

St Clare Business Park

Framework Travel Plan

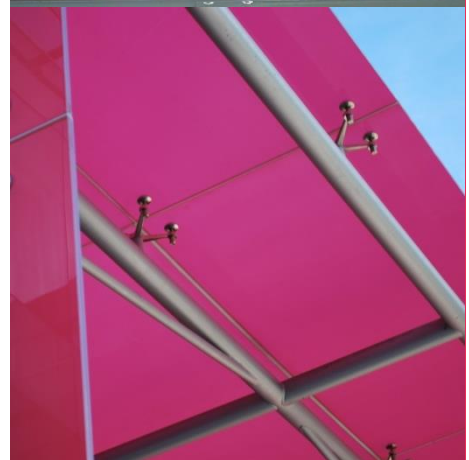
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Site Address: St Clare Business Park and 7-11 Windmill Road, Hampton Hill, London TW12



Control Sheet

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1.0 Introduction

1.1 Introduction

- 1.1.1 Curtins has been appointed on behalf of Notting Hill Home Ownership (NHHO) to provide traffic and transportation advice in relation to the redevelopment of the St Clare Business Park and the adjoining commercial premises located in Hampton Hill, within the London Borough of Richmond Upon Thames (LBRuT).
- 1.1.1 The development proposals comprise the *‘Demolition of existing buildings and erection of 1 no. mixed use building between three and five storeys plus basement in height, comprising 86 no. residential flats (Class C3) and 1,290 sqm of commercial floorspace (Class E); 1 no. two storey building comprising 595sq.m of commercial floorspace (Class E); 14no. residential houses (Class C3); and, associated access, external landscaping and car parking’*.

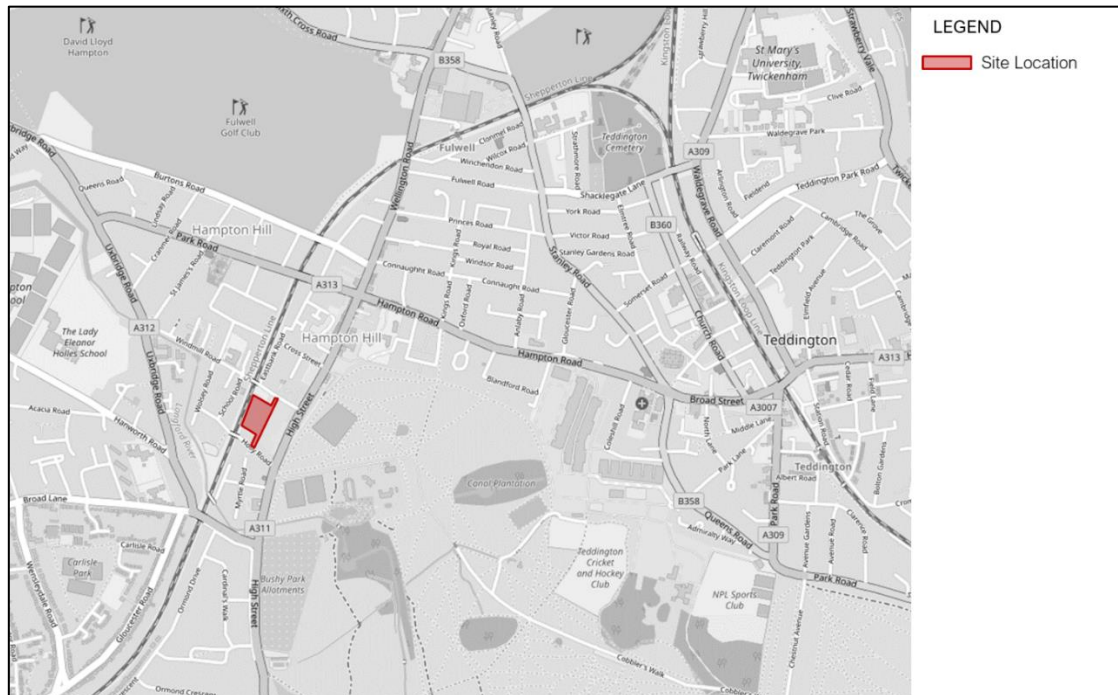
1.2 Objectives

- 1.2.1 This Framework Travel Plan (FTP) is intended to provide residents and staff of the commercial unit’s information about sustainable transport options surrounding the site to enable site users to make more informed travel choices. Alongside this FTP, a Transport Assessment, Delivery and Servicing Plan (DSP) and a Construction Logistics Plan (CLP) have been prepared to accompany the planning submission. This document should be read in conjunction with all relevant submitted documentation including the Design and Access Statement.

1.3 Site Context

- 1.3.1 The site is bound to the northeast by Windmill Road and residential properties, to the southeast by an Electric Wholesaler and residential properties, to the southwest by Holly Road and residential properties and to the northwest by the Shepperton branch railway line.
- 1.3.2 The southern section of the main site is currently occupied by St Clare Business Park, which is made up of office and industrial warehouse units, whilst the northern section is formed of a car wash / vehicle showroom.
- 1.3.3 **Figure 1.1** illustrates the site location in the context of the surrounding area.

Figure 1.1 - Site Location



1.4 Summary of Development Proposals

- 1.4.1 The development proposals include the demolition of the existing buildings located on site and the construction of 100 new residential units including 14 houses and 86 apartments of varying tenure and 1,885 sqm of commercial space.
- 1.4.2 The site will be accessed via two points; the first from Windmill Road and the second via the existing Holly Road access. Windmill Road will provide access to the northern section of the site, seven houses, the commercial space and associated parking. The access on Holly Road will be used as a secondary access and will be used to access the under-croft car park, seven houses and associated parking.
- 1.4.3 A total of 96 car parking bays will be provided across the site, including seven disabled bays and one car club bay. 83 car parking spaces are proposed for the residential element of the scheme and 12 spaces are allocated for the commercial units, including two disabled bays. One parking bay is allocated as a car club bay. Car parking is provided in line with the London Plan standards which have been adopted by LBRuT. 20% of car parking will feature electric charging points, with the remaining 80% provided with passive provision.

- 1.4.4 In addition, 152 long stay cycle spaces will be provided within the footprint of the building for the apartments, and a further six short stay in the public realm. For the commercial element of the scheme a total of 57 cycle parking spaces will be provided. This includes 12 long-stay spaces and 45 short-stay spaces. 5% of these will be provided as accessible cycle stands.
- 1.4.5 Cycle parking for the 14 houses will be provided within the curtilage of the dwellings (two cycles per home).
- 1.4.6 Three delivery and servicing bays will be provided to serve the development.

