

**BRIDGES**  
Fund Management

# Bridges Healthcare (Richmond) Limited



# RICHMOND INN

Travel Plan  
Vectos



TRAVEL PLAN

# Bridges Healthcare (Richmond) Limited

Richmond Inn Hotel, Richmond

May 2022

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Travel Plan

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## 1 Introduction

- 1.1 Vectos has been appointed by Bridges Healthcare (Richmond) Limited to provide highways and transport advice in relation to the proposed redevelopment of Richmond Inn Hotel, Richmond. The London Borough of Richmond Upon Thames (LBRuT) is the local planning and highway authority.
- 1.2 The site is located circa 0.4km east of Richmond town centre and is bound by Sydney Road to the north, Church Road to the west and Sheen Road (A305) to the south. To the east the site is bound by a residential property.
- 1.3 The site comprises the existing Richmond Inn hotel, which is a 44-bed hotel which has been vacant since its closure in March 2020.
- 1.4 The proposed development will provide a total of 57 class C2 visitor accommodation units. The development description is as follows:

*“Partial demolition and extension of Richmond Inn for Class C2 visitor accommodation providing care and physiotherapy-led rehabilitation, highways works, car and cycle parking, refuse storage, landscaping and other associated works.”*

### Travel Plan Scope

- 1.5 The Travel Plan (TP) is a strategy setting out the sustainable travel options and measures for the proposed development at the site. This Travel Plan should be read in conjunction with the Transport Statement also produced in support of this planning application.
- 1.6 This TP is a live document and as such, will be further updated once baseline travel surveys have been completed. These baseline staff travel surveys will be undertaken at 6 months within the first year of meaningful occupation at the proposed development.
- 1.7 This TP is primarily aimed at all staff working on the site, as they will be undertaking regular journeys to / from the development. However, the benefits of travelling by sustainable and active modes, will also be promoted to any visitors.
- 1.8 The benefits of having a workplace TP include reducing congestion on local highway network as well as on site, and minimising traffic related pollution in the local area.

### Aim of the Travel Plan

- 1.9 This TP has been prepared in order to support future staff and potential visitors in making informed decisions about their travel and provide staff with the necessary management tools to enable them to choose sustainable modes of travel to the site. In doing so, the adverse impacts of travel on the environment and the local highway network will be minimised. This will be achieved by setting out a strategy for eliminating the barriers which prevent people from using sustainable travel modes, which in effect can self-manage single-occupancy vehicular use.

- 1.10 Such a strategy needs to be long term, as changing travel habits takes time and is only likely to occur through a combination of incentives, improved facilities, government initiatives, as well as changes in individual attitudes.
- 1.11 As mentioned above, the TP is a live document and as such, will develop further with input from LBRuT, the Travel Plan Co-ordinator and the client.

### **This Document**

- 1.12 This TP has been written as a stand-alone document and contains all the relevant information needed to effectively implement and monitor the full TP.
- 1.13 The remainder of this document is structured as follows:
- **Section 2** sets out the site location and options for accessing the site by sustainable modes;
  - **Section 3** outlines the baseline travel patterns for employees at the site;
  - **Section 4** sets out the objectives and targets of the Travel Plan;
  - **Section 5** outlines the Travel Plan strategy including how it will be managed;
  - **Section 6** sets out the measures and initiatives that will be implemented;
  - **Section 7** outlines the monitoring and review programme; and
  - **Section 8** presents the Action Plan.

