

HAMMERSMITH BRIDGE TEMPORARY FERRY CROSSING TRAVEL PLAN STATEMENT

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1 INTRODUCTION

1.1 INTRODUCTION

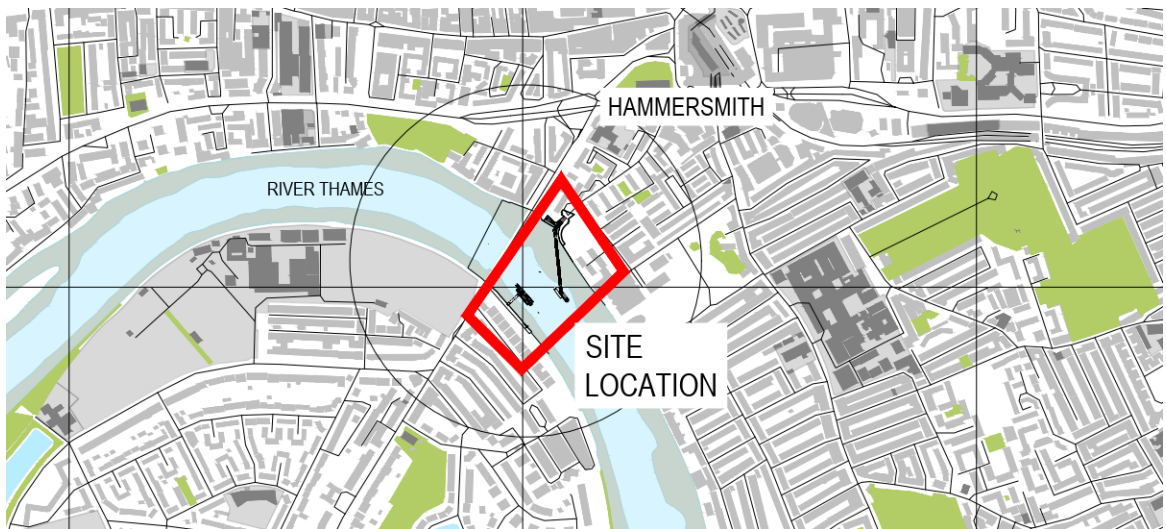
1.1.1 This Travel Plan Statement (TP) has been prepared by Velocity Transport Planning to accompany a full planning application in respect of a temporary ferry service spanning the River Thames between Hammersmith (to the north) and Barnes (to the south), which could be in operation for up to three years while the Hammersmith Bridge is repaired.

1.1.2 This TP relates to Thames Clipper staff travel patterns and should be read in conjunction with the Transport Assessment, also submitted as part of the planning application.

1.2 SITE LOCATION

1.2.1 The temporary ferry service will connect Queen Caroline Street in Hammersmith with Castelnau in Barnes, with the site location shown in its local context in **Figure 1-1**.

Figure 1-1: Site location and local context



1.3 DOCUMENT STRUCTURE

1.3.1 The remainder of this FTP is structured as follows:

- ⦿ Section 2 – reviews relevant transport planning policy;
- ⦿ Section 3 – sets out the Workplace Travel Statement



2 PLANNING POLICY

2.1.1 This relevant transport policy to this application include the following:

- ⦿ National Planning Policy Framework (NPPF);
- ⦿ Regional Policy namely the London Plan and Mayor's Transport Strategy; and
- ⦿ Borough Local Plans.

2.2 NATIONAL PLANNING POLICY FRAMEWORK (2019)

2.2.1 The National Planning Policy Framework (NPPF), February 2019, sets out the Government's planning policies for England and how these should be applied and provides a framework within which locally-prepared plans for housing and other development can be produced. At its heart, the NPPF sets out a presumption in favour of sustainable development (Paragraph 11).

2.2.2 The NPPF promotes sustainable transport. It notes that transport issues should be considered at the earliest stages of development proposals.