1.5 Summary of Relevant Information

- 1.5.1 By way of summary, this Travel Plan has been prepared subject to the following principle parameters shown in **Table 1**.

Table 1.1 – Travel Plan particulars

Development Name:	St Clare Business Park
Status of Travel Plan:	Framework Travel Plan
Development Address:	St Clare Business Park and 7-11 Windmill Road, Hampton Hill, London, TW12
Author of Travel Plan:	Curtins Consulting Ltd
Future Travel Plan Coordinator:	To be appointed prior to occupation

1.6 Report Structure

- 1.6.1 This Travel Plan follows the structure set out below:

2.0 Aims and Objectives

Provides a set of key aims and objectives have been identified which the TP will operate towards. This includes the background and benefits of a TP in the context of relevant policy and guidance.

3.0 Site and Existing Situation

An assessment of the sites existing conditions including accessibility by all modes (pedestrian, cycling, public transport and vehicular access) as well as a review of the highway safety and existing traffic conditions.

4.0 Accessibility by sustainable modes of travel

The accessibility of the site by various means of sustainable modes of travel including public transport, walking and cycling are considered within this section of the report.

5.0 Measures and Initiatives

Outlines the measures and initiatives that will be introduced at the development to achieve the targets set out in section 7.

6.0 Targets

Provides a set of targets for the development for the three and five years following the occupation of the development. Discusses how the TP will be implemented, monitored and reviewed following the occupation of the site. This section concludes the report by providing an 'Action Plan' which summarises the document and the next steps.

8.0 Monitoring and Review

Discusses how the TP will be implemented, monitored and reviewed following the occupation of the site.

2.0 Travel Plan Benefits

2.1 Background to Travel Plans

2.1.1 In essence, a Travel Plan is intended to encourage people to choose alternative transport modes over single occupancy car use and where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve these goals.

2.1.2 Central government has issued a number of policy documents and initiatives to help promote sustainable travel. These include:

- National Planning Policy Framework (2021);
- Road Traffic Reduction Act (1997);
- The Climate Change Act (2008);
- Environment Act (1995); and
- Department for Communities and Local Government, “Travel Plans, Transport Assessments and Statements” (2014).

2.1.3 The policies and guidance provided by these documents all support the aims of travel plans.

2.1.4 The National Planning Policy Framework (NPPF) was revised in July 2021 and outlines the potential benefits and requirements for the production of Travel Plans. It states that Travel Plans are ‘key tools’ to facilitate development.

2.1.5 Section 9, Promoting Sustainable Transport, of the NPPF outlines the important role that considering development applications should ensure that:

- a) “appropriate opportunities to promote sustainable transport 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 reflects current national guidance, including the National Design Guide and the national Model Design Code;*
- 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.”*

2.1.6 Paragraph 110 of the NPPF states applications for development should:

- “Give priority to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services and appropriate facilities that encourage public transport use;
- Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- 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;
- Allow for the efficient delivery of goods and access by service and emergency vehicles; and
- Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.”

2.2 Travel Planning in London

The Mayors Transport Strategy

2.2.1 The Mayor’s Transport Strategy, published in 2018, is based on the Healthy Street approach which consists of ten indicators, namely;

- Pedestrians from all walks of life;
- Easy to cross;
- Shade and shelter;
- Places to stop and rest;
- Not too noisy;
- People chose to walk, cycle and use public transport;
- People feel safe;
- Things to see and do;
- People feel relaxed; and
- Clean air.

2.2.2 The Mayor’s transport vision for London is:

“to create a future London that is not only home to more people, but is a better place for all of those people to live in.”

- 2.2.3 The Mayor's Transport Strategy gives an indication of the London travel mode share that could be achieved by 2041 with implementation of the Transport Strategy. Policy 1 commits to the central aim for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041.
- 2.2.4 The Mayor is supporting greater cycle and walking participation by tackling car dependency. As a starting point the Mayor's aim is to make London a city where walking, cycling and green public transport become the most appealing and practical choices for many more journeys.
- 2.2.5 Policy 5 states that TfL will "prioritise space-efficient modes of transport to tackle congestion and improve the efficiency of streets for the movement of people and goods, with the aim of reducing overall traffic levels b 10-15% by 2041."

London Plan (2021)

- 2.2.6 The following transport policies are deemed relevant to this development:

- 2.2.7 Policy T4 Assessing and mitigating transport impacts within the London Plan states:

"When required in accordance with national or local guidance transport assessments/statements should be submitted with development proposals to ensure that impacts on the capacity of the transport network (including impacts on pedestrians and the cycle network), at the local, network-wide and strategic level, are fully assessed. Transport assessments should focus on embedding the Healthy Streets Approach within, and in the vicinity of, new development. Travel Plans, Parking Design and Management Plans, Construction Logistics Plans and Delivery and Servicing Plans will be required in accordance with relevant Transport for London guidance."

- 2.2.8 Policy T5 Cycling:

- A. Development Plans and development proposals should help remove barriers to cycling and create a healthy environment in which people choose to cycle. This will be achieved through:
1. supporting the delivery of a London-wide network of cycle routes, with new routes and improved infrastructure
 2. securing the provision of appropriate levels of cycle parking which should be fit for purpose, secure and well-located. Developments should provide cycle parking at least in accordance with the minimum standards set out in Table 10.2 and Figure 10.2 and should be designed and laid out in accordance with the guidance contained in the London Cycling Design Standards. Development proposals should demonstrate how cycle parking facilities will cater for larger cycles, including adapted cycles for disabled people.

- B. Cycle parking should be designed and laid out in accordance with the guidance contained in the London Cycling Design Standards. Development proposals should demonstrate how cycle parking facilities will cater for larger cycles, including adapted cycles for disabled people.
- C. Development Plans requiring more generous provision of cycle parking based on local evidence will be supported.
- D. Where it is not possible to provide suitable short-stay cycle parking off the public highway, the borough should work with stakeholders to identify an appropriate on-street location for the required provision. This may mean the reallocation of space from other uses such as on-street car parking. Alternatively, in town centres, adding the required provision to general town centre cycle parking is also acceptable. In such cases, a commuted sum should be paid to the local authority to secure provision.
- E. Where it is not possible to provide adequate cycle parking within residential developments, boroughs must work with developers to propose alternative solutions which meet the objectives of the standards. These may include options such as providing spaces in secure, conveniently-located, on-street parking facilities such as bicycle hangers.
- F. Where the use class of a development is not fixed at the point of application, the highest potential applicable cycle parking standard should be applied.

