

Ham Close Regeneration

Planning Application:
Framework Travel Plan

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HAM CLOSE, RICHMOND

FRAMEWORK TRAVEL PLAN

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1 INTRODUCTION

1.1 APPOINTMENT

1.1.1 Velocity Transport Planning (VTP) has been appointed by Hill Residential (the Applicant) to prepare this Framework Travel Plan (FTP) in support of the redevelopment proposals at Ham Close, Ham, Richmond Upon Thames, TW10 7PG.

1.1.2 This FTP should be read in conjunction with the Healthy Streets Transport Assessment (TA) produced by VTP and submitted as part of the planning application.

1.1.3 The site is situated within the administrative boundary of the London Borough of Richmond upon Thames (LBRuT).

1.2 SITE LOCATION

1.2.1 **Figure 1-1** indicates the location of the site. It is bound by Ashburnham Road to the south, a primary school to the west, Woodville Road to the north, Wiggins Lane to the north east and a mixed use block to the south east.

Figure 1-1: Site location and local context



1.3 EXISTING SITE USE

- 1.3.1 The application site currently houses 192 homes, a community centre and a Maker Labs use as part of the existing Ham Close Estate. Access is provided from Ham Close which forms two parallel minor roads that generally run north west to south east, connecting to Ashburnham Road in the south and Woodville Road in the north.

1.4 PROPOSED DEVELOPMENT

- 1.4.1 The proposed development description is as follows:

“Demolition of existing buildings on-site and phased mixed-use development comprising 452 residential homes (Class C3) up to six storeys; a Community/Leisure Facility (Class F2) of up to 3 storeys in height, a “Maker Labs” (sui generis) of up to 2 storeys together with basement car parking and site wide landscaping.”

- 1.4.2 **Table 1-1** provides a breakdown of the land uses proposed for the residential-led development.

Table 1-1: Proposed Development (Per Land Use)

USE CLASS	QUANTUM
Residential	452 homes
Community Centre	716 sqm (GIA)
Maker Labs	130 sqm (GIA)

1.5 DOCUMENT 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 the Development, its 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 FTP sets out a series of objectives, targets and measures, and is intended to establish the overarching mechanisms to manage the future full Travel Plan and monitor its effectiveness for influencing travel choices in accordance with the agreed targets.
- 1.5.4 This FTP will be secured by way of condition on any planning permission. The implementation of pre-occupation measures included within the full Travel Plan will be the responsibility of the Applicant and/or Richmond Housing Partnership Ltd (RHP).
- 1.5.5 A Travel Plan Coordinator (TPC) will be appointed before occupation to implement the Travel Plan. The TPC will be responsible for coordinating the operation and management of the Travel Plan. 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 occupation of the proposed development. The Travel Plan and TPC will initially be funded by the Developer.



1.5.7 This FTP has been produced in accordance with current Department for Transport (DfT) and TfL Travel Plan guidance.

1.6 DOCUMENT STRUCTURE

1.6.1 The remainder of this FTP is structured as follows:

- ⦿ **Section 2** - reviews relevant transport planning policy;
- ⦿ **Section 3** - provides details of the baseline conditions and site accessibility;
- ⦿ **Section 4** - summarises the Residential Travel Plan Strategy; and
- ⦿ **Section 5** - provides a description of the Travel Plan, including measures and actions.



2 PLANNING POLICY

2.1 OVERVIEW

2.1.1 The primary national and local transport policies relevant to the proposed development are discussed within the supporting TA 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 The relevant transport policy to this application includes the following:

- ⦿ National Planning Policy Framework (NPPF, 2021);
- ⦿ Regional Policy, namely the London Plan (2021) and Mayor's Transport Strategy (2018); and
- ⦿ Local Policy, namely the London Borough of Richmond Upon Thames Local Plan (2018), Transport Supplementary Planning Document (2020) and the Ham and Petersham Neighbourhood Plan 2018 to 2033 (2019).

2.2 NATIONAL PLANNING POLICY FRAMEWORK (2021)

2.2.1 The National Planning Policy Framework (NPPF) was revised in July 2021 and sets out the Government's planning policies for England, and provides a framework within which locally prepared plans for housing and other development can be produced. At its heart, the NPPF sets out a presumption in favour of sustainable development (Paragraph 11).

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

2.2.3 Chapter 9 of the NPPF sets out the requirements for promoting sustainable transport, advising that significant Development should be focused on locations that are or can be made sustainable 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 In Paragraph 108, the NPPF sets out that maximum parking standards should only be set when there is clear justification that they are necessary to manage the local road network or optimise the density of Development in urban areas that are well served by the public transport services. The London Plan (2021) sets out maximum parking standards for London, which will be discussed below.

