



Stag Brewery, Mortlake

School Travel Plan

On behalf of **Reselton Properties**

Project Ref: 38262/5514 | Rev: C | Date: July 2020

Registered Office: Buckingham Court Kingsmead Business Park, London Road, High Wycombe, Buckinghamshire, HP11 1JU
Office Address: 33 Bowling Green Lane, London EC1R 0BJ
T: +44 (0) 20 3824 6600 E: pba.london@stantec.com

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	Name	Position	Signature	Date
Prepared by:	Matt Bolshaw	Assistant Engineer	<i>M Bolshaw</i>	May 2020
Reviewed by:	Peter Wadey	Associate	<i>P Wadey</i>	May 2020
Approved by:	Greg Callaghan	Director	<i>G Callaghan</i>	May 2020
For and on behalf of Stantec UK Limited				

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1 Introduction

1.1 Background

1.1.1 This School Travel Plan (STP) has been prepared by Stantec as a revised submission document to the (STP) submitted under Applications A, B and C (refs. 18/0547/FUL, 18/0548/FUL and 18/0549/FUL) ('the Applications'), in respect of the former Stag Brewery Site in Mortlake ('the Site') within the London Borough of Richmond Upon Thames ('LBRuT'). The Applications are for the comprehensive redevelopment of the Site. This document has been prepared on behalf of Reselton Properties Limited ('the Applicant'). A summary of the Applications is set out below:

- a) Application A – hybrid planning application for comprehensive mixed-use redevelopment of the former Stag Brewery site consisting of:
 - i. Land to the east of Ship Lane applied for in detail (referred to as 'Development Area 1' throughout); and
 - ii. Land to the west of Ship Lane (excluding the school) applied for in outline (referred to as 'Development Area 2' throughout).
- b) Application B – detailed planning application for the school (on land to the west of Ship Lane).
- c) Application C – detailed planning application for highways and landscape works at Chalkers Corner.

1.1.2 This document replaces the School Travel Plan submitted to LBRuT in May 2019.

1.1.3 The Applications were submitted in February 2018 to LBRuT. The Applications are related and were proposed to be linked via a Section 106 Agreement. In May 2019, a package of substitutions was submitted to LBRuT for consideration, which sought to address comments raised by consultees during determination. On 29 January 2020, the Applications were heard at LBRuT's Planning Committee with a recommendation for approval. This scheme is thereafter referred to as "the Original Scheme".

1.1.4 The Committee resolved to grant Applications A and B, and refuse Application C. The granting of Applications A and B was subject to the following:

- d) Conditions and informatives as set out in the officer's report, published addendum and agreed verbally at the meeting;
- e) Amendments to the Heads of Terms and completion of a Section 106 Legal Agreement which was delegated to the Assistant Director to conclude;
- f) No adverse direction from the Greater London Authority ('GLA'); and
- g) No call in by the Secretary of State for Housing, Communities and Local Government.

1.1.5 The Applications have been referred to the GLA and the Mayor has given a direction that he will take over the determination of the Applications and act as local planning authority in relation to all three applications.

- 1.1.6 The Applicant has engaged with the GLA in respect of the proposed amendments to the scheme, referred to throughout this document as the 'Revised Scheme'. As a result of these discussions, a number of changes have been made to the scheme proposals which are summarised as follows:
- h) Increase in residential unit provision from up to 813 units (this includes the up to 150 flexible assisted living and / or residential units) to up to 1,250 units;
 - i) Increase in affordable housing provision from up to 17% to up to 30%;
 - j) Increase in height for some buildings, of up to three storeys compared to the Original Scheme;
 - k) Change to the layout of Buildings 18 and 19, conversion of Block 20 from a terrace row of housing to two four storey buildings;
 - l) Reduction in the size of the western basement, resulting in an overall reduction in car parking spaces of 186 spaces, and introduction of an additional basement storey beneath Building 1 (the cinema);
 - m) Other amendments to the masterplan including amendments to internal layouts, re-location and change to the quantum and mix of uses across the Site, including the removal of the nursing home and assisted living in Development Area 2;
 - n) Landscaping amendments, including canopy removal of four trees on the north west corner of the Site; and
 - o) Associated highways works may be carried out on adopted highways land.
- 1.1.7 Minor amendments have also been made to the road and pedestrian layouts for the school (Application B). No other amendments are proposed to Application B. No amendments are proposed to the physical works proposed under Application C, although alternative options within the highway boundaries for mitigating the highway impact of the amended proposals have been assessed within the relevant substitution documents for Applications A and B and are the subject of ongoing discussions with the GLA and TfL.
- 1.1.8 A more detailed summary is included within the Planning Statement Addendum and Design and Access Statement Addendum submitted with the Revised Scheme documents.
- 1.1.9 These changes are being brought forward as substitutions to Applications A, B and C (refs. 18/0547/FUL, 18/0548/FUL and 18/0549/FUL), which are related applications (to be linked via a Section 106 Agreement).
- 1.1.10 It is important to note that no changes are proposed to the physical works proposed under Application C – the only change to this application is that the supporting documents (which include all documents submitted under Applications A and B) have been updated in the context of the proposed changes to the scheme as sought under Applications A and B. Application C was resolved to be refused by LBRuT at Committee on 29 January 2020. As a result, whilst the works proposed in Application C are still an available option, the Applicant has progressed alternative approaches for addressing and mitigating the impacts on surrounding highways, and these have been tested within the relevant substitution documents for Applications A and B. All of these options are subject to ongoing discussions and testing with TfL. They are all within the existing highway boundaries and if agreed would not, in themselves, require planning consent.
- 1.1.11 Accordingly, Application C remains 'live' within this substitution package.

1.1.12 The Applicant, Reselton Properties Ltd, will initially be responsible for this STP. However, it is anticipated that the Education Authority/Department for Education will take over responsibility for the preparation of a full STP and for its implementation before occupation of the new school. Their responsibilities will include the appointment of a School Travel Plan Coordinator (STPC), who will be responsible for managing the future development of this travel plan.

1.2 Site Location

1.2.1 The former Stag Brewery Site is bounded by Lower Richmond Road to the south, the River Thames and the Thames Bank to the north, Williams Lane to the west and Bulls Alley (off Mortlake High Street) to the east. The Site is bisected by Ship Lane. The Site currently comprises a mixture of large-scale industrial brewing structures, large areas of hardstanding and playing fields.

