



## Travel Plan

Al-Falah Institute  
14 Yeading Lane, Hayes

*On behalf of*  
Al-Falah Institute

December 2025

### Document Revision Control

Revision	Date	Prepared By
0	29/12/2025	JNR

E: [john@jrtransportplanning.co.uk](mailto:john@jrtransportplanning.co.uk)

T: 07585 535 214

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## CONTENTS

1.0	INTRODUCTION	1
2.0	TRAVEL PLANNING POLICY AND GUIDANCE	3
3.0	SITE LOCATION AND ACCESSIBILITY	7
4.0	PROPOSED DEVELOPMENT	14
5.0	TRAVEL PLAN MANAGEMENT	15
6.0	TARGETS	16
7.0	MEASURES	17
8.0	MONITORING, REVIEWING AND REPORTING	18
9.0	ACTION PLAN	20

## APPENDICES

A	PTAL RATING
B	TRAVEL QUESTIONNAIRE PRO FORMA
C	NOTICEBOARD TRAVEL INFORMATION EXAMPLE
D	LIFT SHARE INFORMATION EXAMPLE

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## 1.0 INTRODUCTION

### Context

- 1.1 This Travel Plan ('the Plan') is prepared to accompany a planning application ('the Application') seeking consent to vary the opening hours ('the Proposed Development') of existing development located at 14 Yeading Lane, Hayes, UB4 0E ('the Site').
- 1.2 The Site is located to the east of Yeading Lane approximately 150m north of its junction with Uxbridge Road. The Site is located within the administrative boundary of the London Borough of Hillingdon (LBH)
- 1.3 The Site is already occupied and in use as an Institute. Its current opening times are Monday to Friday 10am to 4:30pm. The Application seeks permission to extend these opening times to include:
- Monday to Friday from 4:30pm to 7pm; and
  - Saturday from 11am to 2pm.
- 1.4 The Site already operates classes for up to 30 people, including staff and members. The Proposed Development does not seek to increase this number of people.

### Extant Travel Plans

- 1.5 The Site already benefits from an operational Travel Plan (TP). This TP builds on this operational travel plan to include existing activities at the Site as well as the Proposed Development. It will therefore supersede the existing TP, providing a single reference document for the sustainable management of travel to and from the Site for all activities.

### Contact Details

- 1.6 The contact details for the consultant that has prepared this TP and the management of the Site ('the Site Management') are provided as follows:

#### *Consultant:*

John Russell Transport Planning Ltd.

john@jrtransportplanning.co.uk

#### *Site Management:*

Al-Falah Institute

admin@alfalahinstitute.org.uk

### Travel Plan Structure

- 1.7 Following this introduction, the remainder of this TP is as follows:
- Section 2 reviews applicable national and local policy and guidance and sets out the Travel Plan objectives, as informed by such policy and guidance;

- Section 3 describes the Site location and its accessibility;
- Section 4 details the Proposed Development including the results of travel surveys of existing users of the Site;
- Section 5 discusses the management of the Travel Plan;
- Section 6 discusses the approach for target setting and suggests targets for the Plan;
- Section 7 contains information regarding the measures that are already being implemented to encourage sustainable travel, and which will continue to be delivered to support the use of active and/or sustainable modes for trips to and from the Site;
- Section 8 describes the monitoring and review programme that will be implemented to track progress being made towards achievement of the plan targets, necessarily involving rolling reports and modification, as necessary, of the Plan implementation measures; and
- Section 9 provides an Action Plan summarising the scheme and design elements relating to travel, Plan management and implementation measures, the party/ies responsible in each instance and an indicative timeline.

## 2.0 TRAVEL PLANNING POLICY AND GUIDANCE

2.1 There are several planning policies that are considered pertinent to the development proposals. The policies are as follows:

- National Planning Policy Framework, Department for Levelling Up, Housing and Communities, December 2024;
- National Design Guide, Ministry of Housing, Communities & Local Government, October 2019;
- Planning Practice Guidance, Ministry of Housing, Communities and & Local Government, March 2014;
- Working Together to Promote Active Travel - A Briefing for Local Authorities, Public Health England, May 2016;
- Planning for Walking and Planning for Cycling, Chartered Institution of Highways and Transportation, April 2015 and October 2014 respectively;
- Gear Change: A bold vision for cycling and walking, Department for Transport, July 2020;
- Local Transport Note (LTN) 1/20 Cycle Infrastructure Design, Department for Transport, July 2020;
- Manual for Streets (MfS), Department for Transport, March 2007;
- National Travel Survey (NTS), Department for Transport, 2015; and
- London Plan – March 2021.

