



Proposed Residential and Commercial  
Development  
Grosvenor Garages, Richmond, London

**Travel Plan**

For

Hestia Homes

## Document Control Sheet

Proposed Residential and Commercial Development

Grosvenor Garages, Richmond, London

Hestia Homes

This document has been issued and amended as follows:

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## Contents

1.0	Introduction .....	1
2.0	Policy Context .....	2
3.0	Accessibility .....	8
4.0	Objectives and Benefits.....	13
5.0	Targets .....	15
6.0	Travel Plan Strategy .....	16
7.0	Measures and Initiatives.....	17
8.0	Monitoring and Review.....	20
9.0	Action Plan.....	21

## Figures

Figure 3.1:	Site Location Plan .....	8
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## Appendices

**No table of contents entries found.**

## 1.0 Introduction

- 1.1 Motion have been instructed by Hestia Homes to prepare this Travel Plan in relation to a planning application of a residential and commercial development consisting 3 houses, 5 apartments and a commercial unit of 107sqm on land at Grosvenor Road, Fitzgerald Avenue, London. This travel plan is prepared for the commercial aspect of the planning application.
- 1.2 Vehicular and pedestrian access to the commercial unit will be via an existing dropped kerb onto Fitzgerald Avenue.

### Scope

- 1.3 A Travel Plan is a strategy containing a package of measures, which has to be tailored to the needs of an individual site. The strategy is aimed at promoting sustainable travel and reducing the reliance on the private motor vehicle. Travel Plans have the ability to provide wider health and environmental benefits.
- 1.4 The overall objective of a Travel Plan is to encourage uptake of active travel modes to the site. This Travel Plan aims to provide an overall document for the site upon which sustainable transport initiatives can be developed in detail for the proposed occupier(s).
- 1.5 This Travel Plan has been prepared for the commercial building; at this stage, it is assumed that there will be one occupier of the office accommodation available.
- 1.6 Reference has been made to the 'TfL Travel Planning Guidance November 2013' (Transport for London) guidance in the production of this document.

### Objectives

The long-term objective of the Travel Plan is to encourage sustainable travel to the site. The Travel Plan strategy will aim to raise awareness of modes of travel available for use and to raise awareness of the personal and environmental benefits of travelling by these modes.

### Means of Achieving Objectives

- 1.7 This Travel Plan forms an overall strategy for influencing the travel habits of all people travelling to and from the site. This document provides an overall strategy and a generic set of measures that should be incorporated into the Travel Plan in the future.
- 1.8 The remainder of this Travel Plan is structured as follows:
- ▶ Section 2 outlines the relevant policy guidance;
  - ▶ Section 3 identifies the accessibility of the site to all travel modes;
  - ▶ Section 4 sets out the objectives of the Travel Plan;
  - ▶ Section 5 identifies the Travel Plan initial targets;
  - ▶ Section 6 outlines the Travel Plan Strategy including how it will be managed along with the marketing and consultation strategies;
  - ▶ Section 7 sets out the measures and initiatives that will be implemented to help achieve the objectives and targets of the Travel Plan;
  - ▶ Section 8 outlines the monitoring and review programme that will ensure the Travel Plan continues to progress; and
  - ▶ Section 9 provides the Travel Plan Action Plan.

## 2.0 Policy Context

2.1 This section summarises relevant transport policy documents against which the development proposals would be considered at a national, regional and local level. The most relevant policy document relating to the study are as follows:

### Overview

2.2 There are a number of documents that contain planning policies relevant to transport. The key policy documents which set the context for the development proposals are as follows:

- ▶ National Planning Policy Framework – December 2023;
- ▶ The London Plan - 2021
- ▶ London Borough of Richmond upon Thames – Adopted Local Plan July 2018
- ▶ London borough of Richmond upon Thames, Transport SPD, June 2020

### National Planning Policy Framework - 2023

2.3 The National Planning Policy Framework (NPPF) December 2023 sets out the Government’s planning policies for England and how they are expected to be applied.

2.4 The NPPF presumes in favour of sustainable development and is a material consideration in planning decisions. Paragraph 108 says 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; and*

*e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places."*

2.5 Off-street parking provision is referred to in Paragraph 111, which says that, in setting local parking standards for development, local planning authorities should take into account accessibility; the type, mix and use of the development; the availability of and opportunities for public transport; local car ownership levels; and an overall need to reduce the use of high-emission vehicles.

2.6 Paragraph 112 states:

*"Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network, or for optimising the density of development in city and town centres and other locations that are well served by public transport (in accordance with chapter 11 of this Framework). In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists."*

2.7 Paragraph 114 states:

*"In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*

*a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*

*b) safe and suitable access to the site can be achieved for all users;*

*c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code 46; and*

*d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree."*

2.8 This is followed by Paragraph 115 stating:

*"Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe."*

### **Local Policy**

#### **The London Plan - 2021**

2.9 Following the Examination in Public and acceptance by The Mayor of issues raised by the Secretary of State, the new London Plan was adopted in March 2021. With regards to transport, the most pertinent to these proposals are as follows:

2.10 Policy T2 Healthy Streets:

A) Development proposals and Development Plans should deliver patterns of land use that facilitate residents making shorter, regular trips by walking or cycling.