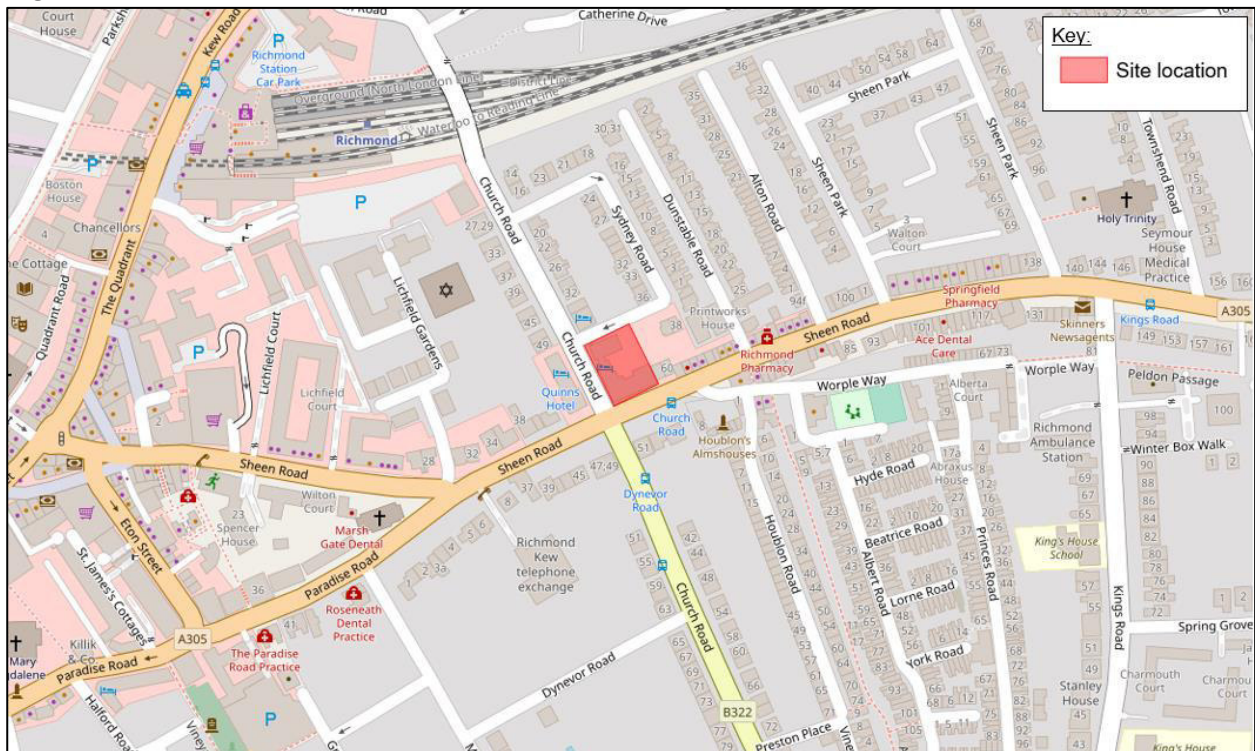
## 2 Existing Conditions

2.1 This section of the report provides an overview of the current accessibility of the site in terms of sustainable travel, and a high-level review of the local highway network.

### Site Location

2.2 The site is located approximately 0.5km southeast of Richmond Railway Station. The site is bound by Sydney Road to the north, Church Road to the west and Sheen Road (A305) to the south. To the east the site is bound by residential a property. **Figure 1** shows the location of the site in a local context.

