

Travel Plan

Richmond Brewery, 18 Petersham Road, Richmond TW10 6UW

Conversion of office space to music education school

September 2024

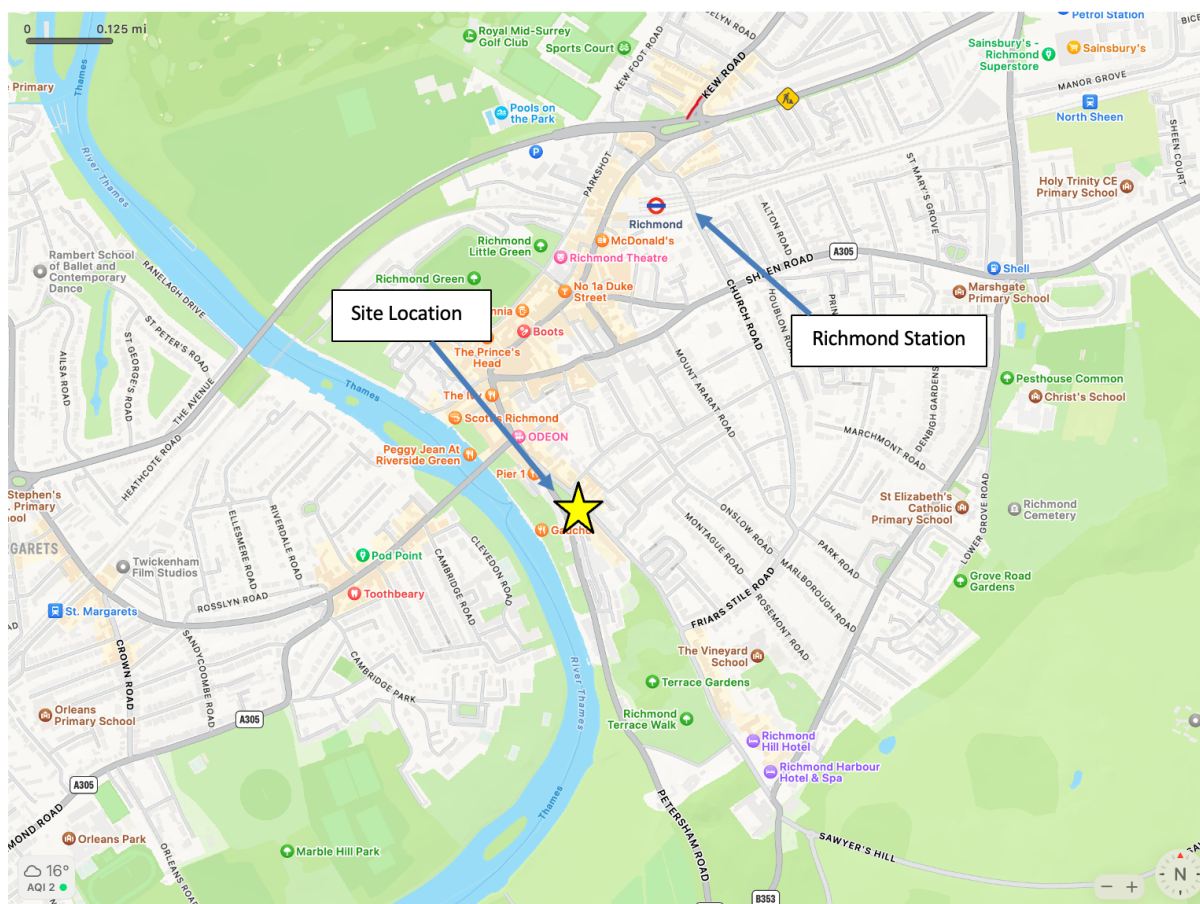
Prepared by



1 Introduction

4D Planning has been commissioned to prepare a Travel Plan in respect of proposals to convert office floorspace to a music education facility ('School of Rock') at the former Richmond Brewery at 18 Petersham Road, Richmond TW10 6UW. The site is located within an area with a mix of land uses within the Royal Borough of Richmond upon Thames. The site location in relation to the main local settlements and transport opportunities is shown in Figure 1-1.

Figure 1-1 Site Location Plan



TfL, in their guidance TfL School Travel Plan Guidance, define Travel Plans as 'a long-term management strategy for an occupier or Site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly reviewed'. A Travel Plan involves 'identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on 'encouraging more sustainable travel for both people and goods.'

