

ASHBY FARM, DUCKS HILL ROAD, NORTHWOOD

BREEM TRAVEL PLAN

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TABLE OF CONTENTS

1	INTRODUCTION	1
2	POLICY CONTEXT	3
3	BASELINE TRANSPORT CONDITIONS.....	8
4	TRAVEL PLAN STRATEGY	13
5	OBJECTIVES AND TARGETS	14
6	MEASURES.....	16
7	ACTION PLAN	18

FIGURES

FIGURE 1-1: SITE LOCATION AND LOCAL CONTEXT	1
FIGURE 2-1: TRAVEL PLAN PYRAMID	6
FIGURE 2-2 POLICY DMT 1	7
FIGURE 3-1: LOCAL CYCLE ROUTES	9

TABLES

TABLE 5-1: EMPLOYEE MODE SHARE TARGETS	15
TABLE 7-1: INDICATIVE ACTION PLAN.....	18



1 INTRODUCTION

1.1 APPOINTMENT

1.1.1 Velocity has been commissioned by Clewlow Consulting on behalf of Holland & Holland Limited (H&H) to prepare a BREEAM Travel Plan in respect of a detailed application for planning permission for redevelopment of Ashby Farm (“the Site”) where London Borough of Hillingdon (LBH) is the planning authority and highway authority.

1.1.2 This BREEAM Travel Plan (TP) is prepared to address credits under the requirements of ‘*Tra01 – Travel Plan and Transport Assessment/Statement*’ of the BREEAM New Construction guidance (v6.1), for industrial sites. The end-occupier (H&H) has been involved in the development of the Travel Plan.

1.1.3 This TP should be read in conjunction with the supporting Transport Statement prepared by Clewlow Consulting.

SITE LOCATION

1.1.4 The location of the Site off Ducks Hill Road, Northwood is shown in **Figure 1-1**, as extracted from the Transport Statement.

Figure 1-1: Site location and local context



1.2 EXISTING SITE USE AND BACKGROUND

1.2.1 The Site has the benefit of a lawful development certificate that confirms the land and buildings as being for general storage purposes and an equestrian operation. It should be noted that the farmhouse which formed part of the original Ashby Farm does not form part of the Site.



1.2.2 H&H currently operates a gun-making facility in Kensal Rise, the location of which is also shown on **Figure 1-1**. Due to the bespoke nature of the finished product, which has to be matched precisely to each client's needs, there are currently regular trips between the existing facility in Kensal Rise and the Shooting Grounds which are located adjacent to the Site.

1.3 PROPOSED DEVELOPMENT

1.3.1 The proposal is to redevelop the farm buildings and hardstanding on the Site, excluding the farmhouse, to provide an artisan workshop and associated facilities for the manufacture of guns which would be linked directly to the adjacent shooting grounds.

1.3.2 For the avoidance of doubt, Holland & Holland will transfer its existing operations in full to the Site from its current facility in Kensal Rise.

1.3.3 The proposed ground site layout is shown in **APPENDIX A**.

1.4 OVERVIEW

1.4.1 Travel Plans (TP) assist with managing the travel demands and impacts of new developments. A TP should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design, and proximity to facilities create the conditions to make sustainable travel a preferred choice, communicating these opportunities to occupiers is critical to the success of the TP.

1.4.2 This BREEAM TP sets out a series of objectives, targets and measures, and is intended to establish the overarching mechanisms to implement and manage the TP. This will ensure its effectiveness for influencing travel choices in accordance with the agreed targets.

1.4.3 The implementation of pre-occupation measures included within the TP will be the responsibility of H&H. A dedicated Travel Plan Co-ordinator (TPC) may be appointed prior to occupation to implement the TP. Otherwise, H&H will take on this responsibility.

1.4.4 This BREEAM TP is prepared to support a forthcoming planning application and to achieve Tra01 BREEAM accreditation for new construction, in accordance with BREEAM's New Construction guidance (v6.1). The TP will initially be funded by H&H.