### National Policy

#### *National Planning Policy Framework (NPPF)*

2.2 The National Planning Policy Framework (NPPF) was first published in 2012, and most recently updated in December 2024. It sets out a presumption in favour of sustainable development that recognises the importance of transport policies in facilitating sustainable development, and that planning decisions should have regard to local circumstances.

2.3 The NPPF sets a presumption in favour of sustainable development, requiring that social, environmental and economic matters be considered in concert.

2.4 The NPPF promotes incorporation of sustainable transport in development proposals (par. 109) and states that the planning system should actively manage patterns of growth such that a genuine choice of transport modes is offered (par. 110).

2.5 With regard to the delivery of sustainable transport the NPPF states at paragraph 118 that:

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

2.6 The NPPF goes on to describe a Travel Plan as: *"A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed."* (NPPF pg. 80).

#### *National Design Guide (NDG)*

2.7 The National Design Guide (NDG) sets out the characteristics of well-designed places and demonstrates what good design means in practice. It forms part of the Government's collection of planning practice guidance and should be read alongside the separate planning practice guidance related to design process and tools.

2.8 With respect to consideration of 'movement' in the design of new development, the NDG promotes assessment of existing and delivery of new features that result in developments being accessible and easy to move around within and between by all applicable transport modes, with priority being placed on active and/or sustainable modes.

#### *Planning Practice Guidance (PPG)*

2.9 Planning practice guidance (PPG) supports delivery of the principles set out in the National Planning Policy Framework (NPPF).

2.10 The guidance describes Travel Plans as *"... long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets."* (PPG paragraph: 003; reference ID: 42-003-20140306)

2.11 Furthermore, the guidance indicates that *"... Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation."* (PPG paragraph: 003; reference ID: 42-003-20140306)

2.12 It is stated that the primary purpose of a Travel Plan is:

*"... to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. ..., they should not be used as a way of unfairly penalising drivers." (PPG paragraph 005; reference ID: 42-005-20140306)*



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### *Active Travel – Walking and Cycling*

#### **2.13** Working Together to Promote Active Travel - A Briefing for Local Authorities

#### **2.14** Public Health England has issued a briefing for Local Authorities containing their latest research findings relating to active travel:

- “Physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to businesses and wider society
- The growth in road transport has been a major factor in reducing levels of physical activity
- Building walking and cycling into daily routines are the most effective ways to increase physical activity
- Short car trips (under 5 miles) are a prime area for switching to active travel and to public transport
- Health-promoting transport systems are pro-business and support economic prosperity. They enable optimal travel to work with less congestion, collisions and pollution, and they support a healthier workforce.”

### *Planning for Walking and Cycling*

#### **2.15** Walking and cycling are active and sustainable forms of transport in their own right and as linking modes for accessing public transport, for example, when making longer journeys.

- The Chartered Institution of Highways and Transportation (CIHT) documents ‘Planning for Walking’ and ‘Planning for Cycling’ provide an insight into these modes of transport:
- “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, pg.6).
- “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, pg. 4)

#### **2.16** The CIHT also published ‘Guidelines for Providing for Journeys on Foot’ (2000) to support implementation of the central Government publication ‘Encouraging walking: advice to local authorities’. The CIHT Guidelines suggest acceptable, desirable and preferred maximum walking distances (‘acceptable’ walking distances would vary between individuals) for pedestrians without mobility impairment for some common trip purposes, which are set out at Table 2.1 below.

Description of Walking Distance	Distance to Destination (Metres)	
	Town Centres	Elsewhere
Desirable	200 metres	400 metres
Acceptable	400 metres	800 metres
Preferred Maximum	800 metres	1,200 metres

- 2.17 The Department for Transport (DfT) updated their advice to Local Authorities in Local Transport Note (LTN) 1/20 'Cycle Infrastructure Design', which was published in July 2020 alongside the DfT's 'Gear Change: A bold vision for cycling and walking'. LTN 1/20 promotes the inclusion of good quality cycling infrastructure in Local Authority planning, design and highway adoption policies and processes, with new developments, new highways and new highway improvement schemes contributing accordingly.

*Manual for Streets and National Travel Survey*

- 2.18 Manual for Streets (MfS) 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". Within MfS it is also 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.
- 2.19 The 2015 National Travel Survey (NTS) noted that "76% of all trips under one mile are walks", making it the most frequent mode of travel for very short distances. (1 mile = 1.6 kilometres).