LBRuT Adopted Local Plan (July 2018)

- 2.2.9 The Local Plan was adopted in July 2018 and sets out the strategic planning framework for the borough over the next 15 years. It states:

“Planning applications for new developments above set thresholds will be required to include a comprehensive Transport Assessment and Travel Plan, along with information on deliveries and servicing.”

2.3 The Aims and Objectives of the Travel Plan

- 2.3.1 In line with Central and Local Government Policies and Guidance, the aims of the TP are to:

- Reduce the need to travel;
- Discourage the use of unsustainable modes of transport and enable users of the development to make travel choices that benefit themselves and their community;
- Maximise social inclusion by making the development accessible to all members of the community; and

- Raise awareness of alternative modes of transport and thus encourage a modal shift towards more sustainable travel modes.

2.3.2 This TP has been prepared on behalf of the development to:

- Show its commitment to addressing the access needs of staff, parents, pupils and visitors through the promotion and implementation of a TP;
- Respond to congestion issues which may affect staff and visitors and thereby reduce performance;
- Support the Government's environmental and sustainable development initiatives;
- Demonstrate its environmental responsibilities and to be seen as a leader amongst its peers and neighbouring communities;
- Remain in harmony with, and responsive to, changes to planning and fiscal policies regarding transport; and
- Work with others to ensure the availability of high-quality alternatives to the car and thereby reduce environmental impacts.

2.4 Benefits of a Travel Plan

2.4.1 The most easily identifiable benefits are those that are directly related to reductions in vehicle use; namely significantly less congestion, noise, air pollution and accidents. However, there is also a broader range of more intangible benefits that can occur from the implementation of Travel Plan initiatives. These benefits include:

- Improved health (i.e., increased fitness and reduced stress and obesity);
- A reduction in travel costs;
- A cleaner local environment;
- Meeting an organisation's environmental standards;
- Increase business efficiency and equality;
- Improved accessibility to local services;
- Increased road safety;
- Reduced travel times;
- Improved travel choice;
- Reduced congestion and demand for parking spaces; and
- A reduction in the need to travel.

3.0 Site Location and Existing Situation

3.1 Introduction

3.1.1 This section of the report provides a description of the existing highway conditions surrounding the development site, including pedestrian and cycling infrastructure, the public transport network, the surrounding highway network and a review of accident data in the vicinity of the site.

3.2 Existing site

3.2.1 The site is located in Hampton Hill, approximately 100m to the east of A311 High Street and approximately 1.2km from Fulwell Railway Station located to the north-east.

3.2.2 The site comprises of St Clare Business Park, the floorspace of which measures approximately 2,730m² (GIA), located in the southern section and 7 - 11 Windmill Road, a former car wash and car showroom, measuring approximately 412m² is located in the northern section of the site.

3.3 Surrounding Highway Network

3.3.1 The local road network immediately surrounding the site include Holly Road, Windmill Road, and A311 High Street.

Holly Road

3.3.2 Holly Road is residential in nature, formed of a two-way single carriageway and subject to a 30mph speed restriction. Holly Road follows a southeast –northwest alignment between the High Street in the southeast, forming School Road Avenue in the northwest. A railway bridge is located on Holly Road to the southwest of the site.

3.3.3 No parking restrictions are present along Holly Road, which allows vehicles to park along both sides of the carriageway. Holly Road measures approximately 7.0m in width, however parking reduces the effective width to 3.0m. The carriageway width reduces further over the railway bridge and is restricted to vehicles below 40 feet (12.2m) in length due to the spatial constraints.

Windmill Road

3.3.4 Windmill Road is residential in nature, formed of a two-way single carriageway and subject to a 30mph speed restriction. Windmill Road follows a southeast / northwest alignment, connecting to the High Street to the southeast and the A312 Uxbridge Road in the northwest.

-
- 3.3.5 Single yellow lining is present along the southern side of the carriageway which restricts parking, whilst unrestricted parking is permitted along the northern side. Double yellow lining is present in the vicinity of the junction with the High Street.

 - 3.3.6 Windmill Road measures approximately 7.0m in width, which reduces to 5.0m where vehicles are parked on the northern side of the carriageway.

4.0 Site Accessibility Credentials

4.1 Introduction

4.1.1 A key element of national, regional and local policy is to ensure that developments are located in areas where alternative methods of travel are available. Developments should be located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices reducing overall travel and car use.

4.1.2 The results for each mode are discussed independently within the subsequent sections of this report and are based on the following criteria.

- Accessibility by foot - assumes a typical walk threshold of 2km, as advocated within IHT Guidance entitled 'Planning for Journeys on Foot'.
- Accessibility by bike - assumes the industry accepted threshold of 5km.
- Accessibility by public transport - is calculated on the basis of those public transport services that are available from the site

4.2 Pedestrian Accessibility

4.2.1 The Chartered Institution of Highways and Transportation (CIHT) document entitled 'Providing for Journeys on Foot' suggests walking distances which are relevant to this planning application. These are reproduced in **Table 4.1**.

