



Greggs Bakery / Twickenham

Framework Travel Plan

Prepared by Velocity

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FORMER GREGGS FACTORY, TWICKENHAM RESIDENTIAL SCHEME FRAMEWORK TRAVEL PLAN

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Velocity Transport Planning Ltd

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1 INTRODUCTION

1.1 INTRODUCTION

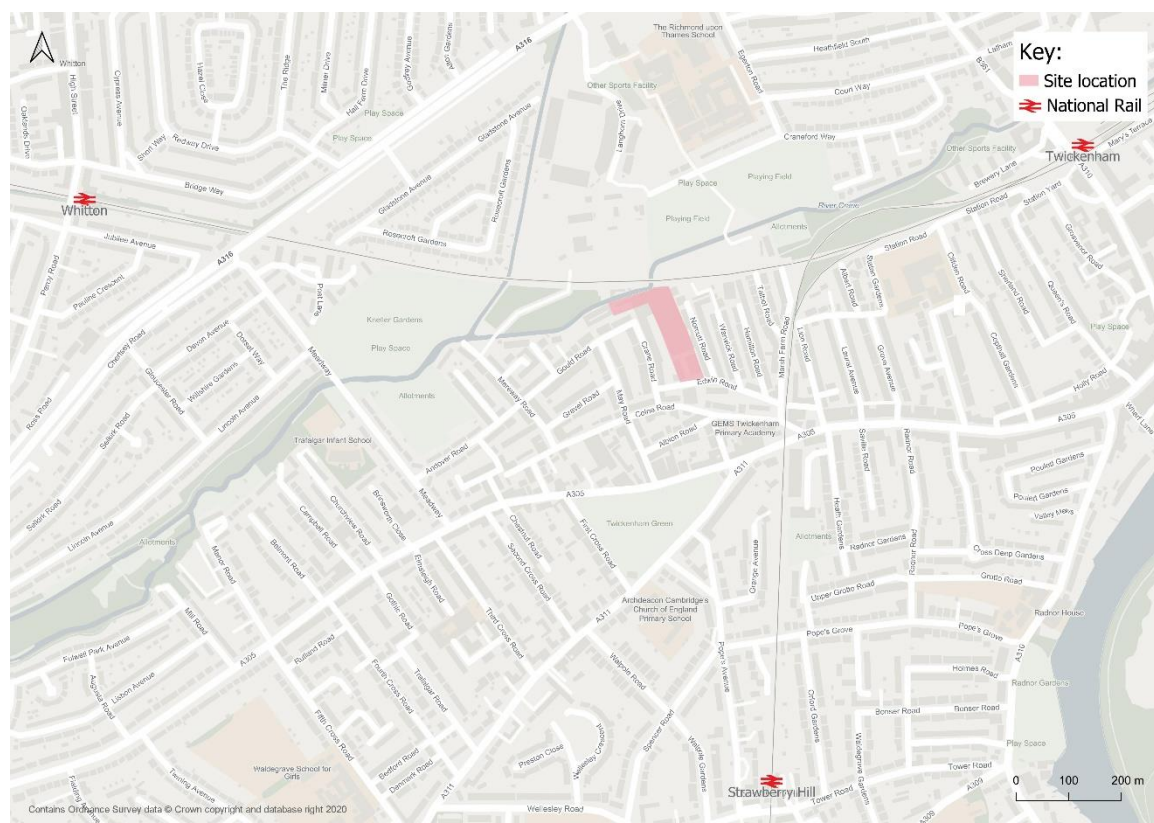
1.1.1 Velocity Transport Planning has prepared this Framework Travel Plan (FTP) to accompany a detailed planning application for redevelopment proposals of the Former Greggs Bakery Site and No.2 Gould Road, Twickenham, TW2 6RT ('the site'), located within the administrative boundary of the London Borough of Richmond upon Thames (LBRuT).

1.1.2 This FTP should be read in conjunction with the Transport Assessment (TA), also submitted as part of the planning application.

1.2 SITE LOCATION

1.2.1 **Figure 1-1** illustrates the location of the site. The existing site comprises the former Greggs Bakery Site in Twickenham and no.2 Gould Road, within the London Borough of Richmond Upon Thames. The Site is L shaped and is bound by the River Crane to the north and railway line beyond, residential properties on Norcutt Road to the east, Edwin Road to the south, residential properties on Crane Road to the west and further residential properties on Crane Road/ Gould Road and at Crane Mews to the north west.

Figure 1-1: Site location and local context



- 1.2.2 The area to the South of the Site includes car servicing garages and workshops, and the River Crane is situated to the north of the site. Immediately to the west of the Site is Crane Mews, which was previously a redundant factory building that has been redeveloped to provide a gated residential mews development.

1.3 EXISTING SITE USE

- 1.3.1 The existing site comprises the former Greggs Bakery Site in Twickenham and no.2 Gould Road, within the London Borough of Richmond Upon Thames. The Site is L shaped and is bound by the River Crane to the north and the railway line beyond, residential properties on Norcutt Road to the east, Edwin Road to the South, residential properties on Crane Road to the west and further residential properties on Crane Road/ Gould Road and at Crane Mews to the north-west.
- 1.3.2 There is a range of buildings covering the majority of the site, which comprises an area of 1.1ha. The majority of the Greggs Bakery Site is covered by a single-storey industrial shed alongside large extract equipment. There are also a number of associated two and three-storey commercial buildings across the remainder of the site, which have developed in a piecemeal way over time. The existing buildings have reached the end of their life cycle. The application site also includes no. 2 Gould Road, a two-storey end of terrace house.
- 1.3.3 Due to the current plot coverage, the total floorspace across the site is 9,051 sqm existing Greggs industrial GIA and 75 sqm existing residential house GIA. The existing structures are built up to the boundaries of the gardens of the properties at Norcutt Road and Crane Road.
- 1.3.4 The site is highly constrained and is accessed via Edwin Road to the south and Gould Road to the north of the site. There is a small yard to the South of the Site accessed from Edwin Road, which is where HGVs access the site. A limited amount of car parking associated with the existing bakery is located within the site accessed off Gould Road to the north of the site. Staff from Greggs Bakery were previously able to park on the surrounding streets prior to parking restrictions associated with the introduction of the 'West Twickenham CPZ', which came into force in May 2018.
- 1.3.5 The existing use of the site is for Use Class E(g)(iii) (industrial) purposes and includes ancillary office floor space associated with the bakery operations that previously operated from the site. The bakery operation is now redundant, and Greggs ceased the bakery use on the site in 2018. Greggs has been unable to sell the facility despite a marketing exercise which commenced in February 2018.
- 1.3.6 Greggs has operated on the site since its acquisition in 1994. Agents for Greggs have advised that throughout this period, it has proven problematic from an operational and asset management perspective. The buildings gave rise to unsustainable maintenance costs resulting in the business beginning a search for alternative premises in the late 1990s as the site was considered unfit for purpose. The business operated from the site unsatisfactorily and inefficiently, maintaining a difficult relationship with neighbouring residents. Alternative premises were identified in Enfield, and the Bakery production and distribution has now relocated outside of the Borough to a purpose-built facility which is more operationally efficient than the Bakery premises at Gould Road.



1.4 PROPOSED DEVELOPMENT

1.4.1 The description of the proposed development is as follows:

'Demolition of existing buildings (with retention of a single dwelling) and redevelopment of the site to provide up to 116 residential units and 175 sqm commercial floorspace (Use Class E) with associated hard and soft landscaping, car parking and highways works and other associated works.'

1.4.2 The development quantum is summarised in **Table 1-1** and **Table 1-2**.

Table 1-1: Proposed development accommodation schedule

DWELLING TYPE	NO. OF UNITS	FLATS	HOUSES
1-bedroom	33	33	-
2-bedroom	33	28	5
3-bedroom	46	4	42
4-bedroom	4	-	4
Total	116	65	51

Table 1-2: Proposed commercial floorspace

COMMERCIAL USE CLASS	FLOOR AREA (GIA)	FLOOR AREA (GEA)
E(g)(i)	175sqm	233sqm

1.4.3 In summary, the proposed development is seeking detailed planning permission for:

- Demolition of existing industrial buildings across the site with the retention of an existing two-storey end of terrace dwelling house on Gould Road.
- Redevelopment of the Greggs Bakery Site through the provision of a variety of buildings ranging from 2 – 5 storeys, comprising delivery of mews housing, four apartment buildings to the north of the site fronting the River Crane and the delivery of a commercial building fronting Edwin Road.
- Delivery of 116 x residential units (Use Class C3) (33 x 1 bed, 33 x 2 bed, 46 x 3 bed, 4 x 4 bed) including 58 Affordable Housing units (47 affordable rent and 11 shared ownership), equating to 50% of residential provision by unit or 40% by habitable room.
- Provision of 175 sqm of commercial floorspace (Use Class E) designed as an affordable workspace with rents set at levels equivalent to 50% of open market rents and secured only for local small and start-up organisations.
- Creation of a new one-way street through the site.
- Car parking provision on-site includes 100 residential spaces; one blue badge allocated to the commercial and one public on-street car club parking space.
- 220 residential cycle parking spaces and four commercial

1.4.4 The proposed site layout is shown in **Figure 1-2**.



Figure 1-2: Proposed Development Plan



1.5 OVERVIEW

- 1.5.1 Travel Plans assist with managing the travel demands and impacts of new developments. Transport for London (TfL) defines a Travel Plan as *"a long-term management strategy which encourages sustainable travel for new and existing developments. It sets out transport impacts, establishes targets and identifies a package of measures to encourage sustainable travel."*
- 1.5.2 A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design, and proximity to facilities create the conditions to make sustainable travel a preferred choice, communicating these opportunities to occupiers is critical to the success of the Travel Plan.
- 1.5.3 This Travel Plan sets out a series of objectives, targets and measures. It is intended to establish the overarching mechanisms to manage the Travel Plan and monitor its effectiveness in influencing travel choices in accordance with the agreed targets.
- 1.5.4 The implementation of pre-occupation measures included within the Travel Plan will be the developer's responsibility and/or the specific end occupiers.

- 1.5.5 A Travel Plan Coordinator (TPC) will be appointed prior to occupation to implement the Travel Plan. Given that separate Travel Plans will be developed for the residential and commercial occupiers, the TPC will be responsible for coordinating the operation and management of each Travel Plan, with tenant representatives being responsible for their individualised occupier Travel Plan on a day-to-day basis. The TPC will report periodically to the LBRuT Travel Plan officers.
- 1.5.6 It is anticipated that a planning condition will be imposed requiring the implementation of an approved Framework Travel Plan (which will be substantially based upon this document) prior to the occupation of the proposed development. The Travel Plan and TPC will initially be funded by the developer.
- 1.5.7 This Travel Plan has been produced in accordance with the current Department for Transport (DfT) and TfL Travel Plan guidance.

