



Pure Gym, East Sheen

Year 2 Travel Plan Progress Report

On behalf of **Pure Gym**



Project Ref: 332610782 | Rev: B | Date: June 2024

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For and on behalf of Stantec UK Limited				

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A	April 2024	Updated following comments	IG	ML	BL
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1 Introduction

1.1 Introduction

- 1.1.1 Stantec UK Limited (Stantec) has been commissioned by PureGym Limited (PureGym) to prepare a Travel Plan progress report for their site in East Sheen, London Borough of Richmond Upon Thames, to discharge Condition DV40B of Planning Application 18/0802/FUL. Condition DV40B states:

“Staff and customer/visitor travel surveys shall be undertaken in accordance with a survey methodology to be submitted to and approved by the Local Planning Authority prior to it being carried out. Within 6 months of the use commencing, a new travel plan based on the results of the survey shall be submitted with clear objectives, targets, actions and timeframes to manage the transport needs of staff and customer / visitors to the development, to minimise car usage and to achieve a shift to alternative transport modes.

Following approval by the Local Planning Authority, the applicant shall then implement these actions to secure the objectives and targets within the approved plan. The travel plan (including surveys) shall be annually revised, and a written review of the travel plan submitted and approved by Council by the anniversary of its first approval and yearly thereafter. At the third anniversary, the travel plan (including surveys) shall be rewritten and resubmitted for further approval by the Council. This review and re-write cycle shall continue every three years and any approved revision shall be implemented within three months of the date of approval.

REASON: In order to comply with the objectives of national and local Planning Policies which promote sustainable development with particular regard to transport.”

- 1.1.2 Further to discussion with the London Borough of Richmond upon Thames Travel Plan Officer in August 2020 it was agreed that the Baseline Travel Plan would follow the iTrace methodology. iTrace, although no longer used, was funded by Transport for London and was an accepted methodology used for preparing Travel Plans in London.
- 1.1.3 Stantec was appointed in August 2020 to prepare the Baseline report but due to COVID-19 it was agreed that surveys would not be undertaken until PureGym East Sheen was operating at 80%. Therefore, the baseline surveys were not undertaken until August 2021 with the baseline Travel Plan submitted in October 2021.
- 1.1.4 A Travel Plan Monitoring Report for Year 1 was submitted to London Borough of Richmond upon Thames in February 2023 (based on 2022 surveys) in line with Condition DV40B. The Year 1 Monitoring Report was approved in March 2023; this report has been prepared to provide a review of the Year 2 Travel Plan Monitoring and a review of Year 1 and Baseline Travel Plan and therefore should be read in conjunction with the previously submitted reports.
- 1.1.5 In order to review the travel plan, new surveys have been undertaken for a three-week period between Tuesday 2nd January 2024 and Tuesday 23rd January 2024.
- 1.1.6 Since the initial survey was undertaken, the survey has been undertaken by the staff members at the gym after no staff initially undertook travel survey. This Travel Plan Monitoring Report has since been updated to reflect the staff responses.

1.2 Report Structure

- 1.2.1 This report has been prepared in order to discharge Condition DV40B and is structured as follows:

- **Section 2 Site Audit:** Provides an audit summary of Pure Gym East Sheen:
- **Section 3 Travel Survey Methodology:** Outlines the methodology and the questions included within the Year 1 travel survey;
- **Section 4 Summary of Survey Results:** Presents the results of the personal travel survey and compares the results with the Baseline Travel Plan;
- **Section 5 Targets:** Sets out the mode share targets for the remaining lifetime of the Travel Plan;
- **Section 6 Monitoring and Review:** Outlines how the Travel Plan will be monitored and how any changes to the Travel Plan targets will be reported;
- **Section 7 Action Plan:** Sets out the measures in place to help meet the mode share targets;
- **Section 8 Summary:** Provides a summary of the report.