2.2.3 Chapter 9 of the NPPF sets out the requirements for promoting sustainable transport, advising that significant development should be focused on locations that are or can be made sustainable through limiting the need to travel and offering a genuine choice of transport modes. The NPPF advises that planning policies should support an appropriate mix of uses across an area and within larger-scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities.

2.2.4 Paragraph 109 of the NPPF states that "Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe" and in this context that planning applications should:

- a) *give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second so far as possible to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- b) *address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) *create places that are safe, secure and attractive which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- d) *allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- e) *be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.*

2.2.5 Paragraph 111 of the NPPF requires all developments that will generate significant amounts of movement to provide a Travel Plan and be supported by a transport assessment so that the likely impacts of the proposal can be assessed.



2.3 NATIONAL PLANNING PRACTICE GUIDANCE

- 2.3.1 The Planning Practice Guidance (PPG) assume 'Travel Plans, Transport Assessments and Statements' was launched on the 6th March 2014 and provides a web-based resource in support of the National Planning Policy Framework (NPPF).
- 2.3.2 Paragraph 9 of the PPG sets out that the need for a Travel Plan for a particular development will depend on factors including:
- ⦿ The Travel Plan policies contained within the local authority's Local Plan;
 - ⦿ Proposed development quantum, and in particular, whether they fall above or below any thresholds which may exist for the production of Travel Plans;
 - ⦿ Existing public transport availability and patronage; and
- 2.3.3 Site-specific considerations, which could include proximity to environmentally-sensitive areas or the need to focus on particular elements within the Travel Plan (e.g. minimising traffic generation levels).
- 2.3.4 Paragraph 11 details the approach to be taken when drawing up a Travel Plan. Guidance points include:
- ⦿ Setting specific outcomes rather than just outlining the process to be followed;
 - ⦿ Considering all journeys associated with the proposed development, including visitor trips;
 - ⦿ Taking a reasonable approach to sanctions in the event of targets not being met. In particular, it is noted that Travel Plans can only impose certain conditions if they are consistent with Government policy; and
 - ⦿ Advising that *"it is often best to retain the ability to establish certain elements of the Travel Plan or review outcomes after the development has started operating"* so that the actual operational and occupational characteristics of the developments can be taken into account once it is up and running. In this respect, a more fluid approach is deemed preferable to one which is overly prescriptive prior to occupation.
- 2.3.5 Paragraph 12 offers guidance on the monitoring of Travel Plans. The developer and the local authority should agree on the monitoring plan to be followed and with whom the responsibility for ensuring compliance lies. The guidance advises that monitoring should continue until the development's travel patterns are deemed to be consistent with the Travel Plan objectives, after which point the Travel Plan could remain active but would become a voluntary initiative.

2.4 GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS

- 2.4.1 The DfT developed 'good practice' guidance in 2009 to assist all stakeholders to secure an effective policy framework; determine when a Travel Plan is required; and outline how it should be prepared within the context of an integrated planning and transport process. They also set out how Travel Plans should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process. The document comprises technical guidelines and does not set out any new policy or legal requirements.
- 2.4.2 The guidelines recognise that the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a site, minimise the impact of developments on the transport infrastructure, and help to reduce CO2 emissions.