1.6 DOCUMENT STRUCTURE

1.6.1 The remainder of this TP is structured as follows:

- **Section 2** - reviews relevant transport planning policy;
- **Section 3** – provides details of the baseline conditions and site accessibility;
- **Section 4** – forecasts the residential travel demand;
- **Section 5** - summarises the residential development's measures and initiatives;
- **Section 6** – sets out objectives and targets for residential use;
- **Section 7** – summarises the strategy for monitoring and reviewing the Residential Travel Plan;
- **Section 8** – provides a Residential Action Plan; and
- **Section 9** – provides a Workplace Travel Statement for the commercial use.



2 PLANNING POLICY

2.1.1 The national and local transport policies relevant to this development are well documented, and this section does not seek to replicate them. Instead, the key themes in the relevant national and local policies are summarised briefly below and, where relevant, policies which relate directly to the proposed development are addressed.

2.1.2 This relevant transport policy to this application includes the following:

- National Planning Policy Framework (NPPF);
- Regional Policy, namely the London Plan (March 2021) and Mayor's Transport Strategy; and
- Local or Borough Development Planning Documents (DPDs) forming either part of the Local Development Framework (LDF) Core Strategy, namely the LBRuT's Local Plan.

2.2 NATIONAL PLANNING POLICY FRAMEWORK (2021)

2.2.1 The National Planning Policy Framework (NPPF) was adopted in July 2021 and sets out the Government's planning policies for England and how these should be applied and provides a framework within which locally prepared housing and other development plans 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 revised NPPF sets out the requirements for promoting sustainable transport, advising that significant development should be focused on locations that can be made sustainable by 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 cumulative residual impacts on the road network would be severe", and in this context, those planning applications should:

- a) *give priority first to pedestrian and cycle movements, both within the proposed development 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 disabled people 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-ins 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 to assess the likely impacts of the proposal.

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

2.3.1 The DfT developed 'good practice' guidance in 2009 to assist all stakeholders in securing an effective policy framework, determining when a Travel Plan is required, and outlining 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 monitored and managed in the longer term. The document comprises technical guidelines and does not set out any new policy or legal requirements.

2.3.2 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.

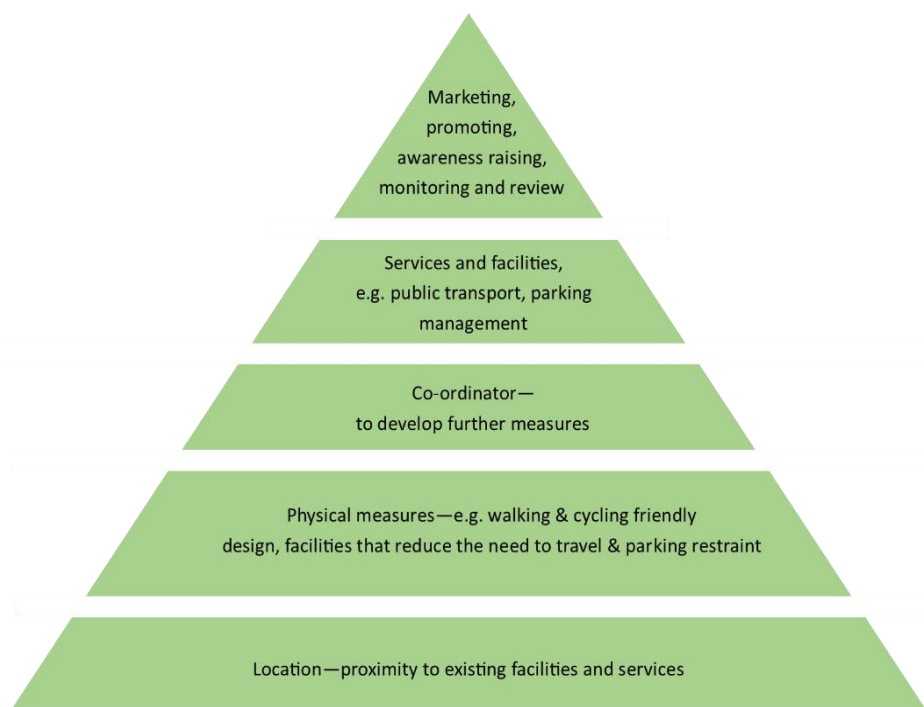
2.3.3 Travel Plans are important for major new developments in order to:

- 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'.

2.3.4 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



- 2.3.5 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

- 2.3.6 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.

2.4 THE LONDON PLAN (2021)

- 2.4.1 The Publication London Plan (March 2021) was formally adopted on the 2nd March 2021 and is now "The London Plan (March 2021)". The London Plan (March 2021) is part of the statutory development plan. It aims to ensure that London's transport is easy, safe, and convenient for everyone and actively encourages more walking and cycling.
- 2.4.2 Policy T4 Part B states that Travel Plans, Parking Design and Management Plans, Construction Logistics Plans and Delivery and Servicing Plans will be required, ensuring compliance with Transport for London guidance.
- 2.4.3 The London Plan (March 2021) sets out that the phasing of development, and the use of travel plans and freight strategies, may help reduce negative impacts and bring about positive outcomes.



- 2.4.4 Policy T1 notes that development proposals should target 95% of all trips in Central London (90% in Inner London and 75% in Outer London) to be made by foot, cycle or public transport by 2041. It states that:

"All development should make the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking and cycling routes, and ensure that any impacts on London's transport network and supporting infrastructure are mitigated."

- 2.4.5 The London Plan (March 2021) cycle parking standards are shown in **Table 2-1**.

Table 2-1: London Plan (March 2021) - residential cycle parking policy

Land Use	Long-stay	Short stay
C3 – Residential	1 space per studio, 1.5 spaces per 1-bedroom unit, 2 spaces per all other dwellings	5 to 40 dwellings: 2 spaces Thereafter: 1 space per 40 dwellings

- 2.4.6 Table 10.3 of the London Plan (March 2021) (2021) states Maximum Parking standards for residential development as shown in **Table 2-2** and paragraph T6.1 G, Residential Disabled Parking.

Table 2-2: The London Plan (March 2021) – maximum car parking standards for residential development

LOCATION	NUMBER OF BEDROOMS	MAXIMUM PARKING PROVISION
Outer London PTAL 2-3	1-2	Up to 0.75 space per dwelling
Outer London PTAL 2-3	3+	Up to 1 space per dwelling
~ With the exception of disabled person parking, see Part G Policy T6.1 Residential Parking		

2.5 TFL TRAVEL PLANNING FOR NEW DEVELOPMENT IN LONDON (2013)

- 2.5.1 In November 2013, TfL published new guidance on the requirements for travel plans for new developments in London.

- 2.5.2 The type of Travel Plan required should be considered in the context of a range of circumstances. Thresholds set out in **Table 2-3** identify the type of Travel Plan that is required. A Travel Plan is not required in cases where individual occupiers do not meet the thresholds. Where this is the case, it will be encouraged that occupiers take up sustainable transport initiatives. It should also be noted that such occupiers will continue to benefit from the site-wide Travel Plan measures.

Table 2-3: Travel Plan Thresholds

Land Use	Travel Plan Statement	Travel Plan
C3 Residential	Between 50 and 80 units	Equal or more than 80 units
Class E - Office use	More than 20 staff but less than 2,500sqm	Equal or more than 2,500sqm

- 2.5.3 Based on the above TfL Travel Plan threshold table, the type of Travel Plan required for 116 residential units is detailed in **Table 2-4**.

Table 2-4: Proposed development Travel Plan Requirements

Land Use	Proposed	Travel Plan Type
C3 Residential	116 units	Travel Plan
Class E – Office use	175sqm	-



2.5.4 On this basis, a Framework Travel Plan is required for the proposed development as part of the planning application. The Framework Travel Plan includes a Residential Travel Plan and Workplace Travel Statement.

2.6 MAYOR'S TRANSPORT STRATEGY (2018)

2.6.1 The Mayor's Transport Strategy (MTS) was published in March 2018 and sets out the Mayor's policies and proposals to reshape transport in London over the next 25 years.

2.6.2 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.

2.6.3 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.

2.7 LBRUT - LOCAL PLAN (JULY 2018)

2.7.1 The LBRuT's Local Plan sets out the strategic framework for the Borough from 2018 to 2033. The Local Plan contains the strategic vision and objectives for the Borough, as well as the policies and site allocations that will guide the future development of the Borough.

2.7.2 Encouraging sustainable transport, walking and cycling forms a key focus within the Borough's approach to "A Sustainable Future", as outlined in Chapter 3 of the Spatial Strategy, some relevant sections of which are outlined herein:

To reduce environmental impacts, including air pollution and congestion, and to maximise opportunities for health and promoting active lifestyles, the Council will continue to work with its partners to improve and promote safe, sustainable and accessible transport choices, including public transport, cycling and walking. Focusing development in the main centres of the Borough (i.e. Richmond and Twickenham as well as Teddington, East Sheen and Whitton) will result in sustainability benefits, including a reduction in the need to travel by car and also mitigate the effects of development pressure on the rest of the Borough. A main element of the Spatial Strategy is to promote cycling and walking, which contribute significantly towards creating an attractive and pleasant environment, which has been shown to be not only beneficial to an individual's health and social life, but also to bring economic benefits to the Borough's centres



2.7.3 Chapter 11 of the Local Plan pertains specifically to Transport; Policy LP44 "*Sustainable Travel Choices*" states that

"Planning applications will need to be supported by the provision of a Transport Assessment if it is a major development, and a Transport Statement if it is a minor development." It further states that major applications will be required to submit a Travel Plan.

2.7.4 The same policy states that:

"Developments will be expected to continue travel planning after occupation to maximise travel by sustainable transport, including personalised travel planning."

2.8 LONDON BOROUGH OF RICHMOND DRAFT TRANSPORT SUPPLEMENTARY PLANNING DOCUMENT (SPD) (2020)

2.8.1 The Council is working on updating existing and new SDPs, which provide further details on implementing policies and/or site allocations for key development sites as contained within the adopted Local Plan.

2.8.2 The Draft Transport SPD provides further detailed guidance to support the adopted Local Plan policies, to promote safe and sustainable transport choices.

2.8.3 The Draft Transport SPD states that Travel Plans should be developed in accordance with the Local Plan and TfL's guidance and submitted alongside the planning application. Travel plans should include details of how sustainable travel, including reductions in travel, will be achieved and private car use minimised.

2.8.4 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 arrangements, including potential remedies in the event of the targets not being met. A Travel Plan Coordinator should oversee the development and delivery of the Travel Plan. Development thresholds for when a Travel Plan is required are set out in the London Plan (March 2021) and Local Plan.



3 BASELINE CONDITIONS & SITE ACCESSIBILITY

3.1 INTRODUCTION

3.1.1 This section sets out the transport conditions in the vicinity of the proposed development. It considers the site itself and its immediate surroundings.