B) Development Plans should:

1) promote and demonstrate the application of the Mayor's Healthy Streets Approach to: improve health and reduce health inequalities; reduce car dominance, ownership and use, road danger, severance, vehicle emissions and noise; increase walking, cycling and public transport use; improve street safety, comfort, convenience and amenity; and support these outcomes through sensitively designed freight facilities.

2) identify opportunities to improve the balance of space given to people to dwell, walk, cycle, and travel on public transport and in essential vehicles, so space is used more efficiently and streets are greener and more pleasant.

C) In Opportunity Areas and other growth areas, new and improved walking, cycling and public transport networks should be planned at an early stage, with delivery phased appropriately to support mode shift towards active travel and public transport. Designs for new or enhanced streets must demonstrate how they deliver against the ten Healthy Streets Indicators.

D) Development proposals should:

1) demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with Transport for London guidance

2) reduce the dominance of vehicles on London's streets whether stationary or moving

3) be permeable by foot and cycle and connect to local walking and cycling networks as well as public transport.”

2.11 Policy T4 Assessing and mitigating transport impacts:

*"A) Development Plans and development proposals should reflect and be integrated with current and planned transport access, capacity and connectivity.*

*B) 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 having regard to Transport for London guidance.*

*C) Where appropriate, mitigation, either through direct provision of public transport, walking and cycling facilities and highways improvements or through financial contributions, will be required to address adverse transport impacts that are identified.*

*D) Where the ability to absorb increased travel demand through active travel modes has been exhausted, existing public transport capacity is insufficient to allow for the travel generated by proposed developments, and no firm plans and funding exist for an increase in capacity to cater for the increased demand, planning permission will be contingent on the provision of necessary public transport and active travel infrastructure.*

*E) The cumulative impacts of development on public transport and the road network capacity including walking and cycling, as well as associated effects on public health, should be taken into account and mitigated.*

*F) Development proposals should not increase road danger.”*

2.12 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, ensuring that a minimum of two short-stay and two long-stay cycle parking spaces are provided where the application of the minimum standards would result in a lower provision.*

*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.

Land Use	London Plan (2021) Minimum Cycle Parking Standards	
	Long stay	Short stay
Residential	1 space per studio or 1 person 1 bedroom dwelling 1.5 spaces per 2 person 1 bedroom dwelling 2 spaces per all other dwellings	5 to 40 dwellings: 2 spaces Thereafter: 1 space per 40 dwellings

Table 2.2.1: London Plan Minimum Cycle Parking Standards

2.13 Policy T6 'Car Parking' States:

"A) Car parking should be restricted in line with levels of existing and future public transport accessibility and connectivity.

B) Car-free development should be the starting point for all development proposals in places that are (or are planned to be) well-connected by public transport, with developments elsewhere designed to provide the minimum necessary parking ('car-lite'). Car-free development has no general parking but should still provide disabled persons parking in line with Part E of this policy...

E) Appropriate disabled persons parking for Blue Badge holders should be provided as set out in Policy T6 .1 Residential parking to Policy T6 .5 Non-residential disabled persons parking."

**London Borough of Richmond upon Thames – Adopted Local Plan July 2018**

2.14 The Local Plan sets out the strategy for the Borough with a selection of strategic polices relating to development / transport needs which feed into the overall strategy.

2.15 The Local Plan Strategic Vision sets out a desire for a sustainable future associated to transport.

"The borough's main centres will have accommodated the majority of higher density and larger scale developments, thus enabling people to walk to shops and services or use public transport. New development will be of exceptional design quality and will have respected the borough's environmental capacity and constraints through the optimisation of land. Development opportunities outside of the main centres will have been realised and well integrated within existing communities, the environment and infrastructure. Local communities will enjoy the new village heart in Mortlake and residents will have access to a choice of new and improved homes in Ham Close. Whilst cars will still be a significant part of our future, the borough's improved transport network and interchanges will encourage many residents as well as those who work and visit the borough to make journeys using high quality public transport and walking and cycling routes. The built environment, spaces and public realm will be attractive and pleasant, and residents will have increasingly adopted active and healthy lifestyles and enjoy the borough's cycling and walking networks."

2.16 Paragraph 3.1.17 goes on to discuss the need for the Council to focus on development which provides access to sustainable transport modes as a way to promote walking and cycling within the Borough as well as in improving the general air quality of the area.