**Figure 2.1: Site Location Plan**



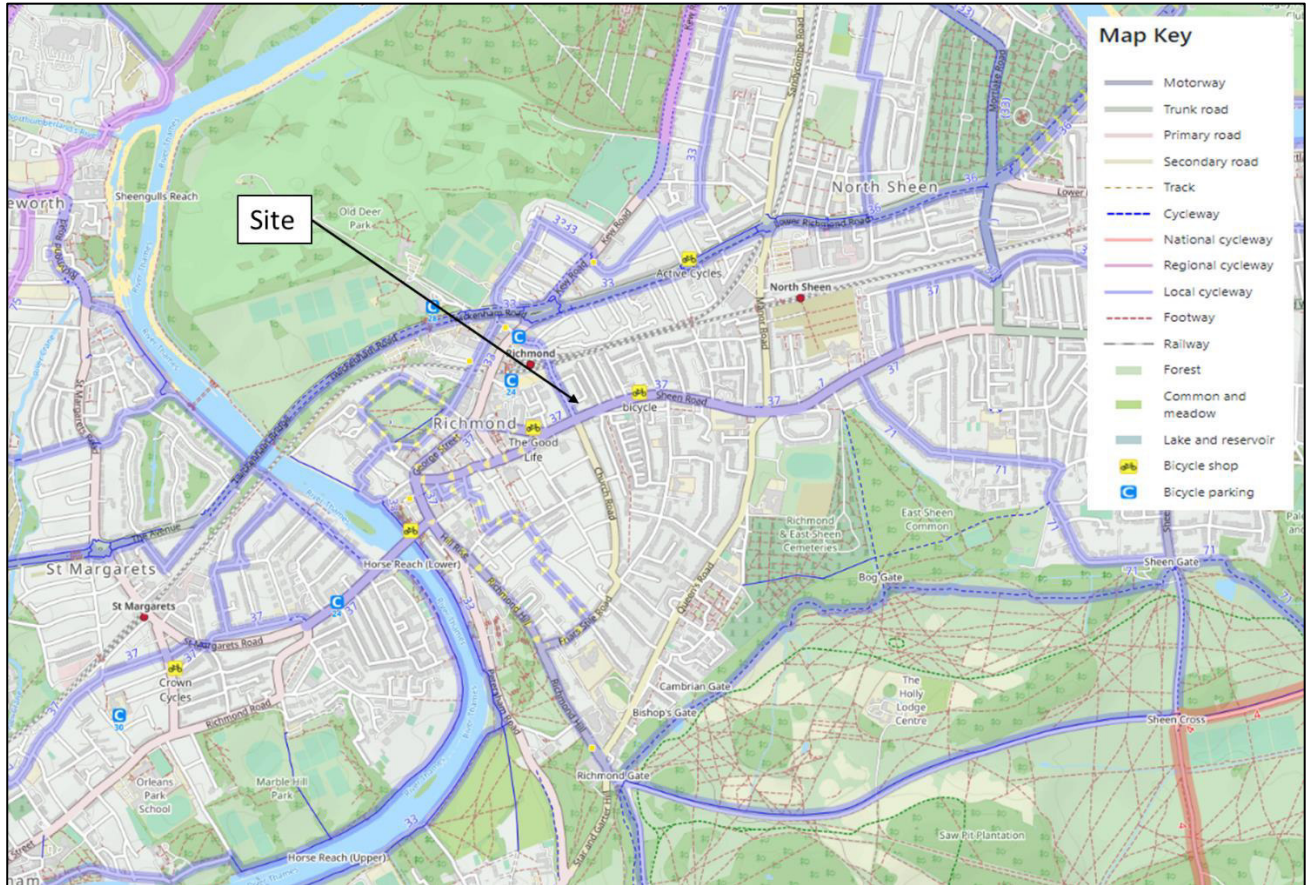
### Walking and Cycling

- 2.3 The site benefits from being in proximity of a network of footways. Footways are present along both sides of Sydney Road, Sheen Road and Church Road. Footways are generally wide and well surfaced with tactile paving and dropped kerbs provided at crossing points.
- 2.4 Numerous crossing points are present in the area, including at the Church Road/Sheen Road junction located directly outside the site’s southwestern corner. Further pedestrian crossings are present between the site and Richmond town centre.
- 2.5 Richmond town centre is circa 5-minutes’ walk from the site and is accessed via Sheen Road. Several shops are provided within a short walking distance for staff to use. Sheen Road has wide well surfaced pavements with dropped kerbs and tactile paving. Benches are also present along this route, providing rest opportunities.



- 2.6 Individuals can safely walk between the site and local bus, underground, overground and rail services within a short walking distance.
- 2.7 Sheen Road and Church Road both have cycle lanes and advanced stop lines at junctions. The cycle lane along Church Road extends to the A307 and therefore Richmond Station. Individuals can use the routes near the site to connect to the wider network of routes across London.
- 2.8 The location of the site with respect to the local cycle network is shown in **Figure 2.2** below.

**Figure 2.2: Open Street Cycle Map Extract**



- 2.9 As shown in **Figure 2.2** the site is very well served by cycle routes in the immediate vicinity of the site that extends further afield.

**Public Transport**

**Public Transport Accessibility Level (PTAL)**

- 2.10 The Public Transport Accessibility Level (PTAL) is a theoretical measure of the accessibility of a given point to the surrounding public transport network, taking into account walk access time and service availability. The method used is essentially a way of measuring the density of the public transport network at a particular point.
- 2.11 The PTAL is categorised into eight levels, 1a to 6b where 6b represents an excellent level of accessibility and 1a a low level of accessibility. The PTAL score for the Site is 6a which considered to

be an ‘excellent’ level of access to public transport services. This is reflected in the bus, underground and rail opportunities described below.

**Bus**

2.12 The closest bus stops to the site are the ‘Church Road’ stops. The western stop is located directly opposite the rear of the site and the eastern stop is located 0.1km to the east of the site. Both stops are located on Sheen Road (A305). The bus stops have flag poles, timetabling information, and street lighting.

2.13 These bus stops are serviced by bus services 33, 337, 493, 969 and N33. These bus services are summarised in **Table 2.1** below.