**Regional Policy**

*London Plan – March 2021*

- 2.20 The London Plan was adopted in March 2021 and sets out the economic, environmental, transport, and social framework for the development of London over the next 20-25 years. The policies pertinent to the Travel Plan are listed below.
- 2.21 Policy T4 'Assessing and Mitigating Transport Impacts' states the following with regards to the implementation of Travel Plans:

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

*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 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 Plan, Construction Logistics Plan and Delivery and Servicing Plans will be required having regard to Transport for London guidance;*

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

*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;*

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

*Development proposals should not increase road danger."*

*What a travel plan should contain*

- 2.22 Supporting the London Plan, TfL provides guidance on the contents that an effective TP should have in the form of the document "*What a travel plan should contain*". This document has formed the basis for the preparation of this TP alongside the other national and regional guidance outlined above.

### 3.0 SITE LOCATION AND ACCESSIBILITY

#### Site Location and Context

- 3.1 The site is located to the east of Yeading Lane, mid-way between Hayes and Southall Town Centres. The Site benefits from close proximity to the A4020 which is a main public transport corridor. The surrounding area is a mix of land uses, including large areas of established residential dwellings together with commercial, retail and leisure uses. The location of the Site is illustrated below within Figure 3.1.



Figure 3.1: Site Location

#### Local Highway Network

- 3.2 Yeading Lane is a two-way, single carriageway road orientated on an north-south axis subject to a speed limit of 30 miles per hour. Immediately to the front of the Site, Yeading Lane has a southbound bus lane leading to the junction of Yeading Lane / Uxbridge Road, which is approximately 150m to the south of the Site. Yeading Lane is street-lit and had frequent side road junctions and driveway cross-overs.
- 3.3 To the south of the Site, Yeading Lane meets Uxbridge Road at a signal controlled junction around which are clusters of shops forming the nearest neighbourhood centre.

## Active Travel

- 3.4 Walking and cycling are generally considered sustainable alternative methods of transport to the private car. These modes of transport also contribute towards longer, sustainable mode journeys as ways of accessing other methods of travel such as the bus or train.
- 3.5 The Chartered Institution of Highways and Transportation (CIHT) released two documents, 'Planning for Walking' in April 2015 and 'Planning for Cycling' in 2015. 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, 2015).*

- 3.6 The NPPF, National Design Guide, CIHT Walking Guidance and Manual for Streets identify the concept of '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"*.
- 3.7 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.

## Walking Accessibility

- 3.8 The Site is located within the built-up area which benefits from a comprehensive network of lit footways and footpaths. Within this pedestrian environment, crossing facilities are generally of a high standard, equipped with dropped kerbs and tactile paving.
- 3.9 Immediately adjacent to the Site, Yeading Lane has lit footways on each side and at its junction with Uxbridge Road to the south, there are signal controlled pedestrian crossing points.
- 3.10 The figure below shows an approximately 2km walk catchment from the Site.