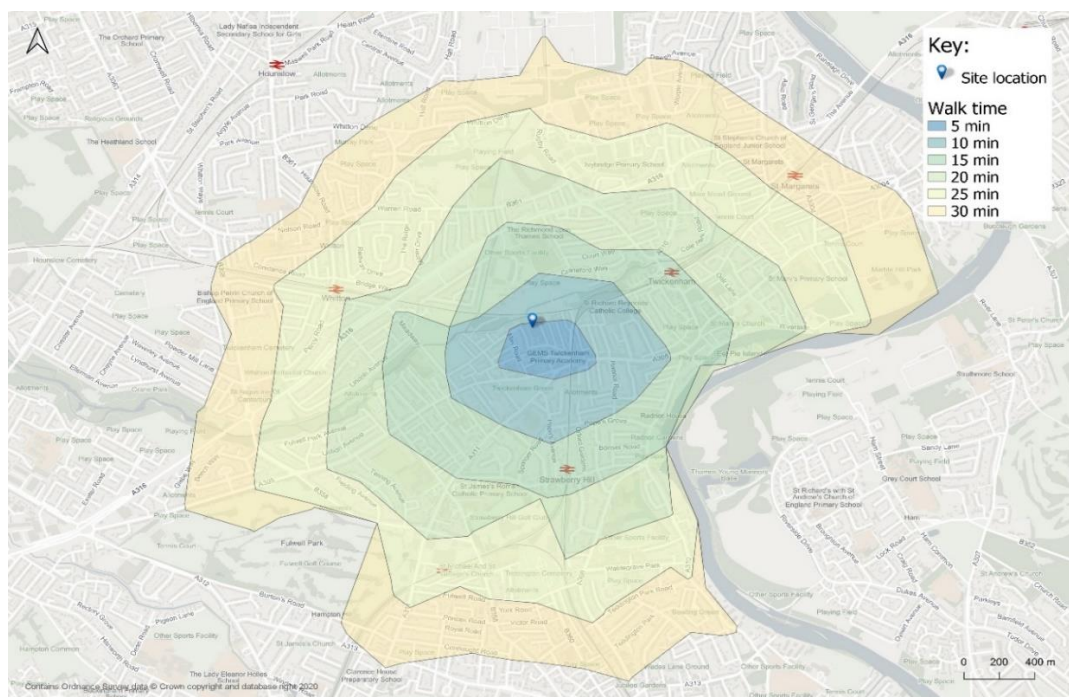
3.2 WALKING

3.2.1 The National Travel Survey identifies that walking is the most frequent travel mode for short-distance trips (within 1 mile/1.6 km). Therefore, infrastructure that supports travel on foot is essential to promote sustainable and active travel.

3.2.2 The footways in the proximity of the site are well-lit and well-connected. The site benefits from good footpath connectivity to the A305 The Green and Twickenham Railway Station. In addition to a range of public transport options, the site is also within walking distance of several local amenities and services, including London Road and King Street, reducing the need for prospective residents to travel by car in most instances.

3.2.3 A pedestrian isochrone map is shown in **Figure 3-1**, which shows the area/distance that can be walked from the site within a five-minute to 30 minutes walk, based on a walking speed of 4.8km/hr.

Figure 3-1: Walking accessibility



3.2.4 Several public transport stations and stops can be reached within a short walk of the site, including:

- Twickenham Station (Stop B) via Marsh Farm Road at 15 minutes (1.28 km);
- Twickenham Green bus stop (Stop GL) via Norcutt Road and A305 at 7 minutes (640 m) and Twickenham Station bus stop via Marsh Farm Road at 16 minutes (1.28 km); and
- Strawberry Hill Railway Station is around a 16-minute walk (1.28 km) from the site to the South of the Site.

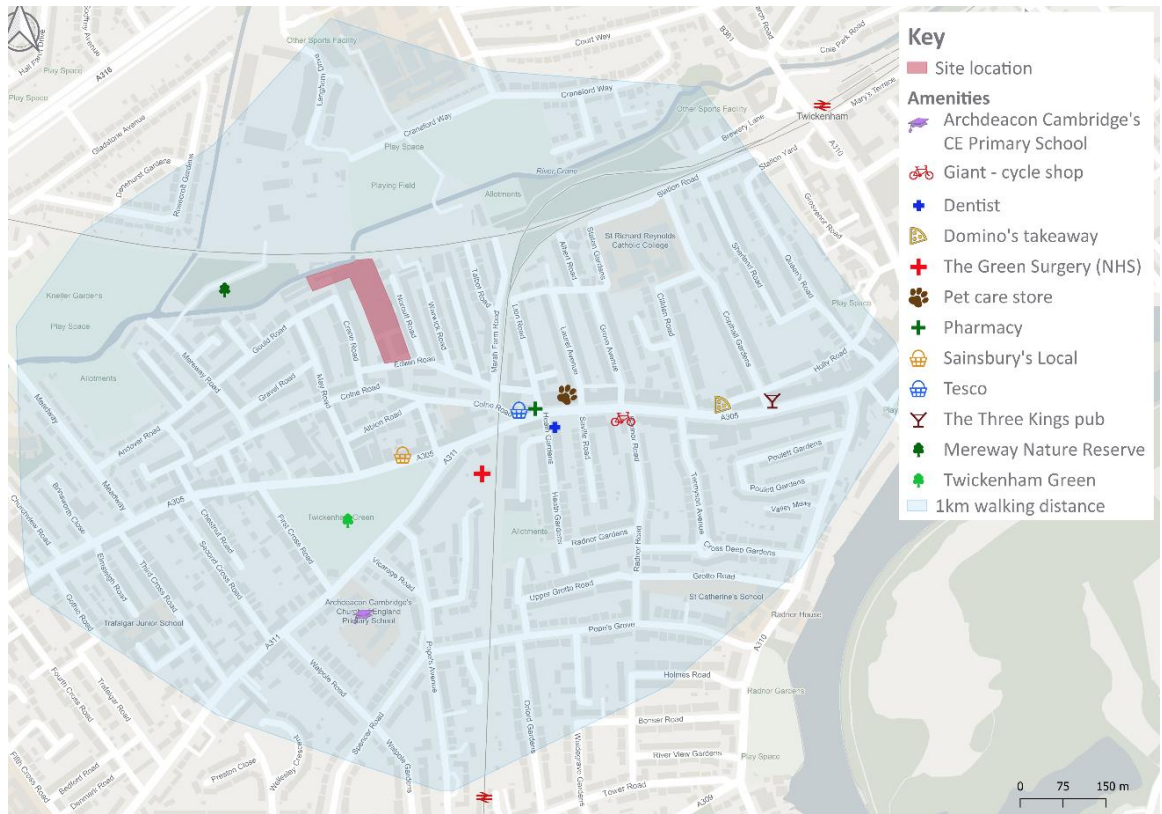
3.2.5 **Table 3-1** sets out the local amenities and facilities within 1km of the site and can be reached within an 11-minute walk/four-minute cycle. **Figure 3-2** illustrates the amenities listed in **Table 3-1**.

Table 3-1: Local facilities/amenities within proximity of the site

FACILITY / DESTINATION	TRIP PURPOSE	DISTANCE (METRES)	WALK TIME (MINUTES)	CYCLING TIME (MINUTES)
Twickenham Green	Leisure	400	5	3
Mereway Nature Reserve	Leisure	550	7	2
Sainsbury's Local	Food retail	400	5	1
Tesco Express	Food retail	500	6	1
Pet Care store	Retail	600	8	3
The Green Surgery (NHS)	Healthcare	400	5	2
Maple Leaf Pharmacy	Healthcare	400	5	2
Dentist	Healthcare	500	6	3
Archdeacon Cambridge's CoE Primary School	Primary education	600	7	4
Giant – cycle shop	Retail	650	8	3
Domino's	Food retail	800	10	3
The Three Kings	Leisure	900	11	3



Figure 3-2: Amenities within walking distance



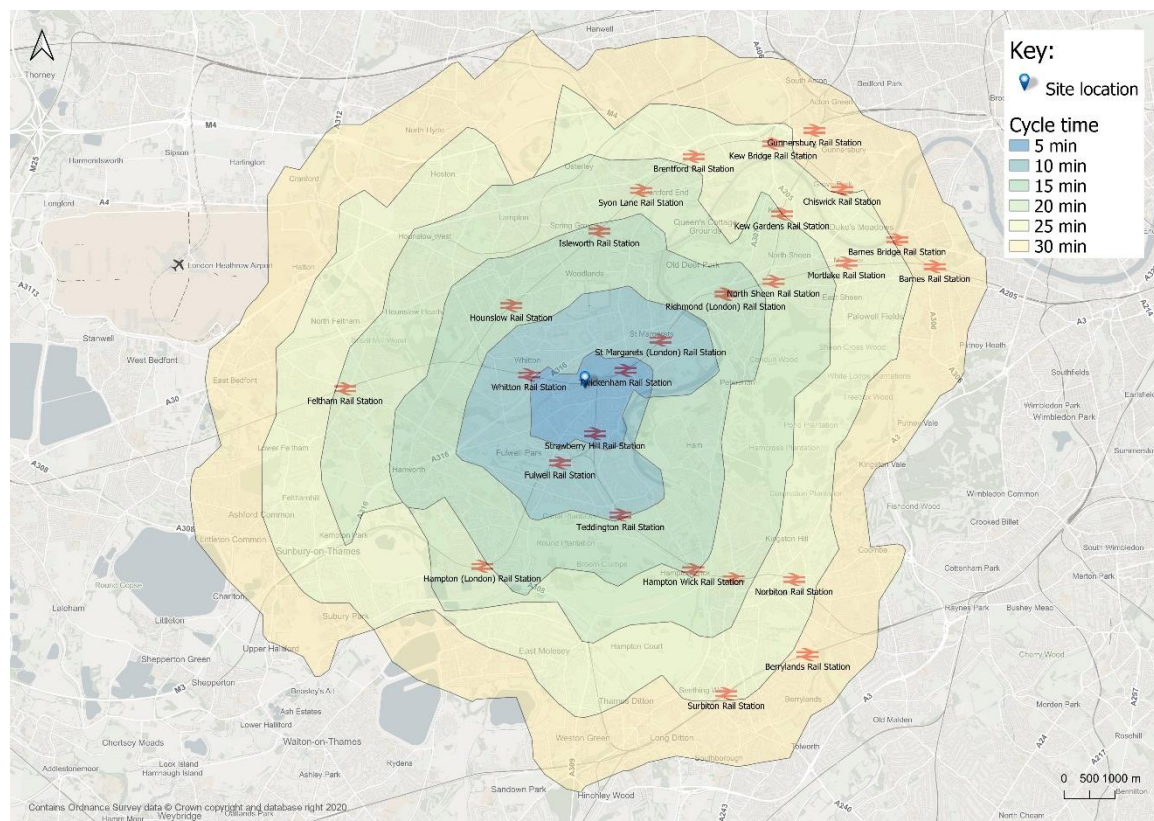
3.3 CYCLING

3.3.1 Cycling can substitute for short car trips, particularly those less than five kilometres in length; however, many people will cycle longer distances.

3.3.2 A cycling isochrone map is shown in **Figure 3-3**, which shows the area/distance that can be cycled from the site within a five-minute to 30 minutes cycle, based on a cycling speed of 16km/hr.



