



Stag Brewery, Mortlake

Residential Travel Plan

For Reselton Properties

March 2022



The former Stag Brewery, Mortlake

Residential Travel Plan

On behalf of **Reselton Properties Limited**

Project Ref: 38262/5501 | Rev: C | Date: March 2022

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1 Introduction

1.1 Background

1.1.1 This Residential Travel Plan (RTP) has been prepared by Stantec on behalf of Reselton Properties Limited (“the Applicant”) in support of two linked planning applications (“the Applications”) for the comprehensive redevelopment of the former Stag Brewery Site in Mortlake (“the Site”) within the London Borough of Richmond upon Thames (LBRuT).

1.1.2 A summary of the Applications is set out below:

- **Application A** - “Hybrid application to include the demolition of existing buildings to allow for comprehensive phased redevelopment of the site:

Planning permission is sought in detail for works to the east side of Ship Lane which comprise:

- a) Demolition of existing buildings (except the Maltings and the façade of the Bottling Plant and former Hotel), walls, associated structures, site clearance and groundworks.
- b) Alterations and extensions to existing buildings and erection of buildings varying in height from 3 to 9 storeys plus a basement of one to two storeys below ground.
- c) Residential apartments
- d) Flexible use floorspace for:
 - i. Retail, financial and professional services, café/restaurant and drinking establishment uses
 - ii. Offices
 - iii. Non-residential institutions and community use
 - iv. Boathouse
- e) Hotel / public house with accommodation
- f) Cinema
- g) Offices
- h) New pedestrian, vehicle and cycle accesses and internal routes, and associated highway works
- i) Provision of on-site cycle, vehicle and servicing parking at surface and basement level
- j) Provision of public open space, amenity and play space and landscaping
- k) Flood defence and towpath works
- l) Installation of plant and energy equipment

Planning permission is also sought in outline with all matters reserved for works to the west of Ship Lane which comprise:

- a) The erection of a single storey basement and buildings varying in height from 3 to 8 storeys
- b) Residential development
- c) Provision of on-site cycle, vehicle and servicing parking
- d) Provision of public open space, amenity and play space and landscaping
- e) New pedestrian, vehicle and cycle accesses and internal routes, and associated highways works”

- **Application B** - “Detailed planning permission for the erection of a three-storey building to provide a new secondary school with sixth form; sports pitch with floodlighting, external MUGA and play space; and associated external works including landscaping, car and cycle parking, new access routes and other associated works”

- 1.1.3 Together, Applications A and B described above comprise the 'Proposed Development'.
- 1.1.4 In addition to this TA, the Planning Application is accompanied by a Framework Delivery & Servicing Plan, Waste Management Plan, Car Park Management Plan and Travel Plans, which should be read in conjunction with this document.

1.2 Planning History

- 1.2.1 The current applications follow earlier planning applications which were refused by the Greater London Authority and the GLA. The refused applications were for:
- **Application A** – hybrid planning application for comprehensive mixed-use redevelopment of the former Stag Brewery site consisting of:
 - Land to the east of Ship Lane applied for in detail (referred to as 'Development Area 1' throughout); and
 - Land to the west of Ship Lane (excluding the school) applied for in outline (referred to as 'Development Area 2' throughout).
 - **Application B** – detailed planning application for the school (on land to the west of Ship Lane).
 - **Application C** – detailed planning application for highways and landscape works at Chalkers Corner.
- 1.2.2 The LBRuT (the Council) resolved to grant planning permission for Applications A and B but refuse Application C.
- 1.2.3 Following the LBRuT's resolution to approve the Applications A and B, the Mayor called-in the Applications and became the determining authority. The Mayor's reasons for calling in the Applications were set out in his Stage II letter (dated 4 May 2020) but specifically related to concerns regarding what he considered was a low percentage of affordable housing being proposed for the Site and the need to secure a highways solution for the scheme following the LBRuT's refusal of Application C.
- 1.2.4 Working with the Mayor's team, the Applicant sought to meaningfully respond to the Mayor's concerns on the Applications. A summary of the revisions to the scheme made and submitted to the GLA in July 2020 is as follows:
- Increase in residential unit provision from up to 813 units to up to 1,250 units;
 - Increase in affordable housing provision from (up to) 17%, to 30%;
 - Increase in height for some buildings of up to three storeys;
 - Change to the layout of Blocks 18 and 19, conversion of Block 20 from a terrace row of housing to two four storey buildings;
 - Reduction in the size of the western basement, resulting in an overall car parking spaces reduction of 186 spaces and introduction of an additional basement storey under Block 1;
 - Internal layout changes and removal of the nursing home and assisted living in Development Area 2;
 - Landscaping amendments, including canopy removal of four trees on the north west corner of the Site; and

- 1.2.4
 - Alternative options to Chalkers Corner, in order to mitigate traffic impacts through works to highway land only and allow the withdrawal of Application C.
- 1.2.5 The application was amended to reflect these changes.
- 1.2.6 Notwithstanding this, and despite GLA officers recommending approval, the Mayor refused the applications in August 2021.
- 1.2.7 The Mayor's reasons for refusal in respect of Application A were:
 - height, bulk and mass, which would result in an unduly obtrusive and discordant form of development in this 'arcadian' setting which would be harmful to the townscape, character and appearance of the surrounding area;
 - heritage impact. The proposals, by reason of its height, scale, bulk and massing would result in less than substantial harm to the significance of several listed buildings and conservation areas in the vicinity. The Mayor considered that the less than substantial harm was not clearly and convincingly outweighed by the public benefits, including Affordable Housing, that the proposals would deliver;
 - neighbouring amenity issues. The proposal, by reason of the excessive bulk, scale and siting of Building 20 and 21 in close proximity to the rear of neighbouring residential properties in Parliament Mews and the rear gardens of properties on Thames Bank, would result in an unacceptable overbearing an unneighbourly impact, including direct overlooking of private amenity spaces. The measures in the Design Code would not sufficiently mitigate these impacts; and
 - no section 106 agreement in place.
- 1.2.8 Application B was also refused because it is intrinsically linked with Application A and therefore could not be bought forward in isolation.

The Proposed New Scheme

- 1.2.9 This 3rd iteration of the scheme seeks to respond directly to the Mayors reasons for refusal and in doing so also addresses number of the concerns raised by the LBRuT.
- 1.2.10 The amendments can be summarised as follows:
 - A revised energy strategy is proposed in order to address the London Plan (2021) requirements;
 - Several residential blocks have been reduced in height to better respond to the listed buildings along the Thames riverfront and to respect the setting of the Maltings building, identified as a Building of Townscape Merit (BTM) by the LBRuT;
 - Reconfiguration of layout of Buildings 20 and 21 has been undertaken to provide lower rise buildings to better respond to the listed buildings along the Thames riverfront; and
 - Chalkers Corner light highways mitigation works.
- 1.2.11 The school proposals (submitted under 'Application B') are unchanged. The Applicant acknowledges LBRuT's identified need for a secondary school at the Site and the applications continue to support the delivery of a school. It is expected that the principles to be agreed under the draft Community Use Agreement (CUA) will be the same as those associated with the refused school application (LBRuT ref: 18/0548/FUL, GLA ref: GLA/4172a/07)..