1.2.2 Figure 1.1 below shows the site location in a local context.

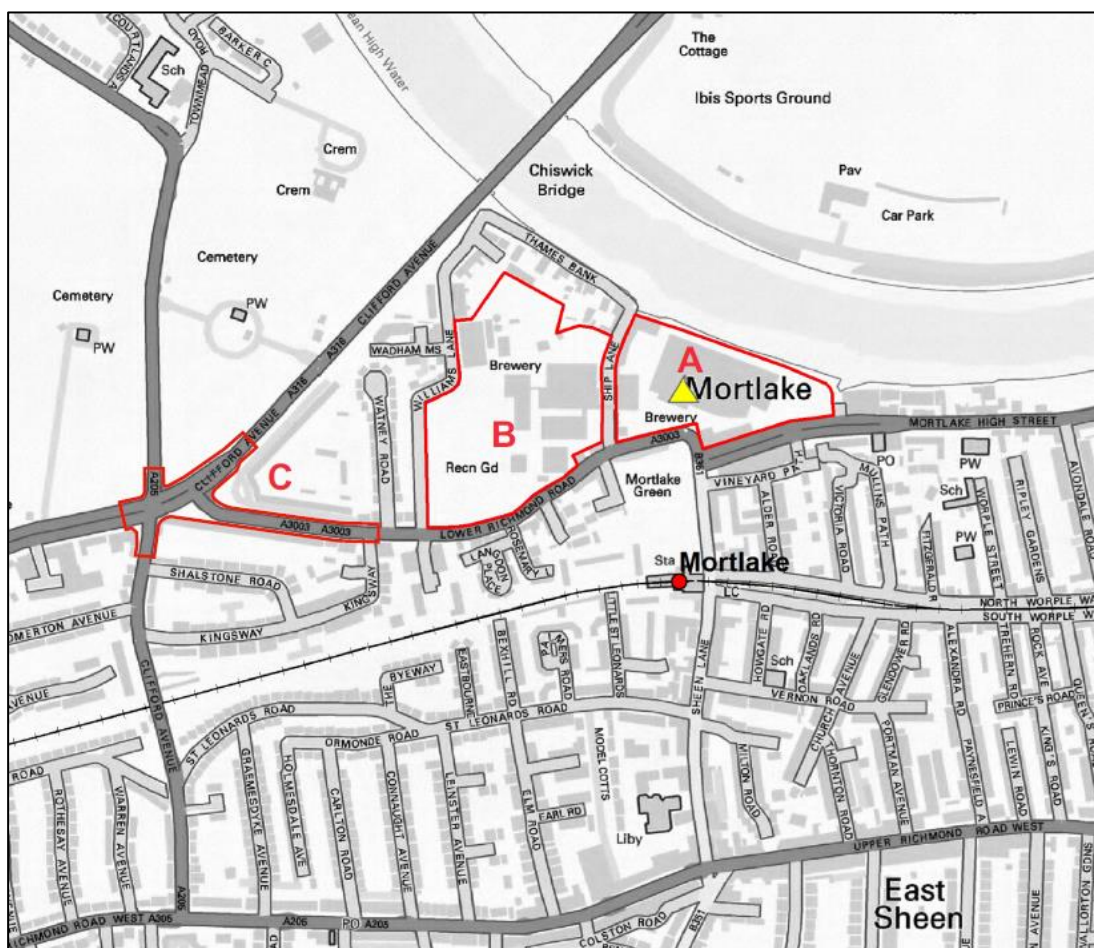


Figure 1.1 Site Location Plan

1.3 Development Proposals

1.3.1 The proposed secondary school is to be car free for students with only 15 spaces for staff and disabled use is located on part of the Site previously occupied by the Stag Brewery. The buildings and associated yards and sports ground are still present and in use but the brewery itself ceased brewing operations in December 2015.

1.3.2 The overall new development is to be a residential led mixed-use development, with local facilities for the people living in Mortlake. The educational land use will be a six-form entry secondary school, including sixth form college, consisting of approximately 1200 pupils. On the remainder of the Site a total of up to 1,250 residential units together with a mix of local retail, restaurants and bars, office space and cinema.

1.4 Requirement of a Travel Plan

1.4.1 This STP is written in accordance with the Transport for London's (TfL's) Travel Planning Guidance (online), which requires all school developments to have a travel plan.

1.4.2 The STP will be entirely separate to the Framework Travel Plan (FTP) that has been drawn up and which will apply to the remainder of the proposed development on the former brewery site.

1.5 Travel Plan Context

1.5.1 This STP aims to promote sustainable travel behaviour amongst pupils, staff and visitors to the school. It is considered to be a 'live document'; therefore, not only will it be actively promoted amongst the pupils, staff and visitors but reviewed and revised over time, post occupation.

1.5.2 This STP outlines the principles and potential targets and objectives that would be expected to be embodied within the final STP plan taken forward by The School and Education Authority in future. The detailed STP will need to be agreed with the Planning Authority before first occupation of the new school.

1.6 Report Structure

1.6.1 This STP is based on the current TfL guidance and has been prepared in accordance with the relevant local best practice travel planning guidance.

1.6.2 This STP is prepared with the following structure:

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

2 Policy Review

2.1 Overview

- 2.1.1 This section provides a review of the key national, regional and local policy documents relevant to travel planning for the former Stag Brewery site.
- 2.1.2 The National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG) provide national policy. Regional policy is provided by the London Plan (2016), the Mayor's Transport Strategy and TfL's Travel Planning Guidance. The LBRuT Local Plan provides local policies.

2.2 National Policy

NPPF and NPPG (2019)

- 2.2.1 The National Planning Policy Framework (NPPF) was published in 2012 and updated in 2019 with subsequent supporting guidance documents prepared in the Planning Practice Guidance (PPG), a live document initially published in 2014. The NPPF provides planning policy and the PPG the guidance to aid its implementation.
- 2.2.2 The NPPG defines Travel Plans as "long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel."
- 2.2.3 Travel Plans, together with Transport Assessments, are used to assess and mitigate the negative transport impacts of the proposed development; and hence, to promote sustainable development. NPPG identifies Travel Plans as a key tool to identify opportunities for the effective promotion and delivery of sustainable transport. All developments, which generate significant amounts of movement should be required to provide a Travel Plan.

2.3 Regional Policy

Mayor's Transport Strategy (2018)

- 2.3.1 The Mayor's Transport Strategy highlights the importance of travel planning and smarter travel whilst promoting the range of health and environmental benefits of walking, particularly in schools, workplaces and in deprived areas where the cost of public transport may be a barrier to travel.

Adopted London Plan (2016) and Intend to Publish London Plan (2019)

- 2.3.2 The Intend to Publish London Plan, is the emerging London Plan policy that sets out the overarching policies and principles for developments in London over the next 20-25 years.
- 2.3.3 The Intend to Publish London Plan suggests that travel plans can be used to help reduce negative impacts on London and bring about positive outcomes, whilst also reducing the amount of car parking over time.
- 2.3.4 The adopted London Plan (2016) however is the current policy position from the GLA, although there is no update on the position on travel plans from this adopted to plan to the emerging plan.

TfL Travel Planning Guidance

- 2.3.5 The guidance is available online and supersedes the last guidance on travel plans – “Travel Planning for New Development in London: Incorporating Deliveries and Servicing” (2012). It states that two forms of Travel Plan can be submitted for developments- Travel Plan Statement for smaller scale developments and Full Travel Plan. For all schools a full travel plan is required.

2.4 Local Policy

Stag Brewery, Planning Brief (Supplementary Planning Guidance, 2011)

- 2.4.1 The supplementary planning brief for the Stag Brewery Site is set out to provide guidance for the development and what it should contain and represent. The brief also demonstrates the opportunities and constraints surrounding the proposed development and confirms that there will be a requirement to provide a “Green Travel Plan” to support the development.
- 2.4.2 The Brief stresses the importance of creating new pedestrian routes and of improving cycle provision both within the site and linking to existing routes in the area. Improved pedestrian links across the Lower Richmond Road and Mortlake High Street and along Sheen Lane are particularly important to link the existing communities to the River and to ensure new residents can access existing shops, services and community facilities and the Station. It states that the principles of sustainable transport should be considered. It also stipulates a requirement to provide a car club.

LBRuT Local Plan, 2018

- 2.4.3 The LBRuT Local Plan was adopted in July 2018. This local plan suggests travel plans are to be supplied with all major transport assessments.
- 2.4.4 Policy LP 44 - Sustainable Travel Choices of the Local Plan states that the Council will work in partnership to promote safe, sustainable and accessible transport solutions. In terms of walking and Cycling the Council “will ensure that new development is designed to maximise permeability within and to the immediate vicinity of the development site through the provision of safe and convenient walking and cycling routes, and to provide opportunities for walking and cycling, including through the provision of links and enhancements to existing networks”
- 2.4.5 Furthermore, this policy states that new developments should “maximise opportunities to provide safe and convenient access to public transport services”.
- 2.4.6 Paragraph 11.14 states that developments should “encourage the use of modes other than the car by making it as easy as possible through provision of good pedestrian facilities, clear layout and signage, provision of cycling facilities and improving access to public transport interchanges”.
- 2.4.7 Within the Local Plan, the Stag Brewery Site is listed as Site Allocation 24. This mentions the need to follow the planning brief for the site issued in 2011 and sets out the requirements for the site.

2.5 Summary

- 2.5.1 Both LBRuT and GLA policies require the provision of a travel plan to support new developments. This travel plan has been drawn up in accordance with the travel plan guidance set out on TfL’s website.

3 Site Assessment

3.1 Introduction

3.1.1 This chapter describes the existing transport conditions on and around the site with a particular focus on the school (western) side of the development. The existing transport context has been examined to ensure that the transport options available to those travelling to the Site are identified.