2.17 Policy LP 44 – Sustainable Travel Choices states;



*"The Council will work in partnership to promote safe, sustainable and accessible transport solutions, which minimise the impacts of development including in relation to congestion, air pollution and carbon dioxide emissions, and maximise opportunities including for health benefits and providing access to services, facilities and employment. The Council will:*

*A. Location of development: Encourage high trip generating development to be located in areas with good public transport with sufficient capacity, or which are capable of supporting improvements to provide good public transport accessibility and capacity, taking account of local character and context.*

*B. Walking and cycling: 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.*

*C. Public transport: Ensure that major new developments maximise opportunities to provide safe and convenient access to public transport services. Proposals will be expected to support improvements to existing services and infrastructure where no capacity currently exists or is planned to be provided. Protect existing public transport interchange facilities unless suitable alternative facilities can be provided which ensure the maintenance of the existing public transport operations. Applications will need to include details setting out how such re-provision will be secured and provided in a timely manner.*

*D. The road network: Ensure that new development does not have a severe impact on the operation, safety or accessibility to the local or strategic highway networks. Any impacts on the local or strategic highway networks, arising from the development itself or the cumulative effects of development, including in relation to on-street parking, should be mitigated through the provision of, or contributions towards, necessary and relevant transport improvements. In assessing planning applications the cumulative impacts of development on the transport network will be taken into account. Planning applications will need to be supported by the provision of a Transport Assessment if it is a major development, and a Transport Statement if it is a minor development.*

*E. River transport: Encourage the use of the River Thames for passenger and freight transport through the protection of, improvement to, and provision of new relevant infrastructure including wharves, slipways and piers.*

*F. Safeguarding of routes and facilities: Land required for proposed transport schemes as identified in the London Plan and the Council's Local Implementation Plan for Transport will be protected from developments which would prevent their proper implementation. Local filling stations and supporting services such as car repair facilities will be protected from redevelopment for alternative uses unless exceptional circumstances can be demonstrated that warrant their loss.*

*G. Taxis and private hire vehicles: Ensure that taxis and private hire vehicles are adequately catered for in appropriate locations."*

2.18 Policy LP45 – Parking Standards and Servicing

2.19 This policy sets the approach to car parking related to development and states:

*"The Council will require new development to make provision for the accommodation of vehicles in order to provide for the needs of the development while minimising the impact of car based travel including on the operation of the road network and local environment, and ensuring making the best use of land"....*

2.20 The policy then sets out how this is achieved and references Appendix 3 of the document which sets out the standards.

### **London borough of Richmond upon Thames, Transport SPD, June 2020**

2.21 This Supplementary Planning Document (SPD) has been created to help applicants make successful planning applications. It provides additional guidance on Local Plan Policies related to roads and

transport, detailing the expectations for planning applications and signposting to additional documents that may assist in the development of applications.

- 2.22 In section 11 of this document, it recognises that whilst LBRuT has adopted car parking standards for car parking an appropriate and that...

*"a balance needs to be struck between minimising car use and ensuring development is able to operate efficiently, avoiding adding to street parking pressure. In areas of low Public Transport Accessibility (notably PTAL 1 and 2), car-free development will normally be considered inappropriate."* (para 11.1).

- 2.23 This therefore, implies that above a PTAL of 2, a car free development may be considered appropriate. Whilst it is not proposed that the application site is to be car free, it is proposed that it should not overprovide on car parking in this location (PTAL 3). This is explained more fully in Chapter 4 of this report.

### 3.0 Accessibility

#### Site Location

3.1 The site is located to the west of Fitzgerald Avenue on the corner of the junction with Fitzgerald Avenue and Buxton Road. The surrounding area can be characterised as mainly residential in nature. The site location is illustrated in below in Figure 3.1.