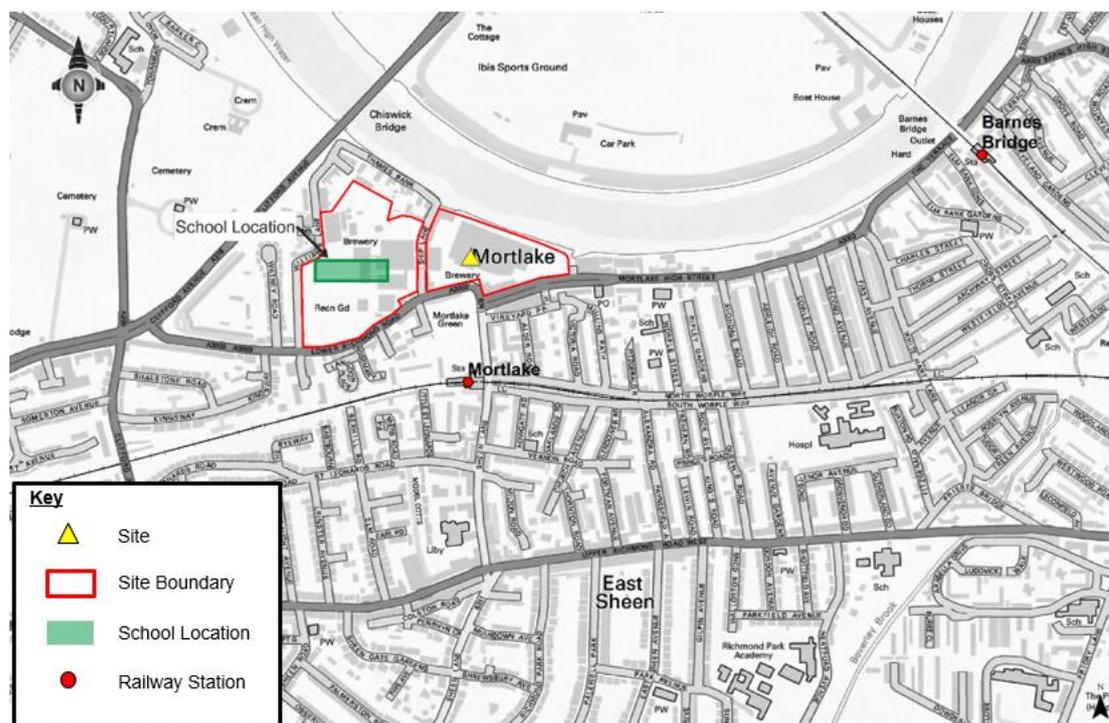
1.2.12 Overall, it is considered that together, the Applications respond successfully to the concerns raised by the GLA which also reflect some of the concerns raised by stakeholders in respect of the previous schemes and during pre-application discussions on the revised Proposed Development. As a result, it is considered that the scheme now represents a balanced development that delivers the principle LBRuT objectives from the Site.

1.3 Site Location

1.3.1 The Site is bounded by the River Thames to the north, the A3003 Lower Richmond Road / Mortlake High Street to the south and Williams Lane to the west, with Ship Lane running north-south through the centre of the Site.

1.3.2 Figure 1-1 below shows the Site location in a local context.

Figure 1-1: Site Location Plan



1.4 Development Mix & Travel Plan Requirements

1.4.1 The redevelopment of the site will provide a mixed-use development incorporating residential, retail and leisure land uses as well as associated parking provision. The overall development proposals for the site also include a secondary school; which is subject to a separate planning application and so will be subject to an entirely separate travel plan. The proposed secondary school site is located within the western part of the site, as identified within Figure 1.1.

1.4.2 The Planning application is hybrid consisting of a detailed application for the part of the site that lies to the east of Ship Lane and an Outline application for parts of the site that lie to the west of Ship Lane. The overall development mix is set out in Table 1.1 below.

Table 1-1: Stag Brewery Development Quanta

Land Use	Proposed Scheme (GIA / No.)
Residential	1,085 units
Detailed Application – Application A (Development Area 1)	
Residential	558 units
Unspecified Flexible Floor Areas inc, Retail/Restaurant/Office/ Community/Boathouse	4,839 m ²
Hotel	1,765 m ² (15 rooms)
Office	4,547 m ²
Cinema	1,606 m ² (3 screens, 370 seats)
Outline Application – Application A (Development Area 2)	
Residential	527 units
Detailed Application – Application B (School)	
School	9,319 m ² (1,200 pupils)
Total Car Parking for Full Site	
Total Car Parking	516 spaces

1.4.3 In addition to this RTP there will be a Site Wide Travel Plan relating to the Site as a whole (excluding the School). This will set out the overarching principles and objectives for the various travel plans for the Site. This RTP is in accordance with that Framework Plan. There will also be separate travel plans or travel plan statements relating to the individual land uses/units depending on their size or number of employees, in accordance with the Transport for London (TfL) thresholds for the provision of Travel Plans as set out in their Guidance on their Website.

1.4.1 A full RTP is required for a large residential development such as this.

1.4.2 This RTP is based on the current TfL guidance and has been prepared in accordance with the relevant local best practice travel planning guidance.

1.5 Travel Plan Context

1.5.1 This RTP aims to promote sustainable travel behaviour amongst residents and visitors to the Site. It is considered to be a 'live document'; therefore, not only will it be actively promoted amongst the residents, but reviewed and revised over time and also post occupation of the Site. This will ensure that the RTP is promoting relevant targets that are both suitable and appropriate for the Site, at all stages of the application.

1.6 Travel Plan Structure

1.6.1 This RTP is prepared with the following structure:

- **Chapter 2** outlines Site accessibility and the existing travel situation;

- **Chapter 3** briefly summarises the existing national, regional and local planning policy that informs the writing of this RTP;
- **Chapter 4** presents the development proposals;
- **Chapter 5** outlines objectives and targets;
- **Chapter 6** discusses the delivery of the RTP objectives;
- **Chapter 7** provides the RTP measures and action plan; and
- **Chapter 8** summarises plans and timescales for RTP monitoring and review.

2 Site Assessment

2.1 Introduction

2.1.1 This chapter describes the existing transport conditions on and around the site. The existing transport context has been examined to ensure that the transport options available to those travelling to and from the Site are identified.

2.2 Local Amenity Provision

2.2.1 Table 2-1 below identifies the existing wide range of local facilities within the area, many of which can be easily accessed from the site on foot.

Table 2-1: Local Amenities

	Amenity	Walk Time from Site
Schools	Thomson House	3 minutes
	East Sheen Primary	15 minutes
	Kew Riverside Primary	16 minutes
	Barnes Primary	17 minutes
	Sheen Mount Primary	20 minutes
Places of Worship	St Mary Magdalen's RC Church	7 minutes
	St Mary's Mortlake	7 minutes
Open Spaces	Mortlake Green	2 minutes
	Vine Road Recreation Ground	22 minutes
Post Offices	Royal Mail Barnes & Mortlake Delivery Office	2 minutes
	Everydays & Mortlake Post Office	5 minutes

2.2.2 Figure 2-1 also demonstrates the location of a number of different local amenities, highlighting further the close proximity of a number of facilities to the Site.

Figure 2-1: Local Amenities Plan



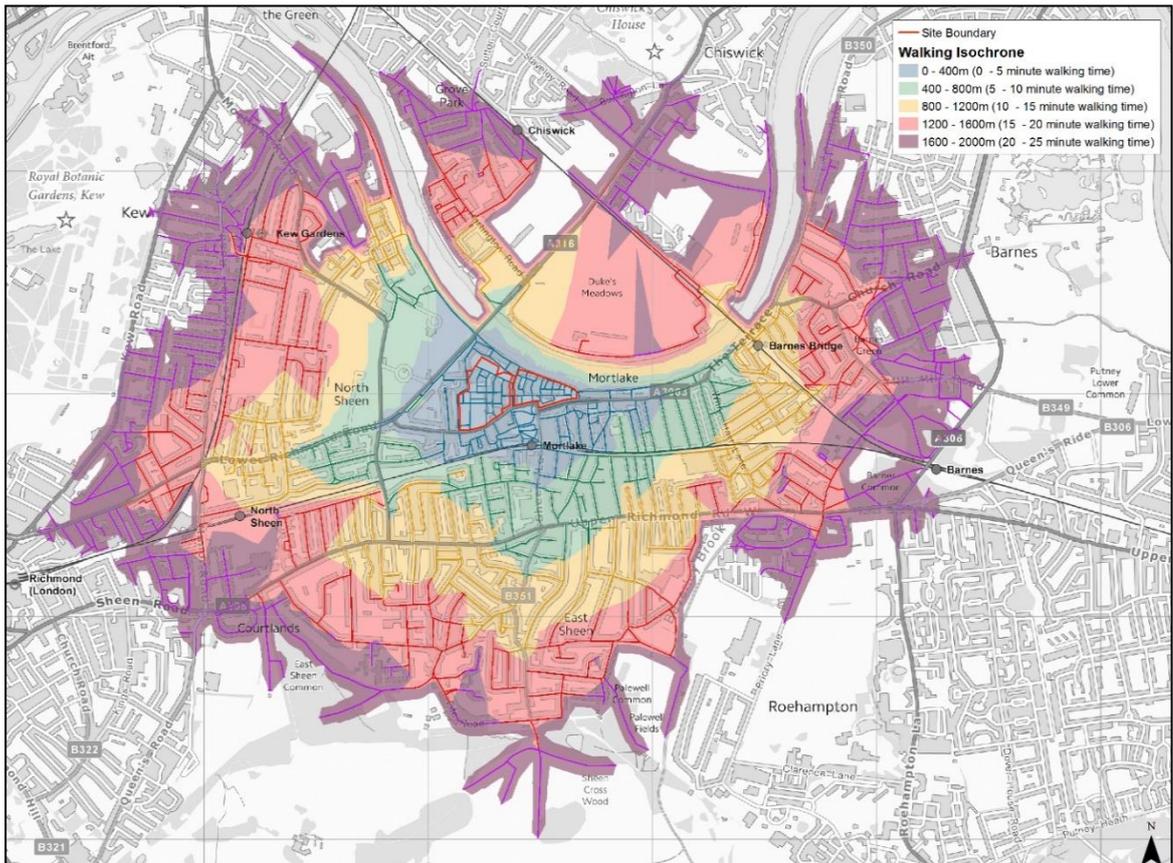
2.3 Existing Pedestrian and Cyclists Provision

