

Job Name: Stag Brewery, Mortlake
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Subject: **Framework Travel Plan (Permanent Film Studio Use)**

Introduction

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

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 film production operations 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.

Travel Plan Measures

The anticipated mode shares to and from the development were included within the Highway Impact section of the Transport Statement. Table 1 provides a summary of these mode shares and anticipated trips.

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

To achieve these mode shares the following travel planning measures aimed at employees are set out.

Travel plan awareness

The success of this Plan is dependent on the development and implementation of an effective marketing strategy to promote the following measures. This will be carried out by the occupier to ensure all employees are aware of the aims and objectives of the FTP and to increase the chances of its success.

To increase awareness of the Travel Plan measures, employees will be given a Travel Welcome Pack on arrival. This will provide information on how to travel to and from the Site and around the local area to access nearby services and facilities.

Efficient Use of Private Vehicles

This FTP recognises that for employees travelling at unsociable hours and for those requiring equipment, 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 decisions about how they travel and will encourage the rational and responsible use of private cars.

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.

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

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.

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.

Season ticket loans will be available for staff, to further encourage using Public Transport by removing the financial barrier.

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.

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

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.

Targets

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.

Table 2: Forecast Mode Shares

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%

Mode	Previous Mode Share	Targeted Mode Share
Other method of travel to work	0.5%	0%
Total	100%	100%

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.

Monitoring

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).

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.

Summary

This FTP has demonstrated how active and sustainable travel modes will be promoted to employees of the film productions Site. A number of measures including promoting travel plan awareness have been proposed and it is considered that these will help to reduce the number of vehicle trips to and from the Site.

Surveys will be carried out to monitor travel to the Site and will be submitted to the LPA. The results will be compared against the Travel Plan targets to establish whether they have been achieved or not and identify any changes or additional measures which may further encourage sustainable travel.

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