**Table 2.1: Local Bus Services**

Bus Service	Route	Approximate Frequency		
		Weekday	Saturday	Sunday
<b>33</b>	Fulwell Station – Lonsdale Road	6-10 per hour	6-9 per hour	4 per hour
<b>337</b>	Clapham Junction/The Northcote (station) – Richmond Bus Station	5 per hour	4-6 per hour	4 per hour
<b>493</b>	St George’s Hospital – Richmond Bus Station	4-6 per hour	4-6 per hour	3 per hour
<b>969</b>	Roehampton Vale/Asda – Selkirk Road	1 bus on Tuesday and Friday	No service	No service
<b>N33</b>	Hammersmith Bus Station – Fulwell Station	2 per hour between 1:31AM and 5:33 AM		

**Train Services**

2.14 The closest railway station to the site is Richmond Station which is located circa 0.5km (7-minute walk) north of the site. Richmond Station provides access to rail, underground and overground services. A summary of the destinations served by Richmond Station and the frequency of services provided is set out in **Table 2.2** below.

**Table 2.2: Train Services Richmond Station**

Service	Route	Frequency		
		Weekday	Saturday	Sunday
<b>London Overground</b>	Richmond – Stratford	4 per hour	4 per hour	4 per hour
<b>District Line (Underground)</b>	Richmond - Upminster	6 per hour	5 per hour	5 per hour
<b>South Western Rail</b>	Richmond – London Waterloo	2 per hour	2 per hour	2 per hour
<b>South Western Rail</b>	Richmond - Reading	2 per hour	2 per hour	2 per hour

## Highway Network

### Sydney Road

- 2.15 Access to the site is taken from Sydney Road which is a one-way single carriage way route in the westbound direction. Parking along Sydney Road is restricted by single yellow lines and controlled parking bays. Only permit holders can park in the controlled parking bays at all times. The existing carriageway is approx. 6m in width where there is no parking on both sides of the road. Sydney Road forms a priority-controlled junction with Church Road to the west.

### Church Road

- 2.16 Church Road is a 20mph two-way single carriageway route between the A307 and A305. Street lighting is present at regular intervals. Parking along Church Road is restricted to permit holders only.

### A316

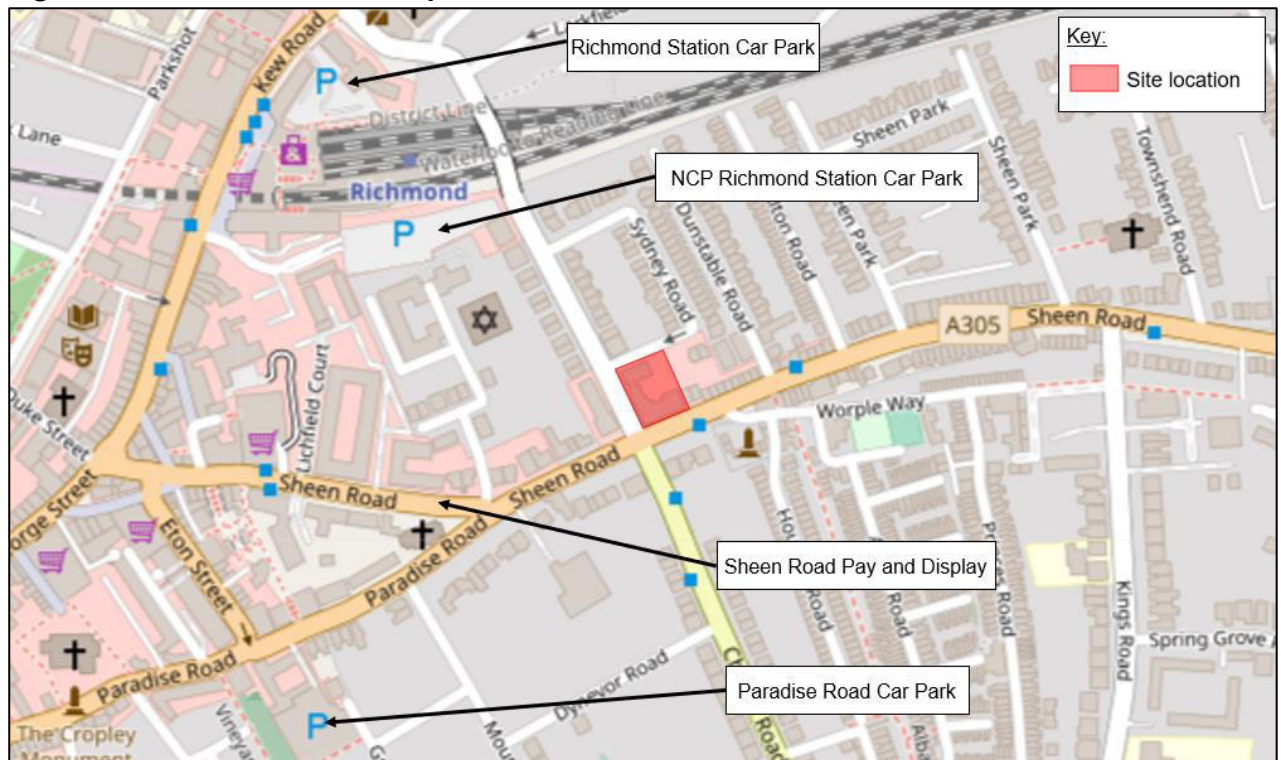
- 2.17 The A316 routes to the north of the site following an east to west alignment. The road forms part of the strategic road network and is a dual carriageway subject to a 40mph speed limit. To the east it provides links to the centre of London, to the west it provides links towards Sunbury on Thames and the M3.

