



Stag Brewery, Mortlake

Framework 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)203 824 6600 E: pba.london@stantec.com

Document Control Sheet

Project Name: Stag Brewery, Mortlake

Project Ref: 38262

Report Title: Framework Travel Plan

Doc Ref: C

Date: July 2020

	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				

Revision	Date	Description	Prepared	Reviewed	Approved
-	February 2018	Original Application	MB	RP	GC
A	May 2018	First Addendum	MB	PW/RP	GC
B	May 2020	Revised Submission	MB	PW	GC
Final	May 2020	Final following Legal Review	MB	PW	GC
C	14/07/2020	Revised following comments from Gerald Eve	RK	PW	GC

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1 Introduction

1.1 Background

1.1.1 This Framework Travel Plan (FTP) has been prepared by Stantec as a revised submission document to the FTP 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 Framework 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 author of this Travel Plan and relevant contact details are provided in the document control sheet at the front of this report. The company contact details are also noted on the front page.

1.1.13 The Client, Reselton Properties Ltd, will appoint a management company to oversee the FTP for the proposed development and will be responsible for its implementation and further development until a number of Travel Plan Coordinators are appointed. It is recommended that there will be a travel plan coordinator appointed for each different land use types, coming together to create a group of Travel Plan Coordinators, with one overarching travel plan coordinator responsible for the site as a whole.

1.2 Site Location

1.2.1 The site is bounded by the River Thames to the north, the A3003 Lower Richmond Road / Mortlake High Street to the south and Williams Lane to the west, with Ship Lane running north-south through the centre of the site.

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

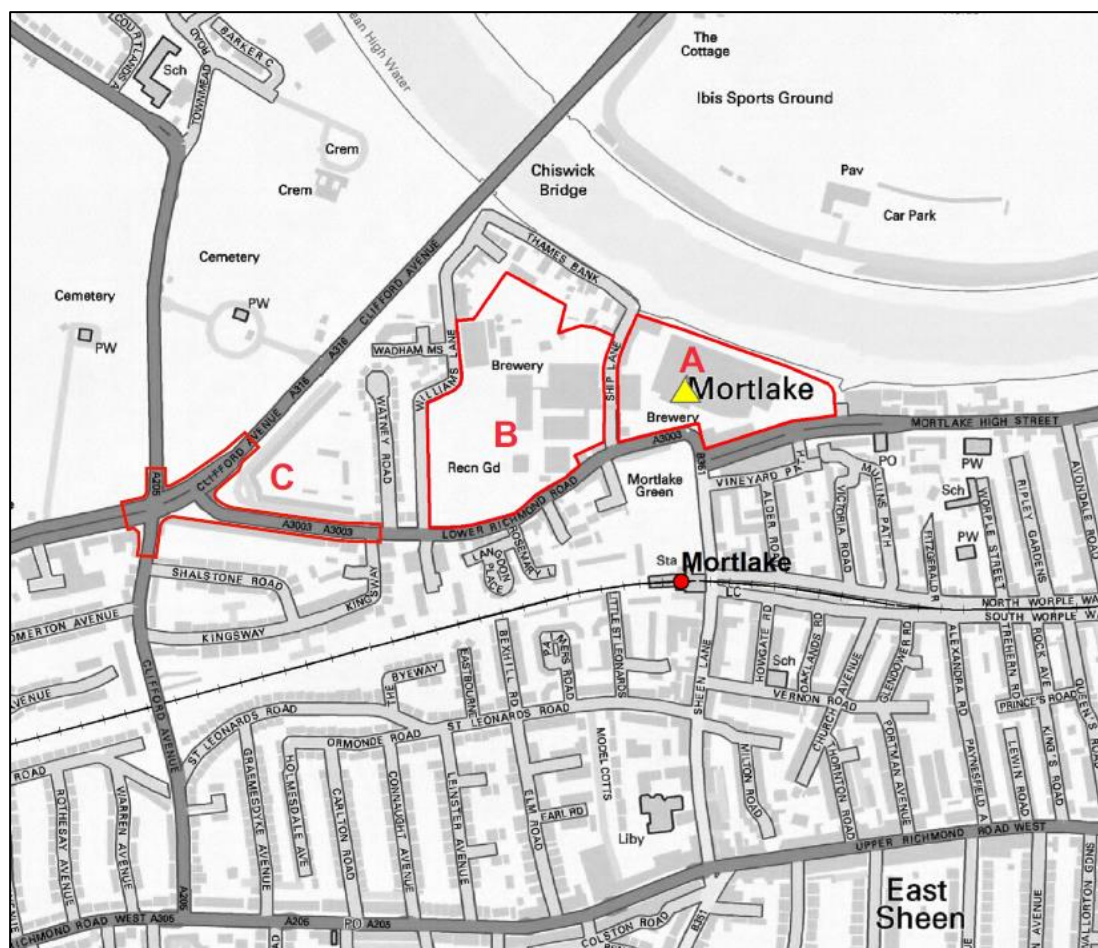


Figure 1.1 Site Location Plan

1.3 Development Mix & Travel Plan Requirements

1.3.1 The redevelopment of the site will provide a mixed-use development incorporating residential, retail and leisure land uses as well as associated parking provision. The overall development proposals for the site also include a secondary school; which is subject to a separate planning

application and so will be subject to an entirely separate travel plan. The proposed secondary school site is located within the western part of the site, as identified within Figure 1.1.

- 1.3.2 The Planning application is hybrid consisting of a detailed application for the part of the site that lies to the east of Ship Lane and an Outline application for parts of the site that lie to the west of Ship Lane. The overall development mix is set out in Table 1.1 below.

Table 1.1 Proposed Development Mix

Land Use	Original Application (GFA / No.)	Proposed Enlarged Scheme (GFA / No.)
Total Residential, (inc. care home / assisted living for current App)	813 units	1,250 units
Detailed Application – Application A (Development Area 1)		
Residential	439 units	576 units
Unspecified Flexible Floor Areas inc, Retail/Restaurant/Office/Community/Boathouse	4,686 m ²	5,023 m ²
Office	2,417 m ²	5,532 m ²
Cinema	2,120 m ²	1,606 m ²
Hotel	1,673 m ²	1,765 m ²
Gym	740 m ²	-
Outline Application - Application A (Development Area 2)		
Residential (inc. care home / assisted living for Original Application A)	374 units	674 units
Detailed School Application		
School	9,319 m ² (approximately 1,200 pupils)	9,319 m ² (approximately 1,200 pupils)
Total Car Parking for Full Site		
Total Car Parking	679 Spaces	493 Spaces

- 1.3.3 This FTP sets out the overall principles for the various travel plans that will be required for the new development. These will include a Residential Travel Plan (RTP) and School Travel Plan (STP) both provided separate to this Travel Plan. In addition there will also be separate travel plans or travel plan statements relating to the other individual land uses/units depending on their

size or number of employees, in accordance with the Transport for London (TfL) thresholds for the provision of Travel Plans as set out in their online website.

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

Table 1.2 Travel Plan Requirements

Land Use	Development Quantum	Travel Plan Requirement	Travel Plan/Statement Required?
Residential	1,250 Units	Equal or more than 80 units	Full Travel Plan required
Retail	Flexible Use – Unlikely any unit will be over 1,000m ²	Equal or more than 1,000sqm	No (potentially requires a TPS should staff no. be greater than 20)
Restaurant	Flexible Use – Unlikely any unit will be over 1,000m ²	Equal or more than 750sqm	No (potentially requires a TPS should staff no. be greater than 20)
Community Uses	Flexible Use – Unlikely will be over 1,000m ²	Equal or more than 1,000sqm	No (potentially requires a TPS should staff no. be greater than 20)
Office	5,532 m ²	Equal or more than 2,500sqm	Full Travel Plan required
Cinema (Leisure)	1,606 m ²	Equal or more than 1,000sqm	Full Travel Plan required

- 1.3.5 The above review suggests that only the residential element, office and cinema would require full travel plans. Where total floor areas are greater than some of the thresholds, i.e. retail and restaurant no travel plan is thought to be required as each individual unit would not exceed this amount.

- 1.3.6 Other elements may require travel plan statements which would not necessarily include specific targets but rather set out positive measures to promote sustainable transport, together with an action plan for their implementation.