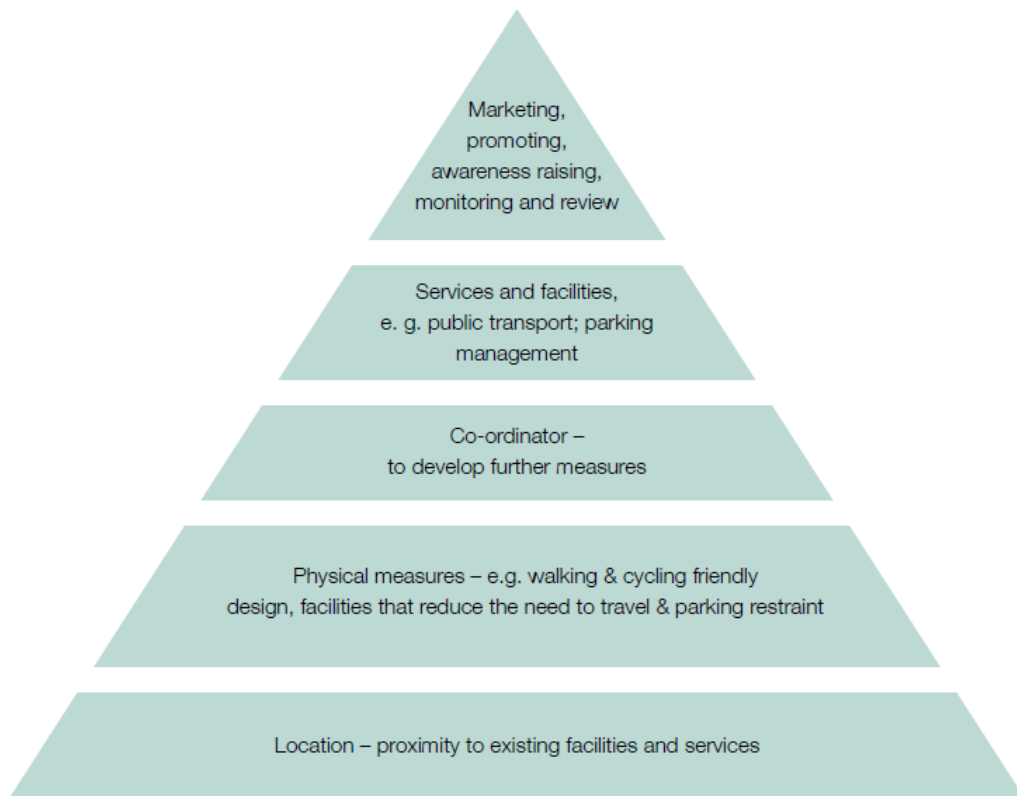


2.4.3 Travel Plans are important for major new developments in order to:

- ⦿ Support increased choice of travel modes;
- ⦿ Promote and achieve access by sustainable modes;
- ⦿ Respond to the growing concern about the environment, congestion, pollution and poverty of access; and
- ⦿ Promote a partnership between the authority and the developer in creating and shaping 'place'.

2.4.4 The document also recognises that it can be helpful to view a Travel Plan for a new development as a pyramid of measures and actions, which are constructed from the ground up with each new layer building on the last, all set within the context of the outcomes sought, as shown in **Figure 2-1**.

Figure 2-1: Travel Plan Pyramid



2.4.5 The Travel Plan Pyramid demonstrates how successful plans are built on the firm foundations of a good location and site design. Additional hard and soft measures should be integrated into the design, marketing and occupation of the Site.

WORKPLACE TRAVEL PLANS

2.4.6 The DfT guidance identifies that Workplace Travel Plans should focus primarily on commuter travel and travel in the course of work, but should also include strategies to make visitor and freight travel more sustainable. The guidance also notes how Travel Plans typically combine measures to support walking, cycling, public transport and car-sharing, reinforced with promotion and incentives and the management of workplace parking. Workplace Travel Plans also include actions to reduce the need to travel, such as policies to encourage home working and video conferencing.



2.5 THE LONDON (MARCH PLAN 2021)

2.5.1 The London Plan is part of the statutory development plan and aims to ensure that London's transport is easy, safe, and convenient for everyone and actively encourages more walking and cycling.

2.5.2 Policy T4B requires Travel Plans to be submitted with development proposals having regard to Transport for London guidance.

2.6 TRAVEL PLANNING FOR NEW DEVELOPMENT IN LONDON (2013)

2.6.1 In November 2013, TfL published guidance on the requirements for travel plans for new developments in London. The guidance sets out that development that would employ more than 20 staff should have a Travel Plan Statement and larger developments should have a full Travel Plan.