3.1.2 Figure 3.1 identifies the site of the school within the overall brewery site.

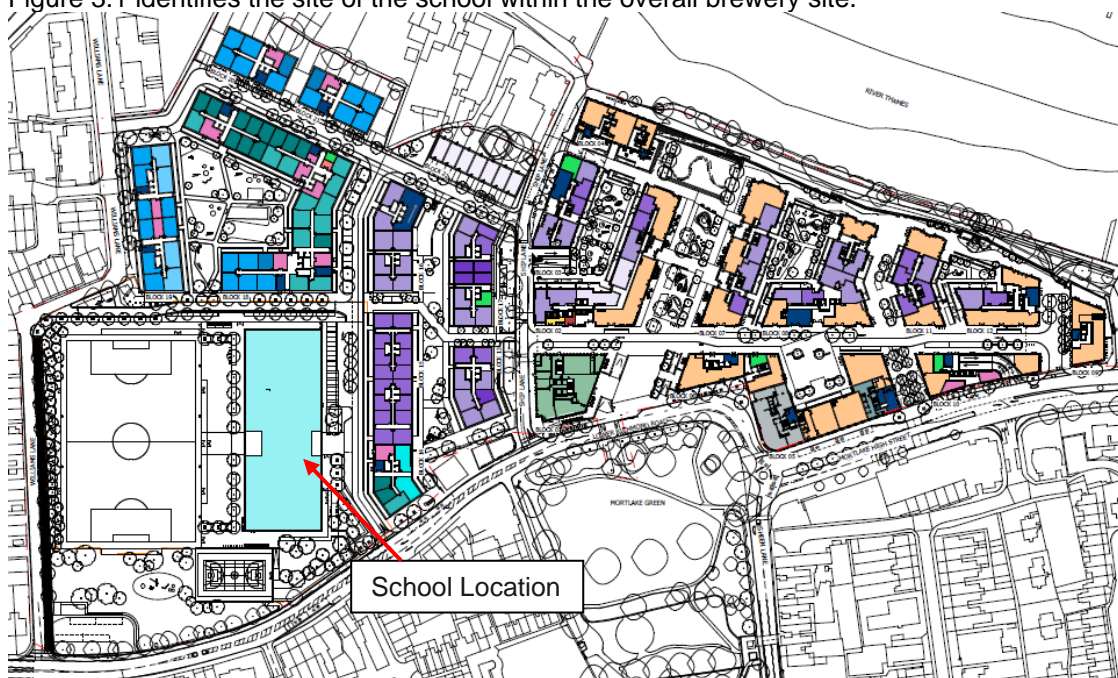


Figure 3.1 Location of School within the site (illustrative masterplan)

3.2 Existing Pedestrian and Cyclists Provision

3.2.1 The Transport Assessment Addendum (TAA) has provided a detailed review of the pedestrian and cycle network around the school Site. This has confirmed that the area surrounding the proposed school location generally benefits from a good quality pedestrian network and is well connected to the wider network of cycle facilities.

3.2.2 Lower Richmond Road to the south of the school would be the primary road used by staff and pupils to access the school by walking and cycling. Lower Richmond Road has footways on both sides of the carriageway with an approximate width of 2m. Crossing facilities are currently located to the west of Williams Lane and to the east of Ship Lane. Lower Richmond Road is also the location of the closest bus stops to serve the school. There is currently no crossing facility between the two stops.

3.2.3 Footways are also provided on both sides of the carriageway for all other roads in the surrounding area, with the exception of Ship Lane, Thames Bank and Williams Lane where a footway is only present on one side of the carriageway. Whilst, there is only footway on the southern side of Thames Bank, there is also a footpath – ‘Thames Path’ – which runs across the north of the site along the river. This provides an alternative route up to Chiswick Bridge and further towards Kew for pupils walking from this area. A footpath between Williams Lane and the A316 Clifford Avenue provides the quickest route to the 190 bus stops on Clifford Avenue

- where the 190 bus which provides access between West Brompton and Richmond, can be accessed.
- 3.2.4 There are several footpaths through Mortlake Green which are approximately 2m in width and provide a link from Lower Richmond Road towards Mortlake Station and Sheen Lane. These footways are well maintained and act as a recreational use as well as providing links to and from Lower Richmond Road to Mortlake Station. Lighting within Mortlake Green is provided although it is not to the standard provided on footways adjacent to the carriageway. All other footways are lit to highway standard.
- 3.2.5 Figure 3.3 shows the existing network of cycle routes in the area. London Cycle Network Route 4 runs north-south through the wider site along Ship lane linking the Thames Path with the rest of the route along South Worpole Way. This utilises the signalised crossing on Lower Richmond Road close to Ship Lane and the footpaths through Mortlake Green. The only other cycle infrastructure in the area is at Chalkers Corner junction where advanced stop lines are in place and an off-road cycle path runs alongside the A316. This off-road cycle track provides a segregated cycle route for pupils and staff cycling to the site from over Chiswick Bridge or from Richmond.
- 3.2.6 There are a number of pedestrian crossing points over the railway line, likely to be used by pupils. Central School Path links Kingsway and The Byeway, while there are other crossing points at the level crossing, between Mullins Path and Church Avenue and at Queens Road. Cyclists are able to cross at both the level crossing and on the Queens Road Bridge. Crossing of the railway line for cyclists is possible at the other bridges but this is not at grade and there is no infrastructure to aid this.
- 3.2.7 The Thames Path is located to the north of the site between the site boundary and the River Thames. This provides an unlit path along the south bank of the River Thames leading towards Kew to the west and Barnes to the east. The footway is a mixture of unpaved and cobbled surfaces.
- 3.2.8 Figure 3.2 demonstrates a set of walking Isochrones, showing walking times from the site across the area in 5 minute increments. This shows that the site is accessible by foot from locations such as East Sheen, Kew Gardens and Barnes.