2.2.5 Paragraph 110 states that when considering development proposals, it should be ensured that:

- a) *appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location*
- b) *safe and suitable access to the Site can be achieved for all users;*
- c) *the design of streets, parking areas, other transport elements and the content of associated standards reflect current national guidance, including the National Design Guide and the National Model Design Code; and*
- d) *any significant impacts from the development on the transport network (in terms of capacity and congestion) or on highway safety can be cost-effectively mitigated to an acceptable degree.*



2.2.6 Paragraph 111 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.*"

2.2.7 Paragraph 112 states that applications for developments should:

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

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; determine when a Travel Plan is required, and outline how it should be prepared within the context of an integrated planning and transport process. They also set out how Travel Plans should be evaluated, secured, implemented, and then 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 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.

2.4 LONDON PLAN (2021)

2.4.1 The London Plan (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 regarding Transport for London guidance.

2.4.3 The London Plan 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 The London Plan provides maximum car parking and minimum cycle parking standards.

2.5 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 2-1** identify the type of Travel Plan that is required.



Table 2-1: Travel Plan Thresholds

Land Use	Travel Plan Statement	Full Travel Plan
Residential (C3)	Between 50 and 80 units	Equal or more than 80 units
Community Centre (F2, former D2)	More than 20 staff but less than 1,000 sqm	More than 1,000 sqm
Maker Labs (Sui Generis)	Case by case basis	

2.5.3 Based on the above TFL Travel Plan threshold table, the type of Travel Plan required is detailed in **Table 2-2**.

Table 2-2: Proposed Development Travel Plan Requirements

Land Use	Proposed Quantum	Travel Plan Type
Residential (C3)	452 Homes	Full Travel Plan
Community Centre (F2, former D2)	716 sqm (GIA)	Not required
Maker Labs (Sui Generis)	130 sqm (GIA)	Not required

2.5.4 As it is assumed that all trips to and from the Community Use and Maker Labs are existing and within the immediate area, the focus will be on achieving a mode shift for the residential use, which forms the main trip generator on the site during the morning and evening peak hours.

2.5.5 Based on the proposed quantum falling below the suggested thresholds for these ancillary uses (Community Centre assumed as less than 20 staff), it is not proposed to provide a Travel Plan Statement at this stage. It is considered that a Travel Plan statement could be secured by way of condition if required by LBRuT.

2.5.6 In any case, the Travel Plan Coordinator (role discussed later within this FTP) for the residential component would also likely take ownership of travel planning incentives and measures for both the Community Centre Use and Maker Labs use.

2.5.7 In line with the above, this full FTP has been prepared for residents of the proposed development.

2.6 MAYOR'S TRANSPORT STRATEGY (2018)

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

2.6.2 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 LOCAL POLICY

LBRUT LOCAL PLAN

- 2.7.1 The LBRuT Local Plan (2018) notes that *“all planning applications for major developments must be accompanied by a Transport Assessment, or for minor developments a Transport Statement. This may include Travel Plans, Delivery and Servicing Plans and Construction and Logistic Plans.”*

LBRUT TRANSPORT SPD

- 2.7.2 The LBRuT Transport Supplementary Planning Document (‘SPD’, 2020) notes that *“travel plans should be developed in accordance with the Local Plan and Transport for London guidance and submitted alongside the planning application”*.

- 2.7.3 The LBRuT Transport SPD states that Travel Plans should include:

- ⊙ *“details of how sustainable travel, including reductions in the need to travel, will be achieved and private car use minimised.*
- ⊙ *Travel plans should set targets for walking, cycling and public transport use, and include details of the physical and non-physical measures that will be introduced to achieve these targets, and monitoring arrangement, including potential remedies in the event of the targets not being met.*
- ⊙ *A travel plan coordinator and/or group is expected to oversee the development and delivery of the travel plan. “*

HAM AND PETERSHAM NEIGHBOURHOOD PLAN 2018 TO 2033

- 2.7.4 The Ham and Petersham Neighbourhood Plan 2018 to 2033 (HPNP) was adopted in January 2019, with Policy T1 stating:

“Housing developments of more than 10 units will be required to demonstrate how the proposals will mitigate the transport impacts of the development to take account of the generally low PTAL values in the area, including where necessary a Travel Plan. Any Transport Assessment and Travel Plan should be produced in accordance with TfL best practice. The proposed measures must be implemented prior to occupation of the development or within an agreed timeframe.”

- 2.7.1 In line with the SPD and guidance, the content of this FTP is in accordance with the TfL Travel Plan guidance and the measures within this FTP satisfy the list of those presented within the SPD as being expected by LBRuT.



2.8 POLICY SUMMARY

2.8.1 This document has been prepared to satisfy national (NPPF), regional (London Plan) and local (LBRuT) planning policy guidance.



3 BASELINE CONDITIONS & SITE ACCESSIBILITY

3.1 OVERVIEW

3.1.1 The site is accessible on foot, being within walking distance of day-to-day facilities and public transport services. As such, there are opportunities for future residents to use modes other than the private car.