### Car Parking

- 2.18 The site and surrounding area are located within Richmond Controlled Parking Zone (CPZ) A1 which covers Richmond Town. Parking is restricted to permit holders only at the following times:
- Monday to Saturday 8:30am to 6:30pm; and
  - Sun, Bank Holidays 11.00am to 5.00pm
- 2.19 Parking along the majority of Sydney Road is restricted to ‘permit holders only’ at all times. However, there are two parking bays next to either of the Sydney Road junctions with Church Road where the above restrictions apply. Church Road also only allows permit holders to park at all times.

- 2.20 Therefore, parking along Sydney Road and surrounding roads are controlled for the majority of the day with no potential for overspill parking. Several other local residential streets such as Dunstable Road and Alton Road have resident permit holders only parking restrictions.
- 2.21 Permit holder only spaces restrict parking for non-permit holders. However, individuals with a blue badge are permitted to park in these spaces without payment and without a time limit. Therefore, any visitors with a blue badge can park in close proximity of the site.
- 2.22 Notwithstanding the above, there are several public car parks within a short walking distance of the site. The Paradise Road Multi-Storey car park is located 0.3km west of the site on Paradise Road. This is a multi-Storey car park with 337 spaces.
- 2.23 An NCP car park is located at Richmond Railway station which provides 409 car parking spaces. Richmond Station also has a smaller second car park. This car park has 52 spaces.
- 2.24 The locations of public car parks local to the site are displayed within **Figure 3.3**. Visitors wishing to drive to the site may use these car parks. All visitors needing to drive will be made aware of the location of these cars parks.

**Figure 2.3: Local Car Parks Map**



**Summary**

- 2.25 The site is located within close proximity to a number of high frequency bus services and is within walking distance of many key facilities and public transport services. The location of the site therefore encourages staff and visitors to walk and use public transport for journeys.

- 2.26 It is therefore concluded that the site represents a good location for sustainable development. This is as to be expected given that it is located in an area where the principle of commercial uses has been well established.

### 3 Travel Surveys

3.1 This section sets out the baseline travel patterns in terms of mode share which will be used as a basis for setting and measure the success of future targets in this TP.

#### Baseline Travel Plans

3.2 In the interim, and for the purpose of setting indicative targets as part of this Travel Plan, the Census 2011 dataset ‘method of travel to work data’ has been obtained for Richmond Upon Thames 006 Middle Super Output Area (MSOA). This has been used to give an indication of the expected mode split for employees.

3.3 The development will not provide any staff parking spaces with the exception of a single disabled parking space. It should be noted that the exiting mode share has been adjusted to reflect the car-free nature of the proposals and as such car driving has been changed to 0%, with other modes increased proportionally.

3.4 The mode share is summarised below in **Table 3.1**.

**Table 3.1: Employee Mode Share**

Travel Mode	Mode Share	Adjusted Mode Share
<b>Underground, metro, light rail or tram</b>	7%	12%
<b>Train</b>	19%	27%
<b>Bus, minibus or coach</b>	16%	25%
<b>Taxi</b>	0%	0%
<b>Motorcycle, scooter or moped</b>	1%	3%
<b>Driving a car or van</b>	35%	0%
<b>Passenger in a car or van</b>	2%	4%
<b>Bicycle</b>	6%	11%
<b>On foot</b>	13%	18%
<b>Other</b>	0%	0%
<b>Total</b>	100%	100%

3.5 The information presented in **Table 3.1** indicates that 93% of future employees within the Richmond Upon Thames 006 MSOA will travel to work via sustainable modes of transport including walking, cycling or by public transport.