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

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

1.4 Requirement of a Framework Travel Plan

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

1.5 Travel Plan Context

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

1.6 Travel Plan Structure

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

2 Site Assessment

2.1 Introduction

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

2.2 Local Amenity Provision

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

Table 2.1 Local Amenities

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

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

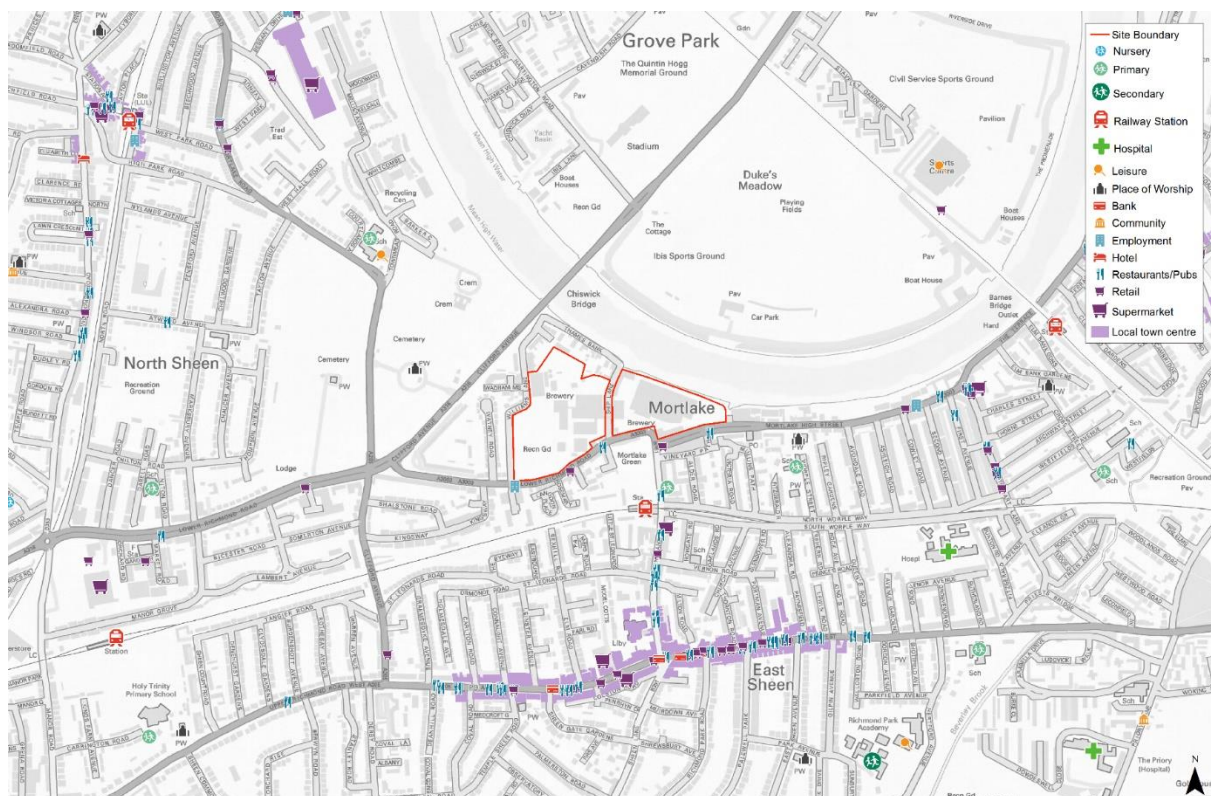


Figure 2.1 Local Amenities Plan

2.3 Existing Pedestrian and Cyclists Provision

Pedestrian Network

- 2.3.1 Footways are provided on both sides of the carriageway for most roads in the surrounding area with the main exceptions being Ship Lane, Thames Bank, Williams Lane and the corner of Mortlake Green. The majority of footways within the area are over 2 metres in width and are well lit and maintained. The exceptions to this are Ship Lane, Sheen Lane in the lead up to the level crossing and over the crossing, Williams Lane and at the pinch point near the mini roundabout at the northern end of Sheen Lane, where there are variable footways along the length of these links with some footways being less than 2 metres.
- 2.3.2 Additionally, there are several footpaths through Mortlake Green which are approximately 2 metres in width. These footways are well maintained and act as a recreational asset as well as providing links between Lower Richmond Road and Mortlake Station. Lighting within Mortlake Green is provided although it is not to the standard provided on footways adjacent to the carriageway.
- 2.3.3 Several formal pedestrian crossings are located in the area. There are two zebra crossings on Sheen Lane, approximately 70 metres to the north of the crossing and about 120 metres to the south. There are currently no formal crossings on Mortlake High Street in the immediate vicinity of the Site, the closest is a zebra crossing approximately 140 metres to the west of the Site. There is an existing signalised pedestrian/cycle crossing on Lower Richmond Road just to the east of the Ship Lane junction which provides access between Ship Lane and the northern entrance to Mortlake Green. There is also an existing zebra crossing just to the west of the junction with Williams Lane. Additional signal-controlled crossings are then located at the Chalkers Corner junction as well as at the Sheen Lane/South Circular junction.

- 2.3.4 The Thames Path is located to the north of the site between the site boundary and the River Thames. This provides an unlit path along the south bank of the river leading towards Kew to the west and Barnes to the east. The footway is a mixture of unpaved and cobbled surfaces.
- 2.3.5 Figure 2.2 provides a plan showing typical walking distances from the centre of the Site in the form of walk isochrones. This shows that both Mortlake (0-5 mins) and Barnes Bridge (10-15 mins) stations are within an easy walking distance of the site as well as the retail/restaurant facilities along the Upper Richmond Road (5-10 mins).