2 Site Audit

2.1.1 In accordance with the iTRACE Workplace Travel Plan Pro-Form, a site audit has been undertaken with a summary of the findings provided below:

Organisation Information

Organisation Name – PureGym Limited

Business Activity – Private Fitness Club

Site Information

Address – 172-176 Upper Richmond Road W, London, SW14 8AW

Land Use – Assembly and Leisure

Gross Site Area – 1,172m²

Contact Information

TP Coordinator Name – Michael Siou

Job Title – PureGym Regional Manager

Email – Michael.Siou@puregym.com

Telephone – 07960588057

Planning Information

Application No. - 18/0802/FUL

Date of Occupancy – November 2019

Generic Site Survey

Total Number of Employees – 6

Number of Car Spaces – 7

Number of Bicycle Spaces – 5

Number of Disabled Spaces – 2

3 Travel Survey Methodology

3.1.1 SurveyMonkey, an online survey software, was used to prepare a personal travel survey to be sent out to staff and members of PureGym East Sheen. The travel survey was prepared by Stantec. The questions included in this survey are similar to those asked in the 2021 and 2022 surveys so that any progress can be monitored. The following questions were included in the travel survey:

Q1. What is your main mode of transport to travel to/from the gym? (The main mode covers the longest distance in your journey).

Answer Options: Walk, Cycle, Train, Bus, Car Driver (Solo), Car Driver (with passenger), Car Passenger, Motorcycle/Scooter, Other (please specify)

Q2. If you are a car driver, how would you travel to the gym if your car is temporarily unavailable (e.g. being serviced)?

Answer Options: I would not travel to the gym, Walk, Cycle, Train, Bus, Car Driver (with passenger), Car Passenger, Motorcycle/Scooter, Other (please specify)

Q3. If you are a car driver, what measures are likely to encourage a switch to sustainable alternatives?

Q4. From where do you usually travel to the gym from?

Q5. To where do you usually travel following the gym?

3.1.2 Links to the personal travel survey on SurveyMonkey were sent out by email to all staff and members of Pure Gym East Sheen. Staff and members were encouraged to fill out the travel surveys. Survey results were collected on the SurveyMonkey system.

3.1.3 The initial survey period ran for a three-week period between Tuesday 2nd January 2024 and Tuesday 23rd January 2024. Survey responses were received from 21 gym members, all of which had been filled out online. As of 9th June 2024, there is a total of 3,634 members at PureGym, East Sheen.

3.1.4 A second survey has since been distributed to all 6 staff members. All six members of staff responded. Overall, a total of 27 survey responses were received.

4 Summary of Survey Results

4.1 Question 1

4.1.1 Detailed in **Table 4.1** is a summary of results to question one of the personal travel survey. All survey respondents provided a response to this question.

Table 4-1: Question 1 - Summary of Answers

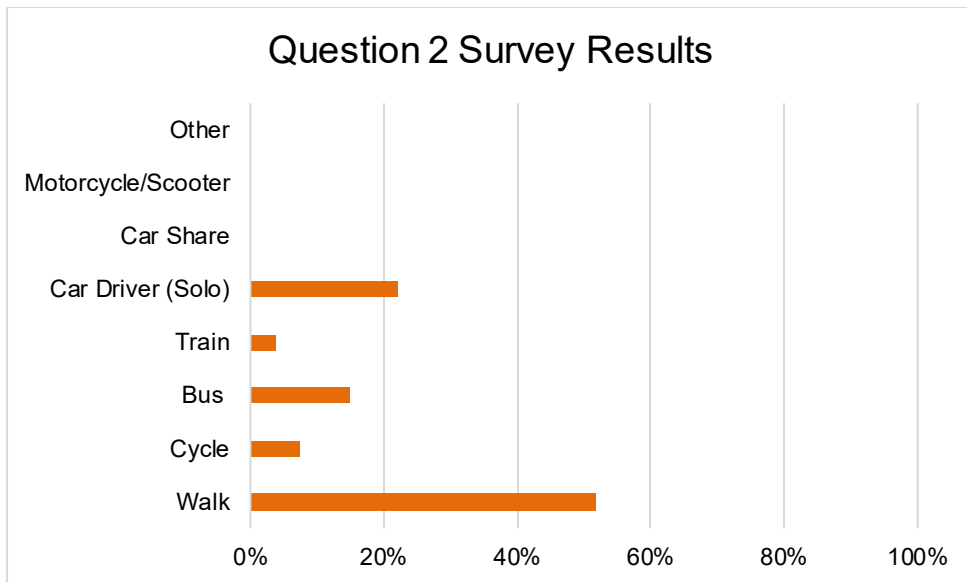
Answer Choices	Responses
Gym Member	21
Members of Staff	6
Total	27

4.2 Question 2

4.2.1 Detailed in **Figure 4-1** below are the summary results to question two from the personal travel surveys. All of the respondents provided a response to this question.