Table 4.1 - CIHT Recommended Walking Distances

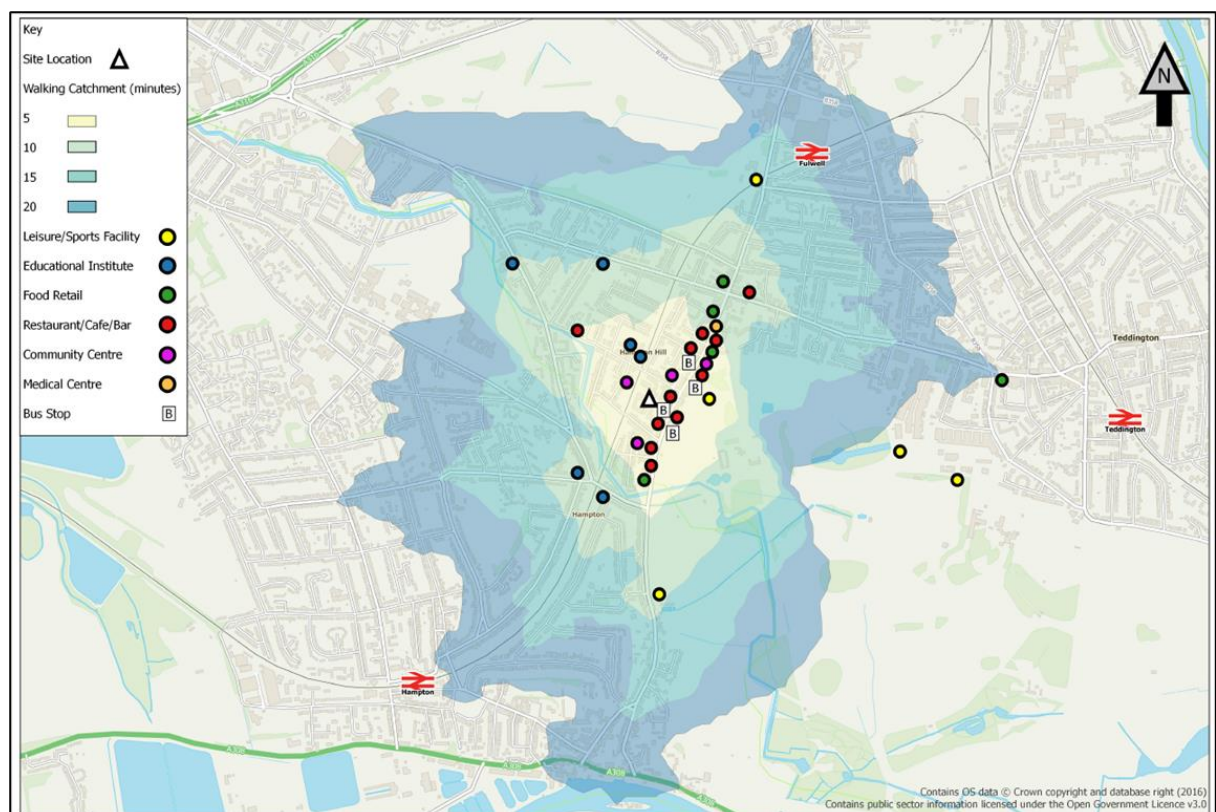
CIHT Classification	Town Centres (m)	Commuting/School/Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

4.2.2 To assist in summarising the accessibility of the site by foot, **Table 4.2** presents a selection of key destinations in the context of these recommended walking distances. **Figure 4.1** shows the catchment areas in the context of walking times, between 5 - 20 minutes from the site.

Table 4.2 – Destinations and Distance from the Site Local Attractions

Destination	Distance	Classification
Hampton Hill High Street	100m	Desirable
Greenwood Community Centre	130m	Desirable
Hampton Pool	940m	Acceptable
Teddington Health and Social Care Centre Hospital	1.5m	Preferred Maximum
Hampton Hill Medical Centre	370m	Desirable
Hampton Hill Junior School	120m	Desirable
Waldegrave Secondary School	1.7km	Preferred Maximum

Figure 4.1 – Walking Catchment from site in minutes with key facilities

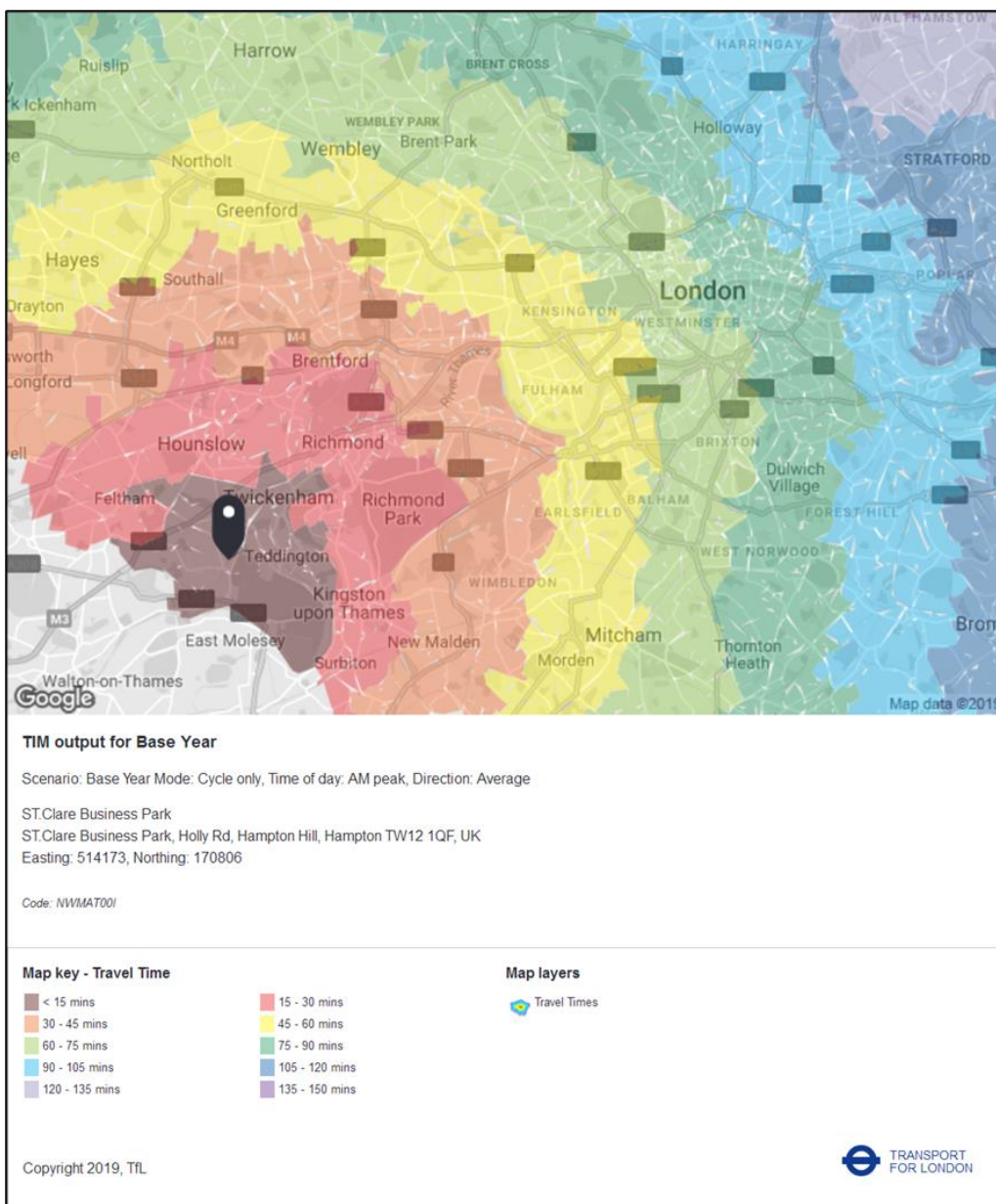


4.2.3 **Figure 4.1** demonstrates that Teddington and Hampton are all accessible within a 20-minute walk from the site. There are also numerous retail, leisure, education and healthcare facilities located in close proximity to the site.

