

## TECHNICAL NOTE

**Job Name:** Stag Brewery  
**Job No:** 38262  
**Note No:** TN032  
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**Subject:** Stag Brewery – Temporary Application – Framework Travel Plan

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### 1. Introduction

1.1. This technical note has been produced by Stantec to provide an outline Framework Travel Plan (FTP) to support the planning application for the temporary use of the Stag Brewery site, Mortlake as film studios.

1.2. The objectives of this FTP are:

*To support the planning application for the use of the existing buildings and land at the Stag Brewery site for a period of 5 years for film production operations (B1 use) and ancillary activities and the associated use of the existing on-site parking spaces; and*

*To encourage the use of sustainable transport and realise the health benefits of walking and cycling to and from the Stag Brewery site.*

1.3. This Travel Plan has been produced for the first occupier of the site and in order to encourage active travel and reduce travelling by car a number of measures will be proposed at the site. These are discussed within this technical note.

### 2. Travel Plan Measures

2.1. The anticipated mode shares to and from the development were included within the main transport technical note (TN029). Table 2.1 provides a summary of these mode shares and anticipated trips.

Table 2.1 Anticipated employee mode shares

Mode of Travel	Census 2011 Mode Share Percentage (%)	Mode Share (adjusted for catering / costume / make up staff arriving early by car)
Underground	15%	28 (14%)
Train	29%	54 (27%)
Bus, minibus or coach	11%	21 (10.5%)
Motorcycle, scooter or moped	2%	4 (2%)
Driving a car or van	23%	56 (28%)
Passenger in a car or van	1%	2 (1%)

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Bicycle	10%	19 (9.5%)
On foot	8%	15 (7.5%)
Other method of travel to work	1%	1 (0.5%)
<b>Total</b>	<b>100%</b>	<b>200 (100%)</b>

- 2.2. In order to ensure that these mode shares are achieved a number of travel plan measures will be advertised to employees, which include the following:

### Travel plan awareness

- 2.3. The success of this Plan is dependent on the development and implementation of an effective marketing strategy which will be carried out by the occupier. The occupier will make the employees aware of the FTP and the measures included within it to increase the chances of its success.
- 2.4. To increase awareness of the Travel Plan measures, employees will be given a Travel Welcome Pack on arrival. This will give information on the sustainable ways to travel around the area and the local services and facilities.

### Efficient Use of Private Vehicles

- 2.5. This FTP recognises that for employees travelling at unsociable hours and for those requiring equipment, private cars will remain a necessary mode of transport. Although parking is provided on site in the form of the existing staff parking, the FTP will encourage all employees to make informed decision about how they travel and will encourage the rational and responsible use of private cars.
- 2.6. Car Sharing and car clubs are the easiest ways for this type of employment to reduce the number of cars and this will be encouraged amongst staff, with information on location of car clubs also provided.
- 2.7. A specific car sharing scheme will be set up that helps to match workers with similar commuting locations. Incentives will then be provided for those who use the scheme, such as a monthly prize draw for those who regularly car share.

### Encouraging walking, cycling and public transport

- 2.8. Many employees within the site are unlikely to have their main residence local to the site, so travelling by public transport will likely be the fastest way to travel, based on the travel times by road around London.
- 2.9. In addition, production crews often travel large distances for work and make use of local serviced accommodation or hotels. As a result, it is expected that a large proportion of employees will be able to travel actively or sustainably to the site.
- 2.10. Season ticket loans will be available for staff, to further encourage using Public Transport by removing the financial barrier.
- 2.11. Information regarding safe walking and cycling routes around the site, as well as train and bus information will be provided to employees. This can either be in the form of physical information or digitally such as the TfL journey planner or Citymapper. Sheltered cycle parking will also be provided on site within the shed adjacent to building 6. Cycle parking will cater for all types of cycles including spaces for cargo bikes or oversized bikes.

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- 2.12. Cycle racks will be provided within the cycle store to allow for cyclists to store their bikes securely. Cycle racks will be provided in line with manufacturer recommendations, so as to ensure quality. Entrances to the site will be monitored ensuring the site itself is secure but further to this access to the cycle store will be locked with key card/fob access provided to staff. This will add a further level of security.

### Reducing the need to travel

- 2.13. As there will be catering provided on site, employees will be discouraged from leaving the site during the day. This will reduce the number of trips made at lunch time and cut down on trips in general.

## 3. Targets

- 3.1. The Travel Plan using the measures proposed above will aim to reduce the reliance on private cars. Provision of cycle parking and information on cycle routes will help to encourage people to travel actively, whilst information on train times and bus services will help to increase public transport use. The biggest shift however is likely to come through promoting the car sharing service. This will reduce the number of cars travelling to the site, this is represented in the targets below.

Mode	Previous Mode Share	Targeted Mode Share
Underground	14%	14%
Train	27%	28.5%
Bus, minibus or coach	10.5%	11%
Motorcycle, scooter or moped	2%	2%
Driving a car or van	28%	23%
Passenger in a car or van	1%	3%
Bicycle	9.5%	11%
On foot	7.5%	7.5%
Other method of travel to work	0.5%	0%
Total	100%	100%

- 3.2. The targets set out above aim for a 18% reduction in staff driving by car, with the increase seen across other modes, including car passenger, bicycle, bus and train trips.

## 4. Monitoring

- 4.1. Within the first 6 months after occupation of the site, staff travel plan surveys will be completed. This will be in the form of a questionnaire sent to all staff. The travel plan will then be updated based on the results of this survey and submitted to the Local Planning Authority (LPA).
- 4.2. Following this, additional surveys will be undertaken after 6 months to indicate progress against the targets. Should the targets not be met, further surveys will be carried out 12 months after the initial surveys, to ensure the targets are met.

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### 5. Summary

- 5.1. This outline Framework Travel Plan has been produced to demonstrate how active and sustainable travel modes will be promoted to employees during the temporary use of the Stag Development site.
- 5.2. A number of measures have been proposed and it is considered that these will help to reduce the number of vehicle trips to and from the site.
- 5.3. Surveys will be carried out to monitor travel to the site and will be submitted to the LPA to demonstrate that the Travel Plan targets are being achieved.