1.4.5 The TP also considers relevant national, regional and local policy guidance.

1.5 DOCUMENT STRUCTURE

1.5.1 The remainder of this BREEAM Travel Plan is structured as follows:

- ⦿ **Section 2** - reviews relevant transport planning policy;
- ⦿ **Section 3** – provides details of the baseline conditions and site accessibility;
- ⦿ **Section 4** – summarises the Travel Plan Strategy;
- ⦿ **Section 5** – describes the initial objectives and targets;
- ⦿ **Section 6** – sets out the proposed Travel Plan measures; and
- ⦿ **Section 7** – sets out the proposed Action Plan.



2 POLICY CONTEXT

2.1.1 The national and local transport policies relevant to this development are well documented, and this section does not seek to replicate them. Instead, the key themes in the relevant national and local policies are summarised briefly below and, where relevant, policies which relate directly to the proposed development are addressed.

2.1.2 This relevant transport policy to this application include the following:

- ⦿ National Planning Policy Framework (NPPF, 2024);
- ⦿ The London Plan (2021);
- ⦿ The Mayor's Transport Strategy (2018);
- ⦿ TfL Travel Plan Guidance (2013);
- ⦿ Department for Transport's (DfT) Travel Plan Good Practice Guidelines (2009); and
- ⦿ LBH Local Plan Part 2 (2020).

2.2 NATIONAL PLANNING POLICY FRAMEWORK (2024)

2.2.1 The National Planning Policy Framework (NPPF) was revised in December 2024 and sets out the Government's planning policies for England and provides a framework within which locally prepared plans for housing and other development can be produced. At its heart the NPPF sets out a presumption in favour of sustainable development (Paragraph 11).

2.2.2 The NPPF promotes sustainable transport. It notes that transport issues should be considered at the earliest stages of development proposals.

2.2.3 Chapter 9 sets out the requirements for promoting sustainable transport advising that significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. The NPPF advises that planning policies should support an appropriate mix of uses across an area, and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities.

2.2.4 Paragraph 115 states that when considering development proposals, it should be ensured that:

- a) *sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;*
- b) *safe and suitable access to the site can be achieved for all users;*
- c) *the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and*
- d) *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.*

2.2.5 Paragraph 116 states that "*Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.*"



2.2.6 Paragraph 117 states that applications for developments should:

- e) *give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- f) *address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- g) *create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- h) *allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- i) *be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.*

2.2.7 Paragraph 118 states 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 vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored.”

2.3 LONDON PLAN (2021)

2.3.1 The London Plan aims to ensure that London's transport is easy, safe and convenient for everyone and actively encourages more walking and cycling.

2.3.2 Policy T4 Part B states that Travel Plans, Parking Design and Management Plans, Construction Logistics Plans and Delivery and Servicing Plans will be required having regard to Transport for London guidance.

2.3.3 The London Plan sets out that the use of TP may help reduce negative impacts and bring about positive outcomes.

2.3.4 In addition, the London Plan provides maximum car parking and minimum cycle parking standards which developments are required to adhere to.

2.4 TRAVEL PLANNING FOR NEW DEVELOPMENT IN LONDON (2013)

2.4.1 In November 2013, TfL published new guidance on the requirements for travel plans for new developments in London.

2.4.2 A TP should include:

- ⦿ A commitment to individual Travel Plan development by occupiers of the site, where they relate to elements of the proposed development that exceed the thresholds;
- ⦿ Once occupiers are confirmed, they will need to submit a full Travel Plan, as appropriate for their occupation. This requirement should be included within the terms of the lease or before ownership is transferred if the site is sold;
- ⦿ Baseline travel patterns;
- ⦿ Measures to be delivered site-wide as well as the responsibility for the delivery and funding of these;
- ⦿ Future actions for Travel Plan development and refinement; and



- ⦿ Preliminary targets based on associated transport assessment predictions with appropriate timescales.

2.5 MAYOR'S TRANSPORT STRATEGY (2018)

2.5.1 The Mayor's Transport Strategy (MTS) was published in March 2018 and sets out the Mayor's policies and proposals to reshape transport in London over the next 25 years. The central aim of the MTS is for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041.

2.5.2 Three key themes are at the heart of the strategy:

1. Healthy Streets and healthy people.
2. A good public transport experience.
3. New homes and jobs.

2.5.3 The MTS sets out Good Growth principles for the delivery of new homes and jobs that use transport to:

- ⦿ Create high-density, mixed-use places; and
- ⦿ Unlock growth potential in underdeveloped parts of the city.