4.3 Existing Cycle Accessibility

4.3.1 TfL Time Mapping (TIMs) tool has been used to illustrate the cycling accessibility to and from the site, which is presented in **Figure 4.2**. This tool only considers areas within Greater London.

Figure 4.2 - Cycle Isochrones



4.3.2 **Figure 4.3** illustrates that Twickenham, Teddington and Feltham are all accessible within a 15-minute cycle ride, whilst Hounslow, Brentford, Kingston Upon Thames and Surbiton are between a 15 and 30 minute cycle.

4.4 Access to Local Amenities

Table 4.3 - Amenities within 500m of Destination

Amenity	Number within 500m of Site
Grocery Stores / Food Retail	2
Community Centre	1
Healthcare	2
Schools	2
Pharmacy	1
Cash Point	1
Post Office / Post Box	1

Accessibility to Food Outlets

4.4.1 Hampton Hill Local is located 100m north of the site. The site is located approximately 430m south of Sainsbury's Local. These food outlets are easily accessible from the site within 10 mins walk from the proposed development.

Accessibility to Recreation Facilities

4.4.2 The closest recreational service to the site is Yoga TW12 approximately 320m north of the site. Hampton Hill Cricket Club is located approximately 455m north of the site.

4.4.3 Bushy Park is located very close to the site at the end of Holly Road. Norman Jackson Children's Centre is located to the north, along Windmill Road. The facility also borders Greenwood Community Centre. A United Reformed Church lies south of the site along High St. Allotments are located a 5-minute walk to the south along High Street.

4.4.4 The site is also located in close proximity to Hampton Hill High St, which offers several retail and restaurant services very close to the site.

Accessibility to Health Services

- 4.4.5 Health on the Hill pharmacy is located approximately 200m north-east of site which is within the desirable recommended walking distance. Bupa Dental Care is located approximately 300m north-east of the site. These services are located in reasonable walking distance of the site for use by future residents.
- 4.4.6 Hampton Hill High Street offers a Medical Centre, a Dental Clinic and a Chiropodist within a 5-minute walk. Teddington Health and Social Care Centre Hospital Unit is located 1.5km to the east.

Accessibility to Schools

- 4.4.7 Hampton Hill Junior School is located 120m to the north of the site, whilst a nursery is located on the High Street. Clarendon School (10 minutes westward) offers teaching for those with learning difficulties.
- 4.4.8 There are two secondary schools within a 25-minute walk from the site: Waldegrave and Turing House.

Accessibility to Community Facilities

- 4.4.9 Greenwood Community Centre is located approximately 215m north-west of the site. This is accessible within a 5-minute walk of the site.

Accessibility to Green Space

- 4.4.10 Bushy Park is located approximately 110m east of the site. It is the second largest of the London's Royal Parks. The green space is approximately a 2-minute walk from the site.

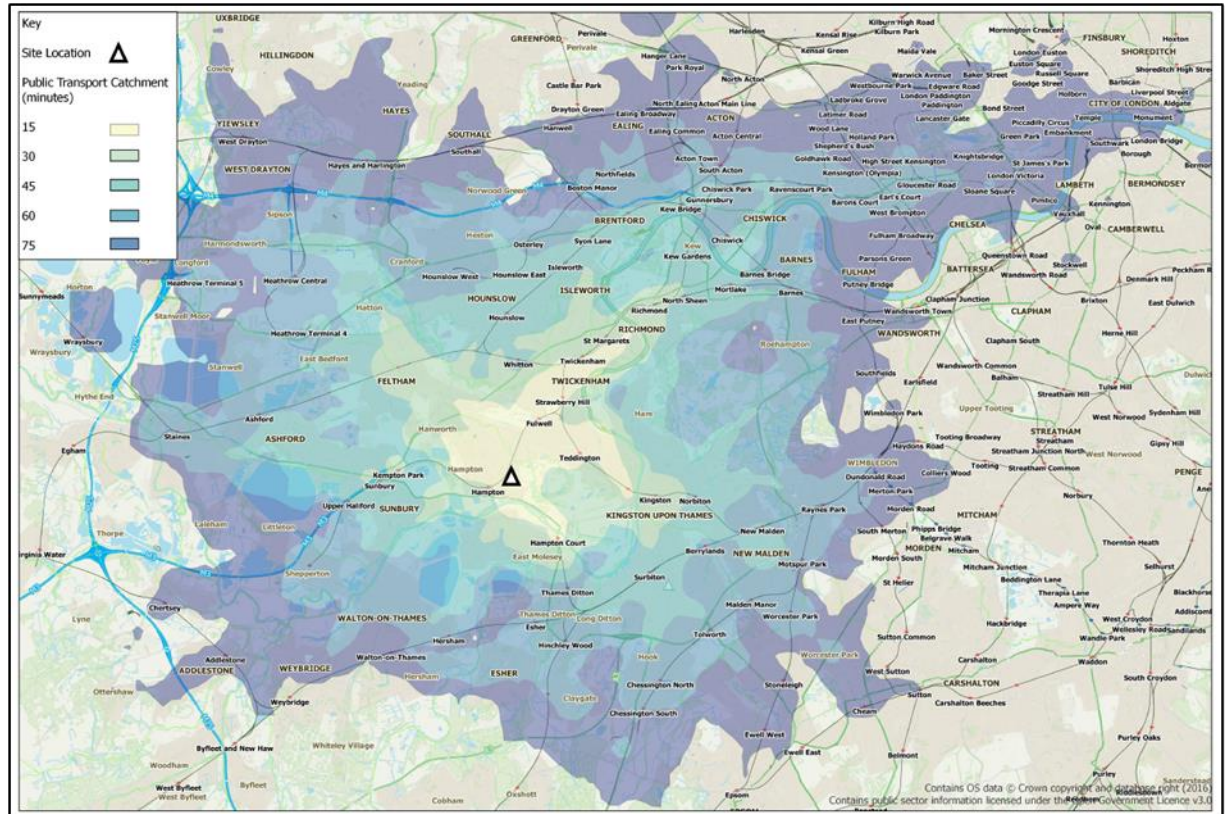
Accessibility to Employment Opportunities

- 4.4.11 The site has good accessibility to employment areas. Central Twickenham can be accessed within an 11-minute cycle ride; while Kingston can be accessed in 20 minutes through Bushy Park. Southwestern Railway provide a service to London Waterloo from the nearby Fulwell Railway Station which takes approximately 40 minutes.

