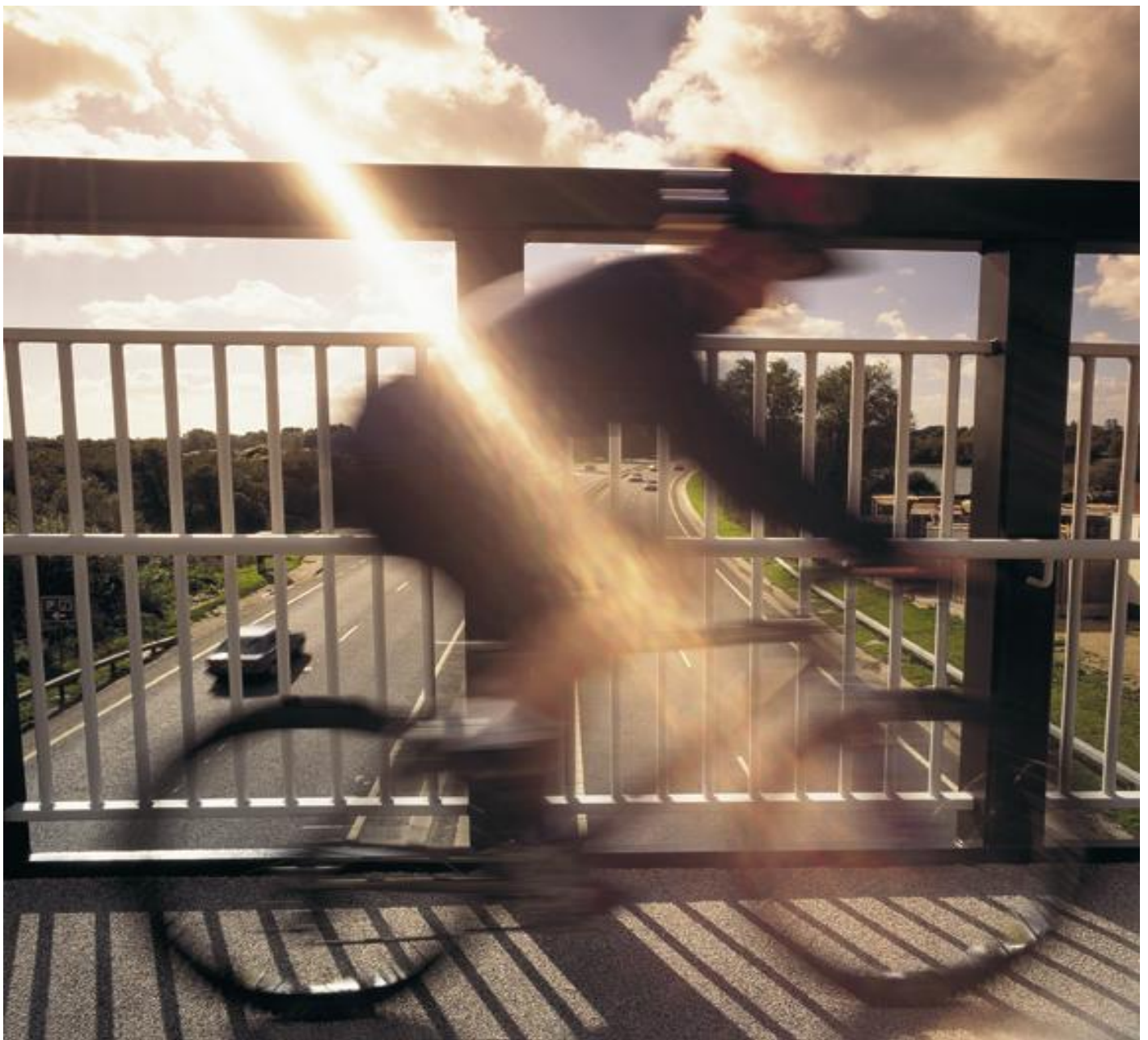




UNITED  
BY OUR  
DIFFERENCE



Former Powergen Site, Bulls Bridge, North Hyde Gardens, Hayes  
Workplace Travel Plan  
FM Conway Ltd

May 2012

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# QM

| Issue/revision | Issue 1                                                                                                            | Revision 1                                                                                                         | Revision 2                                                                                                         | Revision 3 |
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Figure 1      Site Location and Highway Network

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# 1 Introduction

## 1.1 BACKGROUND

1.1.1 WSP UK Ltd has been commissioned by FM Conway Ltd to provide transportation advice in support of a proposed planning application for the redevelopment of the Former Powergen site, Bulls Bridge, North Hyde Gardens, Hayes.

1.1.2 The development proposal is for an aggregate recycling facility, asphalt storage and production plant, and wet waste plant; together with associated ancillary structures and facilities, car and HGV parking, and landscaping. The site would operate on a 24 hour, seven day per week basis.

1.1.3 This Workplace Travel Plan (WTP) has been prepared in conjunction with the provision of a Transport Assessment (TA) to support the redevelopment proposals, and as such, should be read in conjunction with the TA. This report describes the objectives of the plan and the efforts being made to encourage all employees and visitors to make use of non-car travel options where possible to and from the site.

## 1.2 WORKPLACE TRAVEL PLAN

1.2.1 This Workplace Travel Plan has been developed in consultation with the London Borough of Hillingdon. It complies with both national and TfL Travel Plan policies and guidance.

1.2.2 A Travel Plan is a requirement of the planning application and will be required to achieve the aims of sustainable development and to mitigate for the transport demands and potential impacts of the development. In addition to recognising the need to comply with planning requirements and obligations, FM Conway Ltd is committed to minimising any adverse effects on the local community of the proposed redevelopment. This includes the provision for and encouragement of sustainable travel practices to and from the site.

## 1.3 THE BENEFIT OF TRAVEL PLANS

1.3.1 Travel Plans are important management tools and when implemented as part of a comprehensive transport strategy they make it possible to achieve modal shift away from private car-based transport toward more environmentally sustainable forms of travel. Where private car-based transport remains, Travel Plans are able to encourage more efficient and sustainable usage of this mode of travel.