2.5.4 The proposed development would deliver the transport principles of Good Growth through:

- ⦿ Providing high-density office development in an appropriate location. The central London location provides a number of local facilities and amenities which will mean shorter journeys to key destinations and further encourage travel by foot, supporting car-free lifestyles;
- ⦿ Providing facilities that will encourage walking and cycling such as cycle parking and end-of-trip facilities;
- ⦿ Providing a 'car-free' approach;
- ⦿ Ensuring inclusive and accessible design enabling access for everyone travelling to and from the development; and
- ⦿ Promoting efficient freight by preparing a DSP to be secured by planning.

2.6 GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS

2.6.1 The DfT developed 'good practice' guidance in 2009 to assist all stakeholders in securing an effective policy framework, determine when a Travel Plan is required, and outlining how it should be prepared within the context of an integrated planning and transport process. They also set out how TPs should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process. The document comprises technical guidelines and does not set out any new policy or legal requirements.

2.6.2 The guidelines recognise that the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a site, minimise the impact of developments on the transport infrastructure, and help to reduce CO2 emissions.

2.6.3 TPs are important for major new developments in order to:

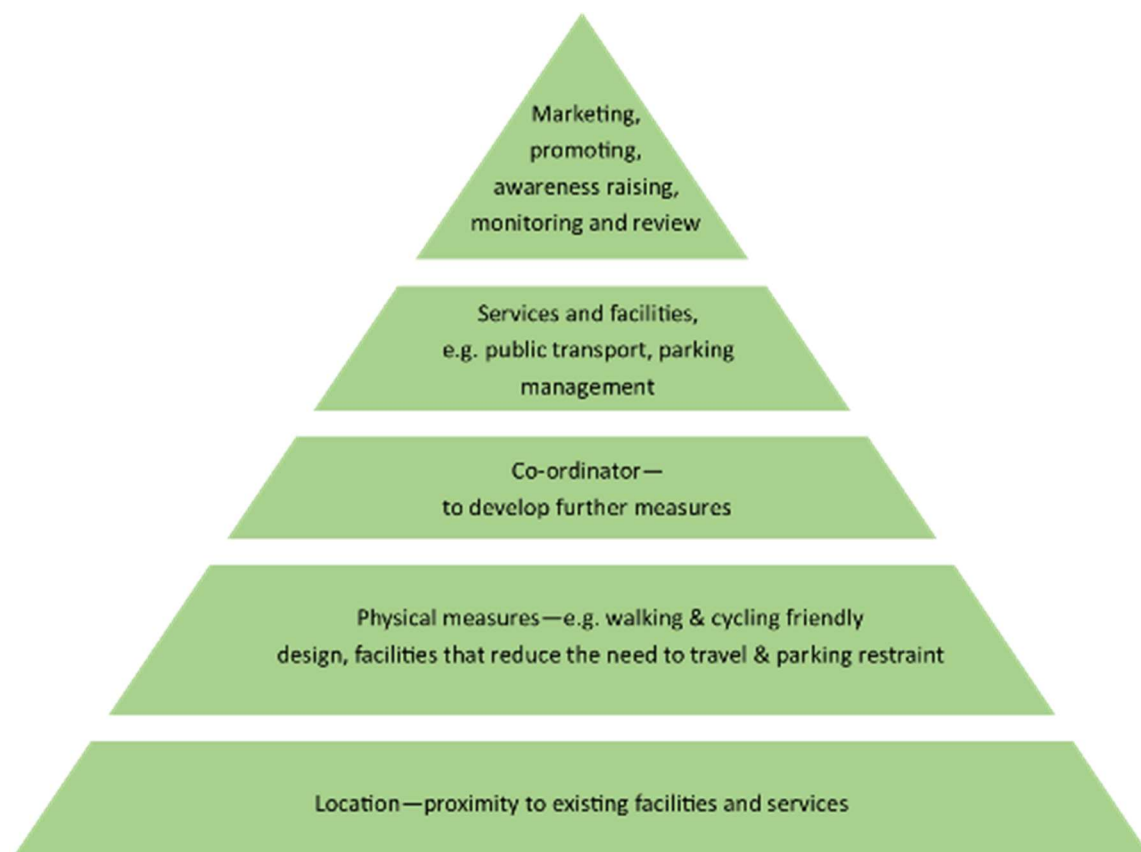
- ⦿ Support increased choice of travel modes;
- ⦿ Promote and achieve access by sustainable modes;



- Respond to the growing concern about the environment, congestion, pollution and poverty of access; and
- Promote a partnership between the authority and the developer in creating and shaping 'place'.