2.6.2 The number of staff operating on the temporary piers at any one time would be five (nine if craft operatives are included) and therefore the development falls below the threshold for a Travel Plan Statement. Nevertheless, as a publicly promoted operation, a full Travel Plan has been prepared to ensure best practice in accommodating employee and pier user travel to and from the sites.

2.7 MAYOR'S TRANSPORT STRATEGY (MARCH 2018)

2.7.1 The Mayor's Transport Strategy (MTS) sets out the Mayor's policies and proposals to reshape transport in London over the next 25 years.

2.7.2 The central aim of the MTS is for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041.

2.7.3 Three key themes are at the heart of the strategy:

1. Healthy Streets and healthy people

The MTS promotes a new Healthy Streets approach to reduce car dependency and increase active, efficient and sustainable travel. Street environments should be designed to encourage walking and cycling to assist Londoners with staying healthy.

2. A good public transport experience

For longer trips public transport is the most efficient way for people to travel and should be attractive to facilitate a mode shift away from car use. Improvements to the public transport network are outlined including new infrastructure.

3. New homes and jobs

The MTS sets out Good Growth principles for the delivery of new homes and jobs that use transport to:

- a) Create high-density, mixed-use places; and
- b) Unlock growth potential in underdeveloped parts of the city

2.8 LBHF LOCAL PLAN 2018

2.8.1 Policy T2 requires development proposals to be accompanied by a Travel Plan where it is anticipated to generate a level of trips that impacts on the local network or strategic routes.



2.9 LBRT TRANSPORT SPD

2.9.1 Paragraph 4 sets out:

“Travel plans should be developed in accordance with the Local Plan and Transport for London guidance and submitted alongside the planning application. Travel plans should include details of how sustainable travel, including reductions in the need to travel, will be achieved and private car use minimised. Travel plans should set targets for walking, cycling and public transport use, and include details of the physical and non-physical measures that will be introduced to achieve these targets, and monitoring arrangement, including potential remedies in the event of the targets not being met. A travel plan coordinator and/or group is expected to oversee the development and delivery of the travel plan. Development thresholds for when a travel plan is required are set out the London Plan and Local Plan.”

2.10 POLICY SUMMARY

2.10.1 Travel Plans are considered an essential for major new developments ,which have the potential to generate a level of trips that impacts on the local network or strategic routes.

2.10.2 The proposed development is below the threshold where a Workplace Travel Plan is required, with only two employees on site at any one time, however this Travel Plan Statement has been prepared to deliver best practice planning delivery from a public sector project.



3 WORKPLACE TRAVEL STATEMENT

3.1 INTRODUCTION

3.1.1 A Travel Plan Statement should focus on encouraging sustainable travel and may take the form of an 'Action Plan' or a simple list of measures that are to be promoted by the developer or occupier of the Site. A Travel Plan Statement does not need to provide specific targets and formal monitoring, although in accordance with best practice, an overarching target is set out in Section 3.3, below.

3.1.2 This Workplace Travel Statement considers all employees supporting the operation of the ferry service.

3.2 OBJECTIVES

3.2.1 The objectives and principles for the Workplace Travel Statement are as follows:

- ⦿ To raise employees' awareness of sustainable modes of travel available at the development;
- ⦿ To raise employees' awareness of the health and fitness benefits of walking and cycling for short journeys; and
- ⦿ To facilitate and encourage travel by sustainable modes.

3.3 TARGETS

3.3.1 The following target would be set and monitored:

- ⦿ All employee journeys (100%) that can access their place of work within public transport operational hours to be undertaken by sustainable modes.

3.4 MEASURES

3.4.1 This section outlines the measures which would be implemented on-site to achieve the objectives. These measures form the core of the Travel Statement. The measures have been grouped into three types as follows and considered in turn in the following sections:

- ⦿ 'Hard' engineering measures incorporated into the design;
- ⦿ 'Key services and facilities' provided; and
- ⦿ 'Soft' marketing and management measures which ensure that sustainable travel behaviour is maximised.