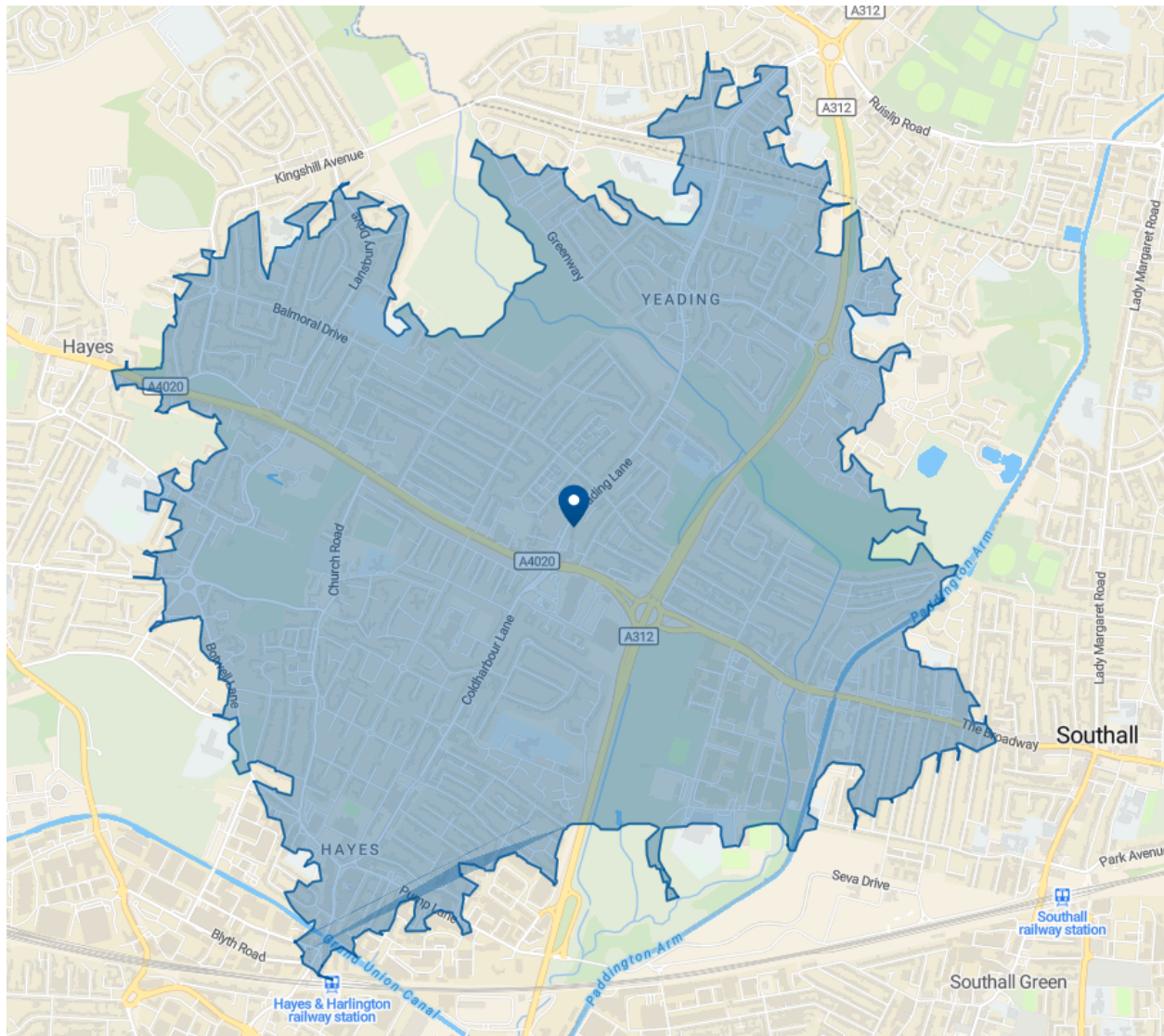


Figure 3.2: Walk Catchment

- 3.11 The figure above shows that there is a significant potential catchment for the Site within reasonable walking distance. Furthermore, whilst on the outer limits of a reasonable walk distance, Hayes and Harlington railway station is within this catchment.

#### *Cycling Accessibility*

- 3.12 It is generally accepted that a distance of up to 5km is acceptable to most cyclists. A 5km cycling catchment is illustrated on the figure below.

