

5.9.2 The Theory Test to be passed by all learner drivers now contains questions on issues which relate to how the driving of a vehicle, its loading and maintenance can affect fuel consumption and hence the environment. Unfortunately, many of the answers to these questions tend to be forgotten once the test has been passed. It is therefore of value to remind drivers of the advantages that can be gained from these good practices. Examples of these are provided overleaf:

- Advantages can be gained from simple attention to the pressure of car tyres through to the use of roof racks and regular servicing at the manufacturer's recommended intervals.
- The manner in which a vehicle is driven significantly affects its fuel consumption and drivers need to be aware that bad driving practices such as harsh acceleration or braking can be a major influence.
- The choice of times to drive and careful route planning also affect both the financial running of a vehicle and the basic pleasure of driving. Benefits will be found not only by the users of the vehicles but to the general public by the possible reduction in congestion and overall environmental impact.

5.9.3 All of the above will raise awareness in the part that every car driver can play in reducing congestion, saving energy, improving the local and national environment and contributing towards measures to reduce global warming.

5.9.4 The Travel Plan Co-ordinator will be available to provide personalised travel planning for each resident, if required.

6 Marketing and Communication Strategy

- 6.1 All prospective residents will be made aware of both the opportunities for sustainable travel and of the measures to be included within this Travel Plan through the provision of a Travel Information Pack.
- 6.2 Release of this information in the sales particulars of each residential unit prior to occupation will ensure that all purchasers will be aware of the availability and benefits of sustainable transport at the point of occupation.
- 6.3 Residents moving away from the development will be requested to inform the TPC so that an information pack can be provided to the new occupiers at the point of reoccupation.
- 6.4 A 'mail shot' will be produced by the TPC at the time of each review which will include the latest information on bus, rail, walking and cycling. The promotion of this material to visitors will be encouraged.
- 6.5 LBRuT may be able to provide posters, leaflets and timetables for display on notice boards/display units in communal areas.
- 6.6 The TPC will promote local and national events promoting sustainable travel to residents. Internet forums such as a Facebook page, a development intranet etc will be investigated to encourage residents to interact and share and discuss travel arrangements.
- 6.7 The TPC's contact information including a telephone number and email address will be included within the Travel Information Pack.
- 6.8 The TPC will include sustainable travel information on any marketing and sales website for the development.

7 Monitoring

- 7.1 The implementation of this Travel Plan is likely to be required as part of a planning obligation related to the planning consent for the development and is likely to be linked to a Section 106 Planning Agreement or secured through a planning condition.
- 7.2 It is Avanton Richmond Development Ltd's responsibility to make any prospective purchaser of the site fully aware of the Travel Plan and their obligations in relation to the Travel Plan as part of the planning permission.
- 7.3 The Travel Plan will be monitored and reviewed annually for a minimum period of 5 years and will include a resurvey of travel patterns by undertaking travel questionnaires. A written analysis of each review shall be provided to the Local Authority by the Travel Plan Co-ordinator within 3 months of the completion and collation of the review for the life of the Travel Plan.
- 7.4 Avanton Richmond Development Ltd will endeavour to seek the return of as many completed travel questionnaires as possible. If this level is not considered satisfactory by LBRuT then incentives, such as the introduction of a prize draw, may be considered as part of the annual budget.
- 7.5 The monitoring report shall include details of the monitoring process undertaken and the results of the travel surveys. This report should also contain reference to any outside influence, such as changes in occupancy of the dwellings and changes to bus services or places of work and schools.
- 7.6 The Travel Plan will be reviewed in co-operation with the Local Authority and if targets have not been met an Action Plan prepared and agreed. The Action Plan will contain a programme of measures designed to help achieve the Travel Plan targets on travel mode share. It will clearly set out the tasks involved, the person(s) responsible, and dates by which the measures will be achieved.