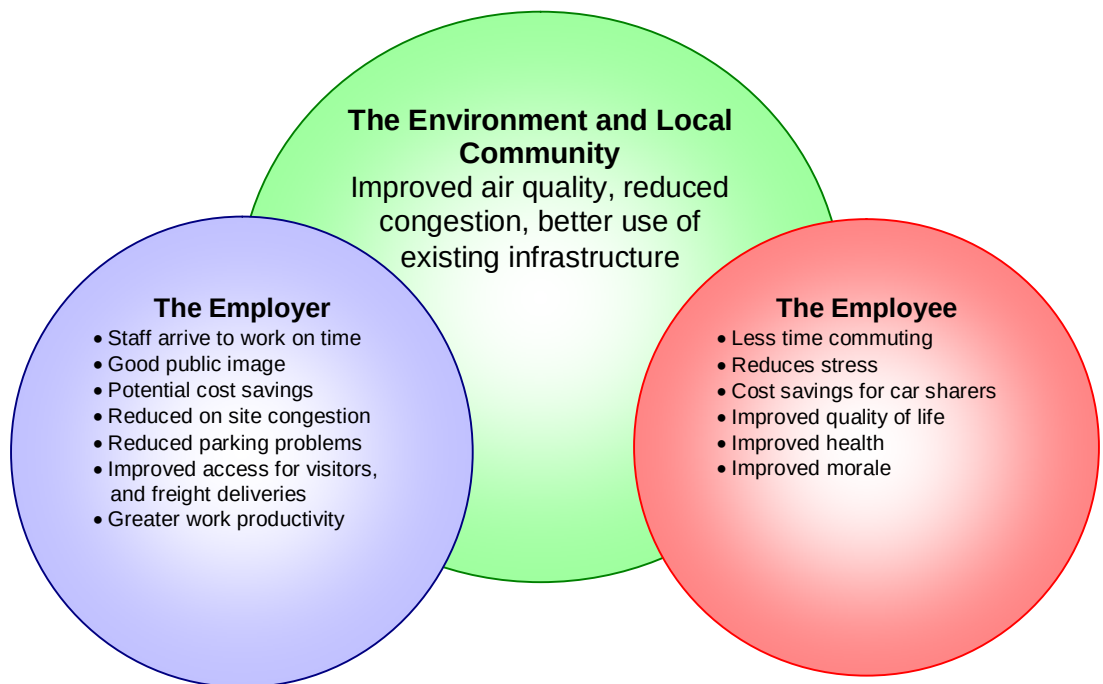
1.3.2 A primary objective of both national and local transport policy is to reduce reliance on the car for travel. However, without positive measures to actively encourage drivers away from their cars – little change will take place.

1.3.3 Therefore, information, marketing and incentives can be applied in order to encourage change. This can be collectively achieved through the adoption and delivery of a Travel Plan

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1.3.4 A number of additional benefits can arise from the introduction of a successful Travel Plan, with benefits arising for employers, employees and visitors to the site, and the wider local community. A summary of some of these benefits is illustrated in **Diagram 1.1**.

Diagram 1.1 – Benefits of a Travel Plan



## 1.4 DOCUMENT STRUCTURE

1.4.1 This document sets out the criteria by which a Workplace Travel Plan for the Former Powergen Site, Bulls Bridge, will be delivered and how it aims to contribute to local and national objectives for sustainable travel.

1.4.2 This Travel Plan document will be set out in a further nine Chapters as follows:

- Policy and Guidance;
- Travel Plan Aims and Objectives;
- Existing Situation;
- Development Proposals;
- Employee/Visitor Travel Plan Measures;
- Freight Management Measures
- Travel Plan Management;
- Targets and Monitoring; and
- Summary

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## 2 Policy and Guidance

### 2.1 INTRODUCTION

2.1.1 The sustainability of new development has become of paramount importance and a significant amount of guidance has been produced on promoting sustainable transport options such as walking, cycling and public transport, whilst advocating a reduction of the use of the private car.

2.1.2 This section outlines the national and local policy context and best practice guidance under which this Travel Plan has been prepared.

### 2.2 NATIONAL POLICY GUIDANCE

#### CREATING GROWTH, CUTTING CARBON: MAKING SUSTAINABLE LOCAL TRANSPORT HAPPEN (DFT WHITE PAPER, 2011)

2.2.1 The Government's Transport White Paper entitled 'Creating growth, cutting carbon: making sustainable local transport happen' sets out the Government's vision for a sustainable local transport system that supports the economy and reduces carbon emissions.

2.2.2 The Transport White Paper states that action taken locally is best placed to support economic growth and deliver reductions in transport-related carbon emissions. This can be achieved by providing people with options to choose sustainable modes for everyday local transport choices to, for example, help boost economic growth by facilitating access to local jobs.

2.2.3 Travel plans are noted as being a key means for promoting travel choices to a wide audience and encouraging a change in travel behaviour towards greater use of sustainable modes of travel.

#### DELIVERING A SUSTAINABLE TRANSPORT SYSTEM (DFT, 2008)

2.2.4 This publication outlines Government's five goals for transport, focusing on the challenge of delivering strong economic growth while at the same time reducing greenhouse gas emissions.

2.2.5 These five overarching goals are:

- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks
- To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change.
- To contribute to better safety security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health
- To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society;
- To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

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2.2.6 Travel Plans provide an opportunity to support these goals by highlighting and promoting the availability of low carbon transport options to employees and visitors, thereby reducing carbon emissions associated with commuting and business journeys.

#### MAKING SMARTER CHOICES WORK (DfT, 2005)

2.2.7 Published subsequent to the Transport White Paper, the Department for Transport (DfT) report 'Making Smarter Choices Work' signals continued government support for a range of measures aimed at raising awareness of alternative modes of travel to private car use, and actively encouraging the use of a wider range of travel modes amongst individuals.

2.2.8 These measures include Travel Plans, travel awareness campaigns, car sharing initiatives, and individualised travel marketing. Contemporary transport policy now recognises the impact that such measures can have in encouraging a shift in modal choice, particularly when accompanied by demand management restraints on single-occupancy car use.

#### NATIONAL PLANNING POLICY FRAMEWORK, DCLG, MARCH 2012

2.2.9 Adopted on 27 March 2012, the Department for Communities and Local Government's (DCLG) National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied.

2.2.10 The NPPF replaces all previous Planning Policy Guidance Notes and Statements, becoming the definitive national planning guidance from which local planning authorities can, in collaboration with their communities, produce local plans appropriate to the character and needs of their area.

2.2.11 The NPPF posits that the key to its success is the following statement from Paragraph 14:

*"At the heart of the National Planning Policy Framework is a **presumption in favour of sustainable development**, which should be seen as a golden thread running through both plan-making and decision-taking."*

2.2.12 Transport forms one of the 12 core land use planning principles set out by the NPPF. The transport principle directs that locations which are sustainable, or which can be made sustainable, should become the focus for significant development. Opportunities to utilise sustainable modes of travel to their fullest, such as public transport, walking and cycling should be actively taken and these modes are considered within this Transport Assessment. Paragraph 7 of the NPPF notes three 'dimensions' of sustainable development:

- Economic,
- Social, and
- Environmental.

2.2.13 Transport is able to contribute significantly to a development's adherence to these, through means such as providing infrastructure to support economic growth, enhancing accessibility to services and fulfilling the social needs of people and providing solutions which minimise pollution and environmental impact.

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2.2.14 This Transport Assessment also demonstrates how the proposed development accords with Paragraph 29 of the NPPF which details transport as having:

*“... an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives.”*

2.2.15 This Transport Assessment demonstrates how the proposed development fulfils the requirements set out in paragraph 32 of the NPPF, to account for:

- The opportunities for sustainable transport modes to be used, reducing the need for major transport infrastructure;
- Provision of safe and suitable access to the site for all people; and

2.2.16 Travel Plans are noted in Paragraph 36 of NPPF as an important mechanism to facilitate measures to increase sustainability. As such, there is a requirement for developments which create a “*significant*” amount of trips to produce a Travel Plan.

2.2.17 WSP, on behalf of FM Conway, has maintained a dialogue with LB Hillingdon and Transport for London regarding the proposed development at Bulls Bridge, displaying a proactive approach to working with the local highway authority as desired by the NPPF.