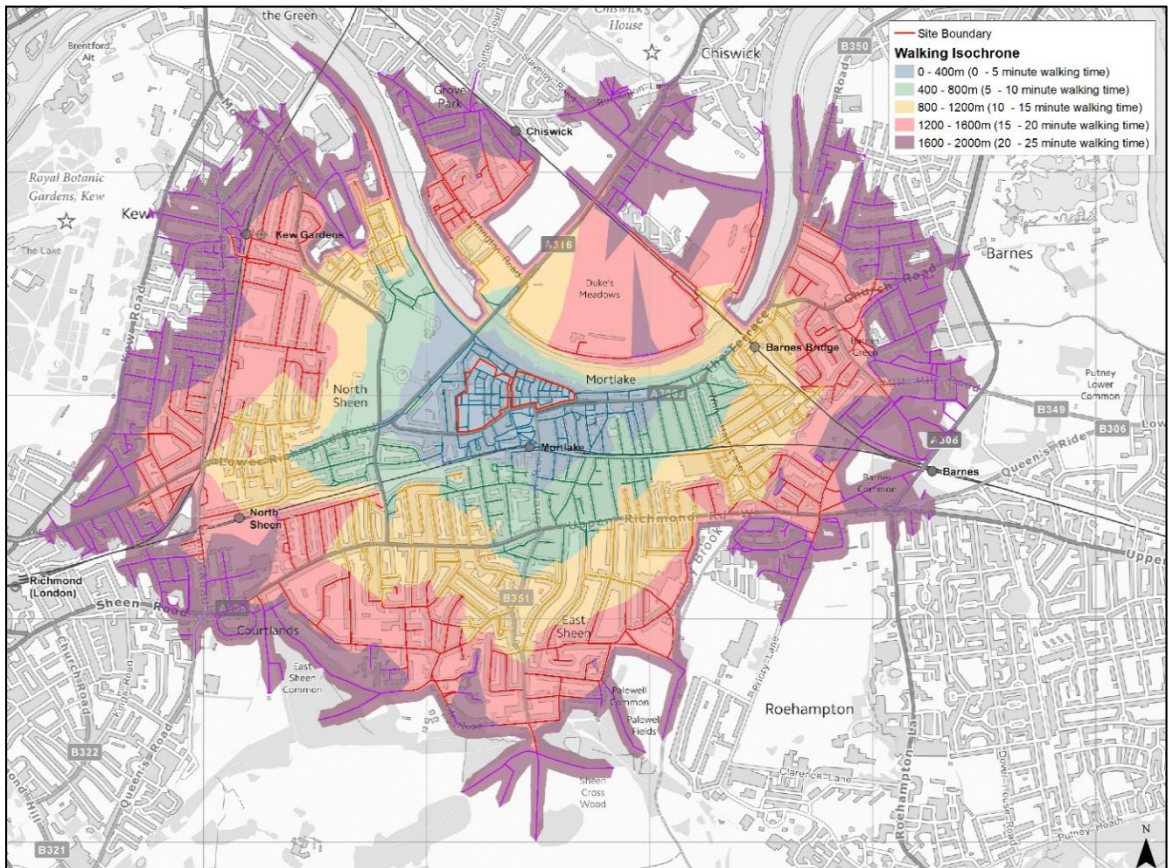


Figure 2.2 Walking Isochrones

Cycle Network

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

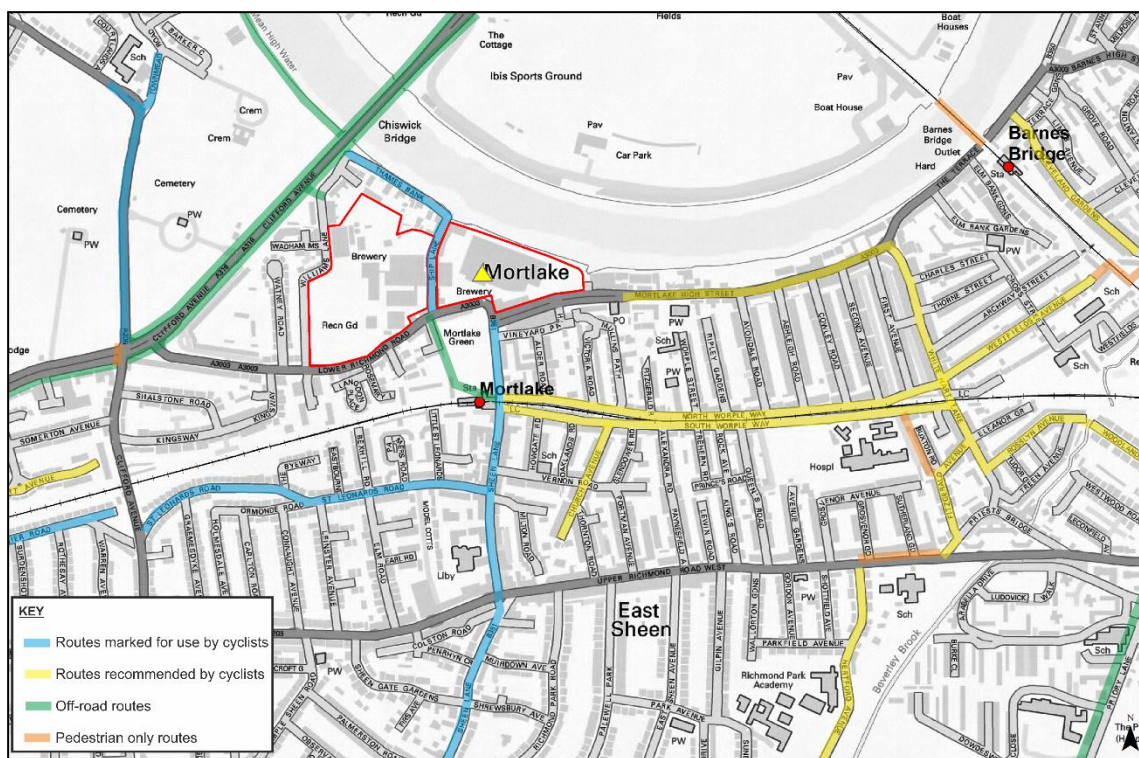


Figure 2.3 Local Cycle Routes (Source: TfL Local Cycling Guides)