Pedestrian Network

- 2.3.1 Footways are provided on both sides of the carriageway for most roads in the surrounding area with the main exceptions being Ship Lane, Thames Bank, Williams Lane and the corner of Mortlake Green. The majority of footways within the area are over 2 metres in width and are well lit and maintained. The exceptions to this are Ship Lane, Sheen Lane in the lead up to the level crossing and over the crossing, Williams Lane and at the pinch point near the mini roundabout at the northern end of Sheen Lane, where there are variable footways along the length of these links with some footways being less than 2 metres.
- 2.3.2 Additionally, there are several footpaths through Mortlake Green which are approximately 2 metres in width. These footways are well maintained and act as a recreational asset as well as providing links between Lower Richmond Road and Mortlake Station. Lighting within Mortlake Green is provided although it is not to the standard provided on footways adjacent to the carriageway.
- 2.3.3 Several formal pedestrian crossings are located in the area. There are two zebra crossings on Sheen Lane, approximately 70 metres to the north of the crossing and about 120 metres to the south. There are currently no formal crossings on Mortlake High Street in the immediate vicinity of the Site, the closest is a zebra crossing approximately 140 metres to the west of the Site. There is an existing signalised pedestrian/cycle crossing on Lower Richmond Road just to the east of the Ship Lane junction which provides access between Ship Lane and the northern entrance to Mortlake Green. There is also an existing zebra crossing just to the west of the junction with Williams Lane. Additional signal-controlled crossings are then located at the Chalkers Corner junction as well as at the Sheen Lane/South Circular junction.

- 2.3.4 The Thames Path is located to the north of the site between the site boundary and the River Thames. This provides an unlit path along the south bank of the river leading towards Kew to the west and Barnes to the east. The footway is a mixture of unpaved and cobbled surfaces.
- 2.3.5 Figure 2-2 provides a plan showing typical walking distances from the centre of the Site in the form of walk isochrones. This shows that both Mortlake (0-5 mins) and Barnes Bridge (10-15 mins) stations are within an easy walking distance of the site as well as the retail/restaurant facilities along the Upper Richmond Road (5-10 mins).