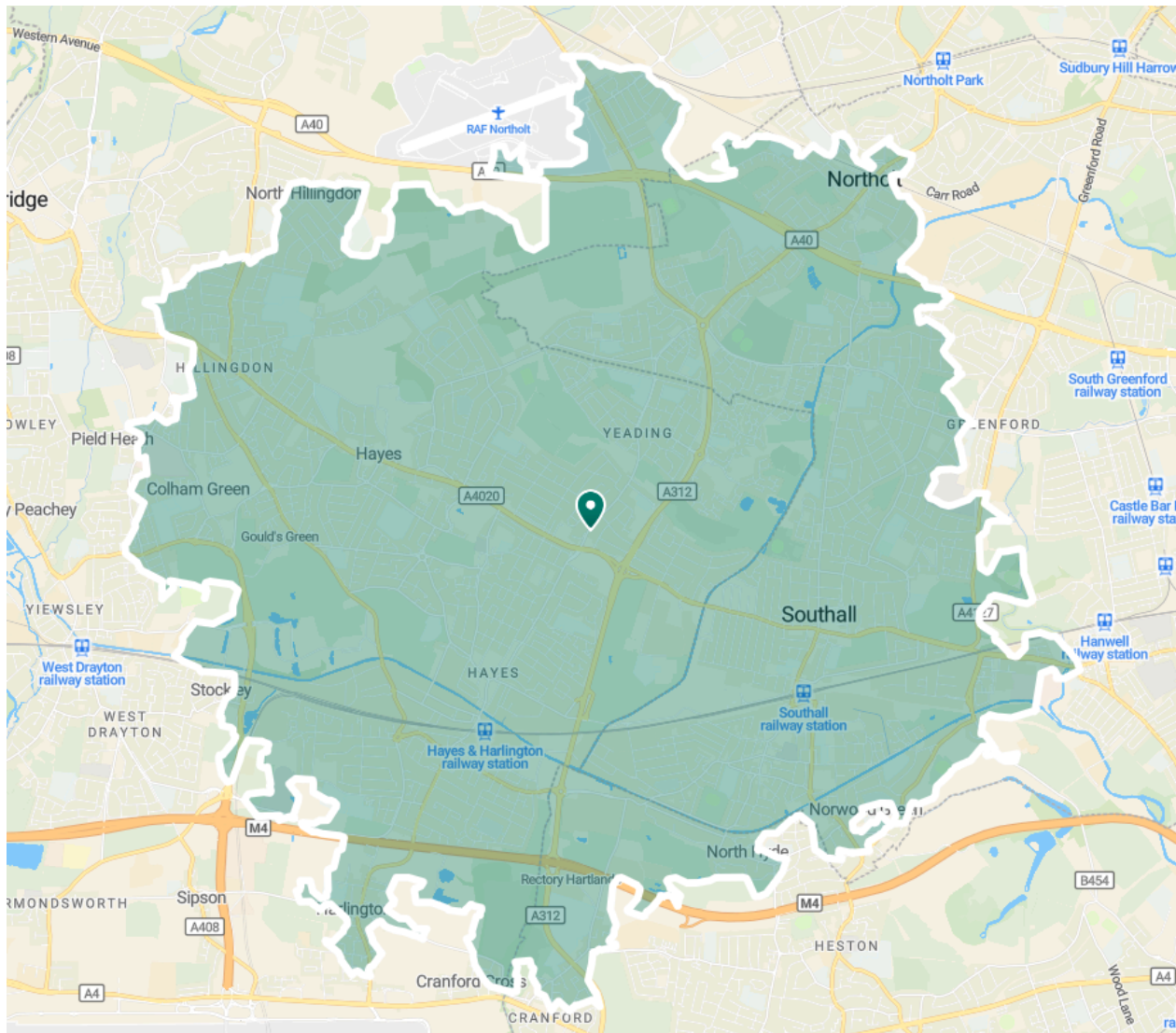


Figure 3.3 – 5km Cycle Catchment

- 3.13** The catchment illustrated above demonstrates the area which can be accessed within a 5km cycle ride, which includes all of Hayes and Southall as well as Hillingdon, Yeading and Northolt. Within this 5km catchment, cyclists benefit from a variety of dedicated infrastructure including cycle signal aspects at signal junctions.

## Public Transport

### *Public Transport Accessibility Level*

- 3.14** Transport for London (TfL) provides guidelines on Public Transport Accessibility Levels (PTAL), providing criteria for the identification of public transport access points (for example, stops and stations) that are within walking distance of an application site. PTAL scores range from 1-6 with 6 being high and 1 being low.

**3.15** It is noted that PTAL provides a score reflecting access to public transport services as opposed to accessibility by public transport, assuming a threshold of 640 metres to a bus stop and 940 metres to a rail or tube station. A site's PTAL does not consider the following:

- Speed or utility of accessible services;
- Crowding, including the ability to board services; and
- Ease of interchange.

**3.16** The PTAL score for the site is 3, indicating that the site has 'good accessibility to public'. The PTAL calculation report is attached within [Appendix A](#).

#### *Accessibility by Bus*

**3.17** The closest bus stop to the Site is located immediate to the front of the Site on Yeading Lane with a further bus stop located approximately 400m to the south on Coldharbour Lane. These bus stops are provided with flagpoles containing timetable information, benches, and bus stop shelters. A summary of the local bus services accessible from the Site are set out in Table 3.1 below.

Service	Route	Approximate Frequency (during opening hours of the Proposed Development)		
		Mon-Fri	Sat	Sun
140	Millington Road to Long Elmes via Harrow bus station	6-9 minutes	8-11 minutes	11-14 minutes
SL9	Heathrow central bus station to Harrow Bus Station via Hayes and Harlington railway station	11-14 minutes	11-12 minutes	14-15 minutes
E6	Greenford Station to Bulls Bridge via Hayes town centre and Hayes and Harlington railway station	13-18 minutes	12-16 minutes	14-20 minutes
427	Uxbridge Station to Bridge Road via Hayes Bridge	8-12 minutes	8-12 minutes	11-13 minutes
SL8	Uxbridge Station to White City Station via Acton Station	8-12 minutes	8-12 minutes	11-13 minutes
90	Northolt Station to Feltham Leisure Centre via Hayes and Harlington railway station	9-13 minutes	9-13 minutes	15-16 minutes

Table 3.1: Bus Frequencies

**3.18** Table 3.1 demonstrates the accessibility of the Site via local bus services which provide regular services to the local and wider commuter area. These services also provide connections to other TfL network and wider public transport services for onward travel via sustainable transport methods.