A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design and proximity to facilities and services create the conditions to make sustainable travel choices a natural option, communicating these opportunities to occupiers is also critical to the success of the Travel Plan.

The Travel Plan should demonstrate a holistic approach by incorporating both 'hard' physical measures and 'soft' marketing and management measures necessary to address the transport impacts arising from development.

The travel plan is essentially a 'living document' requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using the site and provides continuous improvements for its duration. These aspirations and actions should be documented in a Travel Plan, the structure and content of which are dependent upon a range of factors including location, nature of development, the occupiers and the end users.

The applicant is fully supportive of the Travel Plan, appreciates the benefit of using and encouraging greater use of sustainable transport by parents and staff.

Report Structure

The remainder of this report is structured as follows:

- Section 2 – Policy and Best Practice;
- Section 3 –Site Assessment;
- Section 4 – Travel Behaviour;
- Section 5 – Objectives and Targets;
- Section 6 –Travel Plan Strategy;
- Section 7 – Travel Plan Measures;
- Section 8 – Monitoring and Review; and
- Section 9 – Action Plan.

2 Relevant Policies

National Policy

National Planning Policy Framework

The latest publication of the National Planning Policy Framework (NPPF) was adopted in December 2023. The latest NPPF is a minor revision of national planning policy guidance. The NPPF aims to enable local people and Councils to produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

The NPPF sets out a presumption in favour of sustainable development which should be delivered with three main objectives: economic; social and environmental (Paragraph 11).

Paragraph 115 of NPPF sets out that:

“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.”

Paragraph 116 states that: *“Within this context, applications for development should:*

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

Paragraph 117 states that:

“All developments that 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 addressed”.

Local Policy

London Plan 2021

The London Plan is the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20–25 years.

There are a number of policies within the London Plan which are of relevance to the proposals, as set out below:

Policy T1 – Strategic approach to transport

A Development Plans should support, and development proposals should facilitate:

- 1) the delivery of the Mayor’s strategic target of 80 per cent of all trips in London to be made by foot, cycle or public transport by 2041*
- 2) the proposed transport schemes set out in Table 10.1.*

B All development should make the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking and cycling routes, and ensure that any impacts on London’s transport networks and supporting infrastructure are mitigated.

Policy T2 – Healthy streets

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.*

Policy T4 – Assessing and mitigating transport impacts

This policy sets out the requirement that transport assessments and statements are required, to ensure that the effects of new development are assessed in relation to transport capacity by all modes and encouraging healthy and active travel. This policy also includes the requirement to not increase road danger.

Policy T5 – Cycling

This policy sets out the requirement that cycle parking meets London Plan minimum standards in terms of quantity, and that they are set out in accordance with the London Cycle Design Guidance.

Policy T6 and T6.1 – Car parking

The policy notes that car free development is a starting point for development in highly accessible areas.

TfL Travel Planning Guidance

In November 2013 TfL published a guidance document to provide advice for applicants preparing travel plans in London.

One of the purposes of the guidance is to ensure that deliveries and servicing are taken into account from the earliest stage in the planning process. However, the document recognises that the level of detail provided in a Travel Plan about goods/servicing aspects will depend on the nature and scale of the development.

The guidance document sets out the core elements of a Travel Plan that are deemed essential. The essential elements are as follows: Objectives, Targets, Measures, Management, Action Plan, Securing, and Monitoring and Review.

London wide targets aim to:

- Achieve a 5% modal share for cycling (currently 2%);
- Significantly increase walking mode share above the current 24%;
- To reduce private motorised transport by 4% from a base of 43%;
- Achieve a 60% reduction in London's CO2 by 2025; and
- Balance capacity and demand for public transport.