4.2.2 The graph below shows the main mode of transport used by respondents.

Figure 4-1: Question 1 - What is your main mode of transport to travel to/from the gym?



4.2.3 As shown in **Figure 4-1** most respondents walk to the gym (52%). The second most common mode of transport used by respondents is car driving (solo) (22%). Bus travel was recorded at 15% of respondents, cycle had 7% of respondents opting for this method and rail had 4%. This demonstrates that 78% of the respondents travel to the site using active or sustainable travel methods.

4.2.4 When compared with the Year 1 surveys, the percentage of respondents that walk to the gym has decreased by 12% (previously 70%), the percentage of respondents traveling via cycle has decreased by 3%. However, bus travel increased by 5% (originally 10%), and the percentage

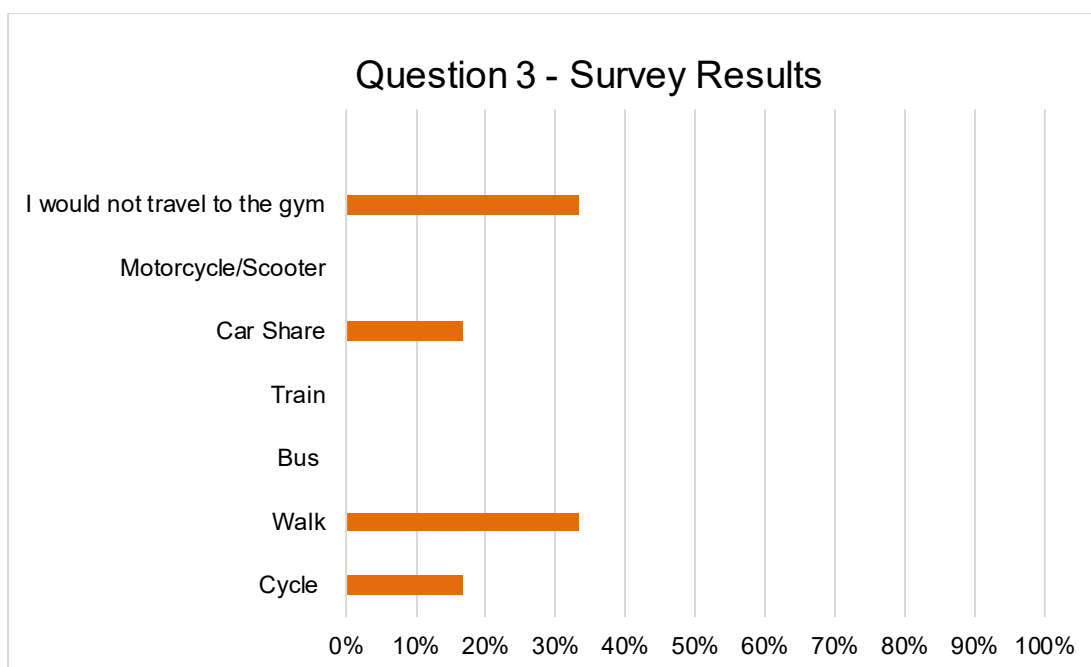
of respondents that travel by rail has increased slightly by 4%. Additionally, the percentage of respondents that travel to the site by single occupancy car has increased from 9% to 22%. Overall, the percentage of respondents that travel to the gym using non-car travel modes has decreased from 91% to 78%.

4.3 Question 3

4.3.1 Detailed in **Figure 4-2** is the summary of results to question three from the personal travel surveys. Of the four respondents that travel to the gym by car (solo) or car (with passenger), all responded to this question. The remaining 17 respondents did not respond as they do not travel by car.

4.3.2 **Figure 4-2** shows the mode of travel that respondents would use if their car was temporarily unavailable.

Figure 4-2: Question 3 – How would you travel to the gym if your car is temporarily unavailable?



4.3.3 The graph shows that 33% of members that currently travel to the site by car would choose not to travel to the gym if their car was temporarily unavailable. The results also shows that 17% of respondents would travel to the site by cycle, 30% of the respondents would travel via walking and 17% would car share.

4.3.4 The Year 1 survey also showed that 33% of members and staff that travelled to the site by car (solo or with passenger) would have chosen not to travel to the gym if their car was temporarily unavailable. The Year 1 survey showed that 67% of those currently travelling by car would instead travel to the site by active modes which has decreased by 17% in Year 2. Additionally, an increase of respondents from Year 1 to Year 2 (17%) stated they would car share.