## 2.3 LOCAL POLICY GUIDANCE

### THE MAYOR’S TRANSPORT STRATEGY

2.3.1 Formally adopted in May 2010, the Mayor’s Transport Strategy sets out the Mayor’s vision for transport in London for the period 2009-2031. It describes how Transport for London (TfL) and its partners, including the London boroughs, will deliver that vision.

2.3.2 The strategy outlines several transport challenges to be addressed, including improving quality of life, enhancing safety and security on the transport network, and addressing transport impacts on climate change.

2.3.3 The strategy includes elements that take into account the needs of business as part of transport planning, and also the provision of enhanced journey planning information across London.

2.3.4 Travel Plans at workplaces across London Boroughs will support these objectives as a means of addressing business-related travel and delivering information through workplace-based schemes and initiatives directly to workers.

### TRAVEL PLANNING FOR NEW DEVELOPMENT IN LONDON (TfL, 2011)

2.3.5 Transport for London (TfL) has produced guidance on the appropriate scope and content for Travel Plans being prepared for new development.

2.3.6 The guidance outlines the processes to undertake in preparing a Travel Plan, management roles and responsibilities, and advice on the implementation of various measures.

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2.3.7 The London Borough of Hillingdon (LBH) has not produced its own definitive workplace Travel Plan guidance, but refers to the TfL and DfT guidance detailed above. Discussions with LBH have been held to discuss the scope of this Travel Plan to ensure that it progresses in line with their requirements and aspirations.

## THE LONDON FREIGHT PLAN

2.3.8 A vision for freight in London was identified for TFL by a working group of the London Sustainable Distribution Partnership and the Freight Transport Association to produce a comprehensive freight strategy - the London Freight Plan (LFP). The aim of the LFP is for:

*“The safe, reliable and efficient movement of freight and servicing trips to, from, within and, where appropriate, through London to support London’s economy, in balance with the needs of other transport users, London’s environment and Londoners’ quality of life”*

2.3.9 The plan sets out seven high-level aims under three headings:

### ECONOMY

- Support London's growth in population and economic activity
- Improve the efficiency of freight distribution and servicing within London
- Balance the needs of freight transport and servicing with those of other transport users and other demands for London's resources

### ENVIRONMENT

- Improve air quality in London and contribution to climate change by reducing emissions of local air pollutants and CO<sub>2</sub> caused by freight and servicing.
- Improve the quality of life in London by minimising the impact of noise and vibration caused by freight and servicing.

### SOCIETY

- Improve health and safety in London by reducing the number of deaths and injuries associated with freight movement and servicing
- Improve the quality of life in London by reducing the negative impacts of freight and servicing on communities.

## 2.4 SUMMARY

2.4.1 National, and local policies emphasise the need to reduce the amount of trips undertaken by private car. They encourage developments to provide the opportunity to travel by public transport, by bike or on foot for everyday trips. Employees and visitors with these alternative travel options will have less need to own and use a private car.

2.4.2 These policies have been borne in mind and considered in greater detail when establishing the objectives of the Workplace Travel Plan and in developing a combination of measures appropriate for the proposed development.

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## 3 Travel Plan Aim and Objectives

### 3.1 TRAVEL PLAN AIM

3.1.1 To support the planning and transport policy objectives, the Travel Plan will have the following two headline aims:

***‘To reduce the overall number of private car journeys to and from the site and to encourage the uptake of lower carbon transport options amongst staff and visitors’; and***

***‘To actively manage the transport of freight to and from the site in such a way as to minimise the impact on the surrounding highway network’***

### 3.2 TRAVEL PLAN OBJECTIVES

3.2.1 To achieve this aim, the supporting objectives for the Travel Plan are to:

- Ensure that all staff and visitors are made aware of the Travel Plan;
- Promote sustainable transport options, such as public transport, as the primary modes of travel for staff and visitors to the site;
- Promote car sharing amongst staff and visitors;
- Reduce vehicle carbon emissions through the take up of alternative transport modes;
- Maintain direction and progress in Travel Planning through continued management and review; and
- To actively manage the transportation of freight and servicing vehicles.

3.2.2 The above objectives will be achieved by introducing a package of measures that focus on promoting access to the site by sustainable transport options as an alternative to the private car.

3.2.3 This will encourage staff and visitors to consider sustainable travel as opposed to single occupancy car travel to and from the site.

3.2.4 Measures implemented as part of the Travel Plan will also help to support the active management of freight vehicles to and from the site to help minimise any adverse impacts on the surrounding highway network.

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## 4 Existing Situation

### 4.1 OVERVIEW

4.1.1 This section details the existing condition of the site in context of the transport network. Consideration is given to the highway network near to the site and details of the traffic surveys used during the compilation of this TA are included.

4.1.2 An analysis of accidents has also been undertaken for the local area and nearby junctions on the strategic network in order to identify any safety issues.

### 4.2 EXISTING SITE INFORMATION

4.2.1 The development site is located in Hayes, West London, approximately 700m north of junction 3 of the M4 motorway. Formerly used by the energy company Powergen, the site is currently unoccupied, with all of its buildings having been demolished.

4.2.2 To the north of the site runs the Great Western railway line which extends from London Paddington station to Bristol. South of the site is located the grand union canal, the Paddington branch of which provides a western boundary to the site. **Figure 1** shows the site location.

4.2.3 Access to the site is via North Hyde Gardens beneath the A312 flyover. North Hyde Gardens has junction with North Hyde Road to the south and Nestle's Avenue from the west. The A312 itself runs north-east from its junction with the M4 700m to the south and intersects with a number of roads, including the A40, before it merges into the A404 and A4005 in Harrow.

4.2.4 The site is located within the Air Quality Management Area declared by LB Hillingdon. The AQMA covers the majority of the borough, including Heathrow Airport 3.5km south of the site.

4.2.5 The location of the proposed development is within an industrial and business area within the Hayes/West Drayton corridor on the eastern boundary of the Borough. Local industry includes the Nescafe Coffee factory, a Volvo Truck and Bus Centre and a British Airways Component Engineering plant.

### 4.3 LOCAL HIGHWAY NETWORK

4.3.1 The local highway network in the vicinity of the site is comprised of roads of a variety of classifications. Local roads of significance are discussed as follows:

#### North Hyde Gardens

4.3.2 North Hyde Gardens is a single carriageway road providing access to the proposed development site along with other commercial and industrial uses. The road is subject to a 30mph speed limit.

4.3.3 Street lighting and footways line the northern side of the road, which becomes the western side as it turns southwards. This is a notable place where visibility is restricted as trees and fencing on the inside of the turn provides an element of visual obstruction.

4.3.4 Towards its southern end, North Hyde Gardens has a junction with Nestle Avenue. This junction is closed for general access; a gate is in place to allow access for the emergency services.

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4.3.5 North Hyde Gardens forms a signal controlled junction with the A437 North Hyde road. Vehicles exiting North Hyde Gardens are restricted to a left-only movement. The filter lane on to North Hyde Gardens gives way to traffic turning right from the A437 North Hyde Road. The junction has four arms although the fourth arm to the south, Watersplash Lane, is a cul-de-sac serving approximately five dwellings and a public house. As such there is very little vehicular traffic entering or exiting Watersplash Lane.