Transport for London, STARS (Sustainable Travel: Active, Responsible, Safe) Guidance

TfL STARS guidance covers schools and nurseries and promotes school travel plans (STP) as a package of measures aimed at reducing car use and improving safety on the journey to school. It is based on consultation with pupils, staff, parents and governors, and is developed in partnership with the wider community. The STP process takes into account personal safety, road safety, environmental and healthy lifestyle issues. There are elements that every STP should contain, which include:

- *Survey results showing how pupils and staff currently and would like to travel to school;*
- *Objectives and specific, measurable, achievable, relevant and time specific (SMART) targets;*
- *An action plan of activities and measures that will help make journeys to the school safer, healthier and more environmentally friendly;*
- *A programme of monitoring and review; and*
- *Support from the head teacher, chair of the governors and other relevant stakeholders.*

STPs can help to:

- *Promote sustainable and safer travel to the whole school community;*
- *Reduce the number of cars and congestion around the school site;*
- *Improve relations with neighbours/local residents;*
- *Reduce pollution around the school;*
- *Coordinate leaving time/taxi collection to reduce confusion and facilitate a calmer and safer beginning to the journey home;*
- *Encourage staff, pupils and their families to be more active;*
- *Make walking and cycling routes around the school safer;*

- *Improve the school environment. Schools with an approved STP receive a capital grant from the Department for Children, Schools and Families (DCSF) to be used to support the implementation of the school's action plan, funding on-site developments such as cycle storage;*
- *Improve accessibility on and around the school site;*
- *Develop young people's skills and confidence to travel independently;*
- *Improve attendance and achievement;*
- *Contribute to Healthy Schools, Eco Schools and Sustainable Schools initiatives and the London Schools Environment Award; and*
- *Reduce a school's carbon footprint, so improving the image of the school in terms of environmental credentials.*

The aims of the London school travel programme are to:

- *Significantly reduce the number of car trips on the journey to and from schools;*
- *Remove the barriers, to walking, cycling and using public transport for school journeys;*
- *Increase the number of young people and adults choosing active travel options over the car;*
- *Increase understanding among school communities of the travel options available; and*
- *Provide information to allow school communities to understand the benefits of active, sustainable transport and to use this information to inform how they travel to school.*

Richmond upon Thames Local Plan (2018-2033)

The Richmond Local Plan was adopted on 26th February 2018 as a development plan document. The Local Plan sets out the planning strategy and policies for the borough until 2033, and sets out the strategic vision and objectives for the borough.

The following transport policies are of relevance to the development proposals.

Policy LP 44 – Sustainable Travel Choices

A. Location of development

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:

B. Walking and cycling

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.

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.

3 Site Assessment

Introduction

This section provides a description of the existing highway network surrounding the site, and considers the accessibility of the site by non-car modes of transport, including on foot, bicycle and public transport. The site location and local highway network are shown in Figure 3-1.

Figure 3-1 Site Location and Local Transport Network



Existing Use

The site was previously converted from a brewery to office use.

The site is located on the east side of Petersham Road, which is part of the A307 route from the north at Kew and Richmond towards Kingston, Esher and Cobham to the south.

Access via a crossover is provided to an area of hardstanding further to the north of the building that facilitates drop off movements. The site frontage to Petersham Road includes a footway and southbound bus stop.

Local Road Network

Petersham Road is a north-south route in the local area and is part of the A307 route. The carriageway is some 6m in width, and operates a 20mph speed limit. There are double yellow lines and crossing chevrons covering the edge of highway network in the vicinity of the site, thus significantly restricting the potential for overspill on street parking. The street is however not included within a Controlled Parking Zone (CPZ), although Zone A1 is located just north of the site. As referenced, there is a signalised pedestrian crossing and north and southbound bus stop cages in the carriageway.

Pedestrian Network

The footways nearest to the site are some 1.5 to 2m wide, and provide good links with crossing points available throughout the local area.

An image of the site towards the site, showing the adjacent highway network, is shown in Figure 3-2.