3.6 This is understandable given highly accessible location of the site, including the number of bus services that serve the area and the Richmond Railway Station that provides underground and overground services into and out of London.

### **Baseline Travel Survey**

- 3.7 For the purpose of this Workplace Travel Plan (WTP), the modal split as shown in **Table 3.1** will be used for monitoring and target setting purposes until a full TRICS compliant survey can be undertaken.
- 3.8 Baseline staff travel surveys will be undertaken within 6 six months of the meaningful occupation of the site. Travel surveys will be based on staff questionnaires. The content of the questionnaires will be discussed with TfL and LBRuT Travel Plan Officers prior to the survey being undertaken. The undertaking of the baseline survey represents the start of the WTP for monitoring purposes and is described as Year 0.

### **Survey Analysis**

- 3.9 The results of the travel surveys will provide information on the established travel choices of staff, and hence will provide a basis for confirming and adjusting the targets as set out in this WTP.
- 3.10 The surveys will aim to:
- Identify which modes of transport could be promoted in light of the survey findings; and
  - Establish the popular alternative modes of travel to the site, i.e. what do people want to use but currently do not / cannot.

## 4 Objectives and Targets

- 4.1 This chapter sets out the overarching objectives for the WTP, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the WTP can be found in Section 7.
- 4.2 Objectives are the high-level aims of the WTP. They help to give the WTP direction and provide a clear focus.
- 4.3 Targets are the measurable goals by which progress will be assessed. The WTP sets out targets to reach within the period covered by this WTP. In addition, interim targets have been set.

### Objectives

- 4.4 The WTP's overriding objective is to:

*Put in place the management tools deemed necessary so that employees of the proposed site are able to make informed choices about their travel, while at the same time minimising the adverse impacts of their travel on the environment, surrounding highway network and local residents.*

- 4.5 The sub-objectives are:

- Raise awareness of sustainable travel modes available to employees;
- Encourage good urban design principles that maximise the permeability of the development for walking and cycling;
- Reduce the need to travel to and from the site, particularly during peak hours;
- Improve existing infrastructure and ensure connectivity and assimilation both within the development and between the existing wider community; and
- Provide clear information to all employees on the alternative modes of transport available within the vicinity of the site.

- 4.6 These objectives will be achieved by introducing a package of physical and management measures that will facilitate travel by sustainable modes.

### Targets

- 4.7 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring to ensure they remain SMART, i.e. Specific, Measurable, Achievable, Realistic and Time related.
- 4.8 There are two types of targets, namely: 'action' and 'aim' targets. Action targets are task specific and are typically consolidated into an Action Plan. Aim Targets are quantifiable and in the case of this WTP relate to the degree of modal shift the plan is seeking to achieve.



## Action Targets

4.9 The Action Targets for this WTP are:

- To appoint a Travel Plan Coordinator within a month prior to the site becoming operational;
- Launch the Travel Plan no later than 2 months after the appointment of the TPC;
- To undertake staff travel surveys within six months of the meaningful occupation of the site; and
- To submit a full Travel Plan to the council once the staff travel survey has been undertaken.

## Aim Targets

- 4.10 The aim targets have been set to measure progress towards the main objectives over the five-year period and should be achieved within five years of the launch of the WTP.
- 4.11 In the absence of existing data, the baseline mode split for employees has been based on Census 2011 Method of Travel to Work data, as outlined in **Section 3**. The workplace baseline survey will be undertaken once the first phase of the development is operational (6 months of meaningful occupation) and the results will form the Year 0 baseline modal split.
- 4.12 **Table 4.1** below outlines the Aim Targets for employees of the development. As a result of the lack of car parking spaces at this development, a greater quantity of employees will be encouraged to use alternative modes of transport, such as active travel modes i.e., an increase of 10%.