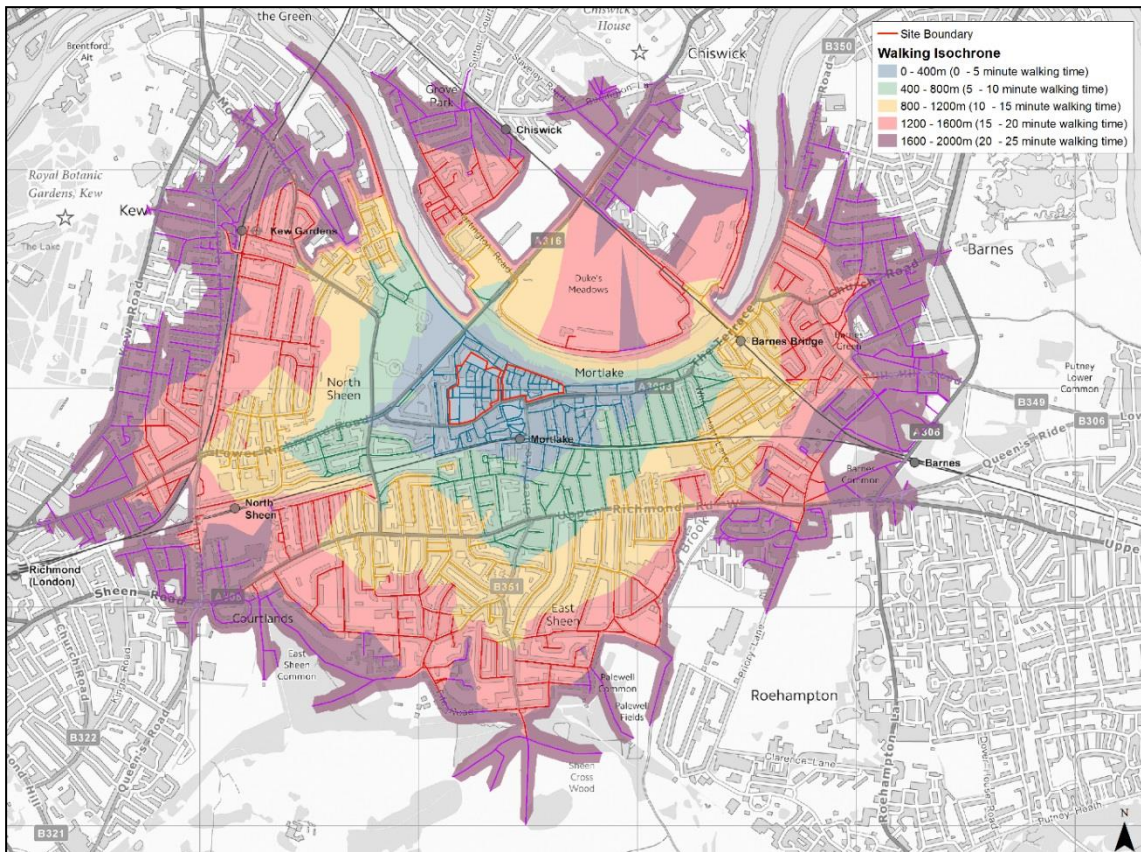


Figure 3.2 Walking Isochrones for the Overall Stag Brewery Site

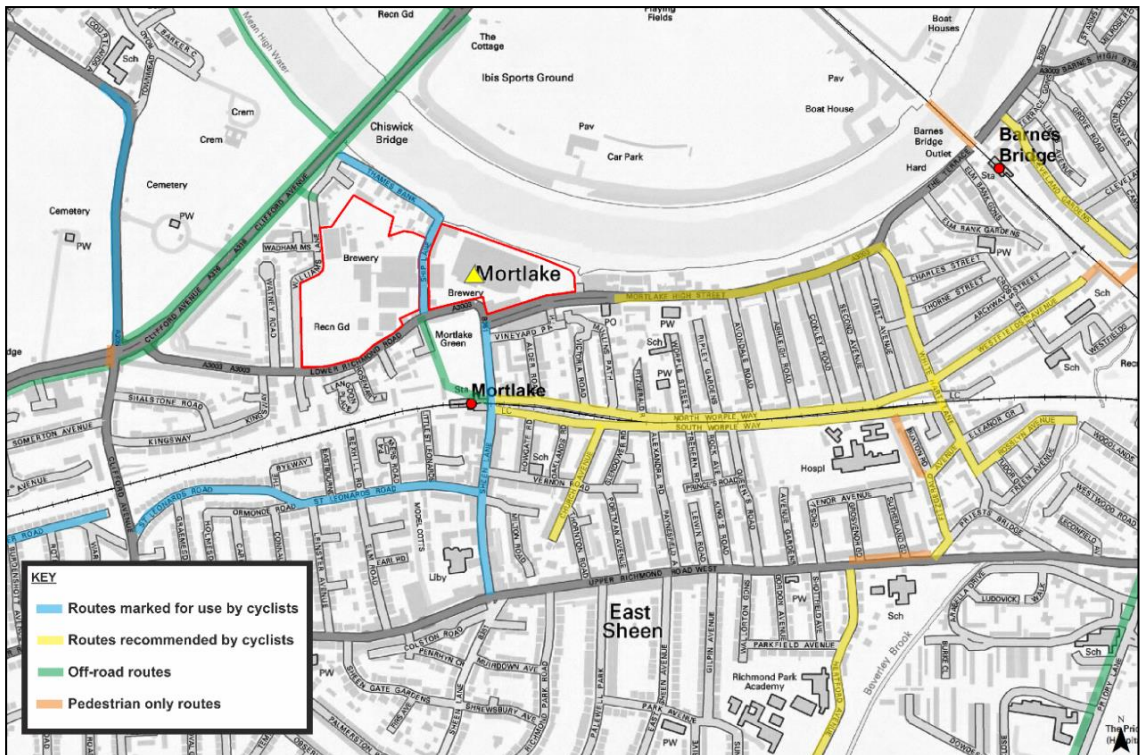


Figure 3.3 Local Cycle Routes

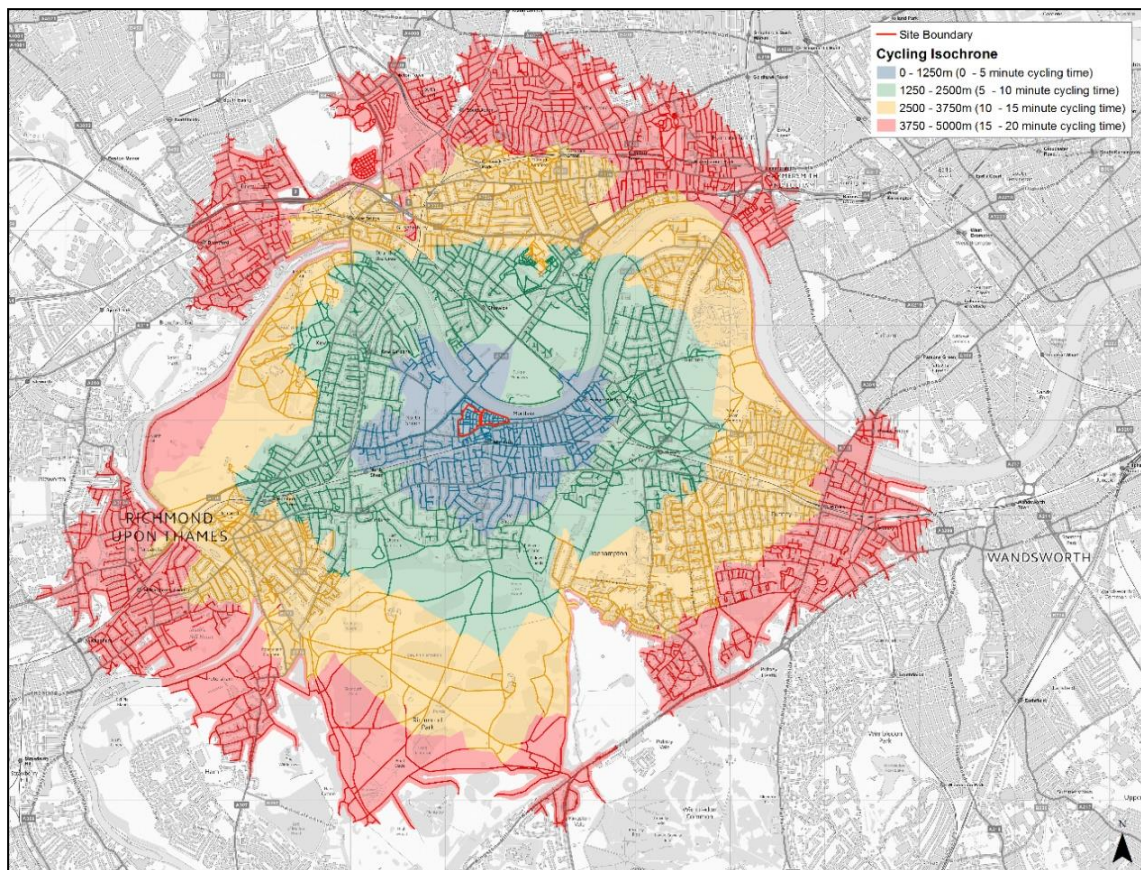


Figure 3.4 Cycling isochrones for the Overall Stag Brewery Site

3.3 Existing Public Transport Network

3.3.1 Figure 3.5 below shows the public transport facilities available in close proximity to the site.

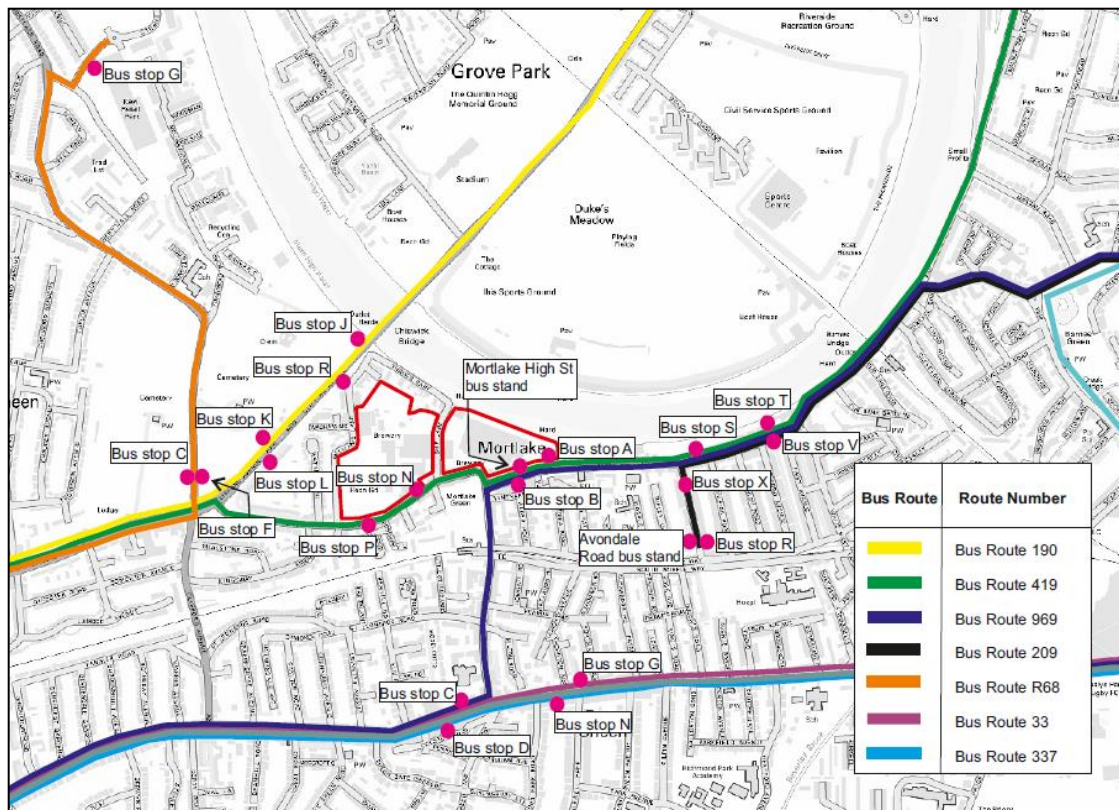


Figure 3.5 Local Public Transport Facilities

Bus Services

3.3.2 The closest bus stops to the site are situated on Lower Richmond Road and Mortlake High Street, adjacent to the southern site boundary. The stops which serve the immediate vicinity of the site are Ship Lane/ Stag Brewery (N/Z) and Sheen Lane/ Mortlake (A/B). The frequencies of these buses stopping in close proximity to the site is detailed in Table 3.1.