Figure 3-2 View towards site on left hand side

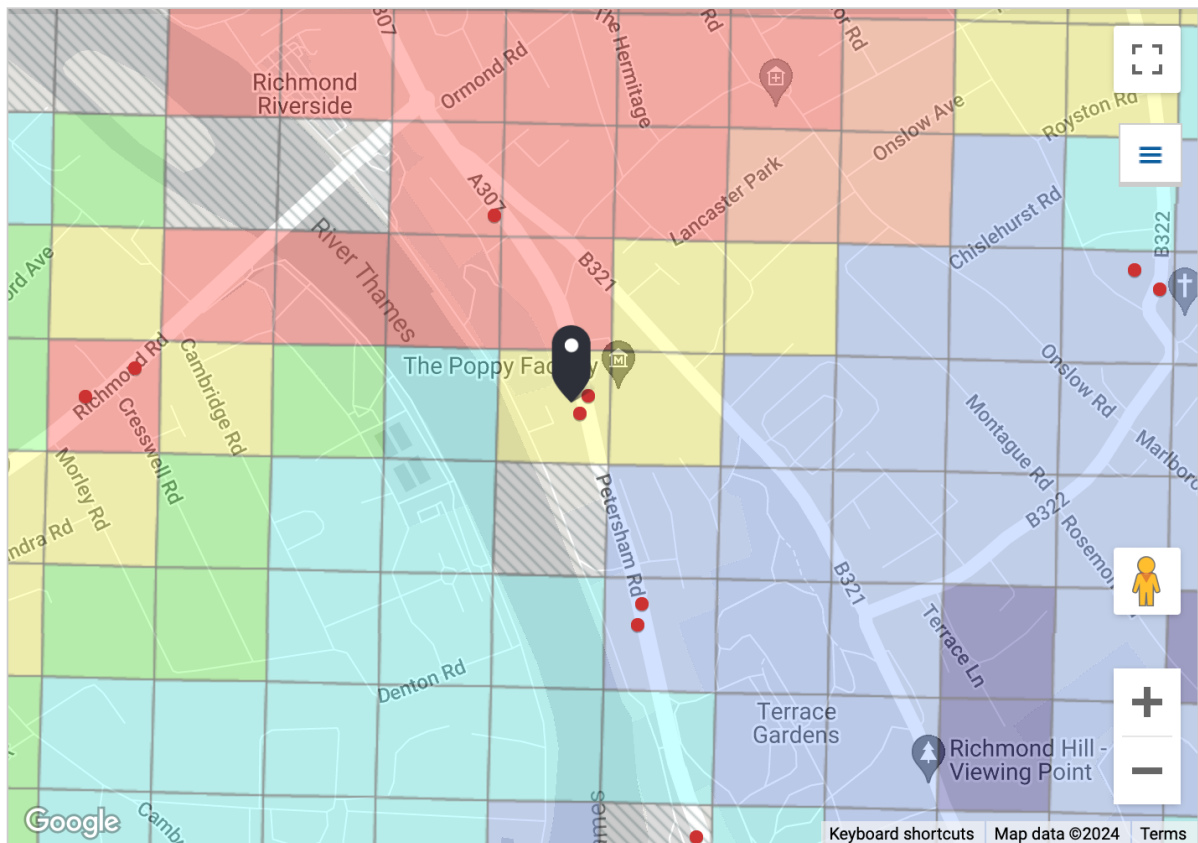


Public Transport

PTAL

The site is within a town centre locality and has a PTAL score of 4, although there is a wide choice of travel mode, with bus and active travel all reasonable alternatives to use of a private car. The site is also adjacent to areas with an access score of 5 and 6a. The local PTAL map is shown as follows.

Figure 3-3 Local PTAL map



Bus

The site is served by bus stops adjacent to the site on Petersham Road, known as Compass Hill Stop P and Stop U. The local stops are marked out by shelters with seating and route details. The bus services, which are part of the TfL network that operate from these stops are detailed as follows.

Table 3-1 Local Bus Services

SERVICE	DETAILS	
	Route	Daytime Headway each direction
65	Brook Street – Kingston Station – Richmond Station – Kew Bridge Station – Ealing Station	Every 7 to 10 minutes
N65	Chessington World of Adventures – Surbiton – Kingston Station – Kew Bridge Station – Ealing Station	Twice per hour night time only

National Rail

The nearest local railway station is Richmond, which is some 1km to the north of the site. The station is served by South Western Railway, with services to London Waterloo, Windsor and Reading. The station also operates London Overground services to Willesden Junction and Stratford, and is a final stop on the London Underground District Line.

Personal Injury Accident Data

Personal Injury Accident Data for a five year period from January 2018 to December 2022 has been reviewed for the local area, including routes to the local crossing points. It is noted that there is a record of collisions in the local area but that the collision record is representative of a relatively high activity area.

4 Travel Behaviour

Introduction

This section of the report provides details on the travel patterns adopted by parents and students to the School of Rock, Richmond. These will provide a basis for setting appropriate Travel Plan targets as detailed in Section 5 of the Travel Plan. The School of Rock will operate with 14 members of staff at the maximum during peak hours at any one time and a maximum of up to 22 students at any one time at peak hours (comprising 6 individual lessons and one group lesson of maximum 16 students).