Figure 3-3: Cycling accessibility



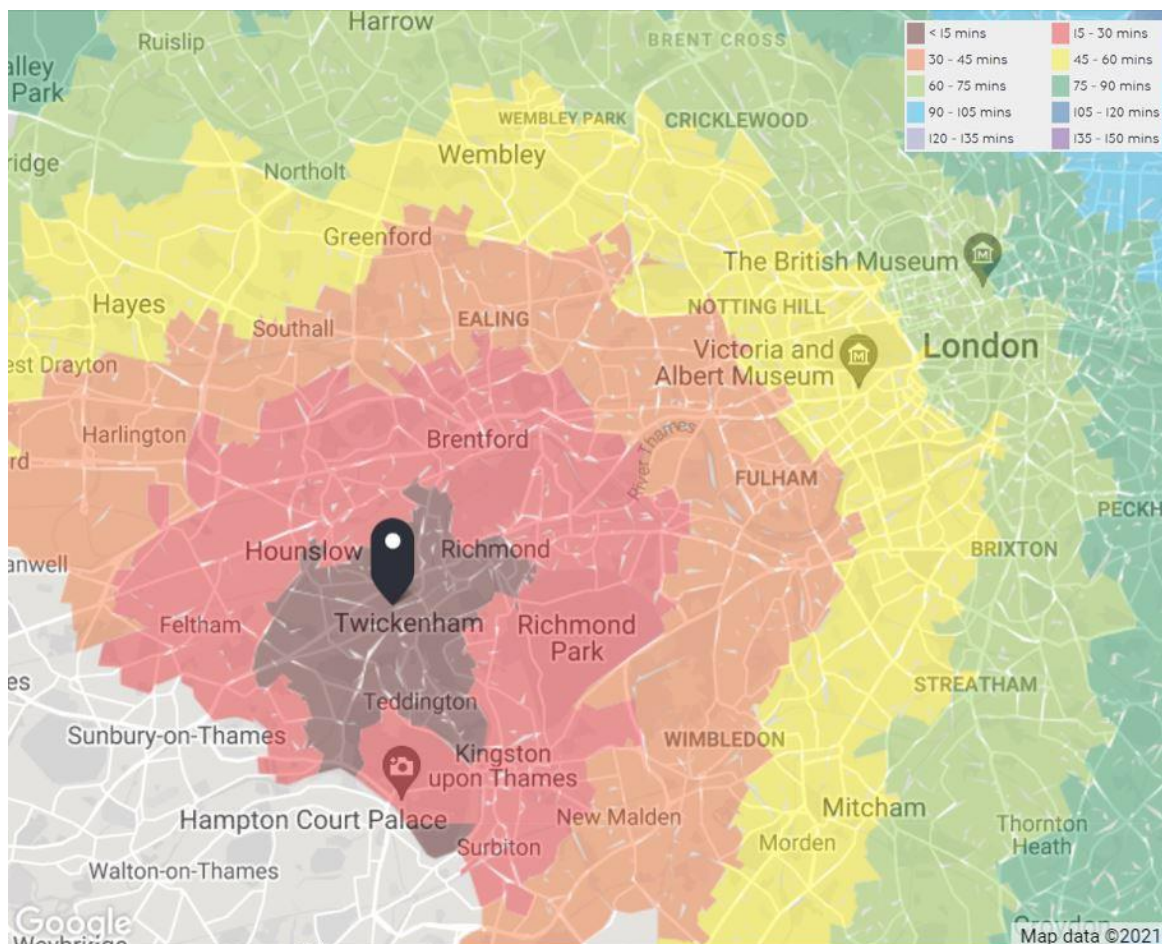
- 3.3.3 **Figure 3-3** shows the site is within cycle distance of the Strawberry Hill, Twickenham Green and Heath Road areas, all of which provide access to a range of local amenities and services.
- 3.3.4 There is no dedicated cycling infrastructure (i.e., cycleways and cycle lanes) in the vicinity of the site, and cyclists share the site's surrounding road network with vehicles. Cycle parking stands are provided along the A305 Heath Road, and a further 30 cycle racks are provided at Twickenham Railway Station.

3.4 CYCLING TIME MAPPING

- 3.4.1 Time Mapping (TIM) is a tool developed by TfL within their WebCAT suite of tools to assess connectivity. Time Mapping for the Site, travelling by bicycle during the AM peak, is presented in Figure 3-4.



Figure 3-4: TIM cyclist accessibility in proximity to the development site



Source: TfL

- 3.4.2 **Figure 3-4** demonstrates that a number of areas, including Fulham, Wimbledon, Ealing and Harlington, can be accessed within a 45minutes cycle of the site.

3.5 PUBLIC TRANSPORT ACCESS LEVEL

- 3.5.1 Public Transport Access Level (PTAL) is used to assess the connectivity of a site to the public transport network in consideration of the access time and frequency of services. It considers rail stations within a 12-minute walk (960m) of the site and bus stops within an eight-minute walk (640m) and is undertaken using the AM peak hour operating patterns of public transport services. An Access Index (AI) score is calculated that is used to define a PTAL score.
- 3.5.2 TfL's online WebCAT tool shows the site AI is 8.97 indicating a PTAL of 2 (poor). The WebCAT PTAL output is summarised in **Figure 3-5** and **Table 3-2**.



Figure 3-5: Site PTAL mapping

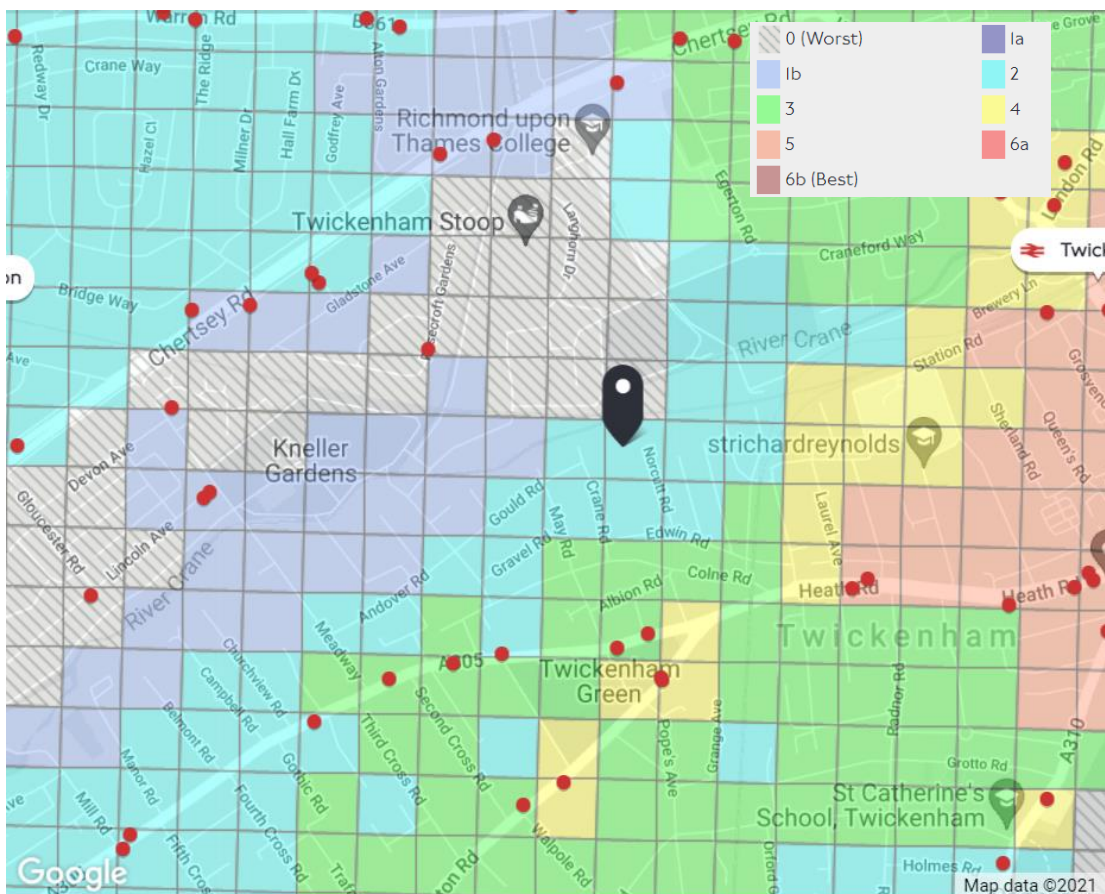


Table 3-2: Summary of PTAL

SERVICE	SERVICES	KEY STOPS / STATIONS (WALK TIME)	PTAL ACCESS INDEX
Bus	290 ,281, R70, 267, 110, 490, H22	Twickenham Green (5 minutes)	8.97
Total			8.97 (PTAL 2)

3.5.3 The site has a PTAL of 2; however, this only accounts for two local bus stops (providing access to seven routes) and not the nearby railway stations, i.e., Strawberry Hill Station and Twickenham Station. The stations are situated just outside the 12-minute PTAL walking catchment but are still within reasonable walking distance.

3.5.4 Walking and cycling are generally accepted as important alternatives to the private car and should also be encouraged to form part of a longer journey via public transport. The Chartered Institute of Highways and Transportation (CIHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents, it is suggested that:

- Most people will walk to a destination that is less than one mile (circa 1.6km) – Planning for Walking, 2015;
- The National Travel Survey notes that walking is the most frequent travel mode used for short-distance trips (within 1 mile / 1.6km) - National Travel Survey, 2017;



- Walking can replace short car trips, particularly those under 2km – Manual for Streets, 2007; and
- Walking distances to bus stops should not exceed 400m, whilst people are prepared to walk twice as far to rail stations, Planning for Walking, 2015.

3.5.5 In this respect, PTAL is not considered the most representative measure of the site's accessibility. Moving just 200m to the east of the site, closer to the centre of Twickenham and the PTAL levels increase to 4 and 5, which would indicate good to very good access to public transport services.

BUS NETWORK

3.5.6 The site benefits from a number of bus routes in the area, with the closest bus routes situated along Twickenham Green (stops GC, GL, GT and GM), all of which are situated within a six-minute walk to the South of the Site. There are additional stops on Heath Road Grove Avenue (Stop GS) (an eight-minute walk) to the southeast of the site providing services towards Hounslow, Fulwell, Tolworth and Heathrow Airport.