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

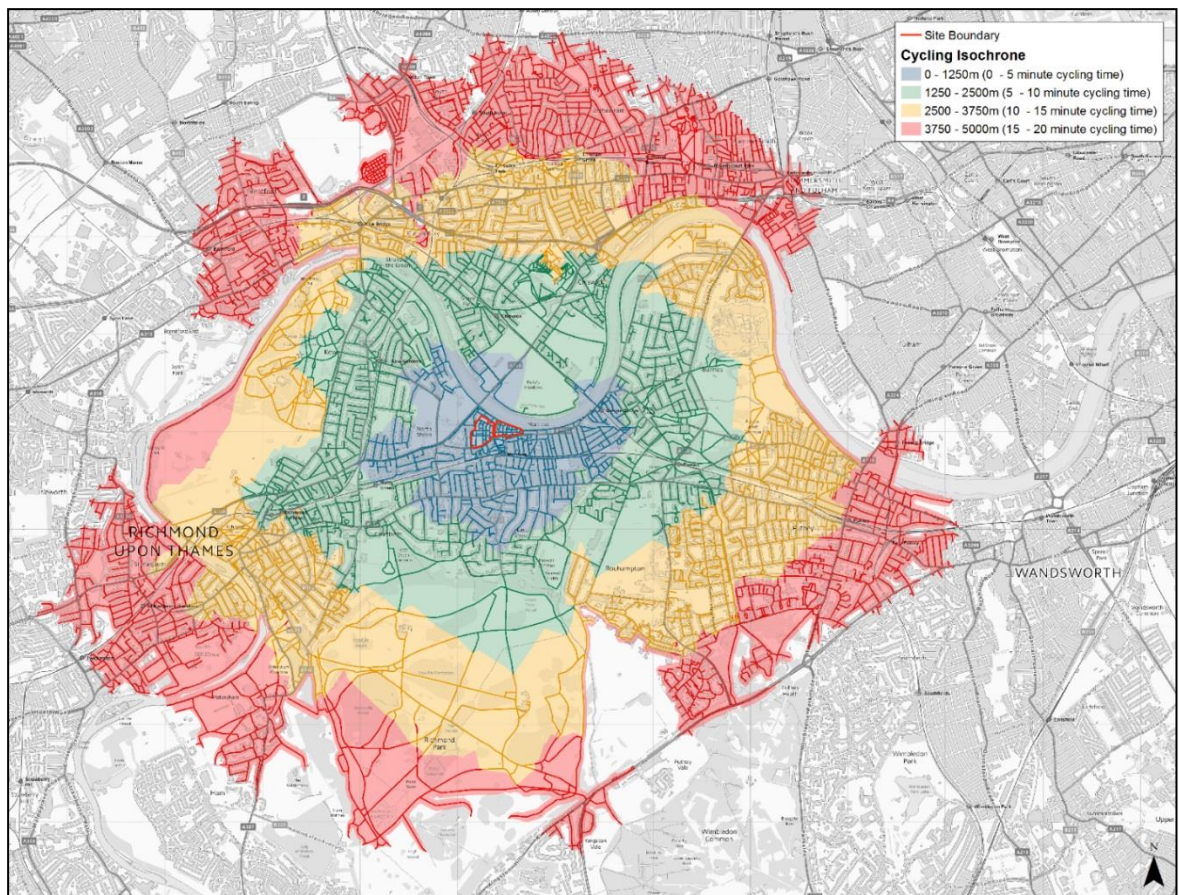


Figure 2.4 Cycle Isochrones

2.4 Existing Public Transport Network

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

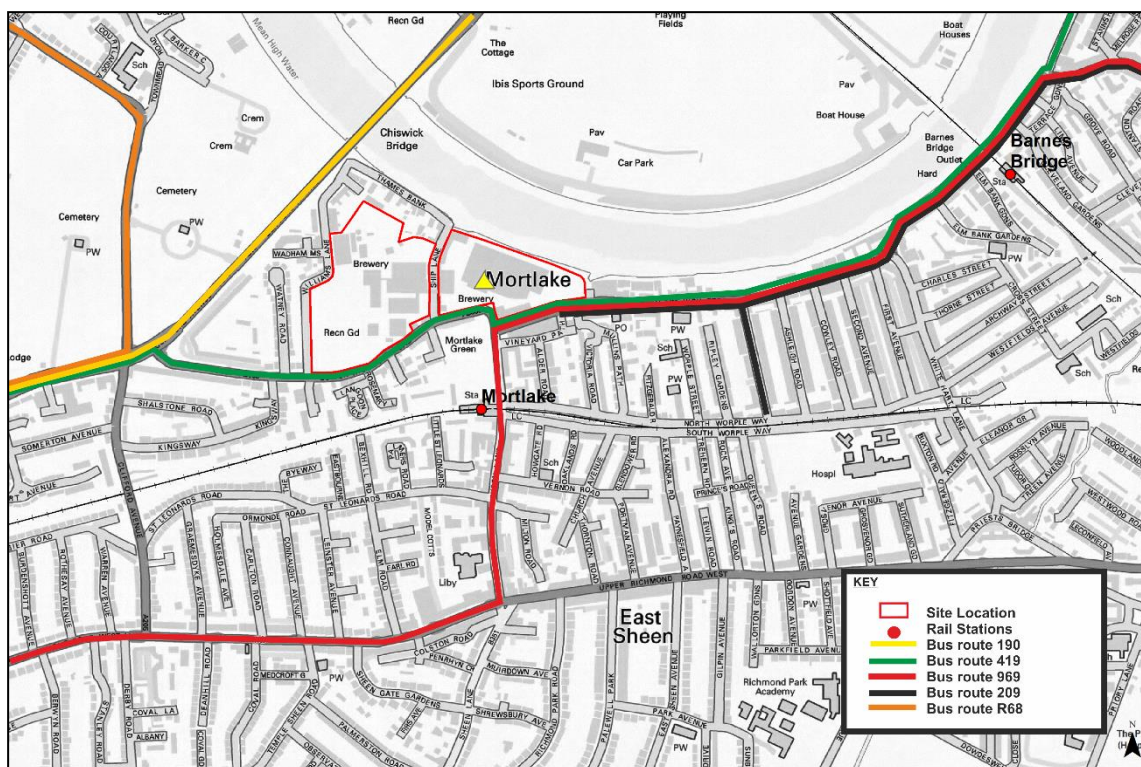


Figure 2.5 Local Public Transport Facilities

Bus Services

2.4.2 The services closest to the Site are as follows:

- There is one regular service, the 419 which provides a service between Hammersmith and Richmond Station, which operates along the Mortlake High Street and Lower Richmond Road corridor and which serves the site from stops located along the Site frontage. This provides a daily service with a frequency of about 4 buses per hour on weekdays and Saturdays and two buses an hour on Sundays;
- The western part of the site, and in particular the north west corner, is also located close to the 190 bus service that operates along Clifford Avenue and which links Richmond with West Brompton, via Hammersmith. This also runs to a frequency of about 4 buses per hour on weekdays and Saturdays and 3 buses an hour on Sundays. over Chiswick Bridge;
- The 209 service is also easily accessible from the western part of the Site. This service currently terminates at a small bus facility at the southern end of Avondale Road with the closest stops to the Site being at the junction of Mortlake High Street and Avondale Road, approximately a 300 metres walk from the western corner of the site but about a 600 metres walk from the southern end of Ship Lane. The 209 provides a very high frequency service to Hammersmith, via Barnes; and
- There is also a night bus service, the N22, which operates past the site from Oxford Circus to Twickenham.

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

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

2.4.4 Table 2.2. provides further details for these services.

Table 2.2 Local Bus Routes and Weekday/Weekend Frequencies

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

National Rail

2.4.5 The closest railway station to the site is Mortlake Rail Station, which is approximately 300m walking distance (4-minute walk) from the site boundary, with Barnes Bridge Station providing an alternative station approximately 1,200m away. There are train services to London Waterloo,

Wimbledon and Chiswick with each of these services running approximately every half an hour from Mortlake. In the morning peak hour (08:00-09:00) there are 8 trains to London Waterloo, 6 to Wimbledon and 5 to Chiswick.

2.4.6 These services from Mortlake Rail Station also provide good connectivity to the wider strategic network via interchange at Clapham Junction where users can access services to London Victoria, other Southern Rail destinations across London and the London Overground. Various London Underground Lines can also be accessed from Richmond, Putney, Vauxhall and Waterloo. Table 2.3 details the journey times to potential destinations and the corresponding interchanges.

Table 2.3 Rail Journey times from Mortlake Station

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

2.4.7 In terms of parking provision, Mortlake Rail Station, offers 11 car parking spaces and one additional accessible space.

2.4.8 Barnes Bridge Rail Station, located approximately 950 from the site, is serviced by an average total of 8 trains per hour, 4 of which are direct to London Waterloo which allows users to access the London Underground. Of the remaining 4 services, 2 trains are to Waterloo via the Hounslow Loop and 2 trains are to Weybridge.

London Underground

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

2.5 Public Transport Accessibility

2.5.1 The Public Transport Accessibility Level (PTAL) is a measure of the accessibility of a specified point within a development site to the public transport network, taking into account walk access times and service frequency. The method is essentially a way of measuring the density of the public transport network at a particular point. PTAL scores can range from 1a to 6b, where a score of 1 indicates a “very poor” level of accessibility and 6 indicates “excellent” accessibility.

2.5.2 Figure 2.6 provides a copy of the TfL (WebCAT) plan showing the existing PTAL for the local area. This shows that whilst the majority of the Site has a PTAL rating of 2 a significant part of the area in the north west corner has a lower rating of 1. In practice it has been acknowledged by TfL that the rating in the north-west corner is incorrect as it ignores the bus services that

operate along Clifford Avenue. If these services are taken into account, then the existing PTAL for the Site improves slightly with virtually the whole Site falling within the PTAL 2 category.

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

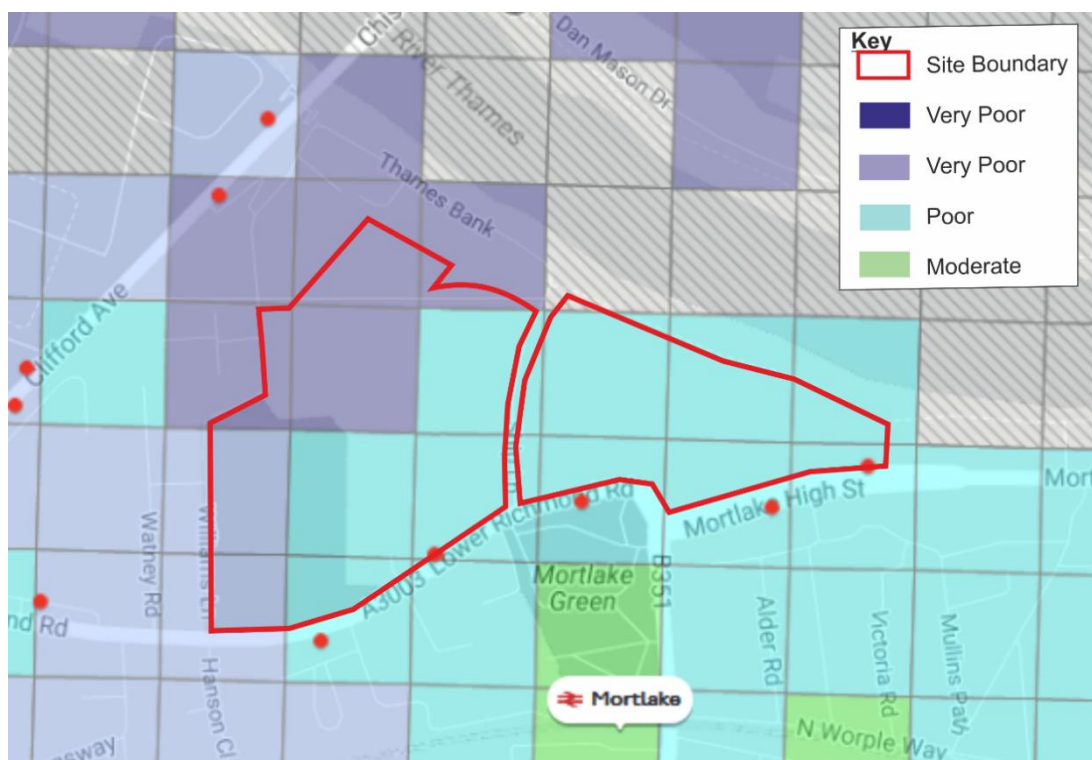


Figure 2.6 PTAL of the Existing Site (Source: TfL WebCAT Toolkit)

2.6 Car Clubs

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

2.6.2 There are 5 car club spaces within approximately 500m of the site offering one space each with the exception of the Western Mortlake High Street space where there is provision for two vehicles. Four of the five are ZipCar club spaces, and the final is from the company Ridelink. The location of each of the car clubs are listed below:

- Mortlake High Street (East) - ZipCar – 1 Vehicle;
- Vernon Road – ZipCar – 1 Vehicle;
- Mortlake High Street (West) – ZipCar – 2 Vehicles;

- Thornton Road (Sheen) – ZipCar – 1 Vehicle; and
- Vineyard Path – Ridelink – 1 Vehicle.



Figure 2.7 Local Car Clubs

2.7 Summary

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

3 Policy Review

- 3.1.1 This section provides a review of the key national, regional and local policy documents relevant to travel planning for the former Stag Brewery site.
- 3.1.2 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 Intend to Publish New London Plan (2019), the Mayor's Transport Strategy and TfL's Travel Planning Guidance. The LBRuT Local Plan provides local policies.