Forecast Travel Patterns

Although an existing drop off area will be available for those making drop off journeys by private car, it is highlighted that no parking will be provided for staff or visitors. There is significant scope to promote journeys made on foot or by public transport due to the accessibility of the site.

5 Objectives and Targets

Objectives and Principles

TfL's guidance document Travel Planning Guidance (November 2013) sets out objectives and targets for Travel Planning.

Travel Plans should include targets to reduce single occupancy vehicle trips but should also consider and relate to targets specified in the Mayor's Transport Strategy (e.g. to increase cycling). In addition they should support objectives set out in a borough's local policy documents.

The strategy for this travel plan therefore has the following general objectives:

- To establish sustainable travel principles for the development as a whole;
- To minimise single occupancy vehicle trips;
- To support car-free lifestyles;
- To increase the attractiveness and use of cycling for day-to-day journeys;
- To encourage healthy and active travel; and
- To raise awareness of sustainable modes of transport available for visitors to and from the site.

Targets

In accordance with TfL's best practice guidance, all targets identified will be SMART, in that they are: Specific; Measurable; Achievable; Realistic and Time-bound.

Two types of targets have been identified. Action and Aim type targets for the site are set out in turn below.

Action Type Targets

The following action type targets are set for the proposed development:

- Appoint a Travel Plan Coordinator (TPC) to take responsibility for the development and management of the plan, and to ensure its delivery;
- The development encourages sustainable travel behaviour through its design with the development containing no car parking;
- Provide secure cycle parking stands prior to occupation;
- Provide vehicle parking / drop off area; and
- TPC to organise initial travel surveys upon 6 months of operation of the School of Rock and at annual surveys for up to five years (if targets are consistently achieved).

Aim Type Targets

The Travel Plan targets aim to measure the progress made towards achieving the Travel Plan objectives. Targets are generally based on achieving modal shift through reductions in car use, in this case through reduced proportion of drop off trips, and through increases in the use of sustainable modes such as bus patronage and cycling.

The Travel Plan aims for a significant reduction in car trips over the next five years in line with local, regional and national policy. The target is to reduce the mode share for car borne journeys by 5% from the baseline survey mode share.

6 Travel Plan Strategy

Management

Travel Plan Co-ordinator (TPC)

The Travel Plan Co-ordinator will be appointed to take responsibility for the development and management of the plan, and ensuring its delivery.

The TPC role for the School of Rock in Richmond will be a member of staff and the role is envisaged as additional to existing duties. The TPC will both be responsible for implementation of the sustainable travel initiatives.

The roles and responsibilities of the TPC is set out below:

- Implementation and management of the Travel Plan;
- Awareness-building and engagement with staff and parents;
- Strategic marketing and communication;
- Implementing and managing measures;
- Measuring success and monitoring change;
- Reporting progress to all Travel Plan stakeholders, including staff, parents and the planning and highway authorities;
- Obtaining and maintaining commitment and support from staff;
- Giving advice and information on transport-related subjects to staff and visitors; and
- On-site coordination of data collection for the plan. The site location benefits from good accessibility by non-car modes of travel, including on foot, by cycle and public transport;

Marketing Strategy

It is recognised that a marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan and disseminate travel information and notification of events and facilities provided. Full details of the marketing strategy are contained within the individual measures chapters. The marketing activities to be undertaken include:

- Provision of links to relevant journey planning information and timetable for public transport services will be provided within promotional material.
- Notification of sustainable travel events and reminders to staff of incentives.

Securing the Travel Plan and Funding

All measures implemented will be funded by the School of Rock, including any cost associated with monitoring.

Monitoring of the School of Rock's travel patterns will occur on the basis of Years 1, 3 and 5 in accordance with policy guidelines.

The TPC will arrange the surveys when they become due.

7 Travel Plan Measures

Introduction

This section outlines the measures which will be implemented on site in order to achieve the objectives identified within Section 5. These measures form the core of the Travel Plan. The measures have been grouped into three types as follows and considered in turn in the following sections:

- ‘Hard’ physical measures incorporated into the design of the property;
- Key services and facilities; and
- ‘Soft’ marketing and management measures which will be implemented as part of the development proposals to ensure that sustainable travel behaviour is maximised.