Table 3.1 Summary of Bus services within close proximity to the school

Bus No	Route	Closest Bus Stop to the Development	Weekday Bus Frequency (mins) (07:00-19:00)	Saturday Bus Frequency (mins) (07:00-19:00)	Sunday Bus Frequency (mins) (07:00-19:00)
419	Hammersmith Bus Station -Richmond Bus Station	Sheen Lane/ Mortlake Station (A/B)	15-20	15-30	25-30
R68	Kew Retail Park – Hampton Court Railway Station	Chalkers Corner (F/C)	15	17	15-20

969	Whitton – Roehampton Vale	Sheen Lane/ Mortlake Station (A/B)	Tuesday and Friday only 1 service per day in each direction		
190	George Street – Empress State Bldg/ W Brompton Stn	Thames Bank (R/J)	15-20	15	20

National Rail

- 3.3.3 The nearest National Rail station likely to be used by pupils or staff is Mortlake Rail Station located approximately 0.39km from the proposed school entrance.
- 3.3.4 Both stations are served by Southwest Trains, Mortlake Rail Station offers services towards London Waterloo, Chiswick and Wimbledon, with Barnes Bridge offering services to Hounslow, London Waterloo and Weybridge. There are four services from Mortlake that arrive at Waterloo between 08:00 and 09:00 in the AM Peak, whilst there are a further four from Barnes Bridge.
- 3.3.5 The closest London Underground service is the District Line accessible via national rail from Richmond station.
- 3.3.6 Table 3.2 below demonstrates the journey times by National Rail to key locations and the interchange opportunities.

Table 3.2 National Rail Destinations, Interchanges and Journey Times

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

3.4 PTAL Assessment

- 3.4.1 Public Transport Accessibility Levels (PTALs) are a detailed measure of the accessibility of a site to the public transport network, taking into account walk access times and service availability, frequency and reliability. A PTAL can range from 1a to 6b, where a score of 1 indicates a “very poor” level of accessibility and 6b indicates “excellent” provision. PTALs are used to both inform the density of a proposed development.
- 3.4.2 A 2011 PTAL report for the Stag Brewery area shows that the Site is adjudged to have a majority PTAL rating of 2, which represents a ‘poor’ level of accessibility to public transport services.
- 3.4.3 The majority of the Site has a PTAL rating of 2 but a significant part of the area in the north west corner has a lower rating of 1 according to the WebCAT rating. In practice it has been acknowledged by TfL that the rating in the north west corner is incorrect as it ignores the bus services that operate along Clifford Avenue. If these services are taken into account, then the existing PTAL for the Site improves slightly with virtually the whole Site falling within the PTAL 2 category. This has been approved by TfL and is shown in Figure 3.6 below.

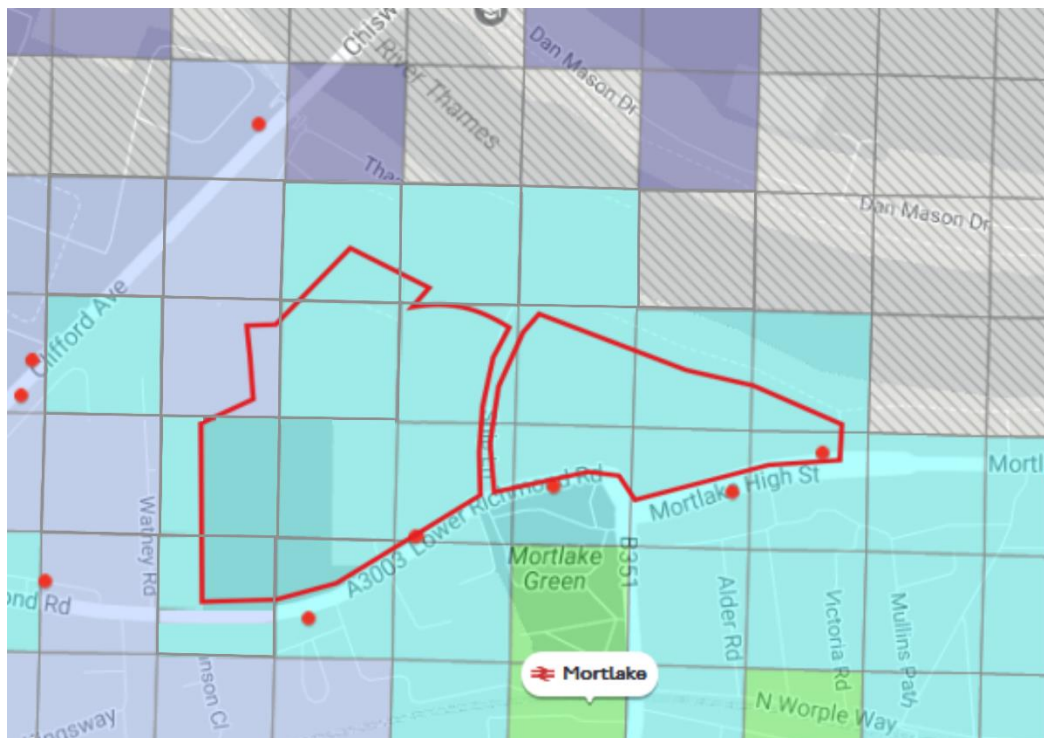


Figure 3.6 PTAL Map (with changes to bus services)

3.5 Car Clubs

- 3.5.1 There are approximately 5 car club spaces within 0.3 miles of the site offering one space each. Four of the five are ZipCar club spaces, and the final is from the company Ridelink. The location of each of the car clubs are listed below:
- Mortlake High Street (East) – ZipCar;
 - Vernon Road – ZipCar;
 - Mortlake High Street (West) – ZipCar;

- Thornton Road (Sheen) – ZipCar; and
- Vineyard Path – Ridelink

3.5.2 Figure 3.7 below shows the location of the car clubs and their proximity to the site.

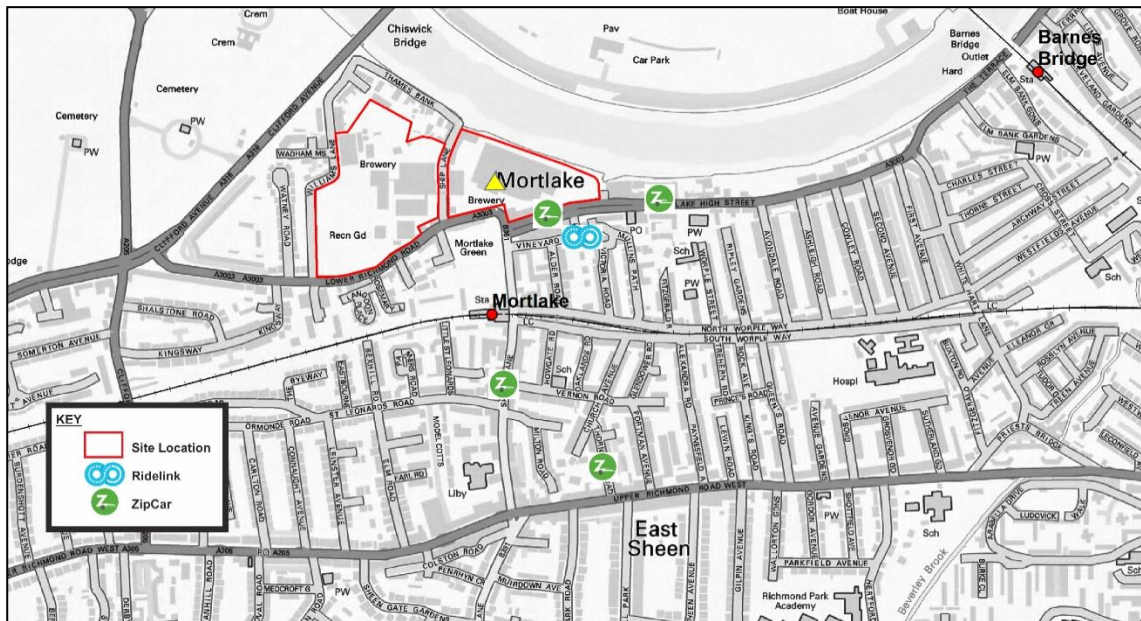


Figure 3.7 Local Car Club Locations

4 Development Proposals

4.1 Proposals

4.1.1 The secondary school will occupy part of the former Stag Brewery site in Mortlake to the west of Ship Lane. The school will be a new six-form entry secondary school catering for approximately 1,200 pupils, including a sixth form college, with a floor area of approximately 9,319 m². The school will be car free for pupils with only 15 spaces provided for staff and disabled use.