4.5 Public Transport Accessibility

- 4.5.1 The TfL TIMs tool only considers destinations within Greater London; however the site is located near the border of Surrey. Therefore, a separate time catchment map has been developed (from Appendix D) for public transport and is shown below in **Figure 4.3**.

Figure 4.3 – Public Transport Catchment from site



4.5.2 **Figure 4.3** illustrates that Wimbledon, Barnes and Chiswick are all located within an hour commute of the site, with sections of Central London including parts of City of London are accessible within 75 minutes.

4.6 Accessibility Summary

4.6.1 The site is easily accessible by sustainable modes of transport as the surrounding area exhibits good levels of pedestrian and cycling infrastructure. The site has good accessibility to local amenities due to its proximity to High Street and central Hampton Hill and acceptable accessibility to Central London through a direct rail service.

5.0 Measures and Initiatives

5.1 Introduction

5.1.1 This section of the FTP sets out measures and initiatives that will be considered to encourage sustainable modes of travel. The measures and initiatives focus on encouraging active travel such as walking and cycling and use of public transport services. The measures and initiatives have been designed to assist in both the management of the FTP and promoting the use of sustainable modes of travel.

5.1.2 The 'measures' have been developed as a result of the information collected and analysed on the predicted travel profiles.

5.2 Residents

Encouraging Walking

5.2.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity five or more times per week is likely to enhance the health and fitness of the individual. In order to encourage walking a number of measures will be considered:

- Promotion of the 'Go Jauntly' App which, in partnership with TfL, provides a walking tube map and other leisure walking routes;
- Promotion of leisure routes and strategic routes on Walk London;
- Promotion of National Walking Month;
- Information on the local pedestrian routes;
- Make information on local pedestrian routes and facilities available; and
- Raise awareness of the health benefits of walking.

Measures to Promote Cycling

5.2.2 The development proposals include the provision of cycle parking in line with the London Plan.

5.2.3 To encourage residents to cycle, the following measures will be implemented or considered:

- Information on the local cycle network routes on communal notice boards;
- Promotion of Bike Week events in Richmond and nearby boroughs, Cycle to Work Day, 'Lets Ride' British Cycling Initiatives including led rides, Breeze and Ride Social Rides, Ride London,

- Promotion of London Cycle Guides, Cycle Streets Journey Planner, and TfL Cycle Journey Planner;
- Promotion of cycle security and bike marking schemes to reduce bike theft;
- Promotion of HGV/cycle safety;
- Promotion of Love to Ride (London Cycle Challenge);
- Setting up of a Bicycle User Group (BUG); and
- Promotion of events such as “National Bike Week”;

Measures to Encourage Public Transport

- 5.2.4 It has been demonstrated in **Section 4** of this FTP that the site is accessible by public transport.
- 5.2.5 The following measures will be considered in order to encourage residents and visitors to travel by public transport:
- Provide up to date bus details including timetables/contact information in the welcome packs on resident/visitor notice boards;
 - Liaise with TfL regarding future improvements and/or extensions to local services.
- 5.2.6 Cost awareness can be a contributing factor in the decision to travel by car or by public transport. Residents will be made aware of the savings that can be made by purchasing season tickets.

Travel Information and Marketing

- 5.2.7 The following measures will be used to provide Travel Plan information and raise awareness:
- Upon arrival, residents of the site will be provided with a Welcome Pack which will include sustainable travel planning information;
 - Produce a calendar of travel awareness events (such as National Bike Week, Green Travel Week, In Town without My Car, and other local events etc.).

Car Club Provision

- 5.2.8 The following measures will be used to support the use of car club memberships and reduce the number of residents owning their own car:
- Provision of a car club bay on-site;
 - Free membership for residents, with the potential for driving credit to be offered when residents move in.

5.3 Employment

5.3.1 As the landlord will have no directly employed staff on site, it will be necessary for the landlord to encourage tenants to promote these measures. Furthermore, the landlord should advocate for third party building management firms to encourage their on-site staff to take note of these measures. However, the businesses occupying the units will have responsibility for implementing travel planning measures.

Production of Induction Packs

5.3.2 All tenants of the commercial units will receive a copy of the final Travel Plan, with an induction pack, upon occupation. Induction packs can be critical in influencing travel patterns. The contents of the packs could include:

- Introduction to the TP concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Maps showing local walking / cycling routes and places of interest; and
- Details of the TPC.

5.3.3 Commercial unit employers will be responsible for ongoing travel planning measures concerning their staff on site.

Measures to Promote Walking

5.3.4 In order to encourage walking a number of measures are suggested:

- Promotion of a 'walking buddy' scheme for staff;
- Promotion of the 'Go Jauntly' App which, in partnership with TfL, provides a walking tube map and other leisure walking routes;
- Promotion of leisure routes and strategic routes on Walk London;
- Promotion of National Walking Month;
- Information on the local pedestrian routes;
- Make information on local pedestrian routes and facilities available; and
- Raise awareness of the health benefits of walking.

Measures to Promote Cycling

5.3.5 To encourage staff to cycle, the following measures are suggested:

- Promotion of cycle parking and showers/changing facilities on site;

- Promotion of cycle training and membership organisations such as LCC, CTC (Cycling UK), British Cycling (and related programmes to engage people in cycling),
- Information on the local cycle network routes made available through Induction Packs;
- Promotion of Bike Week events in Richmond and nearby boroughs, Cycle to Work Day, 'Lets Ride' British Cycling Initiatives including led rides, Breeze and Ride Social Rides, Ride London,
- Promotion of London Cycle Guides, Cycle Streets Journey Planner, and TfL Cycle Journey Planner;
- Promotion of cycle security and bike marking schemes to reduce bike theft;
- Promotion of HGV/cycle safety;
- Promote Cycle scheme salary sacrifice scheme to promote bike ownership;
- Promotion of Love to Ride (London Cycle Challenge);
- Local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness of this mode of travel;
- Setting up of a Bicycle User Group (BUG);
- The provision of staff lockers;
- Promotion of events such as “National Bike Week”;
- Provide alternative transport home in the event of an emergency; and
- Access to sheltered secure cycle parking.
- Promotion of apps to facilitate mobile handset planning of public transport trips and awareness of network issues and problems; and
- Provide alternative transport home in the event of an emergency.