‘Hard’ Measures – Site Design

It should be recognised that many physical aspects of the design of the School of Rock premises will influence travel patterns, and will have a significant impact upon reducing dependence upon the car. The hard measures that are incorporated into the design of the development are set out below. It should be noted that appropriate hard measures will be provided during the construction and refurbishment of the building and landscaping within the development prior to occupation and will be funded by the operator.

Accessibility

The pedestrian connections to the wider surrounding network provide links to the adjacent bus stops and further opportunities across the local area, as outlined within Section 2 of this Travel Plan.

Car Parking Provision

The School of Rock will not be provided with car parking, demonstrating a commitment to reducing dependence on car as a mode of transport and will help realise the targets set out in Chapter 5.

Cycle Parking Provision

Cycle parking would be provided within the site to exceed London Plan minimum standards, which is 1 space per 8 staff and 1 space per 8 students/children. The standard for visitor spaces is 1 per 100 students.

‘Soft’ Measures – Marketing and Promotion

The location of the premises, its design and proximity to bus services should create all of the conditions to make sustainable travel choices an attractive option. However, it is also recognised that a communication strategy is key to the success of the Travel Plan. Details of the communication strategy for the School of Rock are set out below.

School of Rock Website

Links to relevant public transport travel information will be provided on the specific webpage for School of Rock, including TfL journey planner; specific public transport operators; and LB Richmond upon Thames websites.

The website will also include the following:

- Promotion of key services and facilities: Full details of the key services and facilities provided by the Travel Plan will be included on the website
- Promote membership to the London Cycling Campaign (LCC): Membership of the LCC provide benefits including free third party insurance; invitations to over cycling events; route and touring information; technical and product advice; cycle-related legal advice and discounts on many cycling products.
- Promotion of cycling initiatives: Educational establishments are encouraged through the STP programme to promote cycle training to their students. **Bike IT** is a national cycle promotion scheme run by **SUSTRANS, in** order to increase the numbers cycling to and from school. **Go-Bike** is another incentive-campaign which promotes cycling.
- Promotion of health benefits associated with active modes of transport: The website will provide details of the health benefits associated with walking and cycling regularly;
- Details of carbon foot-printing: provision of details of established **Act on CO2** carbon calculator and information to raise awareness of the environmental and cost saving benefits associated with sustainable travel and reducing car usage.

Notice Boards

Notice boards providing travel and community information to staff and parents will be used.

Maps of the immediate local area will be displayed within the School of Rock, identifying locations of cycle routes and parking and public transport service access points. Notices will also be used to inform staff, parents and students of any new travel initiatives or events organised by the TPC.

Feedback and Personalised Travel Planning

Persons wishing to raise specific transport-related matters will be encouraged to discuss them with the TPC for consideration. The TPC will also be able to provide personalised travel planning advice to staff, parents and students if required.

9 Action Plan

Introduction

The programme for the implementation of the Travel Plan measures is set out in Table 9.1 overleaf and sets out tasks, intended implementation dates and funding sources. The action plan is intending to be a live document and will therefore be updated by the TPC to reflect the outcome of consultation with the local planning authority, once the first full multi-modal travel survey has been completed.

Figure 9-1 Action Plan

Action	Target (values)	Target Date	Funding	Indicator / Measured by	Responsibility
Appointment of TPC	N/A	TPC to be appointed upon occupation	School of Rock	Appointment of role by target date	School of Rock
Provision of 'hard' measures (Cycle parking & zero car parking)	Five cycle spaces	Prior to redevelopment completion	School of Rock	Installing signposting to drop off area and cycle parking	School of Rock
Provision of 'soft' measures (encouraging lift sharing, use of cycle spaces)	Provide all the relevant information for staff, parents and visitors	Upon occupation	School of Rock	Scheme up and running	School of Rock/ TPC
Preparation of travel information on website	Website information promoted to every member of staff and parent upon opening	Upon occupation	School of Rock	Travel survey	School of Rock/ TPC
Undertake initial travel surveys	N/A	Within 1 month of opening	School of Rock	Receipt of survey results	TPC
Consider opening a dialogue with Council regarding car driver modal split target	Target subject to dialogue with Council	1 month after initial travel survey undertaken	School of Rock	Receipt of written agreement of targets.	TPC
Undertake monitoring in Years 1, 3 and 5	N/A	Monitoring in accordance with TfL guidelines	School of Rock	Receipt of survey results	TPC