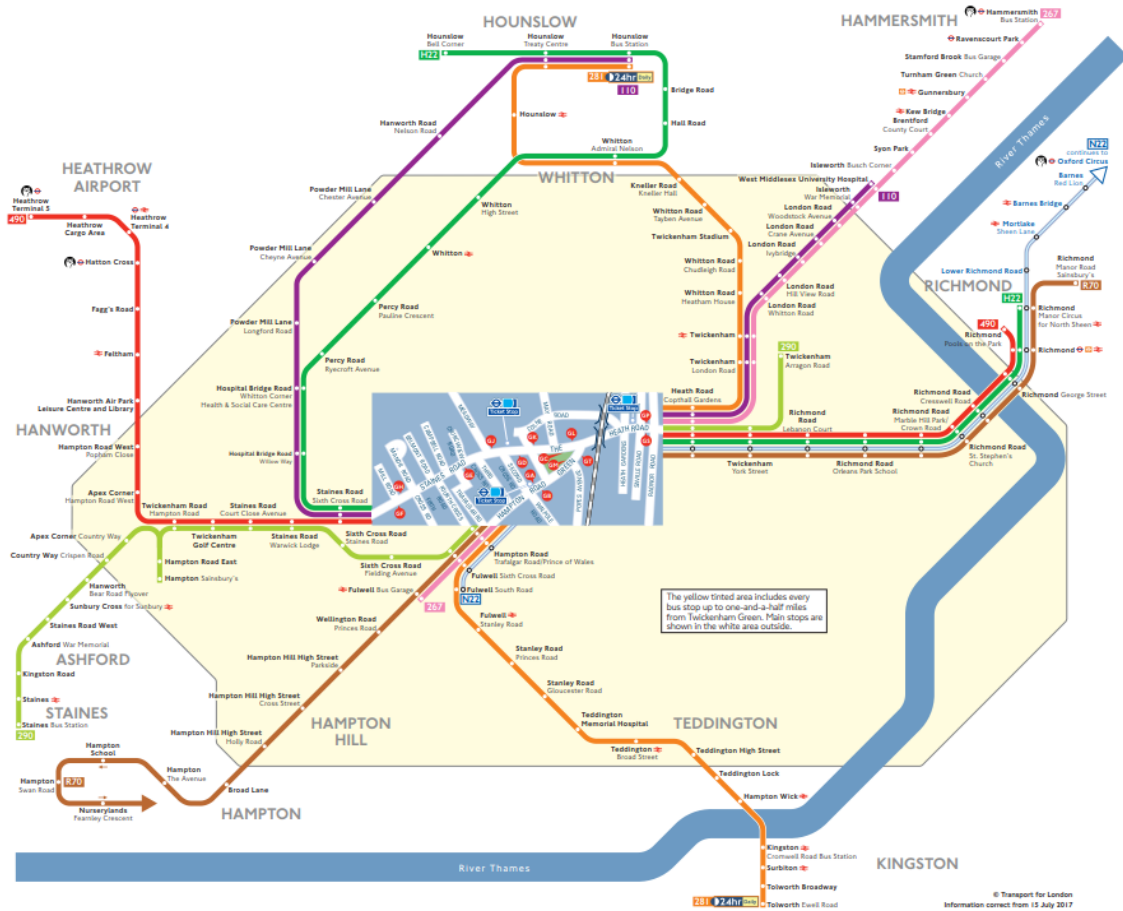
3.5.7 **Table 3-3** provides details of these routes, including peak hour frequencies, and **Figure 3-6** shows the routing.

Table 3-3: Bus service frequencies

SERVICE NO.	ROUTE	PEAK HOUR FREQUENCY (SERVICES PER HOUR)		OPERATOR
		AM	PM	
110	West Middlesex Hospital - Isleworth - Twickenham - Powder Mill Lane - Hounslow	9	6	London United
490	Heathrow Airport - Hatton Cross - Feltham - Staines Road - Twickenham - Richmond	15	15	Abellio London
267	Fulwell - Twickenham - Isleworth - Brentford - Turnham Green - Hammersmith	18	17	London United
281	Tolworth - Surbiton - Kingston - Teddington - Fulwell - Twickenham - Whitton - Hounslow	18	19	London United
290	Staines - Ashford - Sunbury Cross - Fulwell - Twickenham	3	3	Abellio London
H22	Hounslow - Hall Road - Whitton - Staines Road - Twickenham - Richmond - Richmond Manor Circus	15	15	London United
R70	Hanworth/Nursery lands (circular) - Hampton Hill - Fulwell - Twickenham - Richmond	16	19	Abellio London



Figure 3-6: Local bus routes



RAIL NETWORK

- 3.5.8 The closest railway station to the Site is Strawberry Hill, situated a 13-minute walk (1.1km) to the South of the Site. Twickenham Railway Station, located approximately 1.6 km to the east of the Site along Station Road, provides more train services.
- 3.5.9 The station is operated by Southwest Railway, providing access to destinations including London Waterloo, Reading, Clapham Junction, Chiswick and Wimbledon.
- 3.5.10 A network map illustrating the rail connectivity from Twickenham Station is shown in **Figure 3-7** and **Figure 3-8**.



Figure 3-7: Rail network map

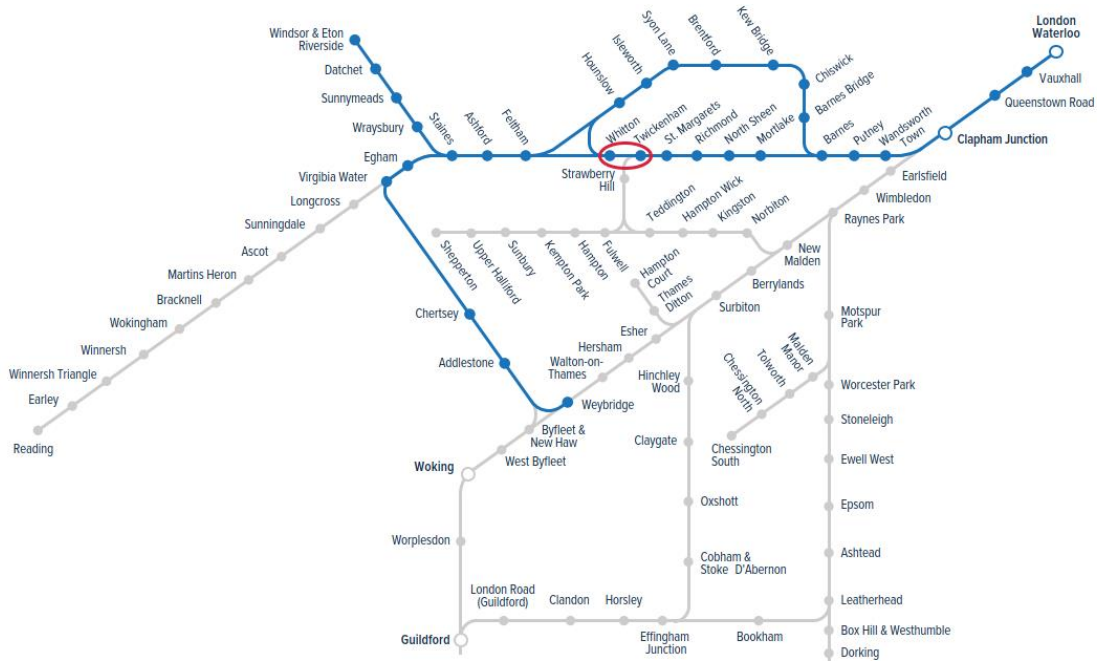
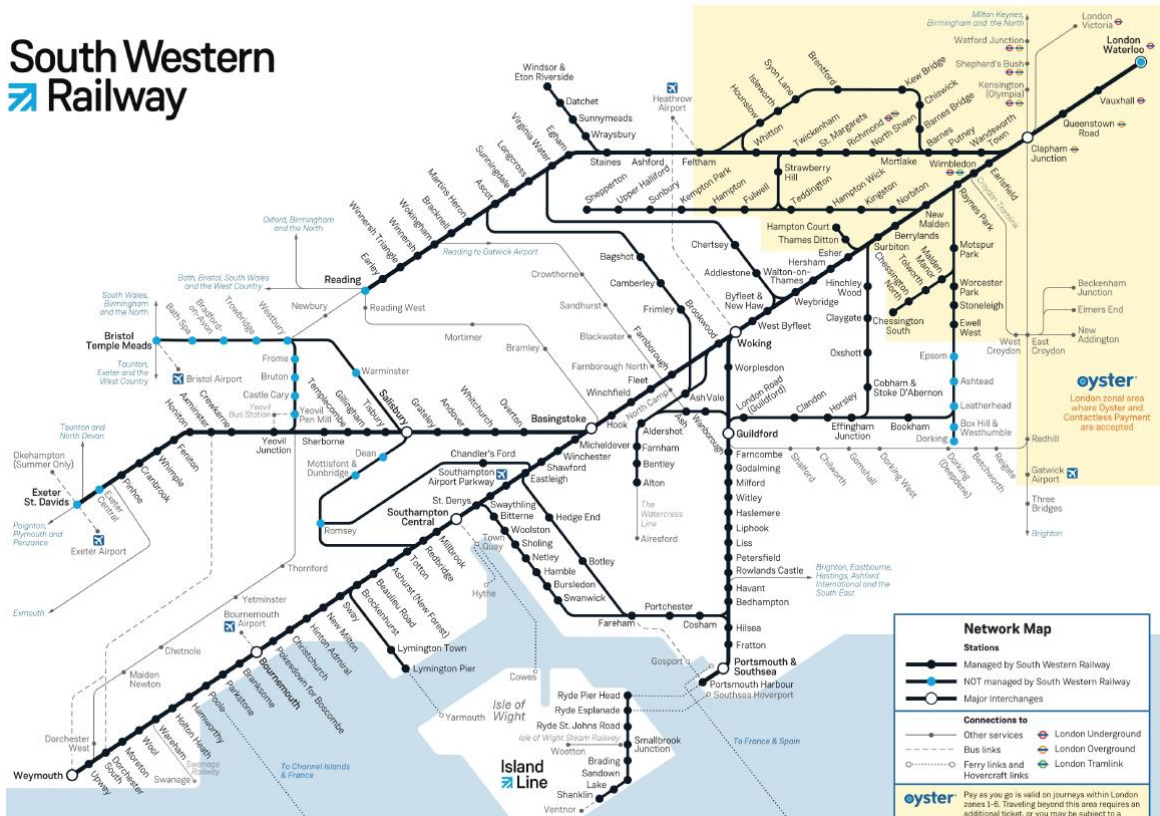