Measures to Encourage Public Transport

5.3.6 As demonstrated in **Section 4**, the site is within a very accessible location by public transport. Occupiers will be encouraged to consider the following measures for their employees:

- Provide up to date public transport information including timetables and contact information in Induction Packs and on staff notice boards;
- Staff should be made aware of the Transport for London (TfL) travel alert service. This is a free service, whereby users can register to be alerted if there are delays on the tube and or rail before starting their journey
- Promotion of TfL's Safer Travel at Night campaign relating to safety on public transport and the use of licensed Private Hire and Black Cabs;
- Promotion of timetables and ticketing, spider maps for bus services including night buses;
- Promotion of apps to facilitate mobile handset planning of public transport trips and awareness of network issues and problems; and

- Provide a lift home in the event of an emergency.
- Provide season ticket loans to staff, where a monthly deduction is made from their pay packet.

Car Club Provision

5.3.7 A car club bay will be provided on site, with in easy access of the commercial units. To encourage employees to use the car club membership rather than owning / relying on a private car.

5.4 Measures to Promote Operational Related Transport Efficiencies

5.4.1 The primary operational transport related to residential and employment land uses is online deliveries, grocery deliveries, refuse / recycling collection and maintenance.

5.4.2 Once occupied a full audit could be undertaken of deliveries with a view to reducing the number of trips by either having consolidated deliveries or reducing the number of waste collections.

5.4.3 This will involve encouraging suppliers and delivery contractors to partake in the FORS scheme, which provides a quality and performance benchmark for deliveries to the site. Additionally, managing the timings and number of the deliveries, and limiting the size of vehicles delivering to the site, will be undertaken.

6.0 Targets

6.1 Introduction

6.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section set out targets and provides an overview of the data that should be collected as part of the future travel surveys to inform the full Travel Plan once it has been developed. As a direct result of the 'measures' to be introduced and local travel behaviour, a number of targets aimed at reducing single occupancy car travel and encouraging sustainable forms of travel have been detailed below.

6.2 Targets

6.2.1 The FTP indicative targets are based on SMART principles:

- Specific (identify what is to be achieved);
- Measurable (over the target period);
- Achievable (linked to overall objectives and aims);
- Realistic (must be achievable over time allocated); and
- Timed (a defined action plan including dates for achievement).

6.2.2 Setting SMART targets is essential to provide a purpose and focus for the TP. Several targets have been adopted. These targets are divided amongst those relating to delivering outputs and those related to achieving outcomes as explained below;

- **Output targets** – These targets relate to the implementation of the measures to be introduced as part of the TP. They will help to ensure that the TPC remains on course with the delivery of the different measures contained within this TP; and
- **Outcome targets** (modal shift) – These targets relate to the effect of implementing the TP measures and will include for example reducing the overall proportion of journeys being undertaken from the site by car.

6.3 Output Targets

6.3.1 **Table 6.1** details the output targets, responsibilities for delivery, and associated timescales.

Table 6.1 - Output targets, Responsibilities and Timescales

Output Target	Responsibility	Timescale
Appoint and fund a site Travel Plan Coordinator (TPC)	Applicant	Upon appointment of TPC
Promote travel planning measures	TPC	Upon appointment of TPC
Undertake first travel survey	TPC	Within 6 months of occupation or 75% occupation.
Analyse results of travel survey and provide reports	TPC	Following monitoring phase
Inform staff and residents of sustainable travel modes to the site and display travel information in strategic area visible to all staff and residents respectively	TPC	Upon appointment of TPC
Continue to promote the travel plan and it's aims and objectives through various channels, to reach to 100% of the staff and residents.	TPC	Upon appointment of TPC and ongoing
Provide in yearly sustainable travel campaigns	TPC	Upon appointment of TPC and ongoing

6.4 Outcome Targets

- 6.4.1 The initial travel survey, following the appointment of the TPC, will gather information that will provide a base year modal split for journeys to and from the site. This base year information will then be used to derive modal split targets for site.
- 6.4.2 Until such a time when travel surveys can be undertaken, interim modal split targets based on previous census data will be used as the baseline to set future targets for staff and residents.
- 6.4.3 To establish resident and staff mode splits in the absence of site-specific data, method of travel to work data set out in the TA, which was extracted from Census data has been used.

- 6.4.4 A travel survey will be carried out in years 1, 3 and 5, in order to monitor the progress and act as an indicator of whether the targets are being achieved and whether adjustments are necessary.
- 6.4.5 The suggested targets in **Table 6.2** and **Table 6.3** represent what is considered to be an achievable increase in sustainable travel by staff and residents as a result of the introduction of the Full Travel Plan.

Table 6.2 - Employment Target Mode Share

Mode	Existing Mode Share	Year 1	Year 3	Year 5	Targets
	%	%	%	%	%
Public Transport	33%	35%	37%	39%	6.00%
Taxi	0%	0%	0%	0%	0.00%
Motorcycle	2%	2%	2%	2%	0.00%
Driving a car	41%	36%	34%	32%	-9.00%
Car passenger	3%	3%	3%	3%	0.00%
Active Modes	22%	23%	24%	25%	3.00%
Other	0%	0%	0%	0%	0.00%

Table 6.3 – Residential Target Mode Share

Mode	Existing Mode Share	Year 1	Year 3	Year 5	Targets
	%	%	%	%	%
Public Transport	32.0%	34%	36%	38%	6.00%
Taxi	0%	0%	0%	0%	0.00%
Motorcycle	2%	2%	2%	2%	0.00%
Driving a car	44%	41%	38%	35%	-9.00%
Car passenger	4%	4%	4%	4%	0.00%
Active Modes	16%	17%	18%	19%	3.00%
Other	1%	1%	1%	1%	0.00%

7.0 Monitoring and Review

7.1 Introduction

7.1.1 Overall responsibility for the FTP will lie with the TPC. This section of the FTP describes the management and co-ordination processes that are to be introduced to support the FTP measures.

7.1.2 Ultimately, it is the responsibility of occupiers of the commercial units to manage their own travel initiatives, however, the TPC will engage with occupiers to promote the TP.

7.2 Travel Plan Coordinator

7.2.1 The site TPC will be the building manager, their details will be confirmed and circulated to the council upon appointment, and prior to the first date of occupation should the TPC change the council will be notified and the details of the incumbent TPC provided.

7.2.2 The TPC will have overall responsibility for the day-to-day management and implementation of the FTP. They will be the first point of contact in relation to travel issues.