4.3.6 At this junction, there are dropped kerbs allowing pedestrians to cross. At this crossing, priority is given to the vehicles with no road markings or signal control to indicate a formal pedestrian crossing.

#### Nestle's Avenue

4.3.7 Nestle's Avenue is a single carriageway residential road, subject to a 30mph speed limit, connecting North Hyde Gardens to Station Road. Nestle Avenue is subject to the previously detailed no-entry restriction from North Hyde Gardens. The road allows for a two way traffic flow, with a turning area near to the junction with North Hyde Gardens.

4.3.8 Footways are situated on both sides of the road, with street lighting also provided. The majority of dwellings on the road have driveway parking provision, but vehicles are parked on one or both sides of the road at various points.

#### A437 North Hyde Road

4.3.9 A single carriageway road running in an east-west alignment connecting the A312 The Parkway to the east with the A4020 Uxbridge Road to the northwest. West of its junction with the A312, the North Hyde Road is subject to a 30mph speed limit.

4.3.10 East of Watersplash Lane there is a crossing facilitating pedestrian movement between the north and south of North Hyde Road. The crossing includes a pedestrian refuge island in the centre of the carriageway.

4.3.11 Streetlights and footways on both sides of the road are provided.

4.3.12 The A437 North Hyde Road forms a signal controlled roundabout junction with the main A312 The Parkway and Hayes Road to the east of the site. The junction is fully signalised on all approaches and is of critical importance as it acts as the main conduit for traffic to and from the M4 motorway at Junction 3 to the south.

4.3.13 The North Hyde Road arm of the roundabout has a signal controlled pedestrian crossing and also cycleway facilities.

#### A312 The Parkway

4.3.14 The A312 is a dual carriageway road running in a north-south alignment connecting with the M4 motorway at Junction 3 to the south and the A4020 Uxbridge Road to the north. The A312 is the main road for strategic traffic into and out of Hayes and Southall. In the vicinity of the site, the A312 is subject to a 40mph speed limit.

4.3.15 Segregated footways and cycleways are located on the western side of the carriageway from the road's southern origin at the M4 and as it heads northwards. Following the junction with the A437 and Hayes Road, footway continues to be present on the western side of the road, with segregation between the footway and the carriageway being provided by a change in surface.

#### Hayes Road

4.3.16 Hayes Road is a single carriageway road running in an east-west alignment connecting the A312 The Parkway to the west and the centre of Norwood Green to the east. In the vicinity of its junction with the A312 The Parkway Hayes Road is subject to a 40mph speed limit.

4.3.17 60m east of the junction with the A312 The Parkway is a signalised pedestrian crossing. This crossing includes a cycle lane. As the road continues east, it has footways on its north and south sides and street lighting is provided

#### 4.4 PUBLIC TRANSPORT

##### JOURNEYS BY BUS

4.4.1 North Hyde Gardens is not currently served by a bus route. The nearest bus stop is located on the A437 North Hyde Road, 650m to the south. This can be reached within eight minutes by walking. The 195 service operated by First Group serves this stop.

4.4.2 A further service is accessible from Roseville Road. This is just south of the A437 North Hyde Road. Metrolink operate the E6 service from this stop. Table 4.1 shows the major destinations served by the two services near to the site and also their frequency during the AM and PM peaks.

Table 4.1: Bus Services near to the Bulls Bridge site

| Service       | Stop location        | Route                                                                                                            | Frequency of Buses |         | Earliest Departure | Latest Departure |
|---------------|----------------------|------------------------------------------------------------------------------------------------------------------|--------------------|---------|--------------------|------------------|
|               |                      |                                                                                                                  | AM Peak            | PM Peak |                    |                  |
| 195 Eastbound | A437 North Hyde Road | Charville Lane Estate - Hayes Station - A437 North Hyde Road - Bulls Bridge Tesco - Southall Station - Brentford | 5                  | 5       | 05:34              | 00:45            |
| 195 Westbound | A437 North Hyde Road | Brentford - Southall Station - Bulls Bridge Tesco - A437 North Hyde Road - Hayes Station - Charville Lane Estate | 5                  | 5       | 05:27              | 00:39            |
| E6 Southbound | Roseville Road       | Greenford Station - Yeading - Hayes Station - A437 North Hyde Road - Bulls Bridge Road                           | 6                  | 6       | 05:44              | 01:25            |

4.4.3 As Table 4.1 demonstrates, the bus network presents opportunities for sustainable travel to and from the site. The 195 and E6 routes visit the nearby stations of Hayes and Harlington, Greenford and Southall, making the combination of rail and bus an attractive option for commuting to or visiting the development.

4.4.4 Both services also stop at the Bulls Bridge Tesco store, ensuring viable and convenient access to that store when walking may not be feasible.

#### 4.5 JOURNEYS BY RAIL

4.5.1 Hayes and Harlington Station is located a walking distance of 1.4km away from the site. This equates to a walking time of 18 minutes or a cycling time of six minutes. The station lies on the Great Western main line which connects London Paddington to Bristol.

4.5.2 The station is managed by First Great Western which also operates a number of the services which call there. The Heathrow Connect service which operates between London Paddington and Heathrow Airport also calls at Hayes and Harlington.

4.5.3 Destinations served by trains from the station include:

- London Paddington;
- Heathrow Airport;
- Slough;
- Reading;
- Didcot Parkway; and
- Banbury.

4.5.4 Table 4.2 provides a summary of the service frequencies to major destinations.

Table 4.2: Service Frequencies for Hayes and Harlington

| Destination       | Frequency |         | Journey Time (mins) |
|-------------------|-----------|---------|---------------------|
|                   | AM Peak   | PM Peak |                     |
| London Paddington | 6         | 6       | 21                  |
| Heathrow Airport  | 2         | 2       | 12                  |
| Slough            | 5         | 4       | 11 - 16             |
| Reading           | 5         | 3       | 36 - 45             |
| Didcot Parkway    | 2         | 1       | 66 - 72             |
| Banbury           | 0         | 1       | 124                 |

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## 4.6 LONDON UNDERGROUND

4.6.1 To travel to other areas in London and to National Rail stations that have nationwide routes, access to the London Underground is convenient from the site. A London Paddington bound train can be caught from Hayes and Harlington Station. By changing at Ealing Broadway or the London Paddington terminus several Underground lines can be accessed. These are presented in Table 4.3 below.

Table 4.3: London Underground Lines accessible from Ealing Broadway and London Paddington

| Station           | Underground Lines Accessible |
|-------------------|------------------------------|
| Ealing Broadway   | District                     |
|                   | Central                      |
| London Paddington | Bakerloo                     |
|                   | Circle                       |
|                   | District                     |
|                   | Hammersmith and City         |

## 4.7 JOURNEYS ON FOOT AND BY BICYCLE

### North Hyde Gardens

4.7.1 Footway is situated on one or more sides of the road in many places, with streetlights in place the length of the road. There is one pedestrian crossing located on the road. This is at the south of the road at the junction with the A437 North Hyde Road. This is comprised of two refuge islands. These islands plus the footway at the side of the road all feature dropped kerbs and tactile paving.