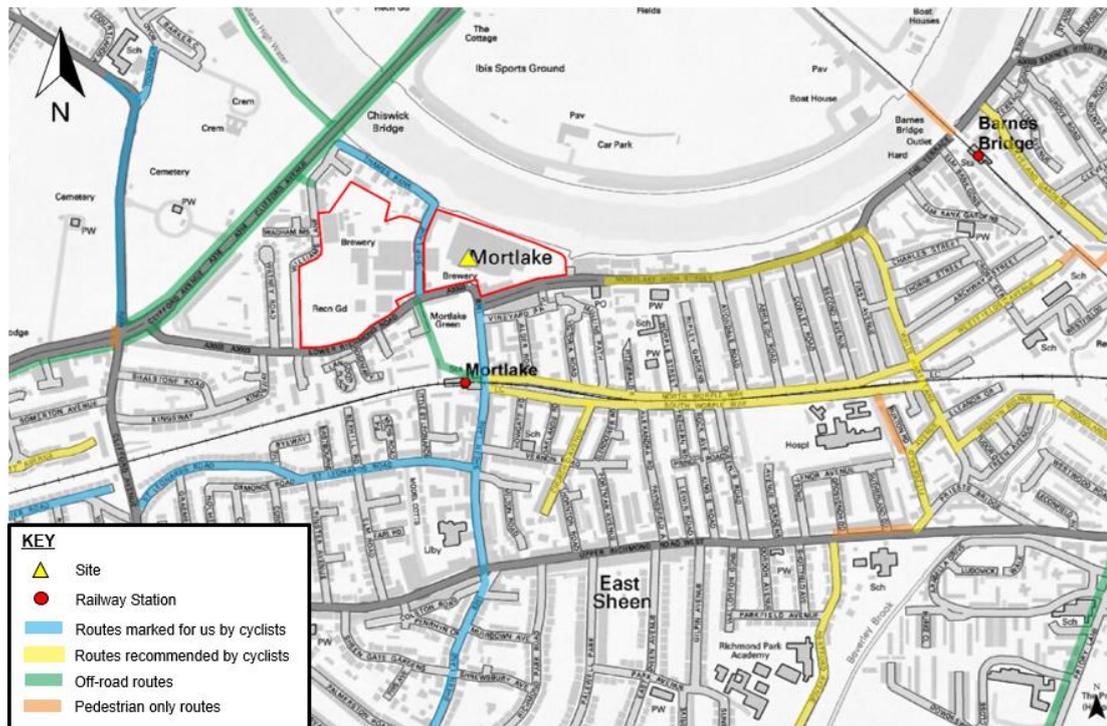
Figure 2-2: Walking Isochrones



Cycle Network

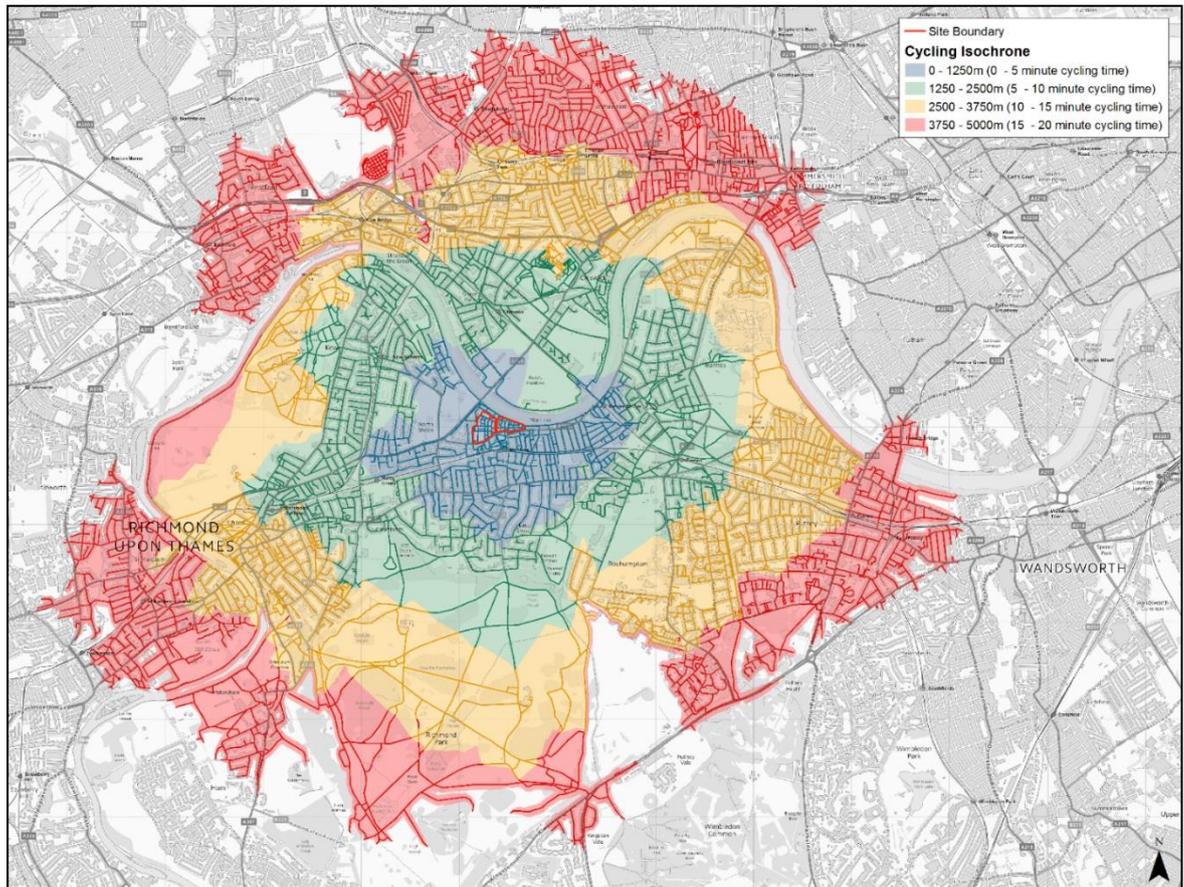
- 2.3.6 Figure 2-3 shows that cycle facilities in the area can be found on the A316 corridor including both Lower Richmond Road (west of Chalkers Corner) and Clifford Avenue (east of Chalkers Corner). A two-way cycle path runs intermittently on both sides of the carriageway over Chiswick Bridge towards Chalkers Corner and then further southwest along the Lower Richmond Road towards Richmond.

Figure 2-3: Local Cycle Routes (Source: TfL Local Cycling Guides)



- 2.3.7 Other routes towards Richmond are also signed and described by TfL’s local cycling guide as along a mixture of quiet or busier roads. This includes a route via St Leonards Road, Lambert Avenue, Manor Grove, Townsend Terrace and Kings Road or using Tangier Road and the busier Sheen Road between Denehurst Gardens and Church Street.
- 2.3.8 A series of more local cycle routes are available to both the north and south of the proposed development. To the north there is an off-road cycle path that forms part of the Thames Path that runs along both the northern and southern banks of the River Thames. On the southern bank of the River Thames this provides a link between Barnes Bridge to the east and towards Kew Bridge to the west.
- 2.3.9 The existing north-south route through the site on Ship Lane connects the Thames Path (west of Chiswick Bridge) to the LCN Route 4. The route, which is marked as either an off-road path or along quiet or busier roads, runs along the River Thames (to the north west of the site) then through the development along Ship Lane and Mortlake Green. The route then divides with an east-west connection via South Worpole Way towards the White Hart Lane Level Crossing or continues north-south along the busier Sheen Lane into Richmond Park.
- 2.3.10 Connections beyond Barnes Station towards Hammersmith use the busier Lonsdale Road although there is an option at the Gerard Road junction to connect to the Thames Path and a traffic free route towards Hammersmith Bridge and beyond. Hammersmith Bridge is currently closed to vehicle traffic but still open for cyclists and pedestrians.
- 2.3.11 Figure 2.4 shows cycle journey times through cycle isochrones from the development site. This shows that numerous destinations are reachable within a maximum of a 20-minute cycle. Richmond, Chiswick, Hammersmith and Putney are all shown to be reachable within this time period as well as Richmond Park also being within this range.

Figure 2-4: Cycle Isochrones



2.4 Existing Public Transport Network

Bus Services

2.4.1 The nearest bus stop to the Site is located on Lower Richmond Road on the southern boundary of the Site. This bus stop is served by Routes 419, 533 and N22:

- Route 419 provides a service between Roehampton and Richmond Station, which operates along the Mortlake High Street and Lower Richmond Road corridor and which serves the site from stops located along the Site frontage. This provides a daily service with a frequency of about 4 buses per hour on weekdays and Saturdays and two buses an hour on Sundays;
- Route 533 has been introduced as a temporary service due to the temporary Hammersmith Bridge closure to serve both sides of Hammersmith Bridge by operating via Chiswick Bridge. Notably TfL are closely monitoring the situation to ensure that bus networks are fully utilised and meeting the demand of their passengers, and;
- The N22, which operates past the site from Oxford Circus to Twickenham.

2.4.2 In addition to these services, a number of other services can be accessed from the Site but are beyond the recommended walking distance. These include the following:

- The western part of the site, and in particular the northwest corner, is also located close to the 190 bus service that operates along Clifford Avenue and which links Richmond with

West Brompton, via Hammersmith. This also runs to a frequency of about 4 buses per hour on weekdays and Saturdays and 3 buses an hour on Sundays.

- The 209 service is easily accessible from the eastern part of the Site. Due to the temporary Hammersmith Bridge Closure his service currently terminates at Castelnau (on the southside of the river). The 209 provides a very high frequency service to Hammersmith, via Barnes; and
- The R68 provides a service between Kew Bridge and Richmond via the Kew Riverside Retail Park. The nearest stops are at Chalkers Corner only about a 400 metre walk from the south west corner of the Site at the southern end of Williams Lane but about 670 metres walk from the southern end of Ship Lane;
- A number of bus services (33, 337 and 493) can be accessed from stops on the South Circular, but these stops are at least a 600-metre walk from the Site. The R33 provides a similar service to the closer 419 but the 337 and 493 provide access to alternative destinations to the southeast of the site. The 337 provides access to Putney and Clapham Common, whilst the 493 provides access to Southfields, Wimbledon and St Georges Hospital.

2.4.3 **Error! Reference source not found.** provides further details for these services.

Table 2-2: Local Bus Routes and Weekday/Weekend Frequencies

Bus No	Route	Closest Bus Stop to the Development	Weekday Bus Wait Times (mins) (07:00-19:00)	Saturday Bus Wait Times (mins) (07:00-19:00)	Sunday Bus Wait Times (mins) (07:00-19:00)
419	Norley Vale - George Street	Ship Lane/ Stag Brewery (N/Z)	10-14	9-12	20-25
209	Castelnau/ Lonsdale Road – Mortlake Bus Station	Avondale Road (X) Mortlake Bus Station (P)	15	15	20
969	Whitton – Roehampton Vale	Sheen Lane/ Mortlake Station (A/B)	Tuesday and Friday only 1 service per day in each direction		
190	George Street – Empress State Bldg/ W Brompton Stn	Thames Bank (R/J)	15	15	20
533	Castelnau/ Lonsdale Road – Hammersmith Bus Station	Ship Lane/ Stag Brewery (N/Z)	10-13	15	15
378	Mortlake Bus Station – Putney Bridge Station/ Gonville Street	Avondale Road (X) Mortlake Bus Station (P)	7-11	11-12	9-15

R68	Kew Retail Park – Hampton Court Railway Station	Chalker’s Corner (F)	15	15	15-20
33	Fulwell Station – Castelnau/ Lonsdale Road	East Sheen (C/D)	4-9	7-11	15-20
337	Northcote Road - Richmond	East Sheen (C/D)	9-13	11-14	15-20
493	St George’s/University of London – Richmond/Manor Road	East Sheen (C/D)	10-14	10-14	20
N22	South Road/ Fulwell – Margaret Street/ Oxford Circus	Ship Lane/ Stag Brewery (N/Z)	2 services per hour every day (00:00-05:30)		

National Rail

- 2.4.4 The closest railway station to the site is Mortlake Rail Station, which is approximately 300m walking distance (4-minute walk) from the site boundary, with Barnes Bridge Station providing an alternative station approximately 1,200m away. There are train services to London Waterloo, Wimbledon and Chiswick with each of these services running approximately every half an hour from Mortlake. In the morning peak hour (08:00-09:00) there are 8 trains to London Waterloo, 6 to Wimbledon and 5 to Chiswick.
- 2.4.5 These services from Mortlake Rail Station also provide good connectivity to the wider strategic network via interchange at Clapham Junction where users can access services to London Victoria, other Southern Rail destinations across London and the London Overground. Various London Underground Lines can also be accessed from Richmond, Putney, Vauxhall and Waterloo. Table 2-3 details the journey times to potential destinations and the corresponding interchanges.