4.2 Access

4.2.1 The main access to the school from outside the development will be from new access road from Lower Richmond Road in the location of the current sports club access. This will serve as the main access for pedestrians/cyclists and vehicles and is shown in Figure 4.1 below.

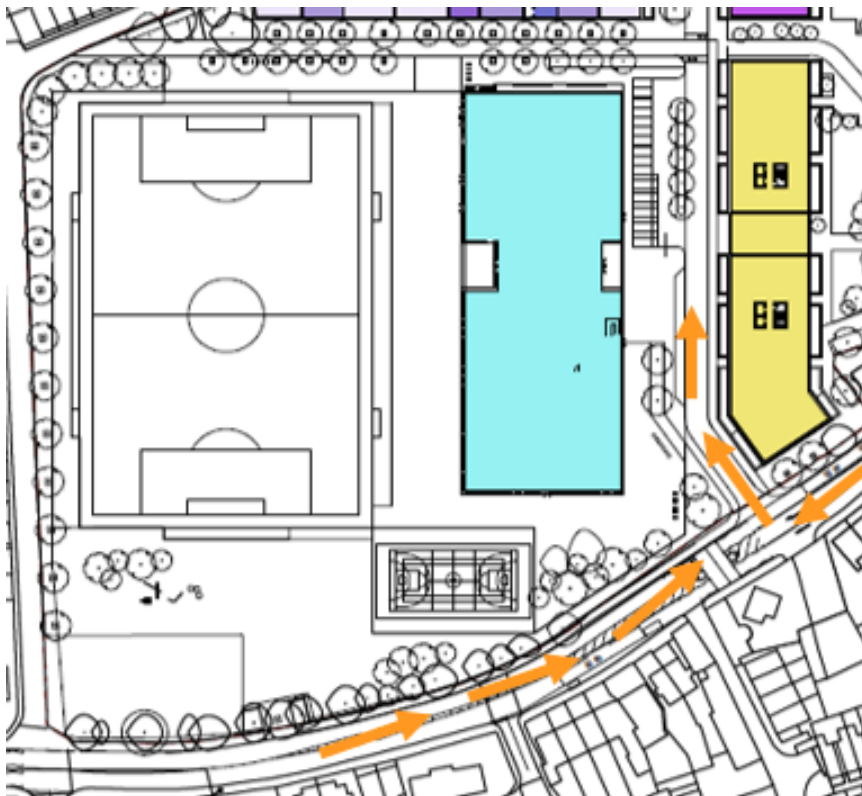


Figure 4.1 Main School Access Point

4.2.2 For vehicles this road will be the primary access as it leads to the 15 car parking spaces for staff and disabled and delivery and servicing bays provided designated for the school. Alternative routes are available for pedestrians and cyclists from Williams Lane, which in turn provides a link towards Chiswick Bridge and anyone walking or cycling from either Chiswick or Kew Gardens area.

4.2.3 Figure 4.2 shows a plan of key pedestrian and cycle routes into the development relevant to those accessing the school.

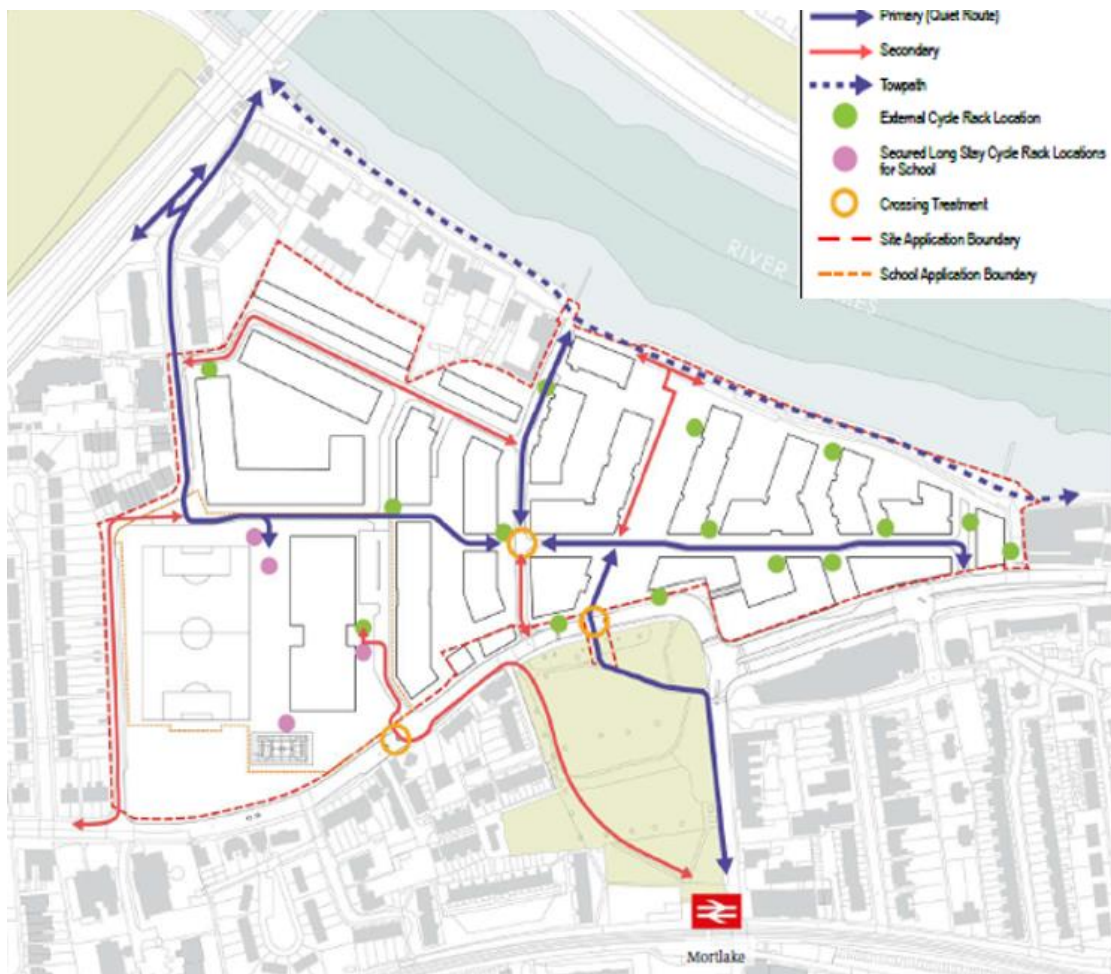


Figure 4.2 Proposed Pedestrian and cycle routes

4.3 Parking Provision

- 4.3.1 Car parking for the school is to be located at surface level. 15 parking spaces including 2 disabled spaces are being provided as shown in Figure 4.4 below. This number of spaces, which is below LBRuT's maximum standard which allows up to one space for every two members of staff, has been agreed by the Education and Skills Funding Authority (ESFA) and will help to reduce the number of staff driving to and from the school. The need for spaces is generated by potential days where staff may be required to transport teaching materials not practical to carry on public transport.