3.2 WALKING

3.2.1 The National Travel Survey identifies that walking is the most frequent travel mode used for short distance trips (within 1 mile or 1.6 km).

3.2.2 The local street network has an established network of footways typical of an urban environment that provide access to the site, nearby facilities and amenities, including local bus stops and the local rail stations.

3.2.3 The area surrounding the site provides a network of footways which are generally in good condition and measure approximately 1.5m to 2m through and surrounding the site. Furthermore, the site is located within close proximity to the Thames Path, which provides an off-street link to Twickenham and Kingston to the south and Richmond to the north.

LOCAL AMENITIES

3.2.4 The distances and journey times to various local amenities surrounding the site have also been reviewed as part of the TA, with the walking times to the nearby relevant amenities shown in **Table 3-1**.

Table 3-1: Local Amenities

AMENITY	DISTANCE (METRES)	WALK TIME (MINUTES)
St. Richards' Primary School	310	4
Grey Court School	310	4
Tesco Express	390	5
Ham Lands Local Nature Reserve	600	7
Meadlands Primary School	650	8
Cassel Hospital	1,000	12
Sainsburys Local Upper Ham Road	1,200	15

3.3 CYCLING

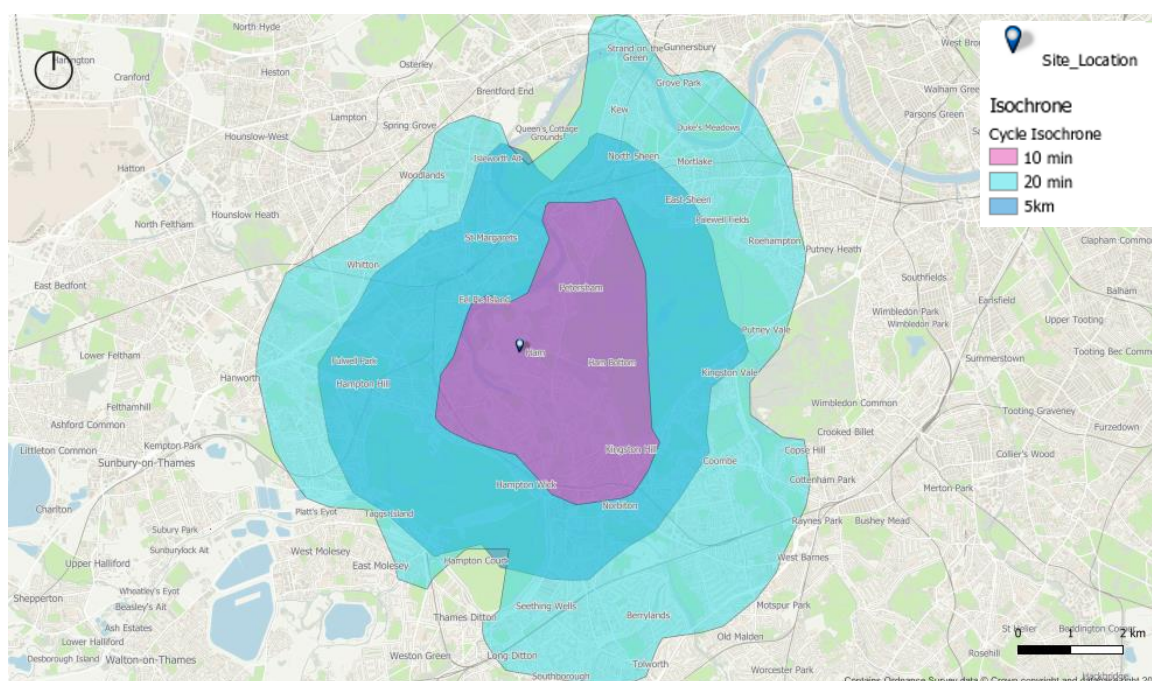
3.3.1 A network of local cycle lanes in the area immediately surrounding the site provide access to the Thames Path, which provides an off-street cycle route linking the site to Twickenham and Kingston to the south and Richmond to the north.



CYCLE JOURNEY TIME

- 3.3.2 Cycling is growing in popularity in London and has the potential to replace short car trips, particularly those under 5 km, and to form part of a longer journey by public transport. At an average speed of 17 km/h, this relates to a journey time of approximately 20 minutes.
- 3.3.3 Time Mapping is a tool developed by TfL within their WebCAT suite of tools to assess connectivity in terms of journey times, taking cycle routes into consideration. Time Mapping for the site, travelling by bicycle during the AM peak, is presented within **Figure 3-1**.
- 3.3.4 **Figure 3-1** shows the areas accessible within varying time bands from the site, showing that much of Ham is accessible within five minutes of the site, whilst Teddington is accessible within a 10 minute cycle of the site and Kingston, Twickenham and Richmond being accessible within a 20 minute cycle of the site.