Table 2-3: Rail Journey times from Mortlake Station

Destination	Interchange	Journey Time
Richmond	District Line	4 mins
Putney	District Line (500m)	6 mins
Clapham Junction	National Rail and London Overground	12 mins
Vauxhall	Victoria Line	18 mins
London Waterloo	Northern Line, Bakerloo Line, Jubilee Line and Waterloo and City Lines	23 mins

- 2.4.6 In terms of parking provision, Mortlake Rail Station, offers 11 car parking spaces and one additional accessible space.

- 2.4.7 Barnes Bridge Rail Station, located approximately 950 from the site, is serviced by an average total of 8 trains per hour, 4 of which are direct to London Waterloo which allows users to access the London Underground. Of the remaining 4 services, 2 trains are to Waterloo via the Hounslow Loop and 2 trains are to Weybridge.

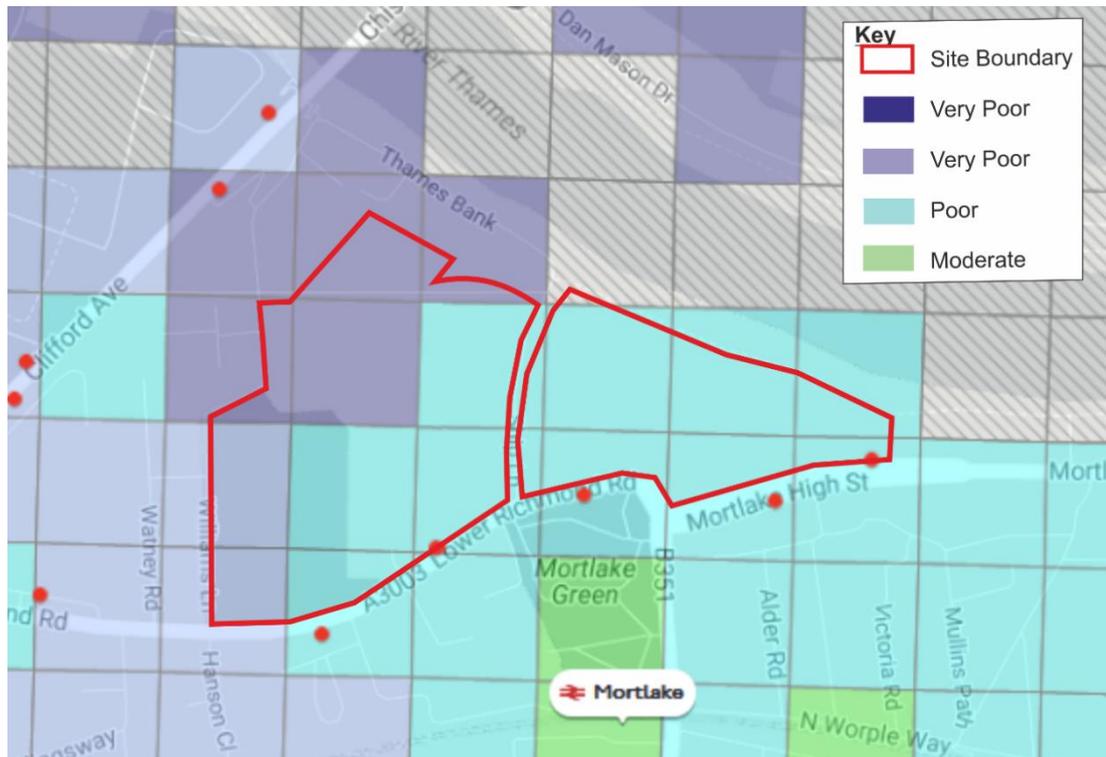
London Underground

- 2.4.8 The closest London Underground service from the Site is the District Line at Kew Gardens station and the District Line also serves Richmond station. It is likely that most people would access this service at Richmond, either by using the rail service to Richmond from Mortlake or by taking the 419 bus service. The walking distance to Kew from the western end of the site is approximately 1.56 kilometres but the R68 service (nearest stops being within a 400m walk of the site) also provides access to this station.

2.5 Public Transport Accessibility

- 2.5.1 The Public Transport Accessibility Level (PTAL) is a measure of the accessibility of a specified point within a development site to the public transport network, taking into account walk access times and service frequency. The method is essentially a way of measuring the density of the public transport network at a particular point. PTAL scores can range from 1a to 6b, where a score of 1 indicates a “very poor” level of accessibility and 6 indicates “excellent” accessibility.
- 2.5.2 Figure 2.5 provides a copy of the TfL (WebCAT) plan showing the existing PTAL for the local area. This shows that whilst the majority of the Site has a PTAL rating of 2 a significant part of the area in the north west corner has a lower rating of 1. In practice it has been acknowledged by TfL that the rating in the north-west corner is incorrect as it ignores the bus services that operate along Clifford Avenue. If these services are taken into account, then the existing PTAL for the Site improves slightly with virtually the whole Site falling within the PTAL 2 category.
- 2.5.3 A PTAL rating of 2 still represents a ‘poor’ level of accessibility to public transport services. In reality though, as demonstrated earlier in the chapter, the public transport accessibility can be considered to be much better. PTAL does not take into account the wide variety of locations that can be easily accessed from the Site and the interchange facilities available which provide easy access to the wider strategic network serving London and the wider South East Region. The rail services from Mortlake provide for easy access to a very extensive area through interchange at Clapham Junction, Richmond, Victoria or Waterloo whilst the various bus services that serve the area provide links to a very extensive area of London and again provide access to a number of important strategic interchanges, including Hammersmith.

Figure 2-5: PTAL of the Existing Site (Source: TfL WebCAT Toolkit)



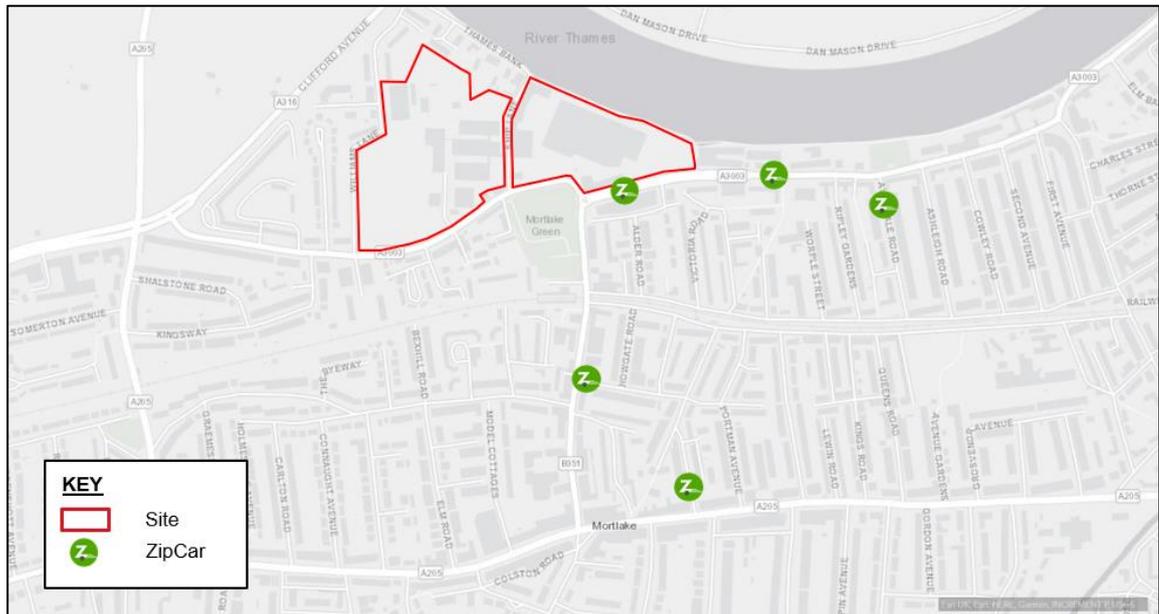
2.6 Car Clubs

2.6.1 Car Clubs provide a car sharing option for people wishing to use a car occasionally but without having to own and maintain a vehicle. The current location of existing car club vehicles is shown on Figure 2-6 below.