### *Accessibility by Rail*

- 3.19** The closest railway station to the Site is Hayes and Harlington, which is located approximately 2.0 kilometres south of the Site, equivalent to a 25-minute walk, 21-minute journey via public transport, and an 8-minute journey via bicycle.
- 3.20** Hayes and Harlington is located on the Elizabeth Line which provides direct connections to Reading and Heathrow Airport to the west and Shenstone and Abbey Wood to the east. Services operate on an effective “turn up and go” frequency Monday to Saturday and remains frequent throughout Sundays, with services providing connections to the wider TfL network.

### *Existing Mode Choice*

- 3.21** The Application seeks a modest extension on the opening hours at the Site, which is already operational. It is therefore relevant to consider the existing travel choices of users of the Site: this included all visitors and staff.
- 3.22** In order to achieve this, a multi-modal survey was undertaken at the Site over a 5-day period between 17<sup>th</sup> November 2025 and 21<sup>st</sup> November 2025. The survey was conducted using a simple travel questionnaire which asked users arriving to state how they had travelled to the Site. A copy of the questionnaire is provided at [Appendix B](#) and a summary of the responses provided in the table below.

Mode	Date					Total
	17 <sup>th</sup> Nov.	18 <sup>th</sup> Nov.	19 <sup>th</sup> Nov.	20 <sup>th</sup> Nov.	21 <sup>st</sup> Nov.	
Car (Driver)	4	2	3	3	8	20
Car (Passenger)	5	1	3	2	4	15
Car - drop-off / pick-up	2	1	3	4	4	14
Public Transport	4	2	6	6	9	27
Walk	2	2	3	4	4	15
Cycle	0	0	0	0	0	0
Other	0	0	0	0	0	0
Total	17	8	18	19	29	91

Table 3.1: Travel Survey Summary

- 3.23** The table above shows that the dominant mode of choice is public transport followed by car driver. The table also shows the variation in the number of users of the Site currently on a day to day basis.
- 3.24** In order to understand mode choice in more detail on a day to day basis, the above data has been translated into percentage mode choice for each day and is presented below.

Mode	Date					Average
	17 <sup>th</sup> Nov.	18 <sup>th</sup> Nov.	19 <sup>th</sup> Nov.	20 <sup>th</sup> Nov.	21 <sup>st</sup> Nov.	

Car (Driver)	23.5%	25.0%	16.7%	15.8%	27.6%	22.0%
Car (Passenger)	29.4%	12.5%	16.7%	10.5%	13.8%	16.5%
Car - drop-off / pick-up	11.8%	12.5%	16.7%	21.1%	13.8%	15.4%
Public Transport	23.5%	25.0%	33.3%	31.6%	31.0%	29.7%
Walk	11.8%	25.0%	16.7%	21.1%	13.8%	16.5%
Cycle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%

Table 3.2: Travel Survey Summary Percentages

- 3.25** The table above shows that overall, car drivers accounted for 22% of journeys made by users of the Site. Public transport and active travel modes accounted for 46.2% of trips.
- 3.26** What is noteworthy again is the variation on a day to day basis, which is drawn out in the table below which compares average mode choice over the 5-day survey compared to the day to day standard deviation.

Mode	Average	Standard Deviation
Car (Driver)	22.0%	5.2%
Car (Passenger)	16.5%	7.5%
Car - drop-off / pick-up	15.4%	3.8%
Public Transport	29.7%	4.3%
Walk	16.5%	5.4%
Cycle	0.0%	0.0%

Table 3.3: Travel Survey Summary Daily Analysis

- 3.27** The table above shows that in particular the day to day deviation for Car Passenger mode choice is high relative to the average. The number of users travelling by public transport and active travel modes is relatively consistent as a percentage from day to day.

### Summary of Baseline Conditions

- 3.28** The above review demonstrates that the Application Site is accessible by transport modes that have the potential to reduce reliance upon the private car. A travel survey of existing users demonstrates that this is already reflected in the sustainable travel choices made.

## 4.0 PROPOSED DEVELOPMENT

### Overview

4.1 The Site is already occupied and in use as a Woman's Institute. Its current opening times are Monday to Friday 10am to 4:30pm. The Application seeks permission to extend these opening times to include:

- Monday to Friday from 4:30pm to 7pm; and
- Saturday from 11am to 2pm.

4.2 The Proposed Development does not seek to increase this number of people who already access the Site.

### Access arrangements and car parking

4.3 The existing access arrangements are to be retained. Access and egress are both taken from Yeading Lane with vehicle movements actively managed by staff of the Site.

4.4 Space is provided within the Site for up to 8 cars to park. Parking on Site is controlled by the Site Management with vehicles only allowed on Site via pre-arrangement.

4.5 There is currently secure cycle parking provided to the rear of the building. People arriving by cycle are also able to bring their cycles into the building for safe and dry storage.