3.2 National Policy

NPPF and NPPG (2019)

- 3.2.1 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.
- 3.2.2 The NPPG defines Travel Plans as "long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel."
- 3.2.3 Travel Plans, together with Transport Assessments, are used to assess and mitigate the negative transport impacts of the proposed development; and hence, to promote sustainable development. NPPG identifies Travel Plans as a key tool to identify opportunities for the effective promotion and delivery of sustainable transport. All developments, which generate significant amounts of movement should be required to provide a Travel Plan.

3.3 Regional Policy

Mayor's Transport Strategy (2018)

- 3.3.1 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)

- 3.3.2 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.
- 3.3.3 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.
- 3.3.4 The Intend to Publish London Plan has received comments from the Secretary of State which result in significant changes to the plan. Therefore, there is need to consider the adopted London Plan (2016) as the current policy position from the GLA as full weighting cannot be given to the 2019 version. There is however, no difference on the position on travel plans between the two documents and therefore no impact on this framework travel plan if the emerging policy were to be adopted.

TfL Travel Planning Guidance

- 3.3.5 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.

3.4 Local Policy

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

- 3.4.1 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.
- 3.4.2 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

- 3.4.3 The LBRuT Local Plan was adopted in July 2018. This local plan suggests travel plans are to be supplied with all major transport assessments.
- 3.4.4 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*”
- 3.4.5 Furthermore, this policy states that new developments should “*maximise opportunities to provide safe and convenient access to public transport services*”.
- 3.4.6 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*”.
- 3.4.7 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.

3.5 Summary

- 3.5.1 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 in line with Adopted and Draft London Plan Guidance.

4 Development Proposals

4.1 Overview

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

4.2 Development Proposals

- 4.2.1 The redevelopment proposals for the Site are for a mixed use, residential led development closely reflecting the aspirations of the Council's Site Allocation and Planning Brief. The main departure from the Planning Brief is the inclusion of a large secondary school as opposed to a primary school indicated within the Brief, although the Site Allocation from the Local Plan requires the delivery of a secondary school.
- 4.2.2 As set out in the transport assessment addendum, there are three separate applications:
- A hybrid application for the majority of the development comprising of a detailed application for the area to the east of Ship Lane and an outline application for the area to the west of Ship Lane; and
 - A separate, detailed application for the secondary school which occupies part of the Site to the west of Ship Lane.
 - A detailed application for works at Chalkers Corner which do not require a Travel Plan.
- 4.2.3 This FTP has been prepared in support of the hybrid planning application.
- 4.2.4 Figure 4.1 shows the illustrative masterplan for the new development and indicates the type and location of the land uses proposed.

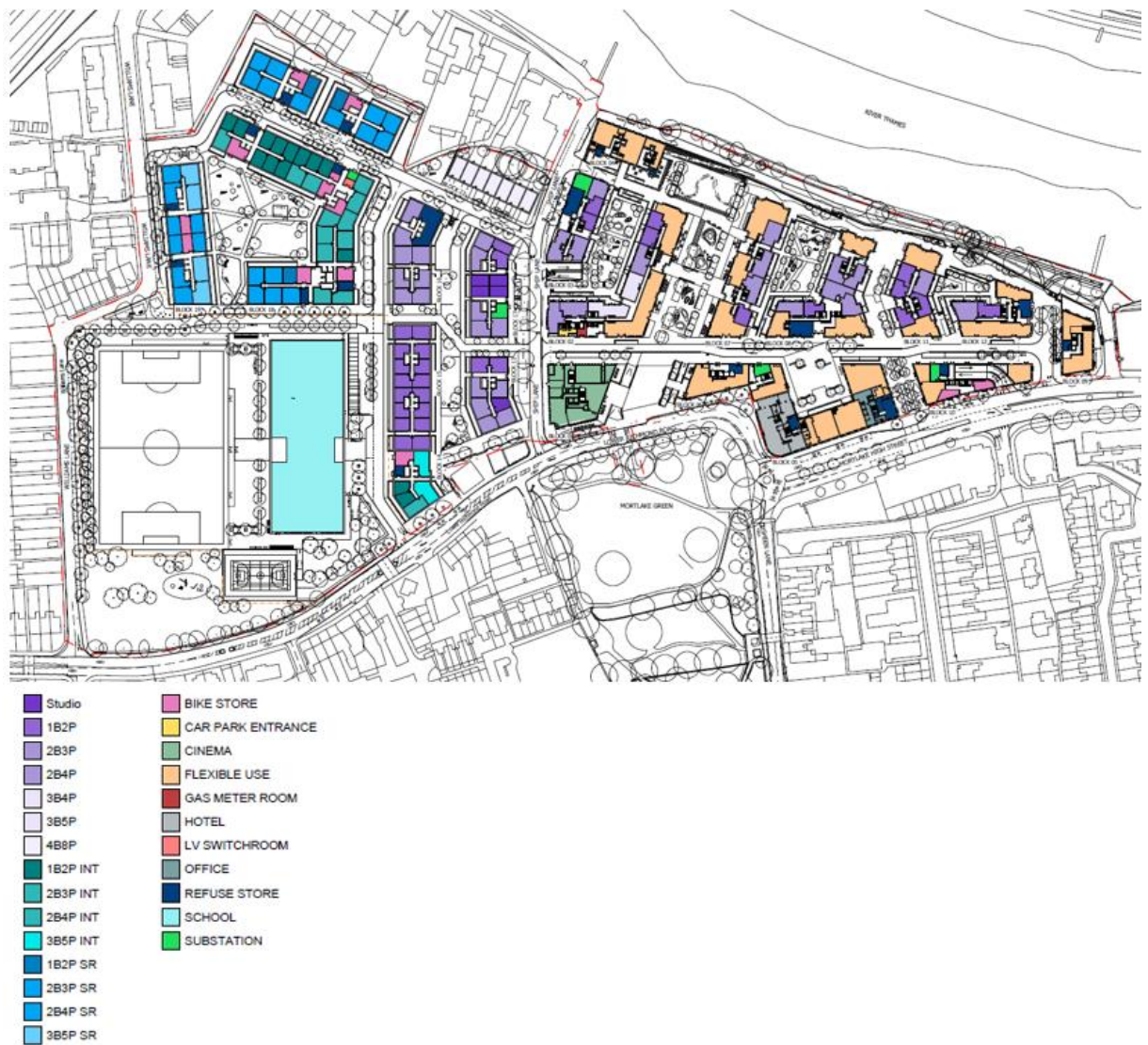


Figure 4.1 Proposed Illustrative Masterplan

4.2.5 Table 4.1 provides a summary of the development proposals.

Table 4.1 Stag Brewery development quanta

Land Use	Development Quanta
Total Residential	1,250 units
Detailed Application – Application A (Development Area 1)	
Residential	576 units
Flexible Use (for use as Class A1, A2, A3, A4, B1, D1, D2 and sui generis)	5,023 m ² (GIA)
Office	5,532 m ²
Cinema	1,606 m ²
Hotel	1,765 m ²
Outline Application - Application A (Development Area 2)	
Residential	674 units
Detailed School Application	
School	9,319 m ² (approximately 1,200 pupils)

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

4.3 Access Strategy

Pedestrian and Cycle Access

- 4.3.1 The access strategy gives priority to pedestrian and cycle movement. As discussed above, the proposals include the provision of a new 20 mph zone along the A3003 frontage and on Sheen Lane, to the north of the railway crossing together with new pedestrian crossing facilities. These measures are again in accordance with the Planning Brief and Site Allocation. Within the Site itself, priority for pedestrian / cycle movement is achieved by limiting vehicular access and movement at ground level and by carefully managing the movement of service vehicles.

- 4.3.2 The development is also characterised by a very high quality of public realm which is described in detail within the Design and Access Statement. Key features are the creation of a wide access route between Lower Richmond Road and the riverside which is then linked to Mortlake station through a relocated pedestrian crossing and new pedestrian route through Mortlake Green. The development would also provide a new “high street” to the east of Ship lane running parallel to Mortlake High Street which also act as part of a new east to west cycle route that will link Clifford Avenue in the west with Mortlake High Street at the eastern end of the Site and will provide direct access to the new secondary school.
- 4.3.3 Figure 4.4 and 4.5 identify the proposed network of pedestrian and cycle routes through the site. The overall pedestrian and cycle access strategy is described in further detail within Chapter 8 which also shows how the on-site proposals link into the wider networks serving the area.