4.4 Question 4

4.4.1 Question four was open ended, asking car drivers what measures would likely encourage a switch to sustainable alternatives? Four responses were provided for this question.

4.4.2 Two said there would be few or no measures that would encourage sustainable alternatives and one said it was not possible due to home location. One respondent stated that more cycle parking is likely to encourage a switch to sustainable alternatives.

4.5 Question 5

4.5.1 Detailed in **Table 4-2** is the summary of results to question five from the personal travel surveys, from where do you usually travel to the gym from?

Table 4-2: Question 5 – From where do you usually travel to the gym from?

Answer Choices	Responses
Home	25 (93%)
Work	2 (7%)
Other (please specify)	0 (0%)
Total	27

4.5.2 **Table 4-2** shows that 93% of respondents travel to the gym from home with only 7% travelling to the gym from work. No respondents selected 'other'.

4.5.3 When compared to the Year 1 surveys, this represents a slight increase in the number of respondents travelling to the gym from home by 2% (previously 91%).

4.6 Question 6

Detailed in **Table 4-3** is the summary of results to question six from the personal travel surveys, to where do you usually travel following the gym?

Table 4-3: Question 6 - Where do you usually travel following the gym?

Answer Choices	Responses
Home	22 (81%)
Work	4 (15%)
Other (please specify)	1 (4%)
Total	27

4.6.1 The table shows that 81% of respondents travel home from the gym with 15% travelling to work from the gym. One of the respondents stated that they travelled to a School to pick-up their child. The respondents who travel to work after the gym has increased from the baseline year by 9%; the answer to this question may have been influenced by an increase in the number of people returning to workplaces more often since the COVID-19 pandemic.

5 Targets

Baseline Travel Plan Targets

- 5.1.1 For the purpose of the Baseline Travel Plan, a target of 10% was set for the reduction of single occupancy car trips. **Table 5-1** details the mode share targets based on the baseline survey data and a 10% reduction in single occupancy car trips.

Table 5-1: Baseline Travel Plan Targets

Mode	Responses			
	Baseline (2021)	End of Year 1	End of Year 2	End of Year 3
Car Driver	18%	17%	16%	16%
Car Share	2%	2%	2%	1%
Motorcycle	1%	1%	1%	1%
Cycle	19%	19%	20%	20%
Walk/Run	57%	58%	58%	59%
Bus	3%	3%	3%	3%
Train	0%	0%	0%	0%
Car Passenger	0%	0%	0%	0%
Total	100%	100%	100%	100%

- 5.1.2 To reduce the mode share of trips to the site by car, mode shift targets were set for years 1, 2 and 3. The targets provided a specific indication of how a 10% reduction in car trips could be achieved. The targets were set to encourage the use of active travel modes of walking and cycling.

Baseline Travel Plan and Year 1 Target Progress

- 5.1.3 Following the surveys undertaken in 2022 and 2023, **Table 5-2** details the Baseline survey mode share, the year 1 and year 2 survey mode share and the target end of year 3 mode shares.

Table 5-2: Mode Share Survey Results and Travel Plan Targets

Mode	Responses			
	Baseline (2021)	End of Year 1 (2022)	End of Year 2 (2023)	End of Year 3 Targets
Car Driver	18%	9%	22%	16%
Car Share	2%	1%	0%	1%
Motorcycle	1%	1%	0%	1%
Cycle	19%	10%	7%	20%
Walk/Run	57%	70%	52%	59%
Bus	3%	4%	15%	3%
Train	0%	0%	4%	0%
Car Passenger	0%	1%	0%	0%
Total	100%	100%	100%	100%

- 5.1.4 **Table 5-2** demonstrates that the car driver mode share has increased from the baseline mode share by 4% from 18% to 22%. The car driver mode share of 22% is 6% more than the anticipated target of 16% for the end of Year 3. Therefore, in order to meet the travel plan target at the end of Year 3, the car driver mode share will need to decrease by 6% over the next year.
- 5.1.5 Additionally, the percentage of respondents that walk or run to the gym has decreased by 5% from the baseline year but has reduced by 18% from Year 1 and 1% lower than target for Year 3. However, this has altered given the higher level of bus and rail travel; an increase of 12% from the Baseline year and 11% from Year 1 in bus travel is shown and a 4% increase from Baseline and Year 1 in rail travel.
- 5.1.6 It should be noted that the percentage of respondents that cycle to the gym has decreased since the Baseline survey from 19% to 7% (a 12% decrease) and a 3% decrease from Year 1. As aforementioned, this decrease is due to the increase in respondents travelling via bus and rail.