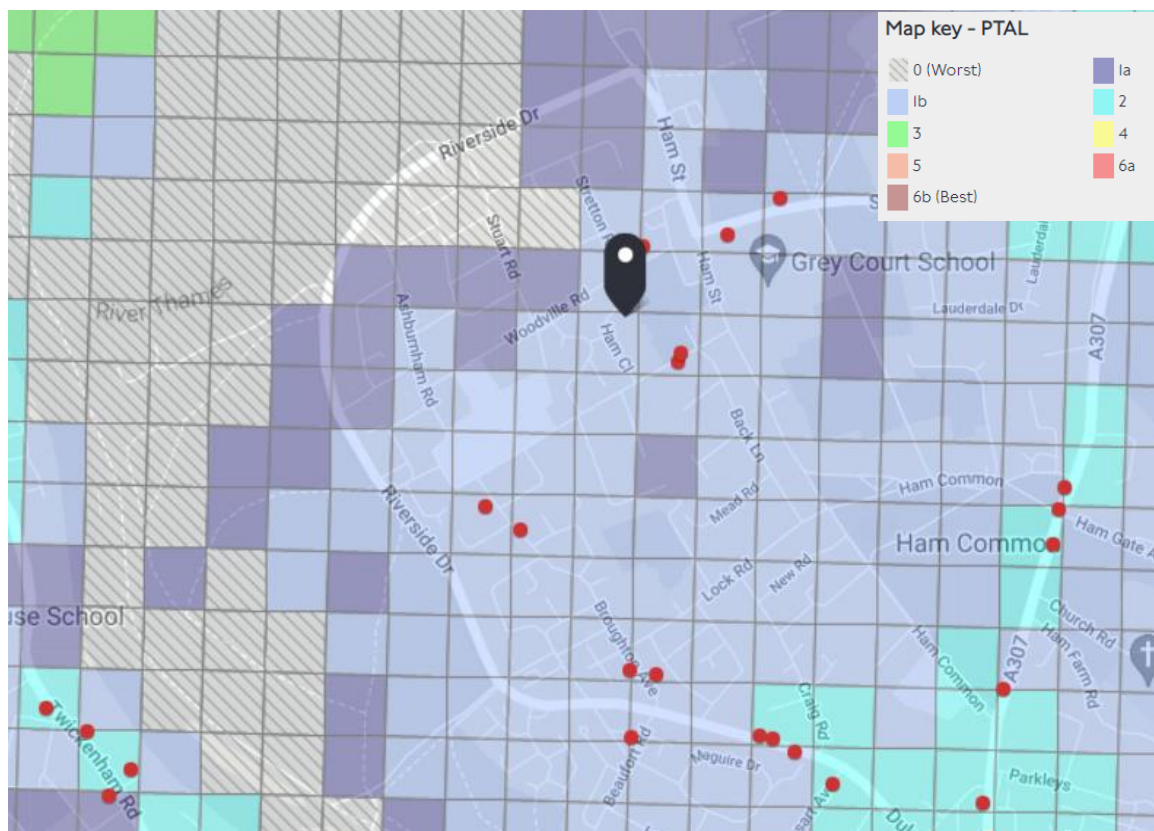
Figure 3-1: Time Mapping by Cycle



3.4 PUBLIC TRANSPORT ACCESSIBILITY LEVEL

- 3.4.1 Public Transport Access Level (PTAL) for the site is used to demonstrate the site's existing connectivity to the public transport network, accounting for access (i.e. walk) time and frequency of services. It considers rail and underground stations within a 12-minute walk (i.e. 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.
- 3.4.2 TfL's online WebCAT tool shows the site has an AI score of 3.4, equating to a score of PTAL 1b. The WebCAT PTAL output is summarised in **Figure 3-2**.

Figure 3-2: PTAL Map



BUS NETWORK

3.4.3 Ham Close is served by the 371 bus route from Ashburnham Road which falls within the PTAL radius and provides a frequent service to Kingston and Richmond. Full details of this service and other nearby services are shown below in **Table 3-2**.