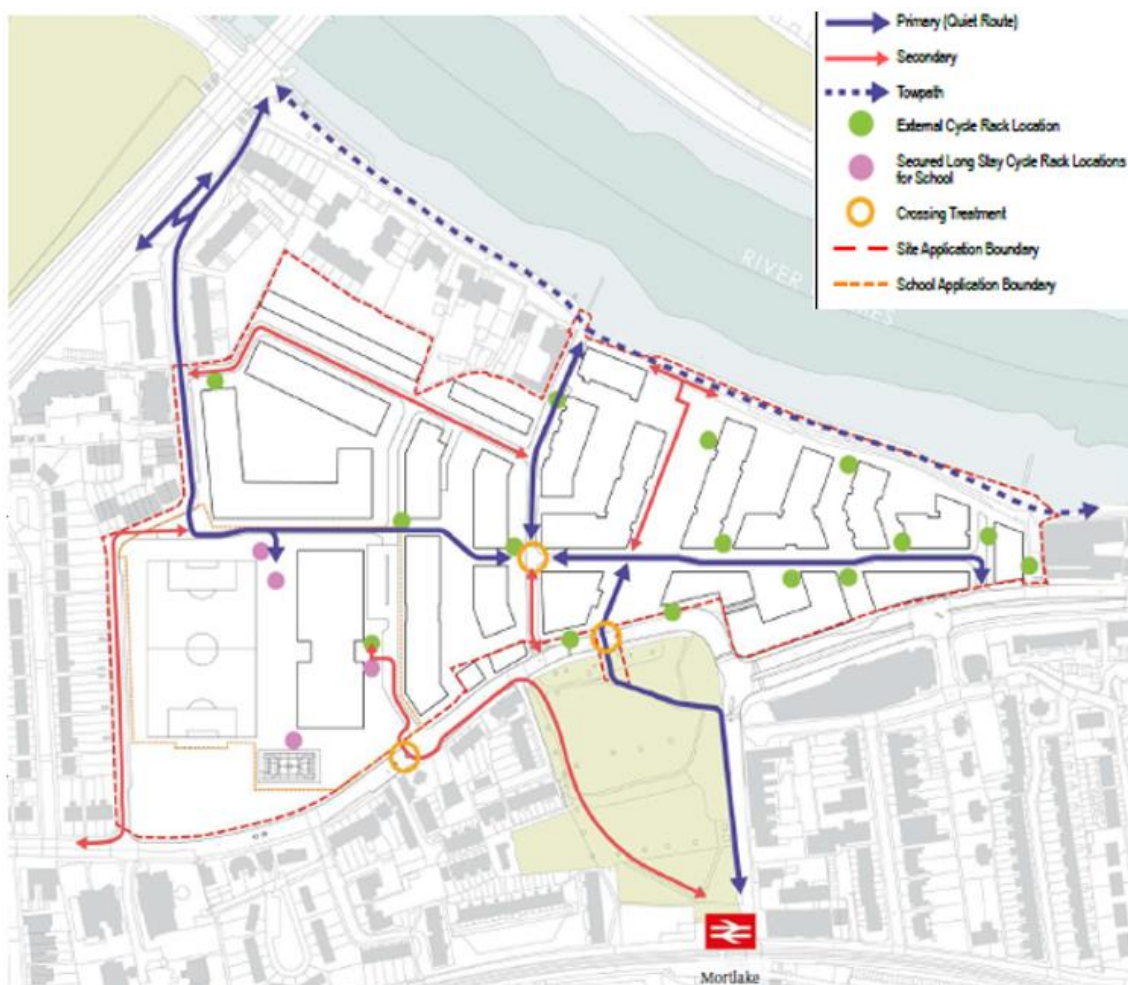


Figure 4.4 Proposed Pedestrian and Cycle Routes Through the Site

Cycle Parking

- 4.3.4 The provision of high-quality cycle parking has been accorded a high priority. The volume of cycle parking will at least meet the minimum standards required by the GLA and as identified within Table 4.3 of the Transport Assessment Addendum. An area has also been safeguarded for a future cycle hire scheme.
- 4.3.5 Changing space and shower facilities, in line with policy requirements, will also be provided for each land use to encourage cycling to work and to leisure facilities.

Car Park Access

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

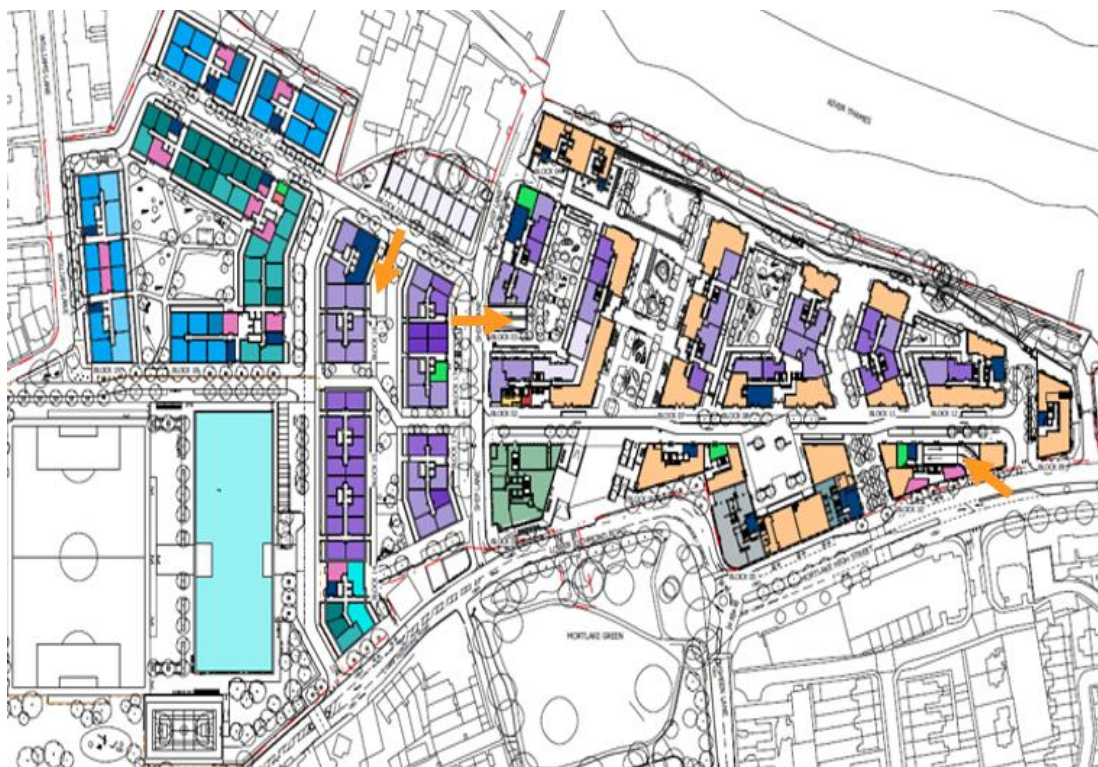


Figure 4.6 Car Park Access Points

Delivery and Servicing

- 4.3.9 Delivery and servicing to the Site will also be closely managed in order to minimise any adverse impacts including conflicts with pedestrians and cycles. Detailed arrangements are set out in a separate Delivery and Servicing Plan (DSP).
- 4.3.10 Figure 4.7 provides a plan showing the proposed servicing routes through the site and identifies the location of service bays and refuse collection points. For the detailed application the majority

of service vehicles will enter the Site from Mortlake High Street onto the new “high street” via a controlled access.