6 Monitoring and Review

- 6.1.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the site. Based on survey results, new targets and schemes may be introduced.
- 6.1.2 In accordance with Condition DV40B, the survey will be carried out in Year 3 as the final year of monitoring, and a written review will be submitted for approval by the Council.
- 6.1.3 The results of the travel survey have been compiled into this Travel Plan Monitoring Report which will be submitted to London Borough of Richmond upon Thames.
- 6.1.4 The Travel Plan, its initiatives and any other ongoing documents will be circulated to and discussed amongst site users.
- 6.1.5 The Year 3 monitoring report will compare the baseline, Year 1 and Year 2 data set out in the tables above with survey data collected in Year 3 to assess the effectiveness of the Travel Plan. A comparison of all years will be undertaken in the Year 3 report.
- 6.1.6 Handover details within the final Year 3 monitoring report will be provided.

7 Action Plan

- 7.1.1 This chapter draws together our proposals for Travel Plan implementation. The actions which will be taken are listed in the following action plan, including the timescale of their implementation.
- 7.1.2 Details in **Table 7-1** are based on Section 7 of the Pure Gym, East Sheen Travel Plan produced in March 2018 by Peter Brett Associates (now Stantec).

Table 7-1: Action Plan

	Action	Timescale	Responsibility
1	Appoint Travel Plan Co-Ordinator (TPC)	Done	Developer
2	Include Travel Information on website	Ongoing	Developer
3	Carry out travel survey	Done (results included in this report)	TPC
4	Produce Travel Plan Monitoring Report	Done (this report)	TPC
5	Review the Travel Plan	Ongoing	TPC
6	Submit Travel Plan Monitoring Report to LB Richmond upon Thames	Done	TPC
7	Organise annual sustainable travel events for first five years of operation	Ongoing	TPC
8	Display up to date travel information on notice boards	Ongoing	TPC
9	Promote the health benefits of walking	Ongoing	TPC
10	Promote the health benefits of cycling	Ongoing	TPC
11	Promote cycle training	Ongoing	TPC
12	Monitor the use of on-site cycling parking	Ongoing	TPC

8 Summary

- 8.1.1 This Year 2 Travel Plan progress report has been prepared to discharge Condition DV40B of Planning Application 18/0802/FUL.
- 8.1.2 The report provides an overview of the site including the details of the TP Co-Ordinator as well as a summary of the Year 2 Travel Survey results. Surveys were undertaken for a three-week period between Tuesday 2nd January 2024 and Tuesday 23rd January 2024 and were sent to both staff and members of PureGym East Sheen using SurveyMonkey.
- 8.1.3 Following discussions with London Borough of Richmond Upon Thames, another survey (using the same questions within the SurveyMonkey online survey) was distributed to all six staff members to increase the response rate of staff at the development. All six staff members responded to the survey.
- 8.1.4 A summary of the combined answers from both surveys for each of the questions has been provided, including the Year 2 mode share for staff and members of the gym as well as a comparison with the Baseline and Year 1 travel surveys to monitor the progress of the Travel Plan.
- 8.1.5 The results have demonstrated that the percentage of respondents that travel to the site by single occupancy car has increased from the baseline mode share by 4% from 18% to 22%. The car driver mode share of 22% is 6% more than the anticipated target of 16% for the end of Year 3. Therefore, in order to meet the travel plan target at the end of Year 3, the car driver mode share will need to decrease by 6% over the next year.
- 8.1.6 The mode share survey results presented in Section 5 of this report demonstrates that the targets for bus and rail travel are being met or are being exceeded. Travel via Car (solo) is above the target required by 6%. The percentage of respondents that walk to the gym is 1% lower than the Year 3 target, and the percentage of respondents that cycle to the gym is 3% lower than the target. Therefore, an increase in active travel modes and reduction in single vehicle occupancy is required to meet the Year 3 final targets.
- 8.1.7 The report also provides details of how the Travel Plan will be monitored and sets out an action plan, including measures that have been put in place, to help encourage staff and members to travel to and from the gym by sustainable travel modes.