### Delivery and Servicing Arrangements

4.6 The Site is open during limited times during the week and the Site Management seeks to coordinate deliveries outside of opening times when the car parking area is empty. This enable delivery vans etc to pull into the Site and turn before exiting in forward gears. This approach to managing deliveries will continue with the Proposed Development.

## 5.0 TRAVEL PLAN MANAGEMENT

### Travel Plan Co-ordinator

#### 5.1 The Travel Plan Co-ordinator (TPC) for the Site is:

John Russell

e-mail: [john@jrtransportplanning.co.uk](mailto:john@jrtransportplanning.co.uk)

#### 5.2 The main responsibilities associated with the role of TPC are:

- Securing a budget for the Plan development and ensure its efficient and effective use.
- Overseeing development and implementation of the Plan.
- Organising marketing and awareness-raising campaigns to promote the Plan.
- Acting as a point of contact for site users requiring information about travel to and from the Site.
- Liaising with stakeholders, e.g. Local Authorities, transport operators, cycle retailers, etc., regarding travel matters associated with the Site.
- Ensuring up-to-date and readily available travel information during the lifetime of the Plan
- Managing the data collection process required to monitor the Travel Plan, in accordance with the agreed monitoring and review programme.
- Commissioning the analysis and reporting of Plan monitoring data.
- Submitting Plan Monitoring Reports to LBC.
- Seeking partners with whom to work in order to progress the Travel Plan objectives and targets, e.g. the local Councils, public transport operators, local taxi firm(s), other business centres, community transport providers and lift-share scheme providers, etc.

#### 5.3 The TPC role is resourced for a minimum continuous period of 5 years. In the event of the post becoming vacant it will be filled within 2 months of the vacancy occurring.

## 6.0 TARGETS

- 6.1 Whilst the survey of how users currently travel demonstrates that only around one in five users travel as car driver, nonetheless an assessment has been made from which indicative mode split targets have been derived. That assessment and the associated indicative targets are set out in this Section.
- 6.2 Travel Plan targets will contribute to the applicable London-wide target for trips made using public transport and/or active modes. At present, the London Plan indicates the targeted car mode share to be achieved by 2041 in Inner London areas is 10%, as illustrated in Figure 7.1 below.

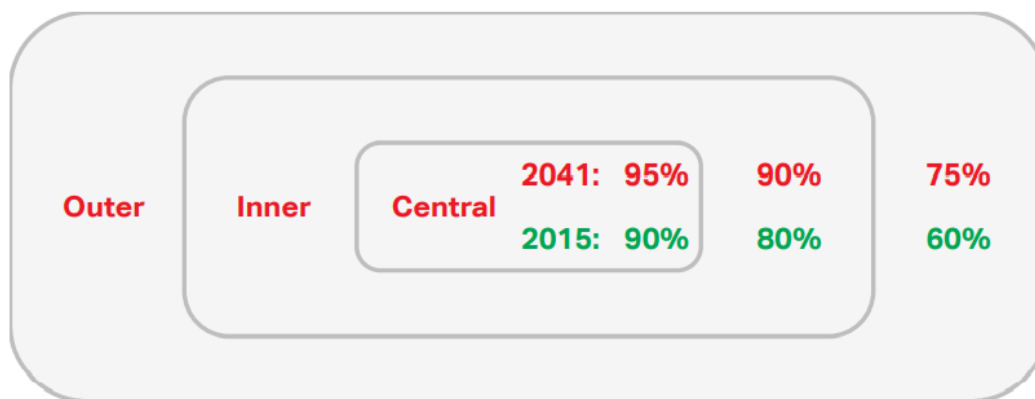


Figure 6.1: London Modal Split Targets (Figure 10.1 reproduced from the London Plan, 2021)

- 6.3 The above targets have been translated to car based travel targets for the Site as set out below:

Mode	Existing mode choice	Target mode choice
Car (Driver)	22.0%	17.6%
Car (Passenger)	16.5%	15.4%
Car - drop-off / pick-up	15.4%	11.0%
Public Transport	29.7%	36.3%
Active Travel	16.5%	19.8%

Table 6.1: Target Mode Choice

- 6.4 The table above demonstrates sets out the targets to reduce car-based modes of travel (including car passenger and drop-off / pick-up) by 10 percentile points in line with the targets set out in the London Plan.

## 7.0 MEASURES

- 7.1 This section outlines the measures to be implemented in order to facilitate delivery of the Plan aims, objectives and targets. These measures are both 'hard' such as physical infrastructure and 'soft' in the form of information provision. They build on the work already being undertaken by the Site Management to encourage sustainable travel choices.