4.3.11 For the western part of the Site provision has been made for parking coaches associated with the school.

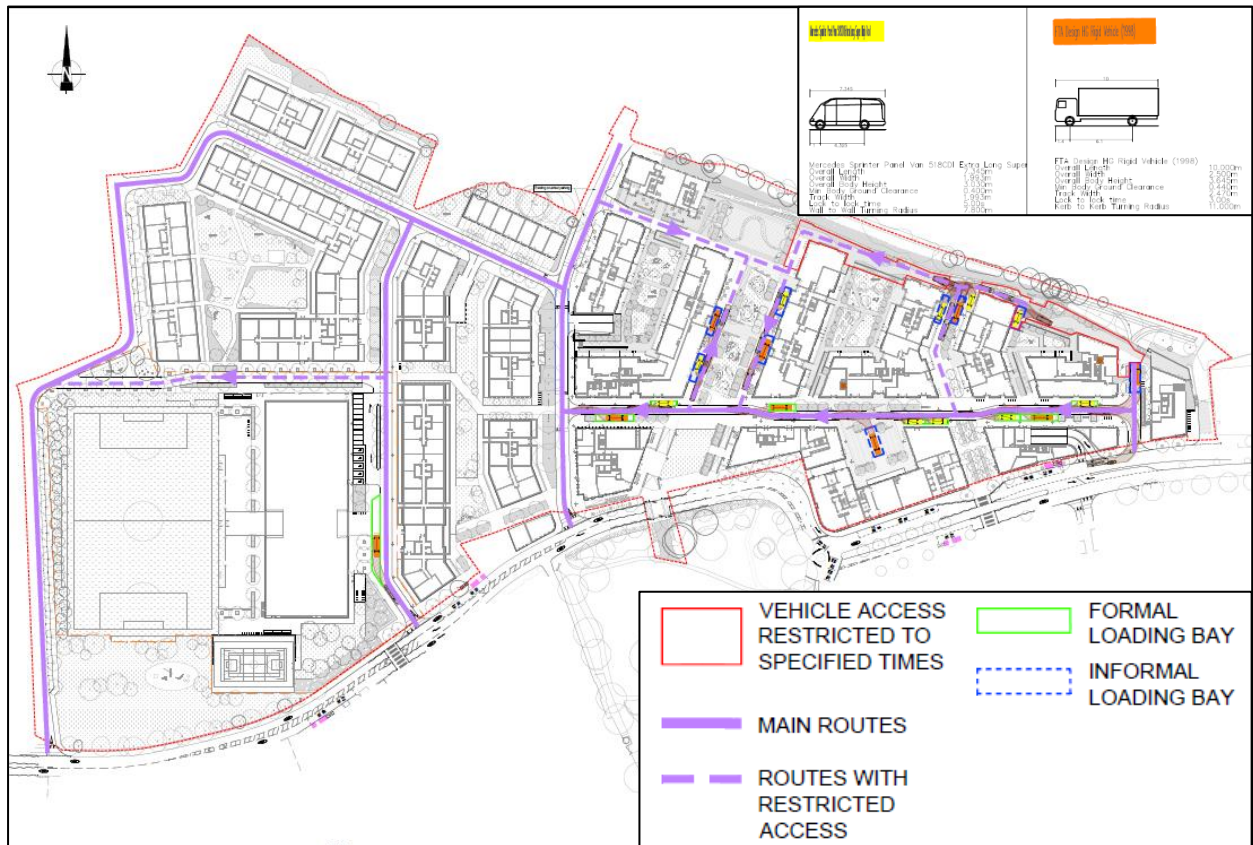


Figure 4.7 Delivery and Servicing Routes

Car Clubs

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



Figure 4.8 Proposed Car Club Locations on Ship Lane

4.4 Car Parking

- 4.4.1 The number of car parking spaces provided aims to strike a balance between the need to provide sufficient parking to meet the commercial requirements of the development and to ensure that excessive overspill parking does not occur onto surrounding streets and the desire to limit traffic generation in an area identified as suffering from existing congestion. Table 4.4 below shows the number of parking spaces being provided within each parking area. This is a reduced amount of parking compared to the previous application.

Table 4.4 Proposed Car Parking Numbers

Parking Area	Original Scheme		Enlarged Substituted Scheme		Net Change
	Residential Spaces (disabled)	Non-Residential Spaces (disabled)	Residential Spaces (disabled)	Non-Residential Spaces (disabled)	
Eastern Basement (Application A, Development Area 1)	331 (35)	77 (8)	330 (18)	78 (8)	0
Western Basement (Application A, Development Area 2)	148 (16)	108 (15)	70 (24)	-	-186
School (Application B)	N/A	15 (2)	N/A	15 (2)	0
Sub - Total	479	200	400	93	
Total	679		493		-186

4.4.2 There will be no parking provision at street level for any land use, with the exception of the 15 spaces for the school and for the seven individual townhouses. An agreement for a lower residential parking ratio of approximately 0.29 spaces per residential unit has been agreed with TfL officers as an appropriate level of parking based on similar sites and the proposed trip generation.

4.5 Summary

4.5.1 The proposals for the Stag Brewery site are for a mixed use, residential led development, providing up to 1,250 residential units, as well as non-residential land uses such as retail, restaurants and office.

4.5.2 This is an improvement on the previous proposals from a travel planning perspective due to the reduction in car parking and overall car parking ratio. This will further encourage sustainable travel.

4.5.3 The access strategy gives priority to pedestrian and cycle movements, therefore promoting walking and cycling. The proposals include the provision of a new 20 mph zone along the A3003 frontage and on Sheen Lane, to the north of the railway crossing together with new pedestrian crossing facilities. These measures are again in accordance with the Planning Brief and further the promotion of walking and cycling as key modes of travel from the site.

4.5.4 Within the Site itself, priority for pedestrian / cycle movement is achieved by limiting vehicular access. Almost all parking is contained within basement car parks. To the east of Ship Lane there is no surface car parking and to the west surface parking is limited to that for the school and for the terraced town houses. Servicing traffic will also be controlled outside of peak hours. All of these measures will help to minimise conflicts between vehicles and pedestrians and cyclists.

4.5.5 The development is also characterised by a very high-quality public realm which is described in detail within the Design and Access Statement and associated addendums. Key features are

the creation of a wide access route between Lower Richmond Road and the riverside which is then linked to Mortlake station through a relocated pedestrian crossing and new pedestrian route through Mortlake Green. The development would also provide a new “high street” to the east of Ship lane running parallel to Mortlake High Street which also act as part of a new east to west cycle route that will link Clifford Avenue in the west with Mortlake High Street at the eastern end of the Site and will provide direct access to the new secondary school.

- 4.5.6 The development proposals also safeguard for the possible future provision of a bus stand area and driver facilities within the south west corner of the site (corner of Lower Richmond Road and Williams Lane). This is following discussions with both TfL and LBRuT and would allow the extension of the 209 to the Site or facilitate an extension of a different bus service should that be required by TfL in the future.
- 4.5.7 Proposed parking provision for the development seeks to strike a balance between the need to provide sufficient parking to meet the commercial requirements of the development and to ensure that excessive overspill parking does not occur onto surrounding streets and the desire to limit traffic generation in an area identified as suffering from existing congestion. Consequently, the proposed parking is less than the maximum standards set out in LBRuT’s policy. For the residential use, parking is provided at a rate of 0.29 spaces per unit, which is appropriate for a site in this location with the associated PTAL rating. The Site Allocation also states that “strict mitigation measures will be required, both to mitigate any effect on current receptors and highways and on future receptors within the proposed development” this would imply that a lower parking ratio is welcomed.
- 4.5.8 Cycle parking is provided in accordance with both the Intend to Publish London Plan and Adopted London Plan with secure long-term parking provided within the Basement car parks and at Ground Floor for residents and short stay parking provided on-street for the non-residential uses. In addition, changing and shower facilities are to be provided for all land uses to further encourage people to cycle.

5 Objectives and Targets

5.1 Overview

- 5.1.1 This section sets out the overarching Objectives and Targets of the FTP for the Proposed Development.
- 5.1.2 The objectives are supported by a set of quantified SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imed) Targets so that progress towards achieving them can be measured.

5.2 Objectives

- 5.2.1 The objective of this FTP is:

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

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

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

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

5.3 Targets

- 5.3.1 Unless otherwise agreed with the Planning Authority, TRICS-compliant surveys will be conducted three months into occupation of each individual land use within each phase of development at the Stag Brewery site. These will provide baseline mode share data and will form the basis for agreeing future Target Mode Shares for each individual land use which will be set out in the individual travel plans associated with the development.
- 5.3.2 Overall, the main aim of the travel plans is to manage the travel patterns of residents, employees and visitors of the site travelling to and from the development from the outset and aim to encourage the use of a combination of public transport and other sustainable modes including walking and cycling.
- 5.3.3 Generally, initial opening year mode share targets are based upon the mode share estimates set out in the Transport Assessment Addendum. Targets should then be established for end of Year One, End of Year Three and end of Year Five. These targets will seek to achieve a shift in mode away from car, and in particular single occupancy car, towards the more sustainable modes of travel. The targets should be challenging but realistic.