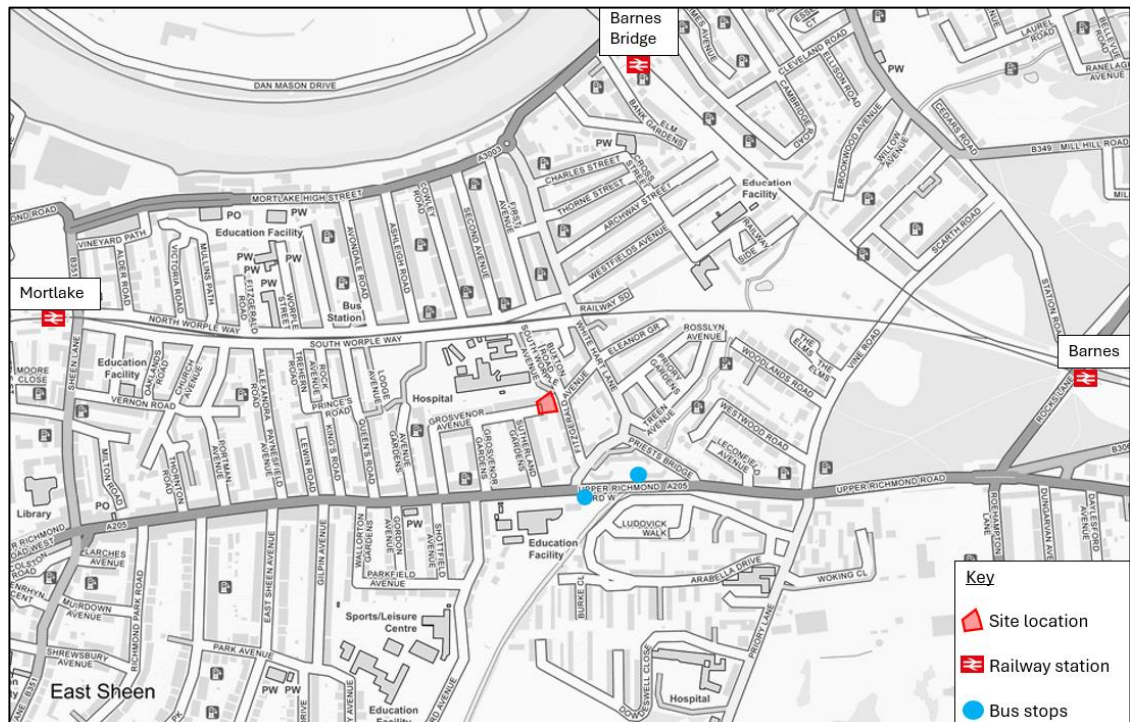


Figure 3.1: Site Location Plan

3.2 Fitzgerald Avenue is a two-way carriageway road subject to a 30 miles per hour speed limit across the site frontage. Fitzgerald Avenue connects northeast to White Hart Lane and south to Priests Bridge which is a one-way road. White Hart Lane also connects south to Priests Bridge and north to the A3003 (Mortlake High Street).

3.3 Fitzgerald Road and Buxton Road are within a Controlled Parking Zone (CPZ) B2 which has a Monday – Friday 10:00 to Noon parking restriction. Grosvenor Avenue and Grosvenor Gardens are not within a CPZ.

#### Accessibility of Site by Non-Car Modes

3.4 It is generally accepted that walking and cycling provide important alternatives to the private car and should be encouraged to form part of longer journeys via public transport. The Chartered Institution of Highways and Transportation released two documents, 'Planning for Walking' in April 2015 and 'Planning for Cycling' in October 2014. The documents provide an insight into the sustainable methods of transport, including:

- ▶ "Across Britain about 80% of journeys shorter than 1 mile are made wholly on foot...but beyond that distance cars are the dominant modes" (Planning for Walking, 2015).
- ▶ "Majority of cycling trips are used for short distances, with 80% being less than five miles and with 40% being less than two miles" (Planning for Cycling, 2014).

- 3.5 The NPPF recognises that “the transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel”. Furthermore, Manual for Streets identifies ‘walkable neighbourhoods’ as “having a range of facilities within 10 minutes’ (up to about 800m) walking distance of residential areas which residents may access comfortably on foot”.
- 3.6 Within Manual for Streets, it is noted that 800 metres is not considered the maximum walking distance for pedestrians, highlighting that walking can replace short car trips, particularly those under 2 kilometres. The National Travel Survey 2020 (NTS) also noted that “81% of all trips under one mile are walks”, making it the most frequent mode of travel for very short distances.

**Accessibility on Foot and by Cycle**

- 3.7 There are footways on both sides of Fitzgerald Avenue connecting south to the nearest bus stops. There are two signalised pedestrian crossing located on the A205 (Upper Richmond Road West) which can be utilised by pedestrians when using both bus stops. There is a Public Right of Way (PROW) footpath which runs from the south of White Hart Lane northwest across Fitzgerald Avenue past the proposed site connecting to South Worple Way, adjacent to Barnes Hospital.
- 3.8 Approximately 500 metres east of the site is National Cycle Network (NCN) 4 which is a long-distance cycle route from London to Fishguard in West Wales. Locally it connects north to Putney Bridge to gain access across the River Thames and south to Richmond Park.

**Accessibility by Bus**

- 3.9 As illustrated in Figure 3.1 above, the nearest bus stops to the site are located on the A205 approximately 250 metres (3 minute walk) south of the proposed site. These stops serve routes 33, 337, 493 and N33 and a summary of the frequent services is presented below in Table 3.1.

Service	Route	Approximate Frequency Mon-Fri	Approximate Frequency Saturday	Approximate Frequency Sunday
33	Fulwell Station – Lonsdale Road	Every 4-12 minutes	Every 7-12 minutes	Every 15 minutes
337	Northcote Road – Richmond bus station	Every 11-14 minutes	Every 11-14 minutes	Every 15-20 minutes
493	St George’s / University of London – Richmond bus station	Every 11-14 minutes	Every 12-14 minutes	Every 20-30 minutes
N33 (night bus)	Fulwell Station – Hammersmith bus station	Every 30 minutes between 01:00-05:00	Every 30 minutes between 01:00-05:00	Every 30 minutes between 01:00-05:00

Table 3.1: Bus Services

**Accessibility by Rail**

- 3.10 There are three railway stations within close proximity to the site Barnes, Barnes Bridge and Mortlake. They are all located within an approximate distance of 800 metres to 1 kilometre of the site which equates to a 11-13 minute walk. These railway stations serve the Great Western Railway line and provide access to a variety of destinations including London Waterloo, Weybridge, Twickenham and Richmond. A summary of the railway services is presented below in Table 3.2.