4.7.2 As access to Nestle's Avenue from North Hyde Gardens is no longer possible, this further reduces the traffic making the route quieter for cycling.

### Nestle's Avenue

4.7.3 Nestle's Avenue has no vehicular access at its junction with North Hyde Gardens, but pedestrian access is still possible. Footway of a good width is present on both sides of the road. Nestle's Avenue has junctions with a number of other roads. All of these feature crossings with dropped kerbs and tactile paving.

4.7.4 At the western end of Nestle's Avenue, there is a junction with Station Road. From this junction there is a footway leading 150m north to Hayes and Harlington Railway Station.

4.7.5 Cycle access to Nestle Avenue can be gained from North Hyde Gardens via the use of two cycle lanes which bypass the main vehicular closure of the road. Once cycling on Nestle's Avenue conditions and visibility are generally good. Visibility of junctions can occasionally be impacted by parked cars, but there is generally no detriment to cyclists.

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## A437 North Hyde Road

4.7.6 The eastern end of the A437 North Hyde Road forms a roundabout junction with the A312 The Parkway and Hayes Road. On the A437 North Hyde Road arm of the roundabout, there is a toucan crossing allowing movement of pedestrians and cyclists. There is also access to a pedestrian and cycle subway which passes under the A312 The Parkway, giving safe access to Hayes Road.

4.7.7 As the A437 North Hyde Road moves west from its junction with the A312 The Parkway and Hayes Road there footway on both sides of the road. In certain areas, such as the junction with North Hyde Gardens, guard rail has been installed, aiding pedestrian safety.

4.7.8 At the A437 North Hyde Road's junction with A312 The Parkway and Hayes Road there is a Toucan crossing in place facilitating the safe crossing of both pedestrians and cyclists. There is a designated lane for cyclists.

4.7.9 There are cycle stands present in several locations outside the parade of shops, allowing cyclists to secure their cycle while they visit the shops.

## A312 The Parkway

4.7.10 The A312 The Parkway features footway and cycleway which is segregated from the carriageway by guard rail. This is in place from the junction with the M4 to the south of the site.

4.7.11 North of the junction with the A437 North Hyde Road and Hayes Road, there is continuous footway. There is no longer guard rail in place to separate pedestrians and cyclists from traffic. Instead, there is wide footway, of which approximately two thirds is of a tactile nature and different colour, acting as a warning. Street lighting is in place for the entire section of the A312 The Parkway near the site.

4.7.12 A segregated cycle lane runs north from the A312 The Parkway's junction with the M4. Guard rail in place at the side of the road serves as a partition between pedestrians/cyclists and the traffic. North of the junction with the A437 North Hyde Road and Hayes Road there is footway/cycleway provision.

## Hayes Road

4.7.13 Hayes Road is accessible by pedestrians heading to or from the Bulls Bridge site by using the previously discussed subway which runs underneath the A312 The Parkway.

4.7.14 After walking out of the subway it is possible to either continue walking along the northern side of the road, or to cross immediately to the southern side using a Toucan crossing. On the northern side, a footway provides access to the Tesco Extra store. This section of Hayes Road has street lighting.

4.7.15 There are currently no National Cycle Routes within the vicinity of the site, although an extension to National Cycle Route 6 is proposed. This would run alongside the Grand Union canal, which borders the site. The proposed addition to the route would meet the existing sections of Route 6 at Cowley in the west and Northolt in the east.

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4.7.16 Upon exiting the subway from the A437 North Hyde Road on to Hayes Road, it is possible to cross from the north to the south of the road using a Toucan crossing. At this crossing there are separated lanes for pedestrians and cyclists.

#### 4.8 ACCESS TO LOCAL AMENITIES

4.8.1 There are local amenities within a reasonable walking distance which could be utilised by employees of the site.

4.8.2 A Tesco Extra supermarket is located on Hayes Road, approximately 900m from the site by foot, the equivalent of an 11 minute walk. In addition to food products the store also includes a customer restaurant.

4.8.3 A parade of shops is situated on the A437 North Hyde Road. This is approximately 700m from the site by foot. This equates to an eight minute walk. The parade comprises approximately 15 shops of a variety of purposes. Of most relevance to employees at the site would likely be the newsagent, two food takeaway stores and the restaurant.

4.8.4 This demonstrates that the site would be well served by good retail facilities for employees to make use of during breaks.

---

## 5 Development Proposals

### 5.1 OVERVIEW

5.1.1 This chapter discusses the development proposals at the Bulls Bridge site and considers factors affecting transport to and from the site.

### 5.2 GENERAL

5.2.1 The development proposal is for an aggregate recycling facility, asphalt storage and production plant, and wet waste plant; together with associated ancillary structures and facilities, car and HGV parking, and landscaping.

5.2.2 Currently FM Conway operates from two principal sites, at Dartford and a new, state of the art asphalt manufacturing plant at Erith. Bulls Bridge is to be developed combining aspects of both Dartford and Erith.

5.2.3 At Dartford c250,000 tonnes of highways materials are recycled per annum. One of the company's objectives is that nothing should go to landfill. Materials are only accepted from the company's own contracts with public and private sector clients. All inbound materials are stacked and then crushed, screened, sorted or washed as appropriate into secondary aggregate for re-use. The secondary aggregates may be despatched back on to site in the form of:

- Single size or graded materials such as sharp sand, washed aggregate, ballast, Type 1 or Type 4.
- Ready mixed concrete. This is despatched using the company's own fleet of volumetric mixers.
- As a raw material in the manufacture of asphalt, currently this takes place at Erith.

5.2.4 At Dartford, there is also a wet waste treatment plant for handling gulley waste. The principle of this activity will be replicated at Bulls Bridge.

5.2.5 At Erith, the company owns and operates one of the most modern asphalt manufacturing plants in the country. The facility is less than two years old and has the ability to produce asphalt materials with a high content of recycled secondary aggregate. Apart from the recycled secondary aggregate brought in by road from Dartford, the majority of the aggregate required at Erith are brought in by ship using the company's own jetty. Initially at Bulls Bridge, asphalt products will be manufactured and brought across from Erith for storage and then next day despatch, but as the business becomes established a standalone asphalt plant will be built on site with a capacity of up to 300,000 tonnes per annum. This will be smaller than the asphalt plant at Erith.

5.2.6 The company have several Term Maintenance Contracts with a number of London Boroughs that incorporates a whole range of infrastructure services. These include public works, the maintenance of highways, bridges & structures, and the provision of traffic management, street lighting, street cleaning and professional services. Bulls Bridge will be a new and strategic operating centre from which all of these services will be provided.

5.2.7 Given the nature of the business and the requirements of both public and private sector clients the activities at Bulls Bridge will be needed to be a 24/7

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operation, however, most of the activities will be confined to the normal working week (Monday to Saturday afternoon).

5.2.8 It will be a number of years before the proposed aggregate recycling and asphalt manufacturing plant at Bulls Bridge reach their full capacity. By the time it reaches full capacity up to 79 new jobs will have been created.

### 5.3 SITE ACCESS

5.3.1 Vehicular access to the site will be gained from North Hyde Gardens via an existing access road. The internal layout is accessed via a one way loop around the site.