Table 3-2: Local Bus Services

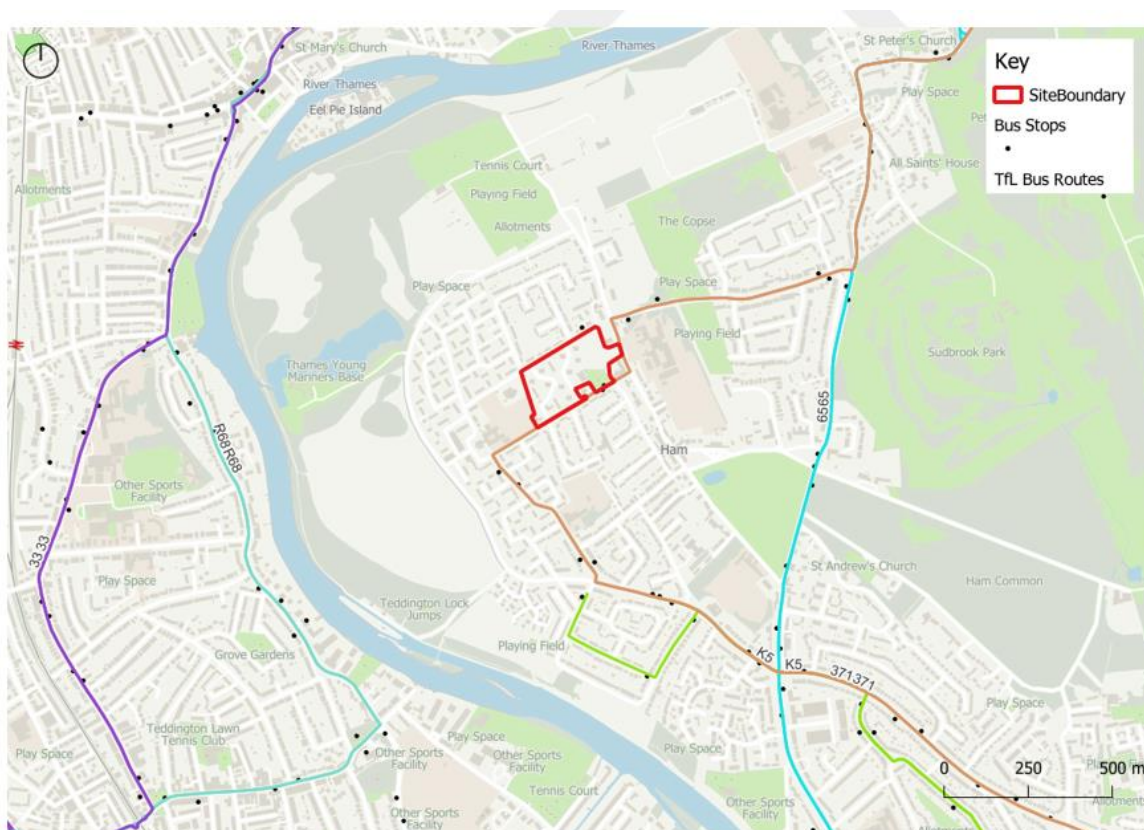
MODE	CLOSEST STOP	ROUTE	FREQUENCY	ROUTE	DIST. (KM)	WALK TIME (MINS)
Bus	Ashburnham Road	371	7	Kingston – Norbiton – Ham – Petersham – Richmond Hill – Richmond	0.15	2
Bus	Dysart Avenue	K5	2	Ham – Canbury – Kingston – New Malden – Motspur Park – Raynes Park – Morden	1.1	13
Bus	Sandy Lane	65	12	Kingston – Ham – Petersham – Richmond – Kew – Brentford – Ealing	1.2	15



MODE	CLOSEST STOP	ROUTE	FREQUENCY	ROUTE	DIST. (KM)	WALK TIME (MINS)
Bus	Teddington Library	33	9	Fulwell – Teddington – Twickenham – Richmond – East Sheen – Barnes Common – Hammersmith	2.2	28
Bus	Teddington Lock	R68	4	Hampton Court – Hampton – Teddington – Strawberry Vale – Twickenham – Richmond – Kew Retail Park	1.4	18

3.4.44 **Figure 3-3** below provides an overview of the bus services which operate in the wider area.

Figure 3-3: Local Bus Routes Plan



RAIL

3.4.45 Although no railway stations fall within the PTAL assessment range of this site, a number are located reasonably close to the site and within either cycling distance or a linked bus trip. Nearby railway Stations include:

- ⦿ Teddington National Rail Station is located approximately 1.8km to the south west of the site and can be accessed using a 10 minute cycle or 25 minutes on public transport;



- ⦿ Richmond National Rail Station (with TFL overground and District Line underground) is located approximately 2.9km north of the site and can be accessed within a 15 minute cycle or 23 minutes on public transport;
- ⦿ Kingston National Rail Station is located approximately 3.3km to the south of the site and can be accessed using a 12 minute cycle or 25 minutes on public transport; and
- ⦿ Twickenham National Rail Station is located approximately 1.6km to the north of the site and can be accessed using a 17 minute cycle or 32 minutes on public transport.

3.4.46 All of the above stations are operated by Southwestern Railways and operate frequent services into Central London, with a minimum of approximately 6 train services per hour during the morning and evening peak hours.