Train Station	Route	Approximate Frequency Mon-Fri	Approximate Frequency Saturday	Approximate Frequency Sunday
Barnes Bridge & Barnes	Barnes – Putney – Wandsworth Town – Clapham Junction – Vauxhall – London Waterloo	Every 5-10 minutes	Every 15 minutes	Every 20 minutes
	Barnes – Chiswick – Kew Bridge – Brentford – Syon Lane – Isleworth – Hounslow – Feltham – Ashford – Staines – Egham – Virginia Water – Chertsey – Addlestone – Weybridge	Every 30 minutes	No direct service	No direct service
	Barnes – Mortlake – North Sheen – Richmond – St Margarets - Twickenham	Every 30 minutes	Every 30 minutes	Every 30 minutes
Mortlake	Mortlake – North Sheen – Richmond	Every 30 minutes	Every 30 minutes	Every 30 minutes

Table 3.2: Rail Services

### Access to Local Facilities

- 3.11 The proposed development is located within a PTAL level 2 zone but the site has access to a wide range of amenities within easy walking or cycling distance. These include a primary and secondary school, dentist, supermarket and places of worship can all be accessed within 1 kilometre of the site. Table 3.3 below demonstrates the local facilities and their proximity to the proposed site.

Amenity	Approximate Distance from site (metres)	Approximate Walking / Cycling Time (Minutes)
East Sheen Primary School	350 metres	5 minute walk
Barnes Primary School	400 metres	6 minute walk
White Hart Express Convenience Store	170 metres	2 minute walk
Richmond Park Academy	600 metres	8 minute walk
Paddock Secondary School	500 metres	7 minute walk
Roehampton Sports Club	1000 metres	14 minute walk
Sheen Lane Health Centre	1200 metres	16 minute walk
Boots Pharmacy	1200 metres	16 minute walk
Sheen Dental	700 metres	12 minute walk
Blink Optics Opticians	900 metres	12 minute walk
Vine Road Recreation Ground	800 metres	11 minute walk
Elim Church	450 metres	6 minute walk

Table 3.3: Local Amenities

### Transport Connectivity

- 3.12 Transport for London (TfL) assesses the connectivity of areas based on the WebCAT Toolkit, which includes an assessment of the PTAL, travel time mapping and catchment analysis to provide an overview of the transport network for a location.

### Public Transport Accessibility Level (PTAL)

- 3.13 Public Transport Accessibility Levels (PTALs) are a theoretical measure of the accessibility of a given point to the public transport network, taking into account walk access time and service availability. This method is a way of measuring the density of the public transport network at a particular point.
- 3.14 Walk times are calculated from the specified point of interest to all public transport access points including bus stops and stations within pre-defined catchments. The PTAL incorporates a measure of service frequency to calculate an average wait time based on the frequency of service at each public transport access point. A reliability factor is added and the total access time is calculated. A measure known as an Equivalent Doorstep Frequency (EDF) is then derived for each point. These are summed for all routes within the catchment and the PTALs for the different modes are then added together to give a single value. The PTAL is categorised in nine levels, 1a to 6b where 6b represents a high level of accessibility and 1a, a low level of accessibility.
- 3.15 The PTAL rating of the site has been calculated as Level 2, which represents a good level of accessibility by public transport modes.
- 3.16 It should be noted that TfL acknowledges the limitations of the PTAL assessment in its guidance document 'Assessing Transport Connectivity in London', noting that it cannot differentiate within each category and this can result in significant variations. Also, it is an overall measure and cannot be used for individual public transport modes.

### Baseline Travel Patterns

- 3.17 To identify the anticipated modal split of travel to the site, an assessment has been undertaken using the 'WU03EW – Location of Usual Residence and Place of Work by Method of Travel to Work (MSOA Level)' Nomis category for the 2011 Census.
- 3.18 Within the Nomis query, the local MSOA to the site, Richmond Upon Thames 003, has been identified as the place of work, with method of travel including all modes. For usual residence, all local authority districts have been selected.
- 3.19 Table 3.4 below summarises the Nomis modal split, whilst providing an amended modal split to reflect the car free nature of the development. The car driver modal split has been proportionally divided between the remaining sustainable modes of travel.