- 7.7 Avanton Richmond Development Ltd and the appointed Travel Plan Co-ordinator will use their reasonable endeavours to ensure that the Travel Plan is successful.
- 7.8 A table summarising how the Travel Plan will be delivered with actions, timescales and who is responsible can be found below:

Action	Timescales	Who is responsible
Appoint a TPC	Prior to marketing the development.	Avanton Richmond Development Ltd
Produce Travel Information Pack	Prior to first occupation	TPC
Include Travel Information Pack within particulars for each unit	On occupation	Avanton Richmond Development Ltd
Travel Plan Information	Included within marketing and included on marketing websites. Regular newsletter to residents providing updates.	Avanton Richmond Development Ltd / TPC / TPRs
Undertake baseline travel survey questionnaires	Surveys supplied on occupation, Collate initial results within 12 months of first occupation and conduct baseline survey once one third of the development is occupied (151 units).	TPC / TPRs
Annual questionnaires and Review Travel Plan	Annually	TPC / TPRs
Supply results of questionnaire to LPA	Within 3 months of undertaking the questionnaires	TPC

Table 7.8 – Travel Plan Delivery Schedule

- 7.9 The targets contained within this Travel Plan will be actively encouraged from the outset of the development and will continue for a minimum period of 5 years post occupation of the development.
- 7.10 This formal monitoring period with reporting to the Councils and other appropriate bodies will commence once one third of the residential element of the development is occupied (151 units). The Travel Plan will then be monitored and reviewed on an annual basis.