- 5.3.4 The targets will be reviewed once the initial TRICS travel survey of each individual land use is completed. The baseline data from the surveys will provide a better understanding about what is achievable and what measures will best suit each land use and their respective users.
- 5.3.5 Mode shares for the whole development in the AM peak are included within Table 5.1. The estimates already reflect at least to some extent the reduced car ownership proposed for the development. The Year One, Year Three and Year Five targets are also included in the table.
- 5.3.6 Overall, the targets seek to reduce the number of car driver trips further. The targets also seek to reflect the current priorities of the Mayor’s Transport Strategy, namely the importance of promoting Healthy Streets and the more active modes of travel, including walking and cycling. In this respect it is considered that there will be limited opportunity to decrease the proportion of rail trips in favour of active modes, since these will generally be longer distance trips. However, it is considered that there will be more scope to encourage a shift from bus to walking and cycling for shorter distance trips. This is reflected in the targets.
- 5.3.7 Based on these mode shares shown in the table below, the following targets for mode shift have been set for 1 year, 3 years and 5 years after occupation of the site.

Table 5.1 Proposed AM Peak Mode Shares

	Opening Year Whole Development	Year 1 Whole Development	Year 3 Whole Development	Year 5 Whole Development
Car Driver	13%	12%	10%	9%
Other inc. Car Passenger, Taxi, Motorbike	4%	3%	3%	3%
Bus	28%	27%	26%	24%
Train	14%	15%	15%	15%
Walk	38%	39%	40%	41%
Cycle	3%	4%	6%	8%
Total	100%	100%	100%	100%

- 5.3.8 The table shows the site wide targets and that there is a focus on increasing active travel.

6 Delivering the Travel Plan Objectives

6.1 Introduction

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

6.2 Travel Plan Delivery

Travel Plan Management

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

Securing and Funding the Travel Plan

- 6.2.6 This FTP will not be funded through the S106 however, the Section 106 Agreement will secure funding to include initial implementation, on-going monitoring and review and any additional measures that might be required as a result of this process.

6.3 Travel Plan Awareness

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

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

6.4 Encouraging Sustainable Travel

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

6.5 Reducing the Need to Travel by Car

- 6.5.1 The mix of uses within the proposed development, including employment, leisure, shopping as well as the provision of the adjacent secondary school, will in itself encourage sustainable patterns of travel as well as reducing the number of trips overall. For example, the school will not provide any parking spaces for students, except for 15 staff and disabled spaces. The further availability of existing shops and services, including local primary and nursery schools within easy walking distance of the Site will further encourage sustainable patterns of travel.
- 6.5.2 The need to travel by car is further reduced by the availability of a wide range of public transport options and by enhanced cycling connections to and from the Site. The existing rail and bus services provide good connectivity to the wider area including central London, Richmond, Twickenham and Wimbledon. A number of bus routes serve stops within the vicinity of the site as well as the close proximity of Mortlake Rail Station. South Western Railway services provide the opportunity to access the wider strategic network serving London and the South East Region through interchanges with London Underground/Overground and other network rail trains, for example at Clapham Junction, Richmond, Waterloo and Vauxhall
- 6.5.3 Each household/workplace will be encouraged to develop localised patterns of sustainable travel by the provided Travel Welcome Packs upon arrival. Residents and employees will be made aware of the full range of amenities available and how to access them either on site or in the local area. The Framework Steering Group will also investigate the feasibility of promoting local employment opportunities among residents to encourage living and working locally.
- 6.5.4 The provision of high-speed internet connectivity in each residential unit and promotion of the benefits of online grocery shopping will also reduce the need for residents to travel to the supermarket as well as promoting the benefits of working from home if the occupation permits.

6.6 Efficient Use of Private Vehicles

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

developments, they can also provide benefits to other uses e.g. offices and such opportunities will be explored.

- 6.6.3 Air quality is an important issue within Mortlake and this FTP can contribute towards minimising the developments impacts not only by encouraging reduced car use but also by encouraging the use of electric vehicles. Potential options will be to provide higher levels of provision of electric charging points, which the applicant has committed to once demand for the original 20% of spaces exceeds the supply.

7 Travel Plan Measures and Action Plan

7.1 Overview

- 7.1.1 This section details the measures that the Client intends to implement at the site; and the likely measures that they will promote the use of sustainable transport modes and reduce car use.
- 7.1.2 Several of the proposed measures of this travel plan were detailed in the development proposals chapter and are listed below:
- Pedestrian and cycle priorities at surface level across the development;
 - A 20mph zone along Lower Richmond Road/Mortlake High Street/Sheen Lane to improve the pedestrian and cycling environment;
 - Public realm works to improve the pedestrian and cycling environment;
 - Secure long stay cycle parking is provided within the basement alongside cycle changing and showering facilities. Short stay spaces are provided at ground level to give ease of access to all land uses;
 - Improvements to bus services and infrastructure as well as routes towards Mortlake Rail Station to increase the attractiveness of the public transport network; and
 - Provision of car clubs within the centre of the site.
- 7.1.3 An Action Plan is provided in Table 7.1 The main aim of the Action Plan is to identify individual initiatives that can assist residents and visitors to reduce private vehicle journeys.
- 7.1.4 Table 7.1 sets out the benefits of various measures and the timescales for their implementation. They are grouped by measures that will meet the FTP sub-objectives.

Table 7.1 Action Plan for Stag Brewery

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

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

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Car Club	Encourage the use of the car club	To publicise the car clubs that are located within and in the vicinity of the site	Reduces the need for privately owned cars and reduces short journey car trips	On Occupation	Developer
Electric Vehicles	Promote the use of Electric Vehicles	Adapt marketing strategy to promote electric vehicles, as well as overproviding spaces for such vehicles to encourage use	Reduces the number of fuel powered privately owned cars on the road leading to improved air quality	On Occupation	Developer
Parking Permits	Residents of the development will not be eligible for parking permits outside of the site	To prevent residents from obtaining parking permits for outside the site, should the CPZ be brought forward.	This will eliminate those living in the development from taking up parking outside homes.	On Occupation	LBRuT
Reducing the need to travel					
High Speed Internet Connectivity	Having high speed internet connectivity can allow residents to order shopping online	Allow high speed internet connections to be made available in each residential unit and promote the merits of online grocery shopping.	Residents can order shopping online or choose to 'work from home' therefore reducing the need to travel by car to work/ high street shops or supermarkets	With Development	Developer
Local services	Raise awareness and promote the use of local services to residents	Include information in the welcome pack of the amenities in the local area	Residents will be aware of services in close proximity to the site that they can walk/cycle to instead of travelling further by less sustainable modes.	On Occupation	TPC

8 Plans and Timescales for Travel Plan Monitoring and Review

8.1 Overview

- 8.1.1 The FTP will be the responsibility of the Developer in coordination with the Framework Steering Group. This Framework Steering Group and the Developer will discuss funding to manage the future development of the FTP, including the on-going monitoring and review. Initial surveys, monitoring and review of targets will take place once the proposed development has been occupied for three months from first occupation for commercial and 50% occupation for residential. Revised targets may be proposed once the surveys have been reviewed and analysed.
- 8.1.2 The FTP will be regularly monitored and reviewed to ensure that the plan reflects the changing requirements of the site, is up to date with travel planning options available and remains challenging.
- 8.1.3 Table 8.1 identifies key actions and timescales relating to the monitoring and review of the FTP.
- 8.1.4 In addition to travel surveys to identify mode share and the extent to which mode share targets are being achieved it is anticipated that the monitoring will include other aspects, including the use of the car clubs, use of cycle parking, disabled parking spaces and electric charging points. Qualitative surveys to understand how well existing travel arrangements cater for the Stag community should also be undertaken, taken together, this information will assist the Steering Group to review of the Travel Plan and help to ensure that changes are introduced that reflect the changing needs of the community over time.

Table 8.1 Plans and Timescales for Travel Plan Monitoring and Review

Action	Indicative Timescales
Submit Residential and Commercial Travel Plans for LPA approval	Prior to Occupation
Baseline travel survey of site users	3 months' post first occupation for commercial and 50% occupation for residential
Update of FTP following baseline surveys	Following baseline travel surveys
Framework Steering Group meetings	Bi-annually
Update of travel information for the site users	Annually
Future site user travel surveys	1 st , 3 rd and 5 th year following baseline travel surveys. Further periodic surveys may be required depending upon the overall timescales for the implementation of the development. This will need to be reviewed as part of the FTP process.