Figure 3-8: Southwestern Railway network map



3.5.11 The rail service and their frequencies are outlined in Table 3-4.



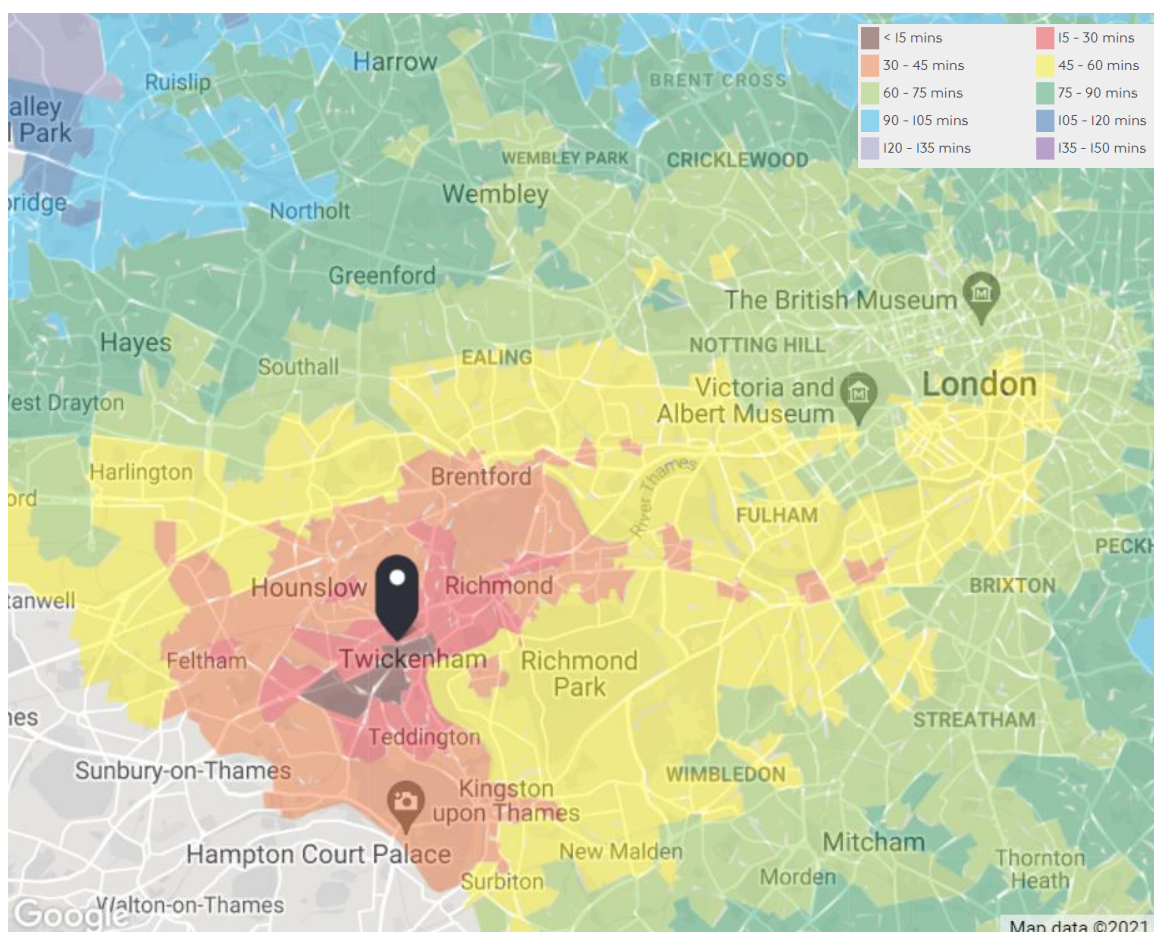
Table 3-4: Summary of Rail Services from Twickenham Station

DIRECTION	FIRST/LAST TRAIN	PEAK SERVICES PER HOUR
London Waterloo	00:11/23:43	10-17
Reading	05:36/23:10	2-4
Chiswick	05:53/23:43	3-5
Windsor and Eton Riverside	05:53/23:52	2
Wimbledon	05:53/23:41	7-10

PUBLIC TRANSPORT TIME MAPPING

3.5.12 Time Mapping (TIM) is a tool developed by TfL within their WebCAT suite of tools to assess connectivity in terms of travel times, taking account of public transport service ranges and interchange opportunities. Time Mapping for the Site, travelling by public transport during the AM peak, is presented in **Figure 3-9**.

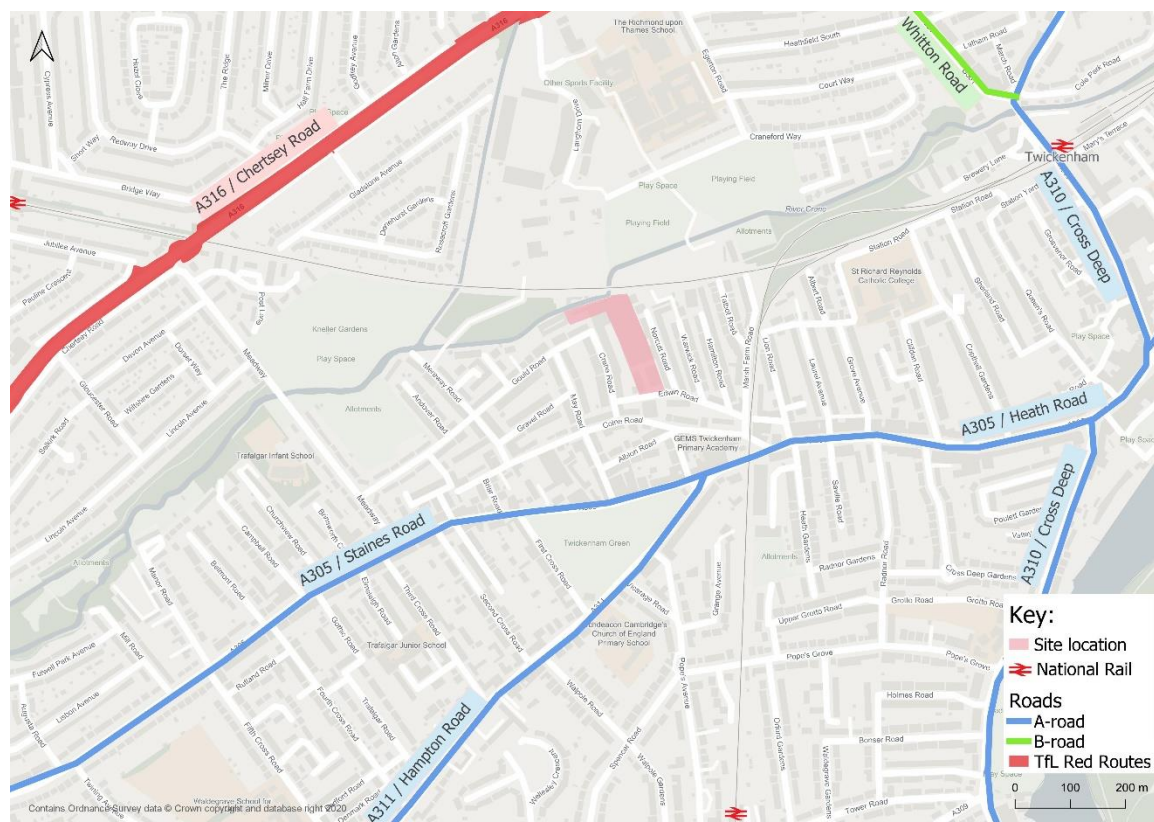
Figure 3-9: TIM Mapping



3.6 LOCAL HIGHWAY NETWORK

3.6.1 The local highway network in the vicinity of the site is shown in **Figure 3-10**.

Figure 3-10: Local Highway Network



3.6.2 There are currently two vehicular access points to the Site: one from Edwin Road to the south and one to the north from the corner of Gould Road and Crane Road. The former was primarily used to accommodate larger operational HGVs associated with the site's former industrial use, with the latter generally used for employee and visitor parking.

3.6.3 Both Edwin Road and Gould Road are well connected to the wider road network. To the South of the Site, Edwin Road connects through Marsh Farm Road or Colne Road to the A305 The Green / Heath Road, carrying traffic between Richmond and Twickenham centres from the A316 Chertsey Road to the west, which in turn connects to M3 to the west, or Hampton Hill Road towards Heathrow. To the west of the site, traffic can access and egress the A316 Chertsey Road from Meadway, which in turn provides access towards Gould Road and the adjoining residential areas.

COLNE ROAD – SCHOOL STREET

3.6.4 In September 2021, The School Street scheme was approved and made permanent for Twickenham Primary Academy for part of Colne Road between the junction of March Farm Road and Albion Road.

3.6.5 School Streets do not operate during school holidays or at weekends, and the signs will be closed when not operational for holidays and a half term breaks.

3.6.6 The operating hours for Colne Road are Monday to Friday, 08:20 to 09:00 and 15:30 to 16:15.



3.6.7 People walking, scooting, using wheelchairs, mobility scooters, and cycles (including adapted cycles) are not restricted. All other motor vehicles are restricted during the operating times displayed on the signs, subject to exemptions.

3.6.8 The following motorised vehicles are automatically exempt:

- Emergency vehicles
- Council waste trucks serving properties within the School Street zone
- Postal service vehicles serving post boxes within the School Street zone
- Statutory undertakers (such as water and gas companies) attending emergency works within the School Street zone
- School buses serving the school or properties within the School Street zone
- Public transport and taxis (Hackney Carriage) serving properties within the School Street zone

3.6.9 The following vehicles are also exempt, but they must apply for exemption using the LBRuTs online exemption form or contact LBRuT:

- Residents and businesses within the School Street zone
- Blue badge holders (when their destination is within the School Street zone)
- Carers and healthcare workers serving properties within the School Street zone
- Private hire taxis serving properties within the School Street zone
- Tradespeople/service providers serving properties within the School Street
- Delivery vehicles serving properties within the School Street



4 RESIDENTIAL TRAVEL DEMAND

4.1 BASELINE TRAVEL DEMAND

4.1.1 Given that the proposed development has not yet been constructed, it is not possible to undertake site surveys to establish baseline travel characteristics at this stage.

4.1.2 In the absence of existing travel survey data at the site, the modal split has been determined from the trip generation analysis set out within the Transport Assessment.

RESIDENTIAL

4.1.3 The trip generation forecast for the residential land use has been extracted from the Transport Assessment and is shown in **Table 4-1**.

Table 4-1: Baseline Mode Share and Trip Generation – Residential

MODE	AM PEAK HOUR			PM PEAK HOUR		
	Arrive	Depart	Total	Arrive	Depart	Total
Pedestrians	2	7	9	4	2	6
Cyclists	1	5	6	2	1	4
Bus	2	11	14	6	3	9
Underground	1	3	4	2	1	2
Rail	3	12	15	6	3	9
Taxi	0	0	0	0	0	0
Motorcycle	0	1	1	0	0	1
Vehicle drivers (no servicing)	6	26	32	13	7	20
Vehicle occupants (including taxi passengers)	0	1	2	1	0	1
Total	14	67	81	34	18	51



5 RESIDENTIAL OBJECTIVES & TARGETS

5.1 INTRODUCTION

5.1.1 This chapter sets out the overarching objectives for the TP, 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 TP can be found in **Section 7**.

- ⦿ **Objectives** are the high-level aims of the TP. They help to give the TP direction and provide a clear focus.
- ⦿ **Targets** are the measurable goals by which progress will be assessed. The TP sets out targets that the development will seek to reach within the period covered by this TP. In addition, interim targets have been set.

5.2 OBJECTIVES

5.2.1 TfL's guidance document entitled Travel Planning Guidance (November 2013) identifies that the objectives and targets set out in the Travel Plan should be initially based on trip rates and modal splits agreed in the Transport Assessment.

- ⦿ to encourage the sustainable movement of people and goods to and from the site;
- ⦿ to reduce car dependency and unnecessary single occupancy car trips at the site;
- ⦿ to improve the accessibility of the site for all, especially those without access to a car;
- ⦿ to meet the National Air Quality objectives and minimise the environmental impact of transport;
- ⦿ to support National, Regional and Local sustainable transport policy objectives in reducing the need to travel overall;
- ⦿ analyse the results of any surveys/assessments undertaken and report them to LBRuT in accordance with agreed monitoring procedures, and
- ⦿ to liaise with the relevant officers at LBRuT to ensure that the TP is implemented effectively.

5.3 TARGETS

5.3.1 TP 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 (Specific, Measurable, Achievable, Realistic and Timed).

5.3.2 Targets come in two forms - action targets and aim targets:

- ⦿ **Action Targets** are non-quantifiable actions that need to be achieved by a certain time.
- ⦿ **Aim Targets** are quantifiable and, in the case of this TP, relate to the degree of modal shift the plan is seeking to achieve.