Mode of Travel	Nomis Census Modal Split	Amended Modal Split
Underground	10%	0%
Train	17%	25%
Bus	11%	20%
Taxi	0%	0%
Motorcycle	1%	0%
Car Driver / Car Passenger	36%	10%
Bicycle	8%	25%
On Foot	14%	20%
Other	0%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

- 3.20 Table 3.4 – Nomis Census Modal Split and Amended Modal Split (subject to rounding errors)
- 3.21 Travel patterns for future occupiers will be unchanged from the existing travel patterns set out above, as Table 3.4 accounts for trips to employment premises located in the immediate surrounding area.

- 3.22 For the purpose of this Travel Plan the modal split will be used for monitoring and target setting purposes until a travel survey can be undertaken. This survey will accurately identify how employees travel to the site and the results will be known as Year 0. The survey will be undertaken once the site is occupied.

## 4.0 Objectives and Benefits

- 4.1 The main aim of this Travel Plan is to put in place the management tools deemed necessary to enable office occupiers to make informed choices about their travel to and from the site, which at the same time minimises the adverse impacts of travel on the environment. This is achieved by setting out a strategy for eliminating barriers that keep employees from making use of sustainable modes.
- 4.2 Improving the transport choices available to people, rather than focusing on providing for the private car, will lead to a more equitable and sustainable development that provides travel options for all employees regardless of whether or not they own a car. Although the Travel Plan will seek to encourage usage of active modes as far as possible, other sustainable modes such as public transport will also be promoted within the Travel Plan to aim to avoid the association of private cars with the development.

### Objectives

- 4.3 The transport principles for the site reflect sustainable objectives which can be summarised under the following headings:
- ▶ To actively promote active transport options for travel to and from the site;
  - ▶ To enable informed decisions about how to travel and the impacts on health, the local environment etc.;
  - ▶ To maximise the safe, efficient and sustainable movement of people;
  - ▶ To maximise the accessibility of the site by active modes at all times;
  - ▶ To minimise the impacts for the local community and visitors to the area using the surrounding highway network; and
  - ▶ Establish long-term sustainable and active travel patterns associated with the site.
- 4.4 These objectives accord with the aims of National and Local Government. The objectives will provide focus and direction to the Travel Plan, leading to appropriate measures and targets being set.

### Benefits

- 4.5 By meeting the objectives, the Travel Plan will bring about the following benefits:

#### Future occupier benefits

- ▶ Health benefits associated with walking and cycling; including reduced levels of stress;
- ▶ The opportunity to save money by using alternative modes of travel to the car or public transport; and
- ▶ Improved quality and reliability of journeys to and from work.

#### Wider community benefits:

- ▶ On-going reductions in vehicular generated traffic on the local highway network;
- ▶ Health benefits associated with walking and cycling; and
- ▶ A contribution towards overall reduction in travel emissions.

- 4.6 It is intended that these objectives will be met by identifying and implementing measures that provide employees with a variety of travel choices and reduce the need to travel by private car. By meeting the objectives set out above, the development will achieve consistency with national and local planning policy and facilitate accessibility by all available modes of travel to the site.



### Updating

- 4.7 This Travel Plan is a strategy for the future of the site and will evolve through the development of the Travel Plan.
- 4.8 The on-going monitoring programme and periodic review for the first 5 years from occupation will provide updated information that will allow each Plan to be revised, refined and improved as a live evolving document.

## 5.0 Targets

5.1 Targets are the measurable goals by which progress will be assessed. This Travel Plan sets out targets to be reached within the Travel Plan monitoring period.

5.2 All proposed targets are SMART; that is:

- ▶ Specific;
- ▶ Measurable;
- ▶ Achievable;
- ▶ Realistic; and
- ▶ Time related.

5.3 There are two types of targets: 'Action' and 'Aim' targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and in the case of this Travel Plan relate to the degree of modal shift the Plan is seeking to achieve.

### Action Targets

5.4 Action targets are task specific and are typically consolidated into the Action Plan, which is outlined in Section 9. The detailed Action Plan sets out the tasks required to be undertaken and by whom.

### Aim Targets

5.5 Table 5.1 below outlines the proposed Aim Targets for the development. The baseline mode split figures should be taken from the results of the first travel plan survey. It is recognised that it is not possible to set accurate targets far into the future, even when based on actual modal share data. Given this, it should be acknowledged that the targets will change over time as the results of on-going monitoring become available and as the remainder of the development becomes occupied.

Target	Modal Split		
	Baseline	Interim (Year 3)	Final (Year 5)
Achieve an increase in public transport trips	As surveyed	+5%	+10%
Achieve an increase in use of active and healthy modes of travel, focused on walking and cycling	As surveyed	+15%	+15%

Table 5.1 – Travel Plan Aim Targets

5.6 As a result of the monitoring surveys being undertaken annually, the Travel Plan will be reviewed and updated accordingly following the results of each set of surveys.

5.7 All data to be collected will be in accordance with Local Authority standards, to ensure the Travel Plan is being accurately monitored and that targets are being met. The survey data will be collated, analysed and stored on an annual basis to monitor the impact of the Travel Plan for the site.