HARD MEASURES

3.4.2 Physical aspects of the design of the proposed development would influence travel patterns from the outset. The hard engineering measures that would be incorporated into the design of the development are discussed individually below. These measures would be provided prior to occupation of the Site and would be funded by the developer.



CYCLE PARKING PROVISION

- 3.4.3 Every employee who requires one would have access to a cycle space within the rented office accommodation cycle stores.
- 3.4.4 Shower, changing and locking facilities for the offices would also be provided.

CAR PARKING PROVISION

- 3.4.5 No parking is proposed. If required, a Blue Badge parking space would be secured on-street from LBHF.

KEY SERVICES & FACILITIES

DELIVERIES

- 3.4.6 All deliveries are expected to be completed by river craft or by regular mail couriers.

CYCLE TO WORK SCHEME

- 3.4.7 All staff would be eligible for UBTC's Cycle to Work Scheme.

INTEREST-FREE SEASON TICKET LOAN

- 3.4.8 All staff would be eligible for UBTC's interest-free season ticket loan scheme.

SOFT MEASURES

- 3.4.9 The Site's location, its design and proximity to public transport services within the surrounding area would create all of the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the Travel Statement. Details of the communication strategy for the Site are set out below.

NOTICE BOARDS

- 3.4.10 Notice boards providing travel information to employees within the Site would be provided in the office, including:
- ◉ Links to **public transport travel information websites** (such as the TfL journey planner)
 - ◉ **Promotion of local amenities:** The Travel Pack would include the locations of many of the nearby key amenities and would encourage trips by foot.
 - ◉ **Promotion of the cycle parking:** Making employees aware of the cycle parking which is available to them;
 - ◉ Promotion of membership to the **London Cycling Campaign (LCC):** The benefits on offer to LCC members include discounts at bike shops in London; exclusive cycle theft insurance packages; free third-party insurance for damage or injury up to the value of £1 million; access to local LCC borough groups; and free legal advice.
 - ◉ **Promotion of health benefits associated with alternative modes of transport:** The Travel Pack would provide details of the health benefits associated with walking and cycling regularly;



- **Details of carbon foot-printing:** provision of details of the established ‘Act on CO₂ carbon calculator’ and provision of information to raise awareness of the environmental and cost saving benefits associated with sustainable travel and reducing car usage;
- **Promotion of key services and facilities:** Full details of the key services and facilities provided by the Travel Plan would be included in the Travel Pack, including:
 - cycle to work schemes;
 - national cycle to work week; and
 - interest-free season ticket loans for employees

3.4.11 Employees would also be asked to raise specific transport-related matters to discuss them with the TPC for consideration.

3.4.12 Maps of the immediate local area would be displayed on the notice board to identify cycle parking locations and public transport service access points. The notice boards would also inform employees of any new travel initiatives or events organised by the TPC.

3.5 ACTION PLAN

3.5.1 The programme for implementing the Travel Plan measures is set out in 6-2 and sets out tasks, intended implementation dates and responsibilities.

3.5.2 Table 6-2: Workplace Action Plan

ACTION	TARGET (VALUES)	TARGET DATE	FUNDING	INDICATOR/MEASURED BY	RESPONSIBILITY
Appointment of TPC / Identification of TPR	N/A	Upon occupation	UBTC	Appointment of TPC	UBTC
Prepare Travel Plan Measures and Notice Board	N/A	Prior to occupation	UBTC	N/A	UBTC
Provision of cycle parking	As required for each employee	Prior to occupation	UBTC	Monitoring of employee cycle parking requirements	UBTC
Provision and population of Sustainable Travel Information Notice Board	Sustainable Travel Information Notice Board	Upon occupation	UBTC	Provision and population of Information Notice Board	UBTC