2.6.2 There are 5 car club spaces within approximately 500m of the site offering one space each with the exception of the Western Mortlake High Street space where there is provision for two vehicles. Four of the five are ZipCar club spaces, and the final is from the company Ridelink. The location of each of the car clubs are listed below:

- Mortlake High Street (East) – 1 Vehicle
- Vernon Road – 1 Vehicle
- Mortlake High Street (West) – 2 Vehicles
- Thornton Road (Sheen) – 1 Vehicle
- Avondale Road – 1 Vehicle

Figure 2-6: Local Car Clubs



2.7 Summary

2.7.1 Based on the above despite the low PTAL level it demonstrates the proximity of a number of sustainable modes of transport to the development and highlights how through furthering the use of these modes, the FTP will be able to reduce the need to travel by car.

3 Policy Review

3.1 Overview

3.1.1 This chapter provides a review of the current national, regional and local planning transport policy relevant to the Stag Brewery Development. The following policy documents are the documents that make up the review of the national, regional and local policies:

- National Planning Policy Framework (NPPF), July 2021.
- National Planning Practice Guidance (PPG), 2019.
- The London Plan, March 2021.
- Mayor's Transport Strategy, March 2018.
- Strategic Cycling Analysis - Identifying future cycling demand in London, 2017.
- London Borough of Richmond upon Thames Local Plan, July 2018
- Stag Brewery, Mortlake Supplementary Planning Document, 2011

3.2 National Planning Policy

National Planning Policy Framework (NPPF), July 2021

3.2.1 The National Planning Policy Framework (NPPF) was first published in 2012. Since then, there have been two iterations, with the latest NPPF adopted in July 2021. The presumption in favour of sustainable development remains the core objective of the NPPF (Paragraph 11 states that "*Plans and decisions should apply a presumption in favour of sustainable development.*") The NPPF seeks to facilitate sustainable development. In respect of transport, paragraph 104 of the NPPF advocates that transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) the potential impacts of development on transport networks can be addressed.
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated.
- c) opportunities to promote walking, cycling and public transport use are identified and pursued.
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.
- e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.

3.2.2 At a more detailed level, the NPPF states that developments should be located and designed in order to:

- 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 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.
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

3.2.3 The NPPF stresses the importance of providing a Travel Plan for all developments that generate significant amounts of movement.

National Planning Practice Guidance (PPG)

3.2.4 The PPG, first published in March 2014 by the Department for Communities and Local Government, supports the policies outlined within the NPPF.

3.2.5 The guidance relevant to Transport is the 'Travel Plans, Transport Assessments and Statements' in relation to decision-taking'. The guidance defines Travel Plans, Transport Assessments and Transport Statements and lays out how these are related to each other, why they are important and what should be considered when preparing a TP, TA and TS.

3.2.6 Paragraphs 9 and 13 of the PPG state "*All developments that will generate significant amounts of movement should be required to provide a travel plan*", and the application "*should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed*".

3.3 Regional Planning Policy

The London Plan, March 2021

3.3.1 The London Plan sets out the strategic plan for London, including an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. With population set to increase by 70,000 per year, demand on new homes along with space for employment will increase. The policies set within the London Plan are to provide an appropriate spatial strategy that plans growth within London in a sustainable way.

3.3.2 Chapter 10 of the plan sets out the policies in relation to Transport, the core aim of which is to reduce the dependency on cars and encourage increased uptake of sustainable and active modes of travel, in particular walking and cycling. An emphasis is placed on the requirement to shift away from car use, in turn supporting sustainable growth of the city.

Mayor's Transport Strategy, March 2018

3.3.3 The Mayor's Transport Strategy, adopted in March 2018, sets out the Transport policies for up to 2041, with a strong emphasis placed on reducing car dependency and improving cycling / walking, improving public transport interchanges, providing better information to travellers and delivery of affordable, reliable and safe transport network.

3.3.4 One core aim within the Strategy is for 80% of all trips in London to be made by foot, cycle or using public transport by 2041. This places an emphasis to ensure new developments are

providing the adequate infrastructure to support walking and cycling trips, in the form of improvements to public realm, or high-quality cycle parking spaces and within proximity to public transport networks.

- 3.3.5 The MTS places an emphasis on healthy streets and promoting sustainable travel, with three main themes comprising of:
- Healthy streets and healthy people.
 - A good public transport experience.
 - New homes and jobs.
- 3.3.6 'Healthy streets and healthy people' is about creating streets and routes that encourage walking, cycling and public transport use to reduce car dependency and the resultant adverse health effects it has. Streets and neighbourhoods should be designed to make them pleasant places, with walking and cycling prioritised. Road danger will be reduced to help make people feel safer and more comfortable when walking and cycling. A shift away from car use will be pursued to help London's streets work more efficiently and reduce congestion.
- 3.3.7 'A good public transport experience' ensures that public transport is the most efficient way for people to travel distances that are too long to walk or cycle and enables a shift from private car which could reduce the number of vehicles on London's streets. The whole journey will be made more attractive, including the station experience and onward journeys.
- 3.3.8 'New homes and jobs' is about ensuring that the ever-increasing number of people living and working in London are well-connected. The growth must be 'good growth', which provides more opportunities, delivers affordable homes and improves the quality of life. People should be able to live in areas where many of the places they want to go to are within walking and cycling distance, and good public transport connections are available for longer trips.

3.4 Local Planning Policy

London Borough of Richmond upon Thames Local Plan, 2018

- 3.4.1 The London Borough of Richmond upon Thames Local Plan, adopted in July 2018, sets out policies and guidance to develop the borough over the next 15 years up to 2033. This document identifies how places within the borough will change, or be protected from change, over the set period.
- 3.4.2 The LBRuT Local Plan was adopted in July 2018. This local plan suggests travel plans are to be supplied with all major transport assessments.
- 3.4.3 Policy LP 44 - Sustainable Travel Choices of the Local Plan states that the Council will work in partnership to promote safe, sustainable and accessible transport solutions. In terms of walking and Cycling the Council "*will ensure that new development is designed to maximise permeability within and to the immediate vicinity of the development site through the provision of safe and convenient walking and cycling routes, and to provide opportunities for walking and cycling, including through the provision of links and enhancements to existing networks*"
- 3.4.4 Furthermore, this policy states that new developments should "maximise opportunities to provide safe and convenient access to public transport services".
- 3.4.5 Paragraph 11.14 states that developments should "encourage the use of modes other than the car by making it as easy as possible through provision of good pedestrian facilities, clear layout and signage, provision of cycling facilities and improving access to public transport interchanges".

- 3.4.6 Within the Local Plan, the Stag Brewery Site is listed as Site Allocation 24. This mentions the need to follow the planning brief for the site issued in 2011 and sets out the requirements for the site.

Stag Brewery, Mortlake Supplementary Planning Document, 2011

- 3.4.7 The supplementary planning brief for the Stag Brewery Site is set out to provide guidance for the development and what it should contain and represent. The brief also demonstrates the opportunities and constraints surrounding the proposed development and confirms that there will be a requirement to provide a “Green Travel Plan” to support the development.
- 3.4.8 The Brief stresses the importance of creating new pedestrian routes and of improving cycle provision both within the site and linking to existing routes in the area. Improved pedestrian links across the Lower Richmond Road and Mortlake High Street and along Sheen Lane are particularly important to link the existing communities to the River and to ensure new residents can access existing shops, services and community facilities and the Station. It states that the principles of sustainable transport should be considered. It also stipulates a requirement to provide a car club.