**Table 4.1: Travel Plan AIM Targets**

Mode	Year 1	Year 2	Year 3	Year 5
Cycling	11%	12%	14%	16%
Walking	18%	19%	21%	23%
Public Transport	64%	65%	67%	69%

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

## 5 Management Strategy

### Travel Plan Coordinator

- 5.1 A Travel Plan Coordinator (TPC) will be appointed to implement and administer the Travel Plan. The Travel Plan Coordinator will take overall responsibility for the day-to-day operation of the Travel Plan and the implementation of associated measures.
- 5.2 The TPC will be responsible for ensuring that future occupiers are informed of the Travel Plan and work towards its targets.
- 5.3 In addition to the above, the primary responsibilities of the Travel Plan Coordinator therefore include:
- Coordinating the travel survey questionnaires;
  - Implementing measures as set out within the Travel Plan;
  - Reporting to and consulting with relevant stakeholders, including TfL and LBRuT, regarding the implementation and progression of the Travel Plan;
  - Managing the development of the Travel Plan measures;
  - Communicating the blue badge parking space booking system to qualifying staff;
  - Promoting the objectives and benefits of the Travel Plan; and,
  - Acting as a point of contact for queries relating to the Travel Plan.
- 5.4 A Travel Plan Coordinator has yet to be appointed, however this document will be updated with contact details of the Travel Plan Coordinator following appointment. In addition, the contact details of the Travel Plan Coordinator will be sent to the Travel Plan Team at TfL and LBRuT.

### Marketing Strategy

- 5.5 Future employees will be made aware of the existence of the Travel Plan upon commencement of occupation. The details of the Travel Plan, its objectives in enhancing the environment and the role of the individuals in achieving the objectives of the Travel Plan, will be issued to all employees upon acceptance of contracts.
- 5.6 A 'Travel Welcome Pack' will be produced prior to first occupation of the development and will be issued to employees on commencement of occupation. The Travel Welcome Pack will provide information on the Travel Plan and sustainable travel choices in the vicinity of the site including pedestrian and cycle routes and public transport facilities. The Travel Welcome Pack will also provide details regarding:
- Location of cycle parking;
  - Location of bus stops and nearby stations;

- Information on car sharing such as [www.liftshare.com](http://www.liftshare.com); and,
- Information on journey planning tools.

### **Funding**

- 5.7 The TPC will be provided with the appropriate funding to undertake travel planning duties so as to ensure that measures and targets set out within the Plan are promoted and that suitable monitoring and review procedures are carried out. The role will be funded by the Developer.

## 6 Measures and Initiatives

6.1 This section of the TP outlines the specific physical ('hard') and management ('soft') measures to be implemented as part of the Travel Plan. The implementation of these measures, which include awareness initiatives are infrastructure provision, is considered to be the core of the TP.

### Welcome Packs and Notice Boards

6.2 All employees, upon commencement of their employment, will be provided with a Welcome Pack, which will contain travel information, and will be directed towards the Travel Information Boards. These will include;

- Name and contact details of the TPC and the availability of the TPC to speak with employees;
- An introduction to the Travel Plan, its purpose, and a summary document;
- Information on the health benefits of using active modes of transport;
- Promotion of Public Transport through the inclusion of bus route maps and timetables and any other public transport information;
- Promotion of walking and cycling through the inclusion of maps showing walking and cycling routes close to the site;
- Hold travel plan promotional events such as Bike Week
- Results of Travel Plan success and current mode share results to illustrate change in behaviours;
- Any specific company policy related to travel; and
- Details of any cycle discounts and local schemes.

### Public Transport

6.3 Details of local bus and rail services will be made available to staff where possible through the use of information boards in prominent positions.

6.4 National Rail, Traveline journey planner websites and sustainable transport websites and relevant phone numbers will also be promoted through all relevant means.

6.5 The TPC will liaise with local public transport providers to investigate the possibility of negotiating discounts for staff and introducing trial initiatives.

### Walking and Cycling

6.6 The following measures are proposed in order to promote walking and cycling to and from the site:

- The internal pedestrian/cycle routes will provide safe and convenient routes into and out from the site as well as safe crossing facilities;
- All staff will be informed about the Travel Information Boards which will include maps of local walking and cycle routes and information;
- High quality cycle parking will be provided at convenient and visible locations within the site and uptake will be monitored;
- The TPC will raise awareness of the health benefits of walking and cycling;
- The TPC will promote the use of free health apps to staff;
- The TPC will promote cycling and walking days
- Changing facilities are proposed within the centre for all staff to use. Lockers are also proposed for the safe storage of personal items whilst at work, therefore they can also be used for cycling equipment;
- The TPC will liaise with local bike stores to investigate the feasibility of introducing “pop up” bike service stations at the site. The frequency of these service stations will be agreed during discussion with the providers of this service;
- The TPC will form a bicycle user group (BUG) to promote cycling to staff;

### **Cycle Parking**

- 6.7 The TPC will monitor the use of the provided on-site cycle parking. In the event that the cycle parking is approaching capacity, the operator will review the supply and give consideration to increasing this in line with the increases in demand.