5.3.2 The north eastern corner of the site is dedicated to the storage of inbound highways materials for recycling. The area at the southern border of the site will be the location of the asphalt plant and associated functions, while along the western edge of the site a number of uses are proposed. These uses include office space, car parking, and equipment storage area and a workshop.

### 5.4 PARKING PROVISION

5.4.1 Operational parking at the proposed development comprises 23 spaces for asphalt and term tippers and 4 term muck bays. FM Conway have confirmed that this level of parking is sufficient to accommodate all operational vehicles that may be on site at any given time.

5.4.2 Staff and customer car parking in the order of 72 spaces (plus four disabled bays) is located to the west of the site within two designated parcels.

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## 6 Travel Plan Measures

### 6.1 INTRODUCTION

6.1.1 A wide range of Travel Plan measures will be introduced to support the aims and objectives identified in Chapter 3. Whilst some measures are 'physical' in nature, others are more orientated towards management and marketing information once the development is completed.

6.1.2 A combination of both approaches will contribute towards achieving a desirable modal split for staff and visitor journeys to and from the site and ultimately offer future staff and visitors a greater choice of sustainable travel options.

6.1.3 The following sections outline a selection of measures that will be implemented to ensure that a variety of suitable, easily accessible alternatives to single-occupancy car use are available and attractive to staff and visitors. With the proposed measures in place, the site will contribute towards national and local sustainability objectives.

6.1.4 Whilst every effort has been made to include measures suitable for the site, type and location of the development, the initiatives provided are by no means exhaustive. Travel Plans are expected to evolve in response to new travel and transport issues that may arise, and as such, future changes may require a review of current measures if the site is to remain a sustainable development in all aspects.

6.1.5 Measures proposed in relation to freight transport are discussed in detail in the Delivery and Servicing Plan in Chapter 6.

### 6.2 TRAVEL PLAN MEASURES

#### PROMOTION AND MARKETING/PROVISION OF INFORMATION

6.2.1 FM Conway Ltd will ensure that the sustainable travel opportunities for access to and from the site are communicated to existing and future staff prior to commencing work at the site. To promote and market the sustainable travel opportunities and to encourage their use, it is essential that staff are provided with information on commencing work at the site, and visitors are able to access travel information prior to making their journey.

6.2.2 Staff and visitors will be made aware of sustainable travel opportunities through the following:

#### Sustainable Travel Brochure

- Staff employed at the site will receive a sustainable travel brochure. This will introduce them to the Travel Plan and include information on local bus timetables, cycle routes and car sharing opportunities. Where possible, this information will be provided to staff members prior to them commencing their first day of work at the site so they are aware of travel opportunities from the outset.
- The information required for the brochure will be collated by the Travel Plan Coordinator prior to occupation.

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## Emails / Intranet

- The intranet and monthly emails will be used to remind office-based staff of the sustainable travel opportunities available to them. Emails will be distributed to staff advising them of online journey planning portals, such as **journeyplanner.tfl.gov.uk**, which could be used to provide information on low carbon travel alternatives to commuting to the site by car.
- These mediums will be used to advise of any changes to public transport timetables, in addition to raising awareness of any upcoming travel surveys to encourage participation.
- Emails will also be used to provide visitors with sustainable travel information to help them plan their journeys to the site.

## Sustainable Travel Notice Boards

- Not all employees will have access to emails and intranet. Information provided via sustainable travel notice board will be especially important for promotion of sustainable travel to these employees.
- Notice boards will be supplied in areas of high footfall, such as the office reception area and within communal areas. Larger copies of the information detailed within the employee sustainable travel leaflet will be provided and updated when necessary by the Travel Plan Coordinator.
- Any current local or national sustainable travel events will also be promoted via these notice boards (e.g. cycle to work week).

6.2.3 Information displayed via notice boards in reception areas will also assist with promoting sustainable travel to visitors.

## MEASURES TO PROMOTE EFFICIENT CAR USE

### ■ **London Liftshare.com**

6.2.4 To ensure the most efficient use of cars that do travel to and from the site, staff will be encouraged to car share wherever possible. This will help to reduce the overall number of car journeys being made, whilst encouraging a pattern of more efficient car use amongst staff.

6.2.5 An existing car share database covering Hayes is already well established (<https://london.liftshare.com/>) and this will be actively promoted to staff and visitors by providing publicity material.

### ■ **Car Share Promotional Event**

6.2.6 To boost interest in car sharing the Travel Plan Coordinator will promote car sharing amongst staff in general and encourage the uptake of any informal car sharing opportunities amongst staff based at the site.

### ■ **Guaranteed Ride Home Service**

6.2.7 One reason frequently given by people unwilling to car share is a concern over being stranded at the workplace if the car share relationship breaks down on a given day for any reason, e.g. if the car share partner has had to leave early on a given day.

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6.2.8 To provide reassurance on this issue, the FM Conway Ltd will introduce a 'guaranteed ride home' policy for staff who car share. In cases of an emergency where a car sharer is left unable to get home, the employer will cover the reasonable cost of their journey home by taxi or public transport as appropriate.

#### MEASURES TO PROMOTE WALKING AND CYCLING

6.2.9 This Travel Plan recognises the importance of promoting walking and cycling should staff and visitors wish to use these modes to access the site. Therefore, measures to further promote walking and cycling journeys amongst staff will include:

- **Provision of walking and cycle route maps** – included in the travel brochure and notice boards;
- **Provision of cycle stands** - cycle stands will be situated close to the main entrances. Demand for these cycle stands will be reviewed through the monitoring process and therefore the quantity provided will be informed by the demand.
- **Staff showers and lockers** - the redeveloped site will include shower and locker facilities for staff within the 'welfare facility' building. This will provide an opportunity for staff to e.g. cycle to work and be able to then change their clothing as necessary and store any personal belongings securely.

6.2.10 The site layout and access points will be such that it is convenient and safe for both pedestrians and cyclists to make journeys on foot and by bicycle from North Hyde Road via North Hyde Gardens.

#### MEASURES TO PROMOTE PUBLIC TRANSPORT USE

6.2.11 Staff will be provided with timetable, route and fares information for local bus, tube and rail services to ensure they are able to consider this mode of travel for journeys to and from work. This information will be distributed within the staff welcome packs, on the company intranet and internet sites, and on the Sustainable Travel notice boards. The availability of local public transport services will be highlighted to visitors when meetings are confirmed through confirmation emails.

6.2.12 London Bus services can be caught from The Crane bus stop on North Hyde Road, an approximate three minute walk from the development site. Services from this stop provide frequent access, every 10 to 12 minutes, to Brentford, Ealing, Southall, Hayes and Harlington.

#### PROVISION OF INFORMATION TO VISITORS

6.2.13 This Travel Plan not only has a focus on staff travel, but also recognises the need to encourage visitors to consider the use of sustainable travel options when making their journey.

6.2.14 Sustainable travel information will be promoted to visitors through posters displayed in public areas so they are informed about low carbon transport options and how to obtain further sustainable travel information.

6.2.15 FM Conway Ltd will also promote the availability of online journey planning portals – such as [journeyplanner.tfl.gov.uk](https://journeyplanner.tfl.gov.uk) via email correspondence in advance of on site meetings so that visitors can consider planning their journey to the site using sustainable transport options.