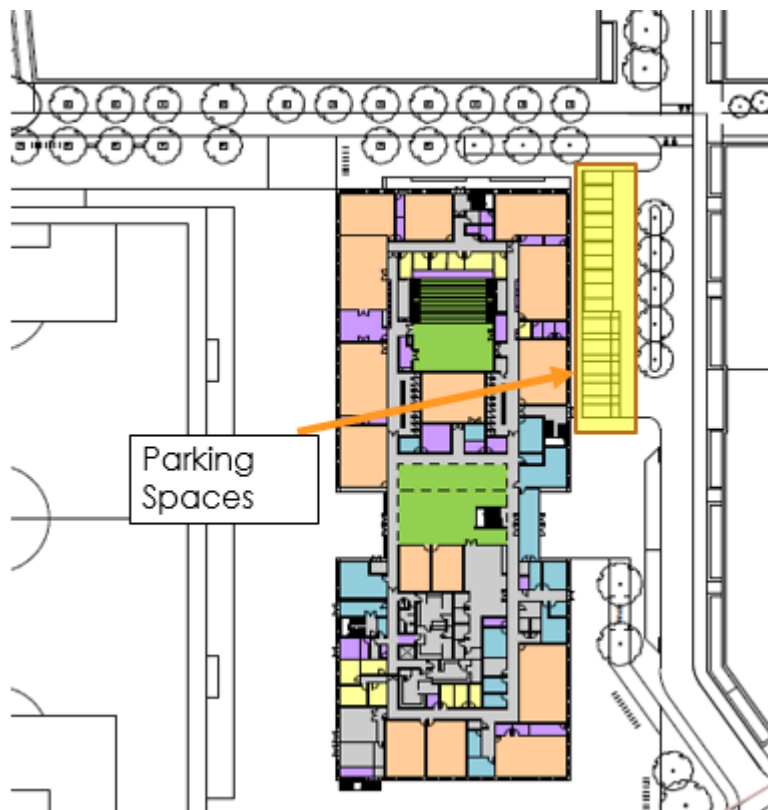


Figure 4.4 School Car Parking Spaces

- 4.3.2 In addition, parents will be educated against dropping off / picking up their children by car except in approved exceptional circumstances and so no formal parent drop off facility is provided. The measures aimed at reducing car travel to school will encourage active modes of travel. However, the design of the car park will allow limited drop off to occur and for vehicles to turn around and use the new school access to exit onto Lower Richmond Road.
- 4.3.3 Cycle Parking numbers will be provided in accordance with the London Plan Standards for cycle parking. There will be a mixture of parking types provided from more secure long-term parking spaces to short term cycle parking spaces for visitors.

4.4 Delivery and Servicing

- 4.4.1 Outside the school entrance, there are two parking bays provided for school only buses / coaches. These are set to double up as delivery and servicing bays to allow deliveries to and from the school to be made. Deliveries are anticipated to be consistent and will be timed to not coincide with regular school bus pick up and drop offs.
- 4.4.2 There is only anticipated to be three delivery and servicing trips throughout each day related to the school and these can be conditioned so as not to clash with any coach trips requiring the parking bay.
- 4.4.3 Delivery and servicing trips will then be able to access the site from the school access point, utilise the coach bays and then utilise the loop through the site past the houses and onto Williams lane in order to exit the site.

5 Objectives and Targets

5.1 Overview

- 5.1.1 This section sets out the overarching Objectives and Targets of the TP for the School. As this is a draft Travel Plan for use by the school, the objectives and targets are recommendations, with actual targets to be agreed when the travel plan is taken over by the School and Education Authority
- 5.1.2 The objectives are supported by a set of quantified SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imed) Targets so that progress towards achieving them can be measured.

5.2 Objectives

- 5.2.1 The objective of this STP is:

To encourage the use of sustainable transport by all staff, pupils and visitors to the school.

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

- Increase awareness of the STP and its constituent measures;
- Encourage greater use of sustainable transport modes, particularly cycling and walking;
- Influence the travel behaviour of students and staff to the development; and
- Improve the health of students and staff and minimise the development impacts on the surrounding environment, particularly when the site is located adjacent to the river.

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

5.3 Targets

- 5.3.1 Initial mode share targets have been identified based upon the trip rates set out within the TAA which are considered a worst-case estimate for how travel will occur. The School/Occupier have a desire to make the school car free and plan to discourage drop off as much as possible. However, as this is unlikely to completely succeed in reality a small provision of vehicles have been allowed for in the Travel Plan targets as a worst case assessment. Separate mode share targets are identified for pupils and staff. The initial rates for pupils reflect the travel plan data for other similar schools provided by LBRuT. For teachers the initial mode share reflects the 2011 journey to work for the Richmond upon Thames 003 area.
- 5.3.2 TRICS-compliant surveys are suggested to be conducted three months into occupation of the school. The Targets presented in this section are based on the trip generation presented in the Transport Assessment and should be updated when monitoring surveys for the fully occupied school are conducted.
- 5.3.3 The school mode share targets for pupils are set out in Table 5.1. The indicative baseline mode share presented in Table 5.1 is derived from existing school travel plan data. The data collected three-months into occupation will then be used as a baseline target.
- 5.3.4 The main target is to encourage pupils to travel to the development by sustainable modes of transport, including walking and cycling, thereby minimising car journeys to and from the school.

5.3.5 The targets will be reviewed once the TRICS travel survey of the staff/pupils is completed. The baseline data from the surveys will provide a better understanding about what is achievable and what measures best suit the site.

Table 5.1 Proposed Development Pupil Mode Split Targets

Mode	Baseline Mode Share	3 rd year target	5 th year target
Car Driver	0%	0%	0%
Car Passenger	8%	6%	5%
Bus	48%	49%	49%
Train	6%	6%	6%
Walk	34%	35%	36%
Cycle	2%	3%	4%
Other	2%	1%	0%
Total	100%	100%	100%

5.3.6 Table 5.2 below demonstrates the same data but for Staff. This has been taken from the Non-Residential Journey to Work Data for the Richmond upon Thames 003 area but reduced proportionately to reflect the low level of parking proposed for the school, with the remaining trips split across all other modes.

Table 5.2 Proposed Development Staff Mode Split Targets

Mode	Baseline Mode Share	3rd year target	5th year target
Car Driver	15%	13%	10%
Car Passenger	3%	2%	1%
Bus	15%	13%	11%
Train	38%	36%	34%
Walk	19%	23%	28%
Cycle	9%	12%	15%
Total	100%	100%	100%

6 Delivering the Travel Plan Objectives

6.1 Introduction

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

6.2 Travel Plan Delivery

Securing and Funding

- 6.2.1 It is envisaged that this STP will be secured through the Section 106 Agreement. The School will then fund the future monitoring and development of this STP.

Management

- 6.2.2 The success of the STP is dependent upon effective management combined with clearly defined roles.
- 6.2.3 The School and the Travel Plan Co-ordinator (STPC) will manage the STP and will have responsibility for implementation and further development of this TP.
- 6.2.4 The proposed identity of the STPC at this stage of development is not known as school management will not be known until shortly before occupation. Once these positions are known and the draft travel plan converted to a live document, the appointed STPC will then be responsible for the management and further development of this TP. It is strongly advised that a Staff Steering Group is established to attend quarterly meetings with students and other relevant parties; this would provide a communicative platform for students and the school to ensure the TP is fulfilled.
- 6.2.5 Whilst the STP is completely separate from the travel plans applying to the remainder of the Stag development, the Stag FTP recognises that the school will be a major influence on travel conditions in the area and that, accordingly there will be significant advantages for the coordinators of the School and overall Stag Travel Plans to work closely together on an ongoing basis to coordinate travel planning across the area. To this end the STPC will be invited to attend the regular Stag Travel Plan Coordination Committee meetings.

6.3 Travel Plan Awareness

- 6.3.1 The success of this Plan will be highly dependent upon the development and implementation of an effective marketing strategy which will be produced by the school. Once the STPC has been appointed, they will be responsible for the further development and implementation of the marketing strategy.
- 6.3.2 To increase awareness of the Travel Plan Objectives, new pupils and their parents will be given a Travel Welcome Pack together with ongoing advice through the school website and periodic Travel Plan updates. This will explicitly encourage the use of sustainable modes and give information on the sustainable ways to travel around the area and the local services and facilities and reinforcement of the overriding message that, except in exceptional circumstances children should not be dropped off at school in a car by parents, nor should older sixth form children drive to school.

6.4 Encouraging Sustainable Travel

6.4.1 Chapter Seven details the specific measures that are to be pursued in relation to encouraging more sustainable travel patterns e.g. greater use of cycling, walking, public transport, car sharing or other non-single occupant car modes of travel. The emphasis is placed on providing a good level of accessibility to the site by all modes to ensure that those studying on and visiting the site have a range of travel options available to them. As well as public transport and walking and cycling this includes access to electric charging points and car clubs within the wider development.