4 TRAVEL PLAN STRATEGY

4.1 MANAGEMENT

4.1.1 A Sustainable Travel Manager (STM) will be appointed to take responsibility for the site management of the FTP and for ensuring its delivery and implementation as part of the full Travel Plan at a later date. The STM role for the site will be fulfilled by an appointed consultant or RHP. It will be the responsibility of the Developer (or their successors) to ensure that an STM is appointed before the first occupation of the site. The roles and responsibilities of the STM are set out below:

- ⦿ Ensuring the structures for the ongoing management of the plan are set up and running effectively;
- ⦿ Liaising with public transport operators and other service providers;
- ⦿ Overseeing the monitoring and reporting of the Travel Plan, including liaising with the Local Authority where appropriate, and
- ⦿ The Travel Plan's administration involves the maintenance of necessary systems, data and paperwork, consultation, and promotion. These duties are ongoing throughout the duration of the Travel Plan.

4.2 TRAVEL PLAN COORDINATORS

4.2.1 To ensure the adoption of the Travel Plan, the STM will be assisted in delivering the measures by Travel Plan Coordinator(s) (TPCs). The STM will facilitate the appointment of TPC's to promote the Travel Plan. The TPC's role will involve:

- ⦿ Giving a 'human face' to the Travel Plan, explaining its purpose and the opportunities on offer. This may include offering personalised journey planning advice and providing advice on transport-related subjects to residents and visitors;
- ⦿ On-site coordination of data collection for the plan;
- ⦿ Helping establish and promote the individual measures in the plan;
- ⦿ Providing on-site support to the STM, as required, and
- ⦿ Implementing any additional measures.

4.3 MARKETING

4.3.1 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.

4.3.2 Residents 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 home.



4.4 SECURING THE TRAVEL PLAN AND FUNDING

- 4.4.1 The Travel Plan will be secured by a planning condition or through the Section 106 legal agreement.
- 4.4.2 Funding for the implementation of the Travel Plan is to be secured by the Developer (or their successors). The costs will relate to implementing measures outlined within the Travel Plan and any surveys and monitoring.

4.5 MONITORING

- 4.5.1 It is proposed that Travel Plan monitoring is coordinated between all elements of the site where possible. The STM will be able to manage the process and report findings in a Monitoring Report. The coordination of Travel Plan monitoring will also assist the Local Authority in assessing the performance of the overall site-wide Travel Plan. The travel surveys for each element will therefore be carried out at the same time once trigger points have been reached.
- 4.5.2 The monitoring and management of parking spaces and associated facilities will be undertaken by RHP and managed through a Parking Management Plan (PMP).



5 RESIDENTIAL TRAVEL PLAN

5.1 INTRODUCTION

5.1.1 This chapter summarises the land-use specific travel patterns, outcomes and targets and measures to support their achievement. An action plan at the end of the chapter summarises the specific actions and associated timescales, responsibilities and funding sources for each action.

5.2 FORECAST TRAVEL PATTERNS - RESIDENTIAL

5.2.1 Residents' travel behaviour has been forecast as part of the TA using surveys from the TRICS database. The resultant mode share is summarised in **Table 5-1**, with the trips generated presented within **Table 5-2**.

Table 5-1: Proposed Residential - Forecast Mode Share

MODE	AM PEAK HOUR	PM PEAK HOUR
Pedestrians	35%	30%
Cyclists	2%	1%
Bus	10%	6%
Underground / DLR	5%	3%
Rail	7%	4%
Vehicle drivers	23%	40%
Vehicle passengers	18%	16%
Total	100%	100%

Table 5-2: Proposed Residential - Forecast Trip Generation

MODE	AM PEAK HOUR			PM PEAK HOUR		
	In	Out	Total	In	Out	Total
Pedestrians	31	123	157	61	46	106
Cyclists	2	7	9	2	2	4
Bus	9	35	45	12	9	21
Underground/DLR	4	18	22	6	5	11
Rail	6	25	31	8	6	14
Vehicle drivers	20	81	103	81	61	142
Vehicle passengers	16	63	81	32	24	57
Total	88	352	449	202	152	354

5.2.2 Upon occupation, travel surveys will be undertaken to inform the baseline mode share for residential trips.

5.3 TARGETS

5.3.1 Targets are tailored to deliver the objectives of the Travel Plan and must be Specific; Measurable; Achievable; Realistic; and Timed (SMART).

5.3.2 Two types of targets are considered. 'Action' type targets are physical actions that can be achieved by a set date, for example, appointing a Travel Plan Coordinator (TPC), whilst 'Aim' type targets are those which relate to outcomes achieved through the implementation of measures, for example, achieving a change in mode split compared to a baseline.