## 6.0 Travel Plan Strategy

- 6.1 A Travel Plan Co-ordinator (TPC) will be appointed prior to the first occupation of the development once the occupier is known.

### Travel Plan Co-ordinator

- 6.2 The TPC will therefore be responsible for overseeing the Travel Plan. The primary responsibilities of this role include:

- ▶ The implementation of measures as set out in the Travel Plan;
- ▶ Managing the development and implementation of the Travel Plan measures;
- ▶ Promoting the objectives and benefits of the Travel Plan;
- ▶ Monitoring the success of the Travel Plan against the agreed targets; and
- ▶ Reporting the results of the Travel Plan to the stakeholders especially LBR Travel Plan Officers.

- 6.3 Regular updating of the Travel Plan document is part of the responsibility of the nominated person. The TPC is the most important aspect of a Travel Plan and their willingness and enthusiasm will be a key factor in the successful implementation of a Travel Plan that will achieve good modal shift results.

### Marketing and Consultation

- 6.4 All employees will be made aware of the existence of the Travel Plan strategy on the commencement of their employment or upon occupation of the site. The details of the Travel Plan strategy, its objectives in enhancing the environment and the role of individuals in achieving these objectives will be explained.

- 6.5 Travel packs will be issued to employees upon occupation at the site. Further details on the contents and issuing of these packs is provided in Section 7.

- 6.6 The following methods could be used as a means of disseminating information to employees and promote events/campaigns/promotions:

- ▶ Office Newsletters (where possible) via webpages, email and printed literature;
- ▶ Office noticeboards;
- ▶ Employee Welcome Packs; and/or
- ▶ E-groups and forums.

## 7.0 Measures and Initiatives

7.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.

### Travel Pack

7.2 Upon occupation of the development travel packs will be issued to all employees. The travel packs will be prepared and issued by the TPC. The packs will include:

- ▶ Name and contact details of the TPC and the availability of the TPC to speak with employees;
- ▶ An introduction to the Travel Plan, its purpose, and a summary document;
- ▶ Information on the health benefits of using active modes of transport;
- ▶ Maps showing walking and cycling routes close to the site including details of Santander Cycle Hire locations;
- ▶ Tube and bus route maps and timetables and any other public transport information;
- ▶ Any Company policy related to travel;
- ▶ Details of the car sharing opportunities and car club locations; and
- ▶ Details of any cycle discounts and loan schemes available will be provided.

### Walking

7.3 Measures to promote walking will include:

- ▶ Provision of maps showing local footpaths and walk routes to facilities in the area;
- ▶ Provision of changing facilities and storage areas for clothing/footwear within the site; and
- ▶ Promotional literature to encourage walking, emphasising the health benefits; and
- ▶ The TPC will provide links to walking awareness events such as Walk to Work Week and/or other relevant events to encourage walking.

7.4 In order to provide appropriate access for those staff/visitors with a disability or who are visual impaired, step free access is provided onto White Lion Street.

### Cycling

7.5 Measures to promote cycling to the site will include the following:

- ▶ Provision of a map showing local cycle routes;
- ▶ Provision of information and a map showing Santander Cycle Hire locations and details for using these;
- ▶ Provision of a dedicated cycle storage area that will provide space for 1 cycle;
- ▶ Provision of a storage area for cycle equipment and shower/changing facilities;
- ▶ Showers and changing facilities are to be provided with a dedicated area for the storage and drying of cycle equipment in the basement;
- ▶ If demand is present, establish a Bicycle User Group (BUG) for employees on the site;

- ▶ Each occupier will be encouraged to participate in the government's tax saving cycle scheme ([cyclescheme.co.uk](http://cyclescheme.co.uk)), or such similar scheme, to provide employees with tax-free bicycles;
- ▶ Encourage use of Richmond's Council's cycle training for adults, including workplace cycle training, maintenance courses and advice on cycle security; and

7.6 The bicycle user group will seek to bring together cyclists of varying levels of ability, allowing cyclists to share information on cycle maintenance, local cycling routes, safety and other relevant subject areas.

7.7 Step free access is provided to the cycle store, whilst cycle provision on site includes sheffield hoops with sufficient space to cater for those cyclists with hand bikes. This will assist those staff/visitors with a disability.

### **Public Transport**

7.8 The publicity, marketing and promotion of the public transport services will inform employees of the benefits of travelling by bus and train.

7.9 Details of local bus, rail and Underground services will be made available to employees where possible through the use of information boards in prominent positions within the office accommodation. National Rail and Transport for London journey planner websites, smartphone applications ("apps") and enquiry phone numbers will also be promoted by all relevant means.

7.10 The TPC will investigate the possibility of obtaining interest free season ticket loans to allow employees to spread the cost of travelling by public transport.

### **Car Clubs**

7.11 The LBR offers dedicated Car Club parking bays across the borough, with cars operated by Zipcar. These spaces are occupied with cars which can be rented by the hour, day, week or month with a large number of car club vehicles currently located across Richmond.