### Noticeboard

- 7.2 A noticeboard is already provided within the building for the benefit of all users. This provides information regarding sustainable travel options available to them for travel to and from the Site. An example of the information already being provided, and which would continue to be provided for the Proposed Development is provided at [Appendix C](#).

### Promotional Events

- 7.3 In addition to the passive promotion of sustainable travel, the TPC will be responsible for organising active promotional activities during the course of the Plan to encourage people to try alternative means of travel.

### Personalised Travel Planning

- 7.4 New members of the Proposed Development and of existing activities at the Site will be offered a personalised travel planning service when they enrol. This will include bespoke travel information planning for their particular journey to and from the Site covering:
- details of routes and indicative travel times by active and/or sustainable modes to local public transport interchanges, local amenities, and local walking and cycling routes;
  - health, environmental and economic benefits of travelling via active and/or sustainable modes;
  - public transport service operators, the facilities available at local bus stops the local railway station, and how to secure discounted fares;
  - support available for mobility-impaired travellers;
  - lift-share opportunities;
  - walking and cycling buddy opportunities;
  - local taxi and PHV services; and
  - emergency number to contact.

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### Encouraging the Uptake of Lift-Sharing

- 7.5 The Site already operates a lift-share scheme and an example of how this is administered currently is provided at [Appendix D](#). The lift-share scheme will be open to users of the Proposed Development.

## 8.0 MONITORING, REVIEWING AND REPORTING

8.1 To establish the success of the Plan, an effective monitoring and review process will be put in place.

### Monitoring

8.2 The monitoring of the Plan is important for the following reasons:

- It will demonstrate to LBH that the aims and objectives of the travel plan are being achieved;
- It maintains support for travel planning by reporting successes; and
- It identifies any measures that are not working or problems with the approach of the travel planning strategy.

8.3 The surveys can be used to monitor the numbers walking, cycling and travelling by car and public transport to and from the site. The results can then be compared with the mode share targets identified earlier in this Plan.

8.4 In order to ensure an effective monitoring strategy is in place the following activities will be undertaken as part of a Travel Plan:

- An LBH compliant baseline survey will be undertaken to establish the baseline modal split;
- Periodic LBH compliant monitoring surveys will be undertaken in years 1 (baseline), 3 and 5 of the lifetime of the Travel Plan. This enables an accurate modal shift to be identified;
- Questions regarding users' primary mode of travel should be used to identify the modal split for the Site.

8.5 Other data collected might include:

- Reasons for choice of travel mode and barriers to travel by sustainable modes; and
- Attitudinal information about measures which are likely to encourage a switch to sustainable alternatives.

8.6 Each survey will be undertaken at a similar time of year and in a 'neutral' month, avoiding school holidays. The survey will be undertaken over a five-day period in order to understand the fluctuations in travel choice over the different days.



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## Reviewing

- 8.7 The TPC will undertake an annual review of the travel plan in conjunction with LBH. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car/non-car usage at the site; and
  - Comments received from users.
- 8.8 The TPC will compare the mode share statistics obtained from the survey monitoring to the targets that have been set. The TPC will set revised realistic targets for modal shifts to non-car travel modes and investigate the effectiveness of the travel plan initiatives being promoted in conjunction with LBH.
- 8.9 In light of the data collected from the monitoring process, the TPC will adapt the travel plan in liaison with LBH to enable the revised agreed targets to be achieved and submit a review report to be agreed.

## 9.0 ACTION PLAN

9.1 The Action Plan at Table 9.1 sets out the implementation programme for this Plan and will be updated by the Travel Plan Co-ordinator as part of the monitoring and review programme.

Action	Party/ies responsible	Timescale
Appoint Travel Plan Co-ordinator (TPC)	Site Operator	Prior to Proposed Development coming into operation
Ensure travel information on existing notice board is up to date including information on Lift-Share scheme	TPC	Prior to Proposed Development coming into operation
Personalised Travel Planning	TPC	During Plan monitoring period, upon request
Implement travel promotional events	TPC	Throughout the life of the Travel Plan
Deliver monitoring, reviewing and reporting programme specified in Section 8 of the Plan.	TPC, Site Management, LBH	As set out in 'Suffolk Travel Plan Monitoring Framework for Workplace and Residential Developments' (as updated April 2021)
Identify need for mitigation measures		Whilst reviewing and updating Travel Plan
Implement mitigation measures		Should Travel Plan not be on-track to meet target
Liaise with relevant parties		Throughout the life of the Travel Plan
Sign off Travel Plan	LBH	At end of monitoring period, on the basis that Travel Plan targets have been met

Table 9.1: Action Plan