### 6.3 SUMMARY

6.3.1 Table 6.2 provides a summary of the measures that will be implemented to achieve the aims and objectives defined in Chapter 3.

Table 6.2 Measures for the Travel Plan

| Travel Plan Objective                           | Travel Plan Measure                                                                                                        |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Raising Awareness of Sustainable Travel Options | ■ Sustainable travel brochure for both new and existing staff prior to move, and available to visitors in waiting areas.   |
|                                                 | ■ Sustainable travel notice boards in key locations                                                                        |
| Promoting Efficient Car Use                     | ■ London Car Share database promoted to staff                                                                              |
|                                                 | ■ Car Share promotional event                                                                                              |
|                                                 | ■ Guaranteed ride home service for car-sharers                                                                             |
| Promoting Cycling and Walking                   | ■ Walking and cycling route maps issued to staff                                                                           |
|                                                 | ■ Provision of cycle parking stands                                                                                        |
| Promoting Public Transport Use                  | ■ Public transport information to staff through sustainable travel welcome brochure and maps                               |
| Provision of Information to visitors            | ■ Promotion of online journey planning portal ( <a href="http://journeyplanner.tfl.gov.uk">journeyplanner.tfl.gov.uk</a> ) |

6.3.2 It is felt that offering this comprehensive variety of measures will collectively help achieve the Travel Plan's objectives and also the car trip reduction target which is presented in Chapter 9.

### 6.4 RECOVERY MEASURES

6.4.1 The measures outlined in this Travel Plan are wide ranging and designed to promote the use of a wide range of potential alternatives to driving to the site. However, monitoring travel patterns over time may result in the need for additional measures to be introduced to ensure the modal share target is reached.

6.4.2 The Travel Plan Coordinator and FM Conway Ltd will therefore consider funding and introducing additional recovery measures where demand is clear and where they can represent a cost efficient means of re-establishing progress against the Travel Plan objectives.

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#### ■ **Personal Travel Planning Service for Staff**

6.4.3 Should the above travel plan measures not achieve the modal split target (to be established once a staff travel survey has been undertaken on site) then a Personal Travel Planning service will be made available to all staff.

6.4.4 The Travel Plan Coordinator will provide this service to staff who request it, which includes providing individual tailored travel information explaining how they can undertake their journey to and from work using public transport, walking, cycling, or car sharing.

6.4.5 Staff members will then be encouraged to make use of their personal journey plan as an alternative to driving to work at the Bulls Bridge site.

#### **6.5 FUNDING**

6.5.1 The Travel Plan initiatives outlined in this chapter will be funded and delivered by FM Conway Ltd as owner and occupier of the site.

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## 7 Delivery and Servicing Plan

### 7.1 INTRODUCTION

7.1.1 An important consideration at the proposed development will be the management of freight, serving and delivery movements to and from the site. This section lists potential measures that could form a 'Delivery and Servicing Plan' (DSP) for the Bulls Bridge site.

### 7.2 DELIVERY SERVICING PLAN - TOOLKIT OF MEASURES

7.2.1 Modern logistics practices seek to operate distribution facilities and associated transport services as efficiently as possible to minimise the level of resources and costs required to move a given volume of freight.

7.2.2 Occupiers of major distribution units tend to operate vehicle booking systems as part of their normal supply chain management process. This is to ensure as far as possible that inbound and outbound deliveries are correctly sequenced, rather than have HGVs arrive at random – leading to congested delivery bays and service yards.

7.2.3 As well as measures to manage HGVs through a site, the distribution industry also makes extensive use of vehicle scheduling and routing packages. These help enable HGV movements to be kept clear of peak traffic periods and known congestion hotspots whenever possible, to avoid wasting valuable driver hours and vehicle fuel.

7.2.4 To support efficient freight management for the Bulls Bridge development, there are several possible DSP measures to manage freight, serving and deliveries, including:

- Advice to drivers on routes to take to the Bulls Bridge site including signage and mapping.
- Provision of a telephone helpline to assist freight vehicle drivers travelling to the site (if not employed directly by FM Conway).
- Provision of an emergency lorry parking 'stack' approach which uses available space within the site when required to manage HGV peaks at the terminal.
- Variable Message Signing (VMS) to advise goods vehicles leaving the site of traffic incidents.
- Freight Quality Partnership – join the existing West London FQP and contribute to the management of this group.

7.2.5 FM Conway will consider each of the above measures to determine its operational applicability to the Bulls Bridge site and implement those that are viable. FM Conway will also adopt the established procedure for 'booking' freight arrivals at the site to co-ordinate operations in a way that minimises the impact on the surrounding highway network.

### 7.3 FUNDING OF DELIVERY AND SERVICING PLAN MEASURES

7.3.1 The DSP initiatives outlined in this chapter will be funded and delivered by FM Conway Ltd as owner and occupier of the site.

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## 8 Travel Plan Management

### 8.1 TRAVEL PLAN MANAGEMENT

8.1.1 The day-to-day responsibility for the implementation of the Travel Plan would lie with the site operator who will appoint the Travel Plan Coordinator.

8.1.2 The Travel Plan Coordinator's role will include:

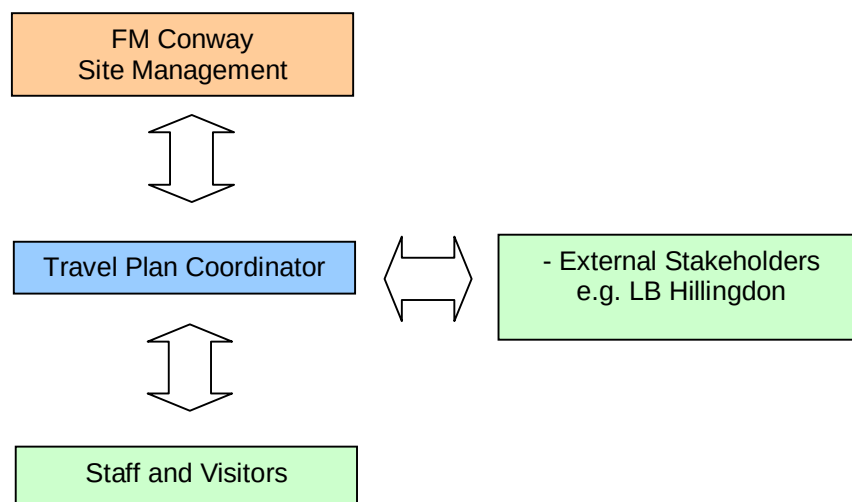
- Being the main contact for the Travel Plan for staff, visitors and external stakeholders for information on the Travel Plan;
- Offering advice and information on travel and transport related subjects to staff and visitors;
- The day to day management of the Travel Plan; including delivery of measures and initiatives; and
- Undertaking Travel Plan monitoring and reporting.

8.1.3 The Travel Plan Coordinator will report to management on the progress of introducing measures through the Travel Plan and on progress against targets.

8.1.4 This will also help to secure the appropriate resources to help deliver the plan effectively. This will both establish a formal internal review procedure of the Travel Plan and provide management input to the decision making process on the funding and implementation of Travel Plan measures.