### **Cycle to Work Scheme**

- 6.8 A cycle to work scheme, will be made available to all permanent staff. This enables the occupier to purchase a tax-exempt bicycle and cycling safety equipment.

### **Measures and Incentives**

- 6.9 Measures to raise travel awareness will be promoted by the TPC, with these including national events such as those listed below;
- National Liftshare Week;
  - Walk to Work Day; and
  - National Bike Week.

## 7 Monitoring and Review

- 7.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to commercial units. This chapter sets out the proposals for monitoring and review of the travel plan.
- 7.2 Monitoring surveys will be undertaken annually within the first year of meaningful occupation, and after the first baseline travel survey. The baseline survey represents the start of the travel plan for monitoring purposes and is known as Year 0.
- 7.3 The survey timetable is as proposed in **Table 7.1** below.

**Table 7.1 – Survey Timetable**

Description		Timeframe
Travel Survey	Initial Survey for Baseline	Year 0
	1st Monitoring Survey	Year 1
Travel Survey	Monitoring + Snap Shot	Year 2
Travel Survey	Monitoring + Snap Shot	Year 3
Travel Survey	Monitoring + Snap Shot	Year 4
Travel Survey	Monitoring + Snap Shot	Year 5

## 8 Action Plan

8.1 This section of the report sets out the Action Plan for the WTP and outlines the key measures and timescales and responsibilities for implementing these. This is set out in **Table 8.1** below.

**Table 8.1: Action Plan**

Measures	Notes	Status/Target Date	Method of Monitoring	Responsibility
<b>General</b>				
<b>Appointment of Travel Plan Coordinator (TPC)</b>	The TPC will be appointed 6 months prior to initial occupation	Six months prior to occupation	N/A	Managing Agent
<b>Information Provision</b>				
<b>Travel Information in Communal Areas</b>	Travel information in communal areas will outline the sustainable options for travelling to the development for employees and visitors	Prior to development operation	TPC to review/ update information	TPC/ managing Agent
<b>Welcome Packs</b>	Provision of Welcome Packs to every employee setting out transport options and travel information	At occupation of each unit	TPC to keep a record of progress and regularly review	TPC
<b>Cycling</b>				
<b>Provision of secure cycle parking</b>	Secure, covered cycle parking facilities will be provided	Provided as part of development process	Site Visit	Developer
<b>Provide cycle route maps and other information relating to cycle facilities</b>	Provided as part of Welcome Packs	On-going	N/A	TPC

<b>Walking</b>				
<b>Site users to be provided with information related to safe walking routes</b>	Provided as part of Welcome Packs	On-going	TPC to monitor uptake	TPC
<b>Public realm and pedestrian access to be improved</b>	The permeability of the site and the quality of the public realm in the vicinity of the site will be improved through the proposals	Provided as part of development process	TPC/Management to monitor maintenance	Managing Agent/TPC
<b>Public Transport</b>				
<b>Site users to be provided with public transport information and timetables</b>	Provided as part of Welcome Packs	On-going	TPC to monitor uptake	TPC



**vectos.**

Figures

# Appendix A

## Appendix B

## Appendix C

## Contact

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### **London**

Network Building,  
97 Tottenham Court Road,  
London W1T 4TP.  
Tel: 020 7580 7373

### **Bristol**

5th Floor, 4 Colston Avenue,  
Bristol BS1 4ST  
Tel: 0117 203 5240

### **Cardiff**

Helmont House, Churchill Way,  
Cardiff CF10 2HE  
Tel: 029 2072 0860

### **Exeter**

6 Victory House,  
Dean Clarke Gardens,  
Exeter EX2 4AA  
Tel: 01392 422 315

### **Birmingham**

Great Charles Street,  
Birmingham B3 3JY  
Tel: 0121 2895 624

### **Manchester**

Oxford Place, 61 Oxford Street,  
Manchester M1 6EQ.  
Tel: 0161 228 1008

### **Leeds**

7 Park Row, Leeds LS1 5HD  
Tel: 0113 512 0293

### **Bonn**

Stockenstrasse 5, 53113,  
Bonn, Germany  
Tel: +49 176 8609 1360  
[www.vectos.eu](http://www.vectos.eu)

### **Registered Office**

**Vectos (South) Limited**  
**Network Building,**  
**97 Tottenham Court Road,**  
**London W1T 4TP**  
**Company no. 7591661**