3.5 Summary

- 3.5.1 Both LBRuT and GLA policies require the provision of a travel plan to support new developments. This travel plan has been drawn up in accordance with the travel plan guidance set out on TfL’s website in line with the London Plan (2021).

4 Development Proposals

4.1 Overview

4.1.1 The development proposals relate to the Site of the former Stag Brewery which ceased operation in December 2015. In accordance with the adopted Development Brief, the proposed development comprises of a residential mixed-use development which include a range of leisure and local retail facilities with the aim of creating a new and vibrant village centre for Mortlake.

4.2 Development Proposals

4.2.1 The redevelopment proposals for the Site are for a mixed use, residential led development closely reflecting the aspirations of the Council's Site Allocation and Planning Brief. The main departure from the Planning Brief is the inclusion of a large secondary school as opposed to a primary school, although the Site Allocation from the Local Plan requires the delivery of a secondary school.

4.2.2 Table 4-1 below demonstrates the breakdown of the residential accommodation for both the detailed and outline application.

Table 4-1: Residential Accommodation Summary

	Studio	1 Bed	2 Bed	3 Bed	4 Bed	Total
Detailed Application - Total Residential units	-	116	295	140	7	558
Outline Application - Total Residential units	48	166	185	109	19	527
Total						1,085

4.2.3 There will be a total of 1,085 residential units, mostly made up of new apartments with up to 23 units being a mix of 3-bed and 4-bed townhouses.

4.3 Access

4.3.1 Access to the development Site depends on the mode of travel. The premise of the Site is that it is easily permeable and provides good links from Mortlake, in particular Mortlake Green through to the River Thames. As such there are several access points to the development from a pedestrian and cycle perspective with several routes through the Site.

4.3.2 From a vehicular perspective the key access point to the Site is via Ship Lane. This provides access to the two underground car parks and the minor routes through the Site. Other minor access routes for vehicles would be available from Williams Lane and Mortlake High Street.

4.4 Residential Car and Cycle Parking

4.4.1 Car parking for the Site is being provided in two underground basements. There will be no parking provision at street level for any land use; the town houses which from part of the Outline application are proposed to have one parking space per plot. Table 4.2 shows a breakdown of the residential car parking.

Table 4-2: Parking Summary

Parking Area	Residential Spaces (disabled)
Eastern Basement	330 (18)
Western Basement	70 (24)
Townhouses	23 (23 if required)
Total	423 (42)

4.4.2 Cycle Parking numbers will be provided in accordance with the London Plan Standards for cycle parking with a minimum of 2,143 long stay and 29 short stay (visitor) cycle parking spaces provided. There will be a mixture of parking types provided from more secure long term parking spaces to short term street side cycle parking spaces for visitors and users of facilities such as the retail or restaurants.

4.5 Car Clubs

4.5.1 It is proposed to provide car club spaces on Ship Lane since this is central to the overall development site and would also be available to the wider community. Three potential spaces have been identified. Initial offers have been received from two alternative car club providers.

5 Objectives and Targets

5.1 Overview

- 5.1.1 This section sets out the overarching Objectives and Targets of the RTP for the Proposed Development.
- 5.1.2 The objectives are supported by a set of quantified SMART (Specific, Measurable, Achievable, Realistic and Timed) Targets so that progress towards achieving them can be measured.

5.2 Objectives

- 5.2.1 The objective of this RTP is:

To encourage the use of sustainable transport and realise the benefits of walking and cycling to and from the proposed development.

- 5.2.2 To support the realisation of this overarching objective, the following sub-objectives have been set out:

- Increase awareness of the RTP and its constituent measures;
- Encourage greater use of sustainable transport modes, particularly cycling and walking;
- Reduce the need to travel overall / and / or in peak times through promoting smarter sustainable travel methods;
- Influence the travel behaviour of residents of the development; and
- Influence the travel behaviour of visitors to the residential units
- Improve the health of residents and minimise the development impacts on the surrounding environment.

- 5.2.3 Details on how the RTP will deliver these objectives are provided in Chapter Six.

5.3 Targets

- 5.3.1 TRICS-compliant surveys (Trip Rate Information Computer System) will be conducted three months into occupation of the proposed residential units. The Targets presented in this section are based on the trip generation presented in the Transport Assessment and will be updated when monitoring surveys for the complete development are conducted.
- 5.3.2 The site-specific mode share targets for public transport, walking and cycling are set out in Table 5-1. The indicative baseline mode share presented in Table 5.1 is derived from Census 2011 data as presented in Chapter 4. The data collected three-months into occupation will be used as a baseline target.
- 5.3.3 The main target is to achieve a reduction in the number of residents and their visitors travelling to the development by private car; whilst encouraging the use of a combination of public transport and other sustainable modes including walking and cycling.
- 5.3.4 The targets will be reviewed once the TRICS travel survey of the residents is completed. The baseline data from the surveys will provide a better understanding about what is achievable and what measures best suit the Site.

Table 5-1: Proposed Development Mode Split Targets

Mode	Baseline Mode Share	3rd year target	5th year target
Car Driver	36%	32.0%	30.5%
Car Passenger	5%	4.7%	4.7%
Bus	11%	10.3%	10.2%
Train	22%	22.8%	22.8%
Walk	21%	26.0%	27.7%
Cycle	3%	3.7%	3.9%

6 Delivering the Travel Plan Objectives

6.1 Introduction

- 6.1.1 This section explains how this RTP will be taken forward to successfully achieve its Objectives and Targets.

6.2 Travel Plan Delivery

Travel Plan Management

- 6.2.1 The success of the RTP will be dependent upon effective management combined with clearly defined roles and the links to the Framework Travel Plan (FTP).
- 6.2.2 The FTP, which is the overarching travel plan for the whole Site, makes reference to how each individual travel plan, including the RTP, will need to feed into the FTP. The Framework Travel Plan Coordinator (FTPC) will be mainly responsible for the management of travel plans across the Site but with regard to the management of this RTP, a residential travel plan coordinator will be responsible and will also feed into the FTPC to ensure the residential aspect of the Site is achieving Site wide aims.
- 6.2.3 Whilst the RTPC is not responsible for the FTP they will be required to attend the steering group so as to be able to communicate with other travel plan co-ordinators and to allow consistent management to Travel Plans across the Site.
- 6.2.4 The RTPC will also need to liaise with LBRuT to devise any future measures.
- 6.2.5 The proposed TPC at this stage of development is to be designated by the Estate Management Company. The appointed TPC will then be responsible for the management and further development of this FTP.
- 6.2.6 It is strongly advised that a Residential Steering Group is established to hold quarterly meetings with residents and other relevant parties; this would provide a communicative platform for residents and the LBRuT to ensure the RTP is fulfilled.

Securing and Funding the Travel Plan

- 6.2.7 It is envisaged that this RTP will be secured through agreement. Reselton Properties will then fund the future monitoring and development of this RTP.

6.3 Travel Plan Awareness

- 6.3.1 The success of this Plan is dependent on the development and implementation of an effective marketing strategy which will be produced by LBRuT. Once the RTPC has been appointed, they will be responsible for the further development and implementation of the marketing strategy.
- 6.3.2 To increase awareness of the Travel Plan Objectives, residents will be given a Travel Welcome Pack on arrival in their new property. This will give information on the sustainable ways to travel around the area and the local services and facilities.
- 6.3.3 The Residential Steering Group will also serve to appraise the RTP; documenting the advantages and drawbacks as well as suggesting improvements. Updates will be made to the RTP once these items are reviewed.