8.1.5 Figure 8.1 illustrates the management structure for delivery of the Travel Plan and identifies how each party will interact to coordinate delivery.

Figure 8.1: Travel Plan Management Structure



### 8.2 WORKPLACE TRAVEL PLAN COORDINATOR

8.2.1 The day to day responsibility for the implementation of the Bulls Bridge Travel Plan lies with FM Conway Ltd. An employee will be appointed as Travel Plan Coordinator and whose details will be provided to LB Hillingdon.

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8.2.2 The Travel Plan Coordinator has responsibility for:

- Being the main contact for the Bulls Bridge Travel Plan for staff and local authority officers;
- The day to day management of the Travel Plan, including delivery of measures and marketing initiatives;
- Offering advice and information on travel and transport-related subjects to Bulls Bridge site staff and visitors;
- Ensuring travel information available is always up to date;
- Obtaining and maintaining support from senior managers and staff; and
- Undertaking Travel Plan monitoring over five consecutive years and supply evidence of this to LB Hillingdon.

8.2.3 The Travel Plan Coordinator will report to senior management within FM Conway Ltd on the progress of introducing measures through the Travel Plan and on progress against targets. Results will also be disseminated to staff and LB Hillingdon.

### 8.3 DELIVERY AND SERVICING PLAN COORDINATOR

8.3.1 Co-ordination of the Delivery and Servicing Plan can also be undertaken by the Workplace Travel Plan Co-ordinator.

8.3.2 Their responsibilities regarding the plan will include:

- Implementing serving and delivery plan measures as necessary; and
- Liaising with local authorities on freight management issues.

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## 9 Targets and Monitoring

### 9.1 TRAVEL PLAN TARGETS

9.1.1 To help guide the progress of the Travel Plan a number of targets have been adopted that will be reviewed by the Travel Plan Coordinator on an annual basis. These targets are divided amongst those relating to delivering *outputs* and those related to achieving *outcomes*.

- **Output targets** – These targets relate to the implementation of Travel Plan. They will help to ensure everything remains on course with the delivery of the different measures contained within this Travel Plan.
- **Outcome targets** – These targets relate to the effect of implementing the Travel Planning measures, and will include for example the proportion of staff commuting to work, or undertaking business journeys, by different modes of travel.

### 9.2 OUTPUT TARGETS

9.2.1 The following initial output targets have been adopted for the Travel Plan:

Table 9.1 – Travel Plan Output Targets

| Measure                                                                           | Target Date / Trigger                | Responsibility                           |
|-----------------------------------------------------------------------------------|--------------------------------------|------------------------------------------|
| Appoint a Travel Plan Coordinator                                                 | Prior to occupation                  | FM Conway Ltd                            |
| Prepare sustainable travel information/brochure for staff and visitors            | Prior to occupation                  | FM Conway Ltd<br>Travel Plan Coordinator |
| Distribute all travel information and promotional materials to staff and visitors | On occupation                        | Travel Plan Coordinator                  |
| Introduce procedure for freight vehicle arrivals to minimise congestion           | On occupation                        | FM Conway Ltd<br>Travel Plan Coordinator |
| Undertake a baseline travel survey at the site                                    | Within six months of site occupation | Travel Plan Coordinator                  |

### 9.3 OUTCOME TARGET

9.3.1 The measures proposed by this Travel Plan are intended to bring about a change in staff and visitors travel. Therefore, a SMART target has been derived to help measure quantifiable progress against the objectives of the Travel Plan.

9.3.2 As the redeveloped site has yet to become occupied, an interim outcome target will be adopted until an initial travel survey can be undertaken to establish a clear baseline modal split for all journeys.

9.3.3 Therefore, the following interim outcome target has been adopted for the Travel Plan prior to occupation:

- 
- **A 1% annual reduction in the overall proportion of journeys by staff to the site by car (single occupant) for the first five years following the baseline travel survey.**

9.3.4 Progress against this target will be monitored on an annual basis to ensure an ongoing evaluation of progress is possible.

9.3.5 Where progress against the target is falling below trajectory, additional resources and measures will be implemented to ensure the target is reached. If the above target is reached before the end of the five year period then a more ambitious target may be considered.

#### 9.4 TRAVEL PLAN MONITORING

9.4.1 Monitoring the targets within the Travel Plan will be undertaken on an annual basis to ensure progress is being achieved.

9.4.2 Annual staff travel surveys will be undertaken to provide a regular snapshot of staff commuting patterns. This information will be central to establishing how effective the measures have been in meeting the objectives and SMART targets of the Travel Plan.

9.4.3 Where targets are being reached considerably ahead of the horizon year, more ambitious targets may be established to ensure the Travel Plan retains momentum in furthering sustainable travel patterns. Where targets are not being reached, additional measures and investment will be introduced.

9.4.4 Monitoring reports will be provided annually by the Travel Plan Coordinator on request from stakeholders. LB Hillingdon will be consulted on the outcomes of all Travel Plan monitoring.

#### 9.5 TRAVEL PLAN REVIEW

9.5.1 The Travel Plan will be reviewed annually by the Travel Plan Co-ordinator following analysis of staff travel patterns, with a wholesale review of the aim and objectives of the Travel Plan taking place in 2016.

9.5.2 This is to allow sufficient time for the measures to be implemented and take effect, while also providing an opportunity for measures to be evaluated fully and a fresh approach to the Travel Plan to be adopted if required.

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## 10 Summary

### 10.1 SUMMARY

10.1.1 WSP UK Ltd has been commissioned by FM Conway Ltd to provide transportation advice in support of a proposed planning application for the redevelopment of the Former Powergen site, Bulls Bridge, North Hyde Gardens, Hayes.

10.1.2 The development proposal is for an aggregate recycling facility, asphalt storage and production plant, and wet waste plant; together with associated ancillary structures and facilities, car and HGV parking, and landscaping. A detailed description of the development is to be confirmed. The site would operate on a 24 hour, seven day per week basis and host around 118 members of staff

10.1.3 To support planning and transport policy objectives, a Travel Plan has been prepared with the following two headline aims:

***‘To reduce the overall number of private car journeys to and from the site and to encourage the uptake of lower carbon transport options amongst staff and visitors’; and***

***‘To actively manage the transport of freight to and from the site in such as a way as to minimise the impact on the surrounding highway network’***

10.1.4 A wide range of measures will be introduced through the Travel Plan to support these two aims. Whilst some measures are ‘physical’ in nature, others are more orientated towards management and travel marketing information once the development is completed and occupied. The implementation of these measures will be led by a Travel Plan Coordinator, appointed by FM Conway Ltd.

10.1.5 A combination of both approaches will contribute towards achieving a desirable modal split for staff and visitor journeys, and the transportation of freight, to and from the site and ultimately offer a greater choice of sustainable travel options.

10.1.6 To help guide the progress of the Travel Plan a number of targets have been adopted that will be reviewed by the Travel Plan Coordinator on an annual basis. These targets are divided amongst those relating to delivering *outputs* and those related to achieving *outcomes*.

10.1.7 The Travel Plan will also be reviewed annually by the Travel Plan Coordinator following analysis of staff travel patterns, with a wholesale review of the Travel Plan taking place in 2016.

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## Appendices, Figures & Tables

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## Figure 1 Site Location



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