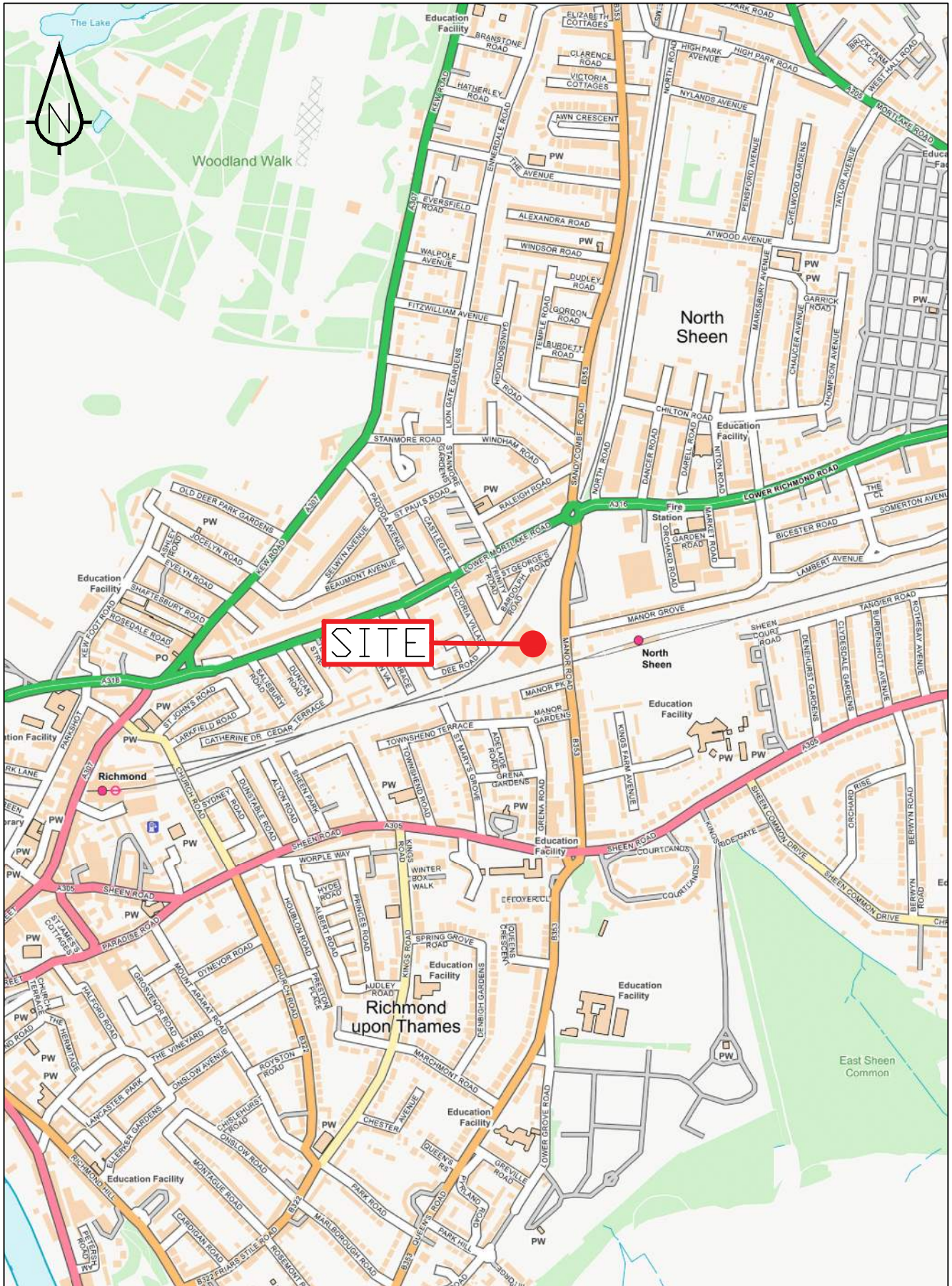
-
- 7.11 The initial and subsequent monitoring exercises shall include residential travel surveys which will take the form of completion of questionnaires. The questionnaires will be agreed with the Council and other appropriate parties prior to first occupation of any unit. The agreed resident questionnaire will be included in the Travel Information Pack for each resident who will be asked to complete the questionnaire and return it to the TPC within 1 month of occupation.
- 7.12 The contact information included on these forms will be used to enable further questionnaires and newsletters etc. to be issued either by post or electronically. An email address for the TPC will be provided to enable an efficient response to be made. This will also assist in the provision of personalised travel planning advice to residents.
- 7.13 If the targets identified are not met (once the travel surveys have been examined), the TPC will further promote and encourage the most sustainable modes of transport by use of 'mailshots' and advertising campaigns, for example walk to work/school week and national bike week.
- 7.14 An Action Plan will be prepared and agreed with the Local Planning Authority. The Action Plan will contain an annual program of measures designed to help achieve the Travel Plan targets on travel mode share. It will clearly set out the tasks involved, the person(s) responsible, and dates by which the measures will be achieved over the next 12 months.
- 7.15 The Action Plan will include measures such as the following:-
- Additional marketing to residents reminding them of the Travel Plan Initiatives and Objectives.
 - Arranging a special meeting with the Council to discuss issues and to establish more effective measures.
 - Arranging seminars and presentations from groups specialising in forms of sustainable transport.

8 Summary and Conclusions

- 8.1 This Travel Plan sets out a series of targets and measures which will promote sustainable travel modes to future residents and visitors.
- 8.2 The Travel Plan includes reference to the Plan and to the required monitoring, review and reporting for the life of the Plan.
- 8.3 It is considered that these measures promote the use of sustainable transport modes, thereby contributing to an improvement in both the operation of the local highway network and in the general environment.
- 8.4 Avanton Richmond Development Ltd are committed to encouraging the use of more sustainable and environmentally friendly modes of transport in connection with this development. These measures will help the viability and attractiveness of the overall site to the benefit of all occupiers.
- 8.5 This revised Residential Travel Plan will be further developed in conjunction with the London Borough of Richmond upon Thames Council once the development is operational and specific travel needs are identified.

APPENDIX A

Figure 1 – Site Location Plan



Site Location Plan

Redevelopment of Homebase, Manor Road, North Sheen

Drawn	Scale	
CH	NTS	
Checked	Date	
KS	July 2018	
Approved	Drawing Number	Size
KS	Figure 1	A4

APPENDIX B
Proposed Layout Plan