5.3.3 It is proposed to set both 'Action' type targets and 'Aim' type targets.

5.4 ACTION TARGET

5.4.1 The following Action targets are proposed:

- ⦿ Raise residents' awareness of sustainable travel opportunities and their benefits at first occupation of each unit and in particular:
 - How to contact the Travel Plan Coordinator;
 - The bus services which are available;
 - The underground and rail services which are available;
 - The range of local facilities and amenities which are within walking distance and the health benefits of travel by foot;
 - The cycle parking facilities provided for residents and the health benefits of cycling; and
 - The car club membership available.
- ⦿ Provide cycle parking; and
- ⦿ Provide car club facilities.

5.4.2 Achieving this specific and timed target will be measured by the implementation of marketing and measures to raise awareness which will be reported to the Local Planning Authority. This target links directly to all three objectives of the Travel Plan.

5.5 AIM TARGET

5.5.1 As the development is proposed in an area of a low PTAL score (1a/1b) a significant proportion of the trips within the area are likely to be by car. This is evident in the existing TRICS mode shares, with the existing car driver mode share calculated at 23% in the AM peak and 22% in the PM peak.

5.5.2 Whilst this mode share will be confirmed through initial travel surveys within the Travel Plan, it is acknowledged that the Mayor's Transport Strategy sets out a target for 80% of trips in Outer London to be undertaken by sustainable modes by 2041. A reduction of around 5% mode share for car drivers will achieve a mode share at the proposed development that accords with the ambitions of the Mayor's Transport Strategy and London Plan.

5.5.3 The initial key targets that will be set within this FTP are therefore as follows:

- ⦿ *To decrease the number of car trips by 5% over the five-year period of the Travel Plan.*
- ⦿ *To increase the proportion of pedestrian trips by 5% over the five-year period of the Travel Plan.*
- ⦿ *To increase the proportion of cyclist trips by 5% over the five-year period of the Travel Plan.*

5.5.4 It is however noted that the ability for residents to commute by bicycle is dependent on where residents work and the cycle facilities available to them during and at the end of their journey.

5.5.5 The indicative target will be reviewed after the initial travel survey has been undertaken at the site and any changes to targets will be agreed with LBRuT.



5.6 MEASURES

5.6.1 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 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 which ensure that sustainable travel behaviour is maximised.

HARD MEASURES

5.6.2 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 occupation of the site and would be funded by the Developer and/or RHP.

SITE LAYOUT AND PERMEABILITY

5.6.3 Substantial new landscaped public realm is proposed, catering for new pedestrian routes along key desire lines and providing access to each of the buildings.

5.6.4 The provision of high quality long and short stay cycle parking throughout the development would also increase the likelihood and ease of cycling for residents.

5.6.5 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.

CYCLE PARKING PROVISION

5.6.6 The proposed development will provide in excess of the minimum London Plan requirements, with a total of 796 long stay spaces provided in either the core of the flat blocks, situated within a larger cycle store controlled by a fob key, or within a cycle store for the individual houses.

5.6.7 In accordance with the London Cycle Design Standards (LCDS), accessible enlarged Sheffield stands will be provided within the basement, with the equivalent to 40 spaces or 5% of the total provision.

5.6.8 Short stay cycle parking spaces would be provided in accordance with the London Plan standards and integrated into the public realm.

5.6.9 Access to the basement will be provided within a lift that complies with the LCDS requirements. In the event of lift breakdown, cyclists could also utilise the basement car park access ramps.

CAR CLUB

5.6.10 The proposed development will provide two car club spaces on the site, accessed from Ashburnham Road. An initial proposal for the site by Zipcar suggested the provision of two car club spaces, with a fully managed service including the following:

- ⦿ Procuring and maintaining the vehicles for the duration of the contract;



- ⦿ Offering three years' membership to all 452 homes;
- ⦿ Designing all marketing collateral for the development communications team;
- ⦿ Managing the sign-up process (including licence and insurance eligibility processes); and
- ⦿ Monitoring resident and development queries and providing reports (if required as part of Section 106 requirements) post launch.

5.6.11 The provision of these services on site would be funded by a contribution by the Applicant. However, Zipcar would commit to a contractual obligation to run the car club operation at the development for a minimum of three years. Each resident that signs up during the three years will receive three years' free membership and Zipcar will offer £50+VAT driving credit per home at no further cost to the Developer.

5.6.12 Zipcar would provide a year's free business account (usually £119) for any commercial entity operating from or in conjunction with the site at no further cost to the Developer.

KEY SERVICES & FACILITIES

5.6.13 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

5.6.14 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.

5.6.15 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

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

SOFT MEASURES

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

TRAVEL PACK

5.6.18 Residents of new dwellings will be provided with a Travel Pack upon 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:**
 - bus services;



- underground services; and
- local cycle routes.
- 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 residents aware of the cycle parking which is available to them.
- **Promotion of the car club:** Making residents aware of the car club service 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 within 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 foot printing:** provision of details of the established 'Act on CO₂ carbon calculator' and provision of information to raise awareness of the environmental and cost-saving benefits associated with sustainable travel and reducing car usage.
- **Promotion of key services and facilities:** Full details of the key services and facilities provided by the Travel Plan 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
 - the availability of the car club and where to find information about using the service.