5.4 ACTION TARGETS

5.4.1 The following Action Targets are proposed:

- To appoint a TPC; and
- To coordinate baseline travel surveys within the first six months of the first occupation or at 50% occupancy.

5.5 AIM TARGETS

5.5.1 This TP provides targets, shown in **Table 6-1**, which are set to measure progress towards the main objectives over a five-year period.

5.5.2 It should be noted that the targets presented in **Table 6-1** are set in relation to the multimodal trip generation produced within the TA. The mode share data will be verified and updated with baseline data collected after six months of the first occupation or at 50% occupancy, whichever is first.

Table 5-1: Indicative Preliminary Mode Share Targets

TARGET	INDICATOR	MODE SPLIT		
		Baseline surveys (Year 1)	Interim (Year 3)	Final (Year 5)
Achieve a 10% reduction in car driver trips	Modal Split Monitoring from Travel Survey	-2%	-5%	-8%
Achieve a 3% increase in cycling trips	Modal Split Monitoring from Travel Survey	+1%	+2%	+3%
Achieve a 5% increase in walking trips	Modal Split Monitoring from Travel Survey	+1%	+3%	+5%

5.5.3 Once the first travel survey has been undertaken, the Full Travel Plan will be produced and updated with a more accurate baseline mode share proportions. A review of the target mode shift will also be undertaken to ensure they are realistic and achievable.

5.5.4 Targets will be finalised and written into the TP once annual travel surveys have been completed. The survey results will be analysed and discussed with the LBRuT Travel Planning Officers.

5.5.5 It should be noted that the TP will be a live document, continuously updated over time. As such, targets may change over time due to an ongoing monitoring process.



6 MANAGEMENT AND MEASURES

6.1 INTRODUCTION

6.1.1 This section outlines the measures which will be implemented on-site in order to achieve the objectives. These measures form the core of the Residential Travel Plan. 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; and
- 'Soft' marketing and management measures ensure that sustainable travel behaviour is maximised.

6.2 APPOINTMENT OF THE TRAVEL PLAN COORDINATOR

6.2.1 To ensure that there is site-wide adoption of the Travel Plan, a Travel Plan Coordinator (TPC) will be appointed to deliver the measures and monitor the success of the Travel Plan.

6.2.2 A TPC will be appointed prior to the first occupation and be responsible for managing and implementing the TP. It is anticipated that the role will be fulfilled by a member of the residence committee or an appointed consultant. Their role will focus on:

- ⊙ Day-to-day liaison with all stakeholders as necessary – giving a 'human face' to the TP.
- ⊙ Implementation of the TP measures.
- ⊙ Managing travel information, including distribution of a welcome pack to new residents.
- ⊙ Promoting non-car travel through the TP measures.
- ⊙ Reporting progress to any TP stakeholders, including LBRuT.
- ⊙ Managing the monitoring and progress of the TP targets.

6.3 HARD MEASURES

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

SITE LAYOUT AND PERMEABILITY

6.3.2 Substantial new landscaped public realm is proposed, catering for new pedestrian routes and providing access to each of the buildings.

6.3.3 The pedestrian environment will be of high quality with the provision of attractive public open spaces, well-maintained and legible routes, lighting, signage and the use of quality materials. Pedestrians will feel safe and secure within the site, with a mixture of uses providing activity both day and night, thus providing natural surveillance.



CAR PARKING PROVISION

- 6.3.4 The proposed development will deliver 101 car parking spaces, equating to 0.87 spaces per dwelling. The proposed provision is compliant with the London Plan's maximum car parking requirements for an Outer London site with a PTAL of 2, which requires between 0.75 – 1 space per dwelling (depending on the number of bedrooms proposed).
- 6.3.5 All parking associated with the proposed development will be provided on-site and be available to residents only. There will be no visitor parking provision as part of the development. Visitor cycle parking will be provided within the public realm, encouraging active sustainable travel to/from the site for visitors of the residential and commercial uses.

BLUE BADGE PARKING

- 6.3.6 Ten Blue Badge parking bays are proposed from the outset for the residential use, equating to a provision of 8% of all dwellings, which is compliant with the London Plan, March 2021.

ELECTRIC CHARGING PROVISION

- 6.3.7 20 per cent of on-site parking spaces will have active charging facilities, with passive provision for the remaining spaces, compliant with the London Plan.

CAR CLUB PROVISION

- 6.3.8 The applicant will look to promote active and sustainable travel. LBRuT advocates car clubs as an alternative to private cars, as outlined on the Council website:
- "Car Clubs encourage people to forego private car ownership, and they are also attractive to people that make very limited use of a car. While not having the expense of buying, insuring and maintaining their own vehicle, members have access to a car. Research has shown that car club cars replace between 6 to 20 privately-owned vehicles."*
- 6.3.9 CoMo UK has just released development guidance 'New developments and shared transport: cutting car dependency' February 2022. CoMo UK research indicated that each car club vehicle could replace an average of 24 private cars within Outer London.
- 6.3.10 Zipcar and Enterprise Car Club are the two car club providers affiliated with LBRuT and have been contacted to ascertain the possibility of providing additional car club bays in the area surrounding the site. Both providers expressed an interest in working alongside the developer to provide a car club bay and membership for the proposed development.
- 6.3.11 The location of the prospective bay is yet to be agreed upon; however, it is anticipated it could be situated along Edwin Road.
- 6.3.12 The new car club bay facilitated by the development would not be exclusively for the use of residents at the site and would thus provide a communal benefit for surrounding residential properties. The implementation of the car club bay would be agreed upon with the developer, car club provider and Local Authority and secured by the s106 agreement.



CYCLE PARKING PROVISION

RESIDENTIAL LONG-STAY

- 6.3.13 The proposed long-stay residential cycle parking provision for the residential development is set out in **Table 6-1**.

Table 6-1: Proposed residential cycle parking provision

LAND USE	LONG-STAY	SHORT-STAY
London Plan minimum cycle parking requirement	216	4
Residential (C3) - Provision	216	4

- 6.3.14 **Table 6-1** shows the proposed long-stay provision meets the minimum cycle parking provision for the residential use required to be compliant with the London Plan.
- 6.3.15 Long-stay residential cycle parking will be provided within the boundary of each house or within dedicated, secure cycle parking stores for the apartments. Access to the dedicated communal cycle stores will be controlled by RFID cards/fobs and will be monitored by CCTV.

RESIDENTIAL SHORT-STAY

- 6.3.16 The short-stay residential cycle spaces will be provided by means of Sheffield stands within the public realm.

KEY SERVICES & FACILITIES

- 6.3.17 A number of key services and facilities to complement the location and physical design of the site will also be implemented to further encourage the use of sustainable transport modes. Details of each of the proposed key services are set out in turn below.

PERSONALISED JOURNEY PLANNING

- 6.3.18 The TPC will be available to provide personalised travel planning advice to residents of the development. The TPC will be able to identify routes to public transport services for residents travelling to work, schools and other key facilities.
- 6.3.19 The personalised journey planning service detailed above will also accommodate the specific journey planning requirements of mobility impaired persons residing within the site.

PROVISION OF BROADBAND ACCESS IN HOMES

- 6.3.20 All residential dwellings within the development will be broadband-ready, providing residents with the opportunity to sign up for an internet service provider. This will provide opportunities for both home working and home shopping, reducing the need to travel.

DELIVERIES

- 6.3.21 Residents will be provided with welcome packs, which will include instructions for providing the correct address for deliveries. This will seek to prevent deliveries to individual doors and encourage consolidation through the implementation of a Delivery and Servicing Plan.



6.4 SOFT MEASURES

- 6.4.1 Residents of new dwellings will be provided with a Travel Pack upon the first occupation. The key role of the Travel Pack is to raise awareness of sustainable travel opportunities and initiatives available to occupants, including:
- **Promotion of local, sustainable travel networks**, including:
 - The bus services which are available.
 - The underground services which are available.
 - The local cycle routes which are available.
 - Links to relevant **public transport travel information websites** (such as the TfL journey planner) will be provided.
 - **Promotion of local amenities**: The Travel Pack will include the locations of many of the nearby key amenities and will encourage trips by foot.
 - **Promotion of the cycle parking and routes**: Making residents aware of the cycle parking which is available to them. https://www.richmond.gov.uk/services/roads_and_transport/active_travel
 - Promotion of membership to the **London Cycling Campaign (LCC)**: Promote the LCC, which is a cyclist organisation with local groups throughout London. Local LCC groups promote cycling locally, improve conditions for cyclists in their Borough and organise leisure rides and social events whilst providing support for cyclists. 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. The details of the local LCC group, together with membership information, will be included in the resident Travel Pack.
 - **Promotion of health benefits associated with alternative modes of transport**: The Travel Pack will provide details of the health benefits associated with walking and cycling regularly.
 - **Details of carbon footprinting**: 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 will be included in the Travel Pack, including:
 - ⊙ the availability of the personalised journey planning service;
 - ⊙ the availability of broadband internet and the benefits of home working; and
 - ⊙ Nearby car club facilities and where to find information about using the service.
- 6.4.2 The Travel Pack also invites those persons wishing to raise specific transport-related matters to discuss them with the TPC for consideration.
- 6.4.3 The Travel Pack will be available in both hard copy and electronically. The TP will be updated periodically and redistributed in electric form.

COMMUNITY NOTICE BOARDS

- 6.4.4 Notice boards providing travel information to residents within the site could be placed within the communal halls.



- 6.4.5 Maps of the immediate local area will be displayed on the notice boards identifying locations of cycle parking, car club bays and public transport service access points. The notice boards will also be used to inform residents of any new travel initiatives or events organised by the TPC.



7 MONITORING AND REVIEW

7.1 MARKETING AND COMMUNICATION

- 7.1.1 It is recognised that a marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan. The strategy will also help to disseminate travel information and information regarding the facilities provided.
- 7.1.2 Residents and employees will be made aware of the Travel Plan, including its purpose and objectives, along with specific measures. Marketing will be undertaken between the point of sale and the first occupation of each dwelling.
- 7.1.3 A programme of monitoring and review will be implemented to generate information by which the success of the TP will be evaluated. This will help to establish whether the agreed objectives and targets are being met. Monitoring and review will be the responsibility of the TPC.

7.2 MONITORING

- 7.2.1 The TPC will arrange the initial travel survey to be undertaken for the development once a trigger point of 50% occupation of the residential units has been reached.
- 7.2.2 The travel survey will then be undertaken in the third and fifth years after the trigger point has been reached. The surveys will comprise the following components:
- ⊙ A questionnaire surveys of residents, employees and visitors;
 - ⊙ pedestrian, cycle and vehicle counts at the access points to the site; and
 - ⊙ a servicing survey will be undertaken.
- 7.2.3 Monitoring will continue on a rolling five-year basis if targets are not met within the initial monitoring period unless otherwise agreed in writing with LBRuT.