7.2.3 The main mechanisms of promoting the FTP that will be enforced by the TPC are summarised as follows:

1. Promotion and marketing of sustainable modes of travel and in particular, the specific measures and initiatives designed to incentivise staff and residents to utilise sustainable modes;
2. Collate and provide travel information on sustainable travel to staff and residents;
3. Promotion of the aims and objectives of the FTP;
4. Provide up-to-date information on changes to pedestrian or cycle routes and infrastructure, bus and train timetables and infrastructure as necessary;
5. Provide up-to-date information concerning car club memberships;
6. Monitor the TP in accordance with agreed procedures;
7. Regularly up-date on the progress towards implementation of the FTP and towards meeting the targets of the FTP;
8. Undertake travel surveys in accordance with agreed monitoring procedures (i.e., year 1,3 and 5);
9. Liaise with TPC's for surrounding developments to coordinate events;
10. Analyse the results of any surveys undertaken and report them to LBRuT
11. in accordance with agreed monitoring procedures; and
12. Liaise with the relevant officers at LBRuT to ensure that the FTP is implemented effectively.

7.3 Monitoring and Update of the Travel Plan

- 7.3.1 The monitoring of travel behaviour is vital to measure progress towards targets.
- 7.3.2 The TPC will organise consultation with the occupiers involving meetings to promote the concept of the FTP, as well as identifying a common set of objectives for encouraging active travel.
- 7.3.3 Monitoring surveys will be conducted at 6 months (year 0), years 1, 3 and 5 following occupation of the development. The TPC will organise surveys aimed at obtaining updated information on the travel patterns of the staff. The FTP will be updated on the receipt of survey results.
- 7.3.4 An Action Plan of measures for implementation in the forthcoming monitoring period will be agreed in the context of the results of the monitoring surveys.
- 7.3.5 The TPC will be responsible for monitoring on-site and off-site facilities for sustainable modes. It will be the duty of the TPC to report any significant issues observed or any useful comments received from staff on either on or off-site facilities.

7.4 Data Collection and Analysis

- 7.4.1 As the development, has not yet been constructed, it is not possible to undertake any travel surveys.
- 7.4.2 In order to understand travel habits, travel surveys will be distributed to all residents and occupiers of the commercial units within six months of achieving 75% occupation at the site and to employees within 6 months of opening. Recipients will be encouraged to participate, and the surveys would extract the following key information:
- Place of work or residence;
 - Usual mode of travel and reason for modal choice;
 - Attractiveness of various sustainable modes;
 - Any barriers to sustainable modes; and
 - Initiatives that would encourage residents and employees to travel more sustainably.
- 7.4.3 The information obtained will be used to undertake travel performance indicator and modal split analysis.

7.5 Implementation Plan

- 7.5.1 **Table 7.1** sets out the implementation plan for this FTP. It is intended to explain the management structure for the FTP, the responsibility and the implementation of stated measures and initiatives, monitoring procedures and promotion of the FTP.

Table 7.1 - TP Implementation				
Theme	Action	Responsibility	Timing/ Completion Date	Monitoring Progress Towards
Travel Plan Management	Write up the pre-occupation Travel Plan	Developer	No later than 6 months prior to occupation	Successful implementation of Travel Plan
	Travel Plan Co-ordinator	Developer	Prior to occupation	Successful implementation of Travel Plan
	Detailed funding mechanisms	TPC	Upon appointment	Successful implementation of Travel Plan
	Travel Plan Steering Group	TPC	Within one month of first occupation	Successful implementation of Travel Plan
	Draft Travel Survey	TPC	Following 6 months of first opening or at 75%, whichever comes first	Successful implementation of Travel Plan
	Initial baseline surveys	TPC	Following 6 months of first opening or at 75%, whichever comes first	Successful implementation of Travel Plan

Table 7.1 - TP Implementation				
Theme	Action	Responsibility	Timing/ Completion Date	Monitoring Progress Towards
	Set revised modal split targets	TPC	Upon completion of the initial travel surveys	Successful implementation of Travel Plan
	Subsequent Travel Surveys	TPC	Years one, three and five and as required	Successful implementation of Travel Plan
	Monitoring Reports	TPC	Upon completion of the initial travel surveys	Successful implementation of Travel Plan
	Updating the Travel Plan	TPC	Ongoing – to be updated once travel surveys have been completed in years one, three and five.	Successful implementation of Travel Plan
	Stakeholder/user groups	TPC	Ongoing	Successful implementation of Travel Plan

Table 7.1 - TP Implementation				
Theme	Action	Responsibility	Timing/ Completion Date	Monitoring Progress Towards
Promotion/ Marketing	Staff Travel Guide - Produce a Staff Travel Guide, which will provide information to Staff on travelling to, from home	TPC	Within 6 months of occupation and ensure it is up to date quarterly	Successful implementation of Travel Plan
	Travel Plan Inductions - Provide individual occupiers with training and support to give their employees Travel Plan inductions	TPC	Ongoing	Successful implementation of Travel Plan
Walking	Promotion of walking resources (websites, tools and events)	TPC	Ongoing	Progress towards walking mode share target

Table 7.1 - TP Implementation				
Theme	Action	Responsibility	Timing/ Completion Date	Monitoring Progress Towards
Cycling	Cycle skills training run by Richmond	TPC	Ongoing	Progress towards cycling mode share target
	Cycling events (Bike Week, Cycle to Work day, Let's Ride etc)	TPC	Ongoing	Progress towards cycling mode share target
	Local cycling guides and journey planners	TPC	Ongoing	Progress towards cycling mode share target
	Cycle security, marking and registration schemes with the Police	TPC	Ongoing	Progress towards cycling mode share target
	Safety courses run by TfL and FORS for cyclists and HGV drivers	TPC	Ongoing	Progress towards cycling mode share target

Table 7.1 - TP Implementation				
Theme	Action	Responsibility	Timing/ Completion Date	Monitoring Progress Towards
	Bicycle purchase Loan	TPC	Ongoing	Progress towards cycling mode share target
	Promote Santander Hire Bikes use.	TPC	Ongoing	Progress towards cycling mode share target
	Bicycle User Group (BUG)	TPC/BUG	Ongoing	Progress towards cycling mode share target
	Cycle Buddy Scheme	TPC/BUG	Ongoing	Progress towards cycling mode share target
	Individual Cycling Advice	TPC/BUG	Ongoing	Progress towards cycling mode share target
	Provision of bike toolkit at reception	Developer / building management	Prior to occupation	Progress towards cycling mode share target

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