6.4 Encouraging Sustainable Travel

- 6.4.1 Chapter Seven details the specific measures that are to be pursued in relation to encouraging more sustainable travel patterns e.g. greater use of cycling, walking and public transport. The emphasis is placed on providing a good level of accessibility to the Site by all modes to ensure that those living on and visiting the Site have a range of travel options available to them.
- 6.4.2 A mixture of hard and soft measures is being used in order to encourage more sustainable travel. Soft measures include promoting sustainable modes through welcome packs and by providing information to new residents, as detailed further in the action plan, discounted use of public transport services for an initial fixed period, discounts on bicycles and cycle equipment purchases, and discounted memberships to car clubs.
- 6.4.3 The harder measures are detailed in the Transport Strategy within the Transport Assessment. In summary there are several proposals to encourage more sustainable travel.
- 6.4.4 Improvements to the pedestrian, cycle and highway networks are being made. New crossings and streets designed to be predominantly used by pedestrians and cyclists are key measures as well as reducing the speed limit on Lower Richmond Road from 30 to 20 mph. Changes are also being made at Chalkers Corner to better accommodate pedestrians and cyclists.
- 6.4.5 Improvements are also being made to the bus network, with a likely increase in the frequency of the 419 service from one service every 15 minutes to one every 10 minutes. Whilst improvements to the area around the level crossing are set to improve the environment for rail users as well as for general pedestrians and cyclists, should they be agreed with Network Rail.
- 6.4.6 A total of 3 new car club spaces are being provided on Ship Lane as an alternative to private vehicle ownership.

6.5 Efficient Use of Private Vehicles

- 6.5.1 This plan recognises that there is an element of residential parking provided within the development. Details on the car parking strategy can be found in the Car Park Management Plan which is appended to the TA. The Travel Welcome Pack will educate residents to make informed decisions about how they travel and to encourage more walking and cycling trips.
- 6.5.2 The use of car clubs is another measure which can be used to promote efficient use of private car usage whilst decreasing vehicles ownership.

6.6 Reducing the Need to Travel

- 6.6.1 The need to travel by car is reduced by bus routes serving in the vicinity of the Site as well as the close proximity of Mortlake Rail and Richmond Underground Station. The local availability of shops and services such as the High Street immediately adjacent to the west of the Site also reduced the need to travel in order to find local facilities. The Site lies between the train station and bus stops meaning that residents are likely to call into the local shops and facilities on their way home to meet many of their day to day needs.
- 6.6.2 Each household will be encouraged to develop localised patterns of sustainable travel by the provided Travel Welcome Packs upon arrival. Residents will be made aware of the full range of amenities available and how to access them either on Site or in the local area. The RTPC will also investigate the feasibility of promoting local employment opportunities among residents to encourage living and working locally.
- 6.6.3 The provision of high speed internet connectivity in each residential unit and promotion of the benefits of online grocery shopping will also reduce the need for residents to travel to the

supermarket. The DSP within the TA provides more details on the strategy for the Site and how that can help reduce the need to travel.

7 Travel Plan Measures and Action Plan

7.1 Overview

- 7.1.1 This section details the measures that the Client intends to implement at the Site; and the likely measures that they will promote the use of sustainable transport modes and reduce car use.
- 7.1.2 An Action Plan is provided in Table 7-1. The main aim of the Action Plan is to identify individual initiatives that can assist residents and visitors to reduce private vehicle journeys.
- 7.1.3 Table 7-1 sets out the benefits of various measures and the timescales for their implementation. They are grouped by measures that will meet the RTP sub-objectives.

Table 7-1: Action Plan for Stag Brewery

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Managing the on-going development and delivery of the Travel Plan with future residents					
Adoption of the RTP	Support and buy-in from Reselton Properties will ensure that the RTP is an active, living document	Encourage residents to adopt the travel plan	This will ensure future commitment to the development of the RTP	On Occupation	LBRuT
Residential Travel Plan Coordinator	A RTPC will be responsible for managing the on-going development, delivery and promotion of the RTP	Appoint a RTPC for the residential units	This will ensure that the RTP is taken forward and results are delivered	Prior to Occupation	Client
Establish Residents Steering Group	The Residents Steering Group should include a range of residents within the development.	Establish and work alongside the Residents Steering Group	Residents can share knowledge and coordinate the improvement of sustainable travel options	On Occupation	RTPC
RTPC to attend Residents Steering Group	Meetings with the Residents Steering Group will enable the discussion of Site-wide issues and the exchange of RTP progress/information between all residents	Work with the RTPC and Residents Steering Group to meet on a regular basis	This will ensure that key Site-wide issues are addressed and RTP progress/information is exchanged, also providing easy communication between residents and the local authority	On Occupation	RTPC
Increasing Awareness of the Travel Plan and its Objectives					
Travel Welcome Packs	To provide Welcome Packs to each residential unit	To provide information on sustainable ways to travel around the area and the local services and facilities available on the Site	Residents can refer to the Welcome Pack to make informed decisions on their travel choices.	On Occupation	Client/RTPC

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Publicise Travel Plan Success	Promote the Travel Plan and achievements made	Feedback to residents on progress against travel plan targets	Residents will remain involved and aware of the RTP, and will be more likely to continue mode shift and encourage others to do the same	Annually after the development is occupied	RTPC
Provide travel information to prospective residents	Provide travel information in the marketing suite show homes and/or the websites	Provide information on all modes and train sales/ marketing staff to give information on the options available	Residents will be well informed on their travel options before agreeing to occupy the units, and may be encouraged to change previously established travel habits.	When the marketing materials is produced / show home is opened	RTPC/Client
Encouraging greater use of sustainable transport modes					
Cycle Parking Facilities	The development will provide secure cycle parking, cycle routes and information on cycle facilities.	To provide secure cycle parking spaces. An information leaflet on cycle facilities available should be given to residents	Provision of cycle facilities will encourage residents to use bicycles as a mode of travel	With Development	Client
Pedestrian Facilities	Creating better pedestrian links to the wider area.	To develop good pedestrian links to the wider local area and public transport facilities. Install a Legible London wayfinding monolith.	Improved pedestrian links will encourage residents to walk instead of using a bus to reach local areas. The RTP will highlight areas within a 5 and 25-minute walking radius.	Some of this will be a part of the redevelopment when it is completed	LBRuT/Client
Public Transport Guides	Issuing information to residents on public transport options and journey planners.	Provide a guide detailing the available public transport routes in the area and how to access them.	Improved knowledge and ease of access to public transport will encourage residents to use it when possible.	On Occupation	LBRuT
Encouraging the best use of car and other vehicles					

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Car Club	Encourage the use of the car club	To publicise the car clubs that are located within and in the vicinity of the Site	Reduces the need for privately owned cars and reduces short journey car trips	On Occupation	LBRuT
Reducing the need to travel					
High Speed Internet Connectivity	Having high speed internet connectivity can allow residents to order shopping online and work from home	Allow high speed internet connections to be made available in each residential unit and promote the merits of online grocery shopping and home working.	Residents can order shopping online or choose to 'work from home' therefore reducing the need to travel by car to work/ high street shops or supermarkets	With Development	Client
Local services	Raise awareness and promote the use of local services to residents	Include information in the welcome pack of the amenities in the local area	Residents will be aware of services in close proximity to the Site that they can walk/cycle to instead of travelling further by less sustainable modes.	On Occupation	LBRuT

8 Plans and Timescales for Travel Plan Monitoring and Review

8.1 Overview

- 8.1.1 The RTP will be the responsibility of the Applicant in coordination with the RTPC. This RTPC and the Applicant will discuss funding to manage the future development of the RTP, including the on-going monitoring and review. Initial surveys, monitoring and review of targets will take place once the proposed development has been occupied for three months. Revised targets may be proposed once the surveys have been reviewed and analysed.
- 8.1.2 The updated RTP would then be submitted to the LBRuT for its agreement within one year of occupation of the Site.
- 8.1.3 The RTP will be regularly monitored and reviewed to ensure that the plan reflects the changing requirements of the Site, is up-to-date with travel planning options available and remains challenging.
- 8.1.4 Table 8-1 provides the plans and timescales for the monitoring and review of the RTP.

Table 8-1: Plans and Timescales for Travel Plan Monitoring and Review

Action	Indicative Timescales
Baseline travel survey of all residents	3 months' post occupation
Update of RTP following baseline surveys	Following baseline travel surveys
Residential Steering Group meetings	Bi-annually
Update of travel information for the residents	Annually
Future resident travel surveys	3 rd and 5 th year following baseline travel surveys