7.3 SITE SURVEYS AND MONITORING

- 7.3.1 The travel characteristics of occupants of the proposed development will be monitored on a regular basis once the development is occupied. Travel surveys will be undertaken for the residential land use in accordance with a monitoring system that feeds into the TRICS survey database.
- 7.3.2 This survey will accurately identify the application site's travel characteristics, and the results will be known as Year 0. The initial travel survey will be coordinated and publicised by the Travel Plan Coordinator (TPC).
- 7.3.3 The format of the travel survey(s) will be agreed upon between the TPC and LBRuT prior to the survey being undertaken. It is envisaged that this will be a count of all trips by all modes at each access to the development for one weekday at an agreed date between the hours of 07:00 – 22:00.
- 7.3.4 After the initial travel survey, it is anticipated that the travel surveys will be undertaken biennially during the same time of year as the previous travel surveys to ensure they provide a like-for-like comparison.



- 7.3.5 Further monitoring will be commissioned by the TPC and take into account cycle parking space usage and vehicle parking space usage, including the uptake/demand for electric vehicle charging. This will help inform future improvements required to further encourage sustainable travel.
- 7.3.6 Once the first travel survey has been undertaken, the TP will be updated with more accurate baseline mode share proportions. A review of the target mode shift will also be undertaken to ensure they are realistic and achievable.
- 7.3.7 The TP will be a live document, continuously updated over time. As such, targets may change over time due to an ongoing monitoring process.

7.4 REPORTING AND REVIEW

- 7.4.1 The TPC will compile a review report for Years 1, 3 and 5 outlining the results of each review. The report will also incorporate the results of ongoing monitoring throughout the preceding period. The report will be issued to LBRuT.
- 7.4.2 The TPC will issue the review report inclusive of survey results to LBRuT within one month of each survey. The TPC and officers of LBRuT will then review the results and, if appropriate, revise the target accordingly. The results of the travel survey and revised targets will be included in the subsequent revision of the TP.

7.5 SECURING THE TRAVEL PLAN AND FUNDING

- 7.5.1 The Travel Plan will be secured by a planning condition or through the S106 legal agreement.
- 7.5.2 Funding for the implementation of the Travel Plan is to be secured by the developer. The costs will relate to the implementation of measures outlined within the Travel Plan and for any surveys and monitoring.



8 RESIDENTIAL ACTION PLAN

8.1.1 The programme for the implementation of the Travel Plan measures is set out in **Table 5-1**. This sets out tasks, intended implementation dates and responsibilities.

Table 8-1: Residential Action Plan

ACTION	TARGET (VALUES)	TARGET DATE	FUNDING	INDICATOR/ MEASURED BY	RESPONSIBILITY
Appointment of STM & TPC	N/A	Prior to occupation	Developer	Appointment of STM & TPC	Developer
Agree on Travel Plan Objectives and Targets	N/A	Prior to occupation	Developer	Agreement being reached with LBRuT	Developer
Agree on Travel Plan Measures and Travel Pack	N/A	Prior to occupation	Developer	Agreement being reached with LBRuT	STM / TPC
Provision of cycle parking secured through planning	As required for each building	Prior to the occupation of the relevant building	Developer	Installation of cycle parking and it is made available for residents' use	Developer
Availability of broadband access in homes	N/A	Prior to the first occupation of each dwelling	Developer	Availability of broadband access in homes	Developer
Availability of a personalised journey planning service	N/A	Prior to the first occupation	Developer	Availability of a personalised journey planning service	Developer
Dissemination of the Travel Pack to each dwelling	One Travel Pack per dwelling	At the first occupation of each dwelling	Developer	Dissemination of the Travel Pack to each dwelling	Developer
Provision and population of Sustainable Travel Information Notice Board	Notice Board presenting one Travel Pack	Prior to the first occupation	Developer	Provision and population of Information Notice Board	Developer



9 WORKPLACE TRAVEL STATEMENT

9.1 INTRODUCTION

- 9.1.1 The commercial element of the proposed development may not meet the thresholds whereby a Full Travel Plan is required, but, in some cases, it is still considered appropriate for measures to be put in place to reduce the number of single-person car journeys and to increase the use of sustainable travel modes. In these cases, a Travel Plan Statement is appropriate.
- 9.1.2 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. It is not necessary for a Travel Plan Statement to provide specific targets and formal monitoring.
- 9.1.3 The Workplace Travel Statement considers all employees of the commercial unit at the proposed development.

9.2 OBJECTIVES

- 9.2.1 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 employee's awareness of the health and fitness benefits of walking and cycling for short journeys; and
 - To facilitate and encourage travel by sustainable modes.

9.3 MEASURES

- 9.3.1 This section outlines the measures which will be implemented on-site in order 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 are incorporated into the design.
 - 'Key services and facilities provided.
 - 'Soft' marketing and management measures ensure that sustainable travel behaviour is maximised.

HARD MEASURES

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



SITE LAYOUT AND PERMEABILITY

- 9.3.3 The pedestrian environment will be of high quality with the provision of an attractive on-site public realm. Pedestrians will feel safe and secure within the site, with a mixture of uses providing activity both day and night, thus providing natural surveillance.
- 9.3.4 The proposed location of the commercial unit is intended to create more of an active frontage along Edwin Road. New public realm would be provided that is designed in respect of future pedestrian movement and would provide a high-quality setting and environment.

COMMERCIAL CAR PARKING

- 9.3.5 The commercial unit will be car-free with the exception of one Blue Badge parking

CYCLE PARKING PROVISION

LONG-STAY

- 9.3.6 For the commercial unit, long-stay cycle parking for prospective employees will be provided within a secure and sheltered store accessible from the commercial unit.

SHORT-STAY

- 9.3.7 The short-stay residential cycle spaces (Sheffield stands) will be provided within the on-site public realm.
- 9.3.8 The proposed long-stay and short-stay cycle parking provisions for the commercial unit are set out in **Table 9-1**.

Table 9-1: Proposed commercial cycle parking provision

LAND USE	LONG-STAY	SHORT-STAY
London Plan minimum cycle parking requirement	1	1
Proposed Commercial (Class E)	2	2

- 9.3.9 **Table 9-1** shows that the proposed provision exceeds the minimum cycle parking provision for the commercial use required to comply with the London Plan (March 2021).

KEY SERVICES & FACILITIES

- 9.3.10 A number of key services and facilities to complement the location and physical design of the site will also be implemented to further encourage the use of sustainable transport modes. Details of each of the proposed key services are set out in turn below.

PERSONALISED JOURNEY PLANNING

- 9.3.11 The TPC will be available to provide personalised travel planning advice to employees of the development. The TPC will be able to identify routes to public transport services for employees.
- 9.3.12 The personalised journey planning service detailed above will also accommodate the specific journey planning requirements of mobility impaired persons working within the site.



DELIVERIES

- 9.3.13 Sustainable delivery initiatives will be pursued where reasonably practical. Such initiatives could include the synchronisation of deliveries from common suppliers, therefore, reducing both the number of deliveries to the site whilst simultaneously reducing the economic and environmental costs.
- 9.3.14 This initiative will rest with the individual businesses on the site but can be encouraged and coordinated by the TPC.

CYCLE-TO-WORK SCHEME

- 9.3.15 The national Cycle to Work Scheme enables employees who wish to cycle to work to purchase a bike on a tax-free basis and will be promoted to the tenant for the benefit of their staff.

INTEREST-FREE TICKET LOAN

- 9.3.16 The occupier would be encouraged to provide and promote the availability of employee interest-free loans for the purchase of public transport season tickets.

SOFT MEASURES

- 9.3.17 It is 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.

TRAVEL PACK

- 9.3.18 Employees will be provided with a Travel Pack upon the first occupation. The key role of the Travel Pack is to raise awareness of sustainable travel opportunities and initiatives available to occupants, including:
- **Promotion of local, sustainable travel networks**, including:
 - The bus services which are available.
 - The rail services which are available.
 - Links to relevant **public transport travel information websites** (such as the TfL journey planner) will be provided.
 - **Promotion of local amenities**: The Travel Pack will include the locations of many of the nearby key amenities and will 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)**: Promote the LCC, which is a cyclist organisation with local groups throughout London. Local LCC groups promote cycling locally, improve conditions for cyclists in their Borough and organise leisure rides and social events whilst providing support for cyclists. 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. The details of the local LCC group, together with membership information, will be included in the resident Travel Pack.
 - **Promotion of health benefits associated with alternative modes of transport**: The Travel Pack will provide details of the health benefits associated with walking and cycling regularly.
 - **Details of carbon footprinting**: 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 will be included in the Travel Pack, including:
- the availability of the personalised journey planning service.
 - Nearby car club facilities and where to find information about using the service.
 - Cycle to work schemes.
 - National cycle to work week.
 - Interest-free season ticket loans for employees.

9.3.19 The Travel Pack also invites those persons wishing to raise specific transport-related matters to discuss them with the TPC for consideration.

9.3.20 The Travel Pack will be available in both hard copy and electronically.

NOTICE BOARDS

9.3.21 Notice boards providing travel information to employees will be placed in prominent locations.

9.3.22 Maps of the immediate local area will be displayed on the notice boards identifying locations of cycle parking, car club bays and public transport service access points. The notice boards will also be used to inform employees of any new travel initiatives or events organised by the TPC.

9.4 ACTION PLAN

The programme for the implementation of the Workplace Travel Statement measures is set out in **Table 9-2** sets out tasks, intended implementation dates and responsibilities.

Table 9-2: Workplace Action Plan

ACTION	TARGET (VALUES)	TARGET DATE	FUNDING	INDICATOR/MEASURED BY	RESPONSIBILITY
Appointment of TPC	N/A	Upon occupation	Occupier	Appointment of TPC	Occupier
Prepare Travel Plan Measures and Travel Pack	N/A	Prior to occupation	Occupier	N/A	TPC
Provision of cycle parking secured through planning	As required for the commercial unit	Prior to the occupation of the relevant building	Developer	Installation of cycle parking and it is made available for employees' use	Developer
Availability of broadband access	N/A	Prior to the first occupation of the unit	Developer	Availability of broadband access	Developer
Availability of a personalised journey planning service	N/A	Upon occupation	Occupier	Availability of a personalised journey planning service	TPC
Dissemination of the Travel Pack	One Travel Pack per employee	At the first occupation of the unit	Occupier	Dissemination of the Travel Pack to each employee	TPC
Provision and population of Sustainable Travel Information Notice Board	Sustainable Travel Information Notice Board presenting Travel Pack	Upon occupation	Occupier	Provision and population of Information Notice Board	TPC

9.5 SECURING

9.5.1 It is expected that in the five-year period post-occupation, the TP will be secured through the Section 106 agreement, with details to be agreed upon with LBRuT. Funding will be provided by the developer, including the funding of travel surveys required as part of the monitoring and review process.



9.6 ENFORCEMENT

- 9.6.1 If the monitoring and review process finds that the TP is underperforming and targets are not being achieved, the TPC would be responsible for meeting with LBRuT officers upon request to discuss the issues and identify where improvements can be made. The possible reasons will be discussed, and further improvements or new measures will be agreed upon to ensure targets are met in future. Any new measures introduced will then need to be relayed to residents, as applicable, whilst the areas of weakness will be reviewed regularly to ensure progress is achieved.