6.5 Crossing the Railway Line

6.5.1 It is recognised that walking and cycling routes from the school across the railway line need to be carefully managed. A set of physical improvements to the crossing have been agreed with Network Rail and set out in the TAA. The school will also liaise closely with both LBRuT and Network Rail to agree a suitable management regime to both minimise risks to children and any accompanying parents and to the wider public. Measures could include the following:

- Agreement on preferred routes;
- Potential presence of staff to monitor children's' behaviour at key locations; and
- An agreed educational programme.

6.5.2 These are proposed measures and when the school travel plan is taken over by the school there may need to be additions to these measures or adaptations to ensure they are both feasible and manageable. However, this travel plan recognises that there may be a need to be flexible in the approach and that there may be alternative or better options available to the school, although these measures have been suggested to recognise the importance of managing pupils crossing the railway.

6.5.3 Any arrangements with the school and newly agreed measures would then be incorporated into this travel plan post occupation of the school, once the need for them emerges.

7 Travel Plan Measures and Action Plan

7.1 Overview

- 7.1.1 This section details the measures that the school intends to implement at the site; and the likely measures that they will promote the use of sustainable transport modes and reduce car use.
- 7.1.2 An Action Plan is provided in Table 7.1. The main aim of the Action Plan is to identify individual initiatives that can assist the staff, visitors and pupils to reduce private vehicle journeys.
- 7.1.3 Table 7.1 sets out the benefits of various measures and the timescales for their implementation. They are grouped by measures that will meet the TP sub-objectives. Measures relating to servicing and deliveries are included within the separate Delivery and Servicing Plan as appended in the Transport Assessment Addendum.

7.2 Overview of Proposals to Encourage Sustainable Travel

- 7.2.1 As part of the overall Transport Strategy for the Stag development a number of key proposals will assist the promotion of travel by non-car modes to the school. These have been detailed within the Development proposals (Chapter 4) but are summarised as follows:
- Key pedestrian and cycle initiatives including a 20mph zone, additional crossings and links throughout the site. This will include a new east-west pedestrian cycle route through the Site providing direct access to the school and connecting with the wider network of pedestrian and cycle routes serving the wider area;
 - A Bus strategy, to improve the quality of the local bus services, most likely through the upgrading of the 419 service (Hammersmith to Richmond) with an improved frequency to be supplemented as necessary by school specific services dependent upon the school's catchment area.
- 7.2.2 In addition, the importance of putting in place a suitable education and enforcement regime to guide pupils regarding the use of pedestrian and cycle routes across the rail lines is recognised.

Table 7.1 Action Plan for Stag Brewery Secondary School

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Managing the on-going development and delivery of the Travel Plan with future Staff and Students					
Adoption of the Travel Plan	Support and buy-in from the school will ensure that the TP is an active, living document	Encourage Students and Staff to adopt the travel plan	This will ensure future commitment to the development of the TP	On Occupation	The School
Travel Plan Coordinator	A Travel Plan Coordinator will be responsible for managing the on-going development, delivery and promotion of the Travel Plan	Appoint a STPC for the school	This will ensure that the Travel Plan is taken forward and results are delivered	Prior to Occupation	The School
Establish School Steering Group	The School Steering Group should include a range of Staff, Students and Parents from the school	Establish and work alongside the School Steering Group	Staff/pupils can share knowledge and coordinate the improvement of sustainable travel options	On Occupation	STPC
STPC to attend School Steering Group	Meetings with the School Steering Group will enable the discussion of site-wide issues and the exchange of TP progress/information between all site occupiers	Work with the STPC and School Steering Group to meet on a regular basis	This will ensure that key site-wide issues are addressed and TP progress/information is exchanged, also providing easy communication between the school and the local authority	On Occupation	The School
Establish Links with the wider Stag FTP Steering Group	Share information about travel initiatives potentially development new initiatives jointly	Attend Stag FTP Steering Group Meetings	Will provide a better coordinated approach to travel planning initiatives in the wider area	On occupation	STPC
Increasing Awareness of the Travel Plan and its Objectives					
Travel Information Packs	To provide Travel Plan Information Packs to each	To provide information on	Students and parents can refer to the Travel Plan to make	On Occupation	The School

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
	student both physically and electronically	sustainable ways to travel around the area and the local services and facilities available on the site	informed decisions on their travel choices.		
Publicise Travel Plan Success	Promote the Travel Plan and achievements made	Feedback to staff/pupils on progress against travel plan targets	Students will remain involved and aware of the Travel Plan, and will be more likely to continue mode shift and encourage others to do the same	Annually after the School is occupied	STPC
Provide travel information to prospective Students	Provide travel information in the school prospectus	Provide information on all modes in the school prospectus	Students will be well informed on their travel options before joining the school and may be encouraged to change previously established travel habits.	When the school is advertised to future pupils	STPC
Encouraging greater use of sustainable transport modes, rather than the car					
Cycle Facilities	The development will provide secure cycle parking and information on cycle routes and cycle facilities.	To provide secure cycle parking spaces. An information leaflet on cycle facilities available should be given to staff and students	Provision of cycle facilities will encourage staff and students to use bicycles as a mode of travel	With Development	The School
Cycle to School Incentives	The school will run a monthly prize draw for those cycling to	To provide a monthly prize	Incentivises cycling to school	Monthly after the school is occupied	The School

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
	school. Vouchers are to be for retailers linked to active travel such as sports retailers.	draw for those cycling to school with prizes to be vouchers for sports retailers			
Pedestrian Facilities	Creating better pedestrian links to the wider area.	To develop good pedestrian links to the wider local area and public transport facilities.	Improved pedestrian links will encourage staff/pupils to walk instead of using a bus to reach local areas. The TP will highlight areas within a 5 and 15-minute walking radius.	Some of this will be a part of the redevelopment when it is completed	The School
Develop agreed safe routes to school (pedestrian and cycle)	Promote certain routes to and from the site to ensure pupils are using lit and appropriate routes	To improve safety of pupils on their way to and from the school	Greater uptake of walking and cycling due to increased safety and awareness	As part of the development	The School
Agree educational Programme with LBRuT/NR for use of railway crossings	Assemblies and Class discussions on based on railway safety to inform of the dangers of the level crossing.	To provide a greater understanding of the importance of using level crossings appropriately.	Pupils have a greater understanding of the risks and are more likely to seek alternative, safer routes	On Occupation	The School/NR
Public Transport Guides	Issuing information to staff/pupils on public transport options and journey planners.	Provide a guide detailing the available public transport routes in the area and how to access them.	Improved knowledge and ease of access to public transport will encourage staff and students to use it when possible.	On Occupation	The School

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Provide suitable special school bus services	School specific buses to accommodate the additional bus trips within the AM and PM peaks	Buses to accommodate routes to areas of the school catchment with no specific bus route	Additional bus capacity without having to provide for all day services freeing up buses to be used elsewhere on the network	On occupation	The School/London Buses
Discourage pupil drop off	Prevent parents from being able to drop off on the side of the road leading to traffic issues	Use double yellow lines and if necessary members of staff to patrol at drop off times	Reduces impacts on moving traffic and encourages pupils to walk and cycle	On Occupation	The School

8 Plans and Timescales for Travel Plan Monitoring and Review

8.1 Overview

- 8.1.1 The TP will be the responsibility of the school in coordination with the STPC. This STPC and the education authority will discuss funding to manage the future development of the TP, including the on-going monitoring and review. Initial surveys, monitoring and review of Targets will take place once the school has been occupied for three to six months. Revised targets may be proposed once the surveys have been reviewed and analysed.
- 8.1.2 The updated TP would then be submitted to the LBRuT for its agreement within one year of occupation of the site.
- 8.1.3 The TP will be regularly monitored and reviewed to ensure that the Plan reflects the changing requirements of the site, is up-to-date with travel planning options available and remains challenging.
- 8.1.4 Table 8.1 provides the plans and timescales for the monitoring and review of the TP.

Table 8.1 Plans and Timescales for Travel Plan Monitoring and Review

Action	Indicative Timescales
Baseline travel survey of all pupils and staff	3 - 6 months post occupation
Update of TP following baseline surveys	Following baseline travel surveys
School Steering Group meetings	Bi-annually
Update of travel information for students	Annually
Future school travel surveys	3 rd and 5 th year following baseline travel surveys