7.12 The closest Car Club bay to the development site is located on Thorne Street approximately 350 metres to the northeast of the site.

7.13 The TPC will provide an up-to-date map of Car Club vehicle locations near the site, promote the benefits of such a scheme and investigate the possibility of offering car club membership for business travel.

### **Car Sharing**

7.14 All staff at the site will be encouraged to car share with colleagues or even with other people in the local area through signing up to a car share database such as Lift Share ([www.london.liftshare.com](http://www.london.liftshare.com)).

7.15 The car share scheme will maximise the opportunities to identify a potential care share partner by offering a 'ride matching' service to all employees with the aim of reducing single occupancy car use.

7.16 To help promote car sharing the following measures can be implemented:

- ▶ Encourage staff to sign up to Lift Share website or organise car sharing with fellow colleagues;
- ▶ Communicate to staff the economic, social and environmental benefits of car sharing; and
- ▶ Ensuring a system is in place to ensure that in cases of emergency, when a car sharing driver is unavailable their car sharer will have a guaranteed means of getting home.

### **Other Measures and Initiatives**

7.17 Measures to raise travel awareness will be promoted by the TPC. National events including those listed below will be promoted on an annual basis:

- ▶ National Liftshare Week;
- ▶ Walk to Work day; and
- ▶ National Bike Week.

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## 8.0 Monitoring and Review

8.1 The Travel Plan document is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. This chapter sets out the proposals for monitoring and review of the Travel Plan.

### Monitoring Strategy

8.2 All monitoring will follow the most up-to-date TfL and LBR best practice guidance.

8.3 The monitoring programme will begin with the initial baseline travel survey to be undertaken within six months of the site opening. Further monitoring surveys will be undertaken at Years 1, 3 and 5, on the first, third and fifth anniversary of the initial baseline travel survey, to keep the travel plan up-to-date and monitor progress towards targets. The baseline survey represents the start of the travel plan for monitoring purposes and is known as Year 0.

8.4 The interim (Year 3) targets set out in this Travel Plan may be revised on the results of the initial baseline travel survey if the modal split is found to be considerably different from the expected modal split.

8.5 Additional monitoring of the following is also useful to judge whether the implementation or proportion of certain measures needs to be modified. The following factors should be monitored on a constant basis:

- ▶ The level of usage of cycle stands; and
- ▶ The demand for additional cycle parking facilities.

8.6 Information gathered through the monitoring process will be recorded for input into the annual review (outlined below).

### Reporting

8.7 The TPC will compile a report each year and at Years 1, 3 and 5 will include the results of the monitoring. Each year the report will incorporate the results of any on-going monitoring throughout the preceding period. This report can be made available to stakeholders where appropriate.

## 9.0 Action Plan

- 9.1 The Action Plan outlined in Table 9.1 below sets out the measures listed within the Travel Plan that are directed at influencing staff travel.
- 9.2 The Action Plan will be updated by the TPC when required.

Measure	Status/Target Date	Method of Monitoring	Responsibility
<b>General</b>			
Appointment of Travel Plan Co-ordinator (TPC)	Prior to occupation of the site	N/A	Occupier
<b>Information Provision</b>			
Travel Information Packs	All employees will receive a travel pack outlining the sustainable options for travelling to the site, the existence and purpose of the Travel Plan and location of cycle parking etc.	N/A	TPC
<b>Walking</b>			
Provision of information related to walking routes in the area	On-going through welcome packs, noticeboards and newsletters	N/A	TPC
<b>Cycling</b>			
Provision of cycle parking, storage and shower facilities	Provided as part of development process	Spot checks as part of maintenance rounds	TPC
Provision of cycle route maps, local training and other information	On-going through information packs, noticeboards and newsletters	N/A	TPC
Encourage cycling through awareness events such as National Bike Week	Annual event – summer and spring	TPC to monitor uptake	TPC
Establish a BUG group with interested employees	Within 3 months of occupation	TPC to attend meetings	TPC
Investigate offering tax free bicycles to employees	Upon occupation	Record details on uptake	TPC



Provision of a 10% discount voucher for cycle security and safety equipment	Upon occupation	TPC to monitor uptake	TPC
<b>Public Transport</b>			
Provide sustainable travel information with timetable and public transport access point location information for staff	On-going through welcome packs, noticeboards and newsletters	N/A	TPC
Provision of local taxi company details	Upon occupation	TPC to ensure details are kept up to date	TPC
Investigate offering season ticket loans for public transport to employees	Upon occupation	TPC	TPC
<b>Vehicles</b>			
Promote car club and car sharing schemes	On-going through newsletters and noticeboards	TPC to monitor travel patterns	TPC
Car Club Membership	To be investigated by TPC upon occupation	N/A	Occupier

Table 9.1 – Travel Plan Action Plan