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

5.6.20 The Travel Pack will be available in both hard copy and electronically. The Travel Plan will be updated periodically and redistributed in electronic form.

COMMUNITY NOTICE BOARDS

5.6.21 Notice boards providing travel information to residents within the site will be placed in lobbies.

5.6.22 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 residents of any new travel initiatives or events organised by the STM and/or TPC.



5.7 MONITORING

5.7.1 The full Travel Plan will be monitored on a five-year cycle. The first and second monitoring surveys will be undertaken at Year 1 and Year 3 (on the first and third anniversary of the initial baseline travel survey). The final monitoring survey will be carried out on the fifth anniversary of the initial baseline survey.

5.7.2 The baseline travel survey will be undertaken within 6 months of 75% occupancy of the residential homes. This baseline survey represents the start of the Travel Plan for monitoring purposes and is known as Year 0. The exact requirements for the monitoring and baseline surveys will be discussed with LBRuT.

5.7.3 Monitoring and review will be the responsibility of the TPC.

ACTION TARGET MONITORING & REPORTING:

5.7.4 To measure progress against the action target, the following monitoring regime is proposed:

→ Annual reporting

- ⊙ The number of homes completed and first occupied in each year will be reported to the approving authority together with confirmation that each occupier has been provided with a copy of the Travel Pack.

AIM TARGET MONITORING & REPORTING

5.7.5 To measure progress against the aim target, the following monitoring regime is proposed, if required:

→ Year 1 survey

- ⊙ A compliance monitoring survey will be undertaken during the first reasonably practicable neutral month following 75% occupation and a monitoring report setting out the surveyed results will be submitted to the approving authority.

→ Years 3 and 5 surveys (if required)

- ⊙ A compliant monitoring survey will be undertaken during the same neutral month as the year one survey in years 3 and 5 and a monitoring report setting out the surveyed results will be submitted to the approving authority.

5.7.6 The monitoring of surveys will allow the approving authority to understand emerging travel behaviour at the development and to make an informed decision about what, if any, actions should be taken at this stage.

5.7.7 TfL state that a TRICS survey is generally appropriate for larger and more complex sites, which require a full Travel Plan. Therefore, it would be deemed necessary to provide TRICS compliant monitoring surveys. This would require:

- ⊙ Descriptive information on the site's local environment and surroundings, and the composition and functions of the site;
- ⊙ The on-site and off-site parking facilities;
- ⊙ Hourly, directional multi-modal transport count results; and
- ⊙ Mode share of future site users.

5.7.8 A plan for monitoring will be agreed upon with the planning authority with the Sustainable Travel Manager managing the process and reporting findings in a Monitoring Report.



5.8 ACTION PLAN

5.8.1 The programme for the implementation of the Travel Plan measures is set out in **Table 5-3**. This sets out tasks, intended implementation dates and responsibilities.

Table 5-3: Action Plan

ACTION	TARGET (VALUES)	TARGET DATE	FUNDING	INDICATOR/ MEASURED BY	RESPONSIBILITY
Appointment of TPC	N/A	Prior to occupation	Developer	Appointment of TPC	Developer
Agree on Travel Plan Objectives and Targets with Local Authority.	N/A	Prior to occupation	Developer	The agreement is reached with the Local Authority	Developer
Agree on Travel Plan Measures and Travel Pack with Local Authority	N/A	Prior to occupation	Developer	The agreement is reached with the Local Authority	TPC
Provision of cycle parking secured through planning	In accordance with London Plan requirements	Prior to occupation	Developer	Completion of cycle parking and it is made available for resident use	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
Action Monitoring and reporting to Local Authority	N/A	Following the first occupation	Developer	Receipt of reports by Local Authority	Developer
Undertake initial travel surveys	N/A	Within six months of reaching 75% occupation of the site	Developer	Receipt of survey results	TPC
Agree on target values for mode split with Local Authority	Target subject to negotiations with Local Authority	One month after the initial travel survey undertaken	Developer	Receipt of a written agreement of targets.	TPC
Undertake travel surveys and analysis for the duration of the monitoring period and discuss results with the Local Authority	N/A	Every other anniversary of the initial travel surveys up to the 5th anniversary	Developer	Receipt of survey results	TPC
Propose and bring forward further measures for the approval of the Local Authority as part of the monitoring report if targets appear unlikely to be achieved.	Implement further measures to be agreed with Local Authority	Between every other anniversary of the initial travel surveys up to the 5th anniversary	Developer	Receipt of survey results	TPC
Provision of car club	Provision of car club	Prior to occupation	Developer	Provision of car club	Developer