2.6.4 The document also recognises that it can be helpful to view a TP for a new development as a pyramid of measures and actions, which are constructed from the ground up with each new layer building on the last, all set within the context of the outcomes sought, as shown in **Figure 2-1**.

Figure 2-1: Travel Plan Pyramid



2.6.5 The TP Pyramid demonstrates how successful plans are built on the firm foundations of a good location and site design. Additional hard and soft measures should be integrated into the design, marketing and occupation of the site.

WORKPLACE TRAVEL PLANS

2.6.6 The DfT guidance identifies that Workplace TPs should focus primarily on commuter travel and travel in the course of work but should also include strategies to make visitor and freight travel more sustainable. The guidance also notes how TPs typically combine measures to support walking, cycling, public transport and car-sharing, reinforced with promotion and incentives and the management of workplace parking. Workplace Travel Plans also include actions to reduce the need to travel, such as policies to encourage home working and video conferencing (Although these last measures are more applicable to office environments).



2.7 LONDON BOROUGH OF HILLINGDON LOCAL PLAN PART 2 DEVELOPMENT MANAGEMENT POLICUES (ADOPTED VERSION JANUARY 2020)

2.7.1 The Development Management Policies document forms part of Hillingdon’s Local Plan Part 2. Its purpose is to provide detailed policies that will form the basis of the Council’s decisions on individual planning applications.

2.7.2 Policy DMT 1 Managing Transport Impacts summarises the requirements of development proposals so that they are deemed acceptable in transport terms. **Figure 2-2** shows an extract of the Hillingdon Local Plan Part 2 showing Policy DMT 1.

Figure 2-2 Policy DMT 1

Policy DMT 1: Managing Transport Impacts

A) Development proposals will be required to meet the transport needs of the development and address its transport impacts in a sustainable manner. In order for developments to be acceptable they are required to:

- i) be accessible by public transport, walking and cycling either from the catchment area that it is likely to draw its employees, customers or visitors from and/or the services and facilities necessary to support the development;
- ii) maximise safe, convenient and inclusive accessibility to, and from within developments for pedestrians, cyclists and public transport users;
- iii) provide equal access for all people, including inclusive access for disabled people;
- iv) adequately address delivery, servicing and drop-off requirements; and
- v) have no significant adverse transport or associated air quality and noise impacts on the local and wider environment, particularly on the strategic road network.

B) Development proposals will be required to undertake a satisfactory Transport Assessment and Travel Plan if they meet or exceed the appropriate thresholds. All major developments¹¹ that fall below these thresholds will be required to produce a satisfactory Transport Statement and Local Level Travel Plan. All these plans should demonstrate how any potential impacts will be mitigated and how such measures will be implemented.



3 BASELINE TRANSPORT CONDITIONS

3.1 INTRODUCTION

3.1.1 This section reviews the site's accessibility by walking, cycling, public transport and the local highway network.

3.2 PEDESTRIAN ACCESSIBILITY

3.2.1 The National Travel Survey notes that walking is the most frequent travel mode used for short-distance trips (within 1 mile / 1.6km). Infrastructure that supports efficient travel on foot is therefore of great importance to promote sustainable and active travel and walking as a viable alternative to short car trips.

3.2.2 A narrow footway is provided alongside the northbound lane of Ducks Hill Road, connecting the Site access with the neighbouring sub-urban areas of Ruislip (south) and Northwood (north). However, given the remoteness of the Site and the nature of its existing and proposed operation, it is anticipated that no staff or visitors are likely to travel to Site on foot.

STEP-FREE AND INCLUSIVE ACCESS

3.2.3 Internal areas within the site will be designed with step free and inclusive access in mind, with the provision of ramps to enable access between the ground level building entrance and car park level. Lifts will also be provided within the building, allowing step-free access between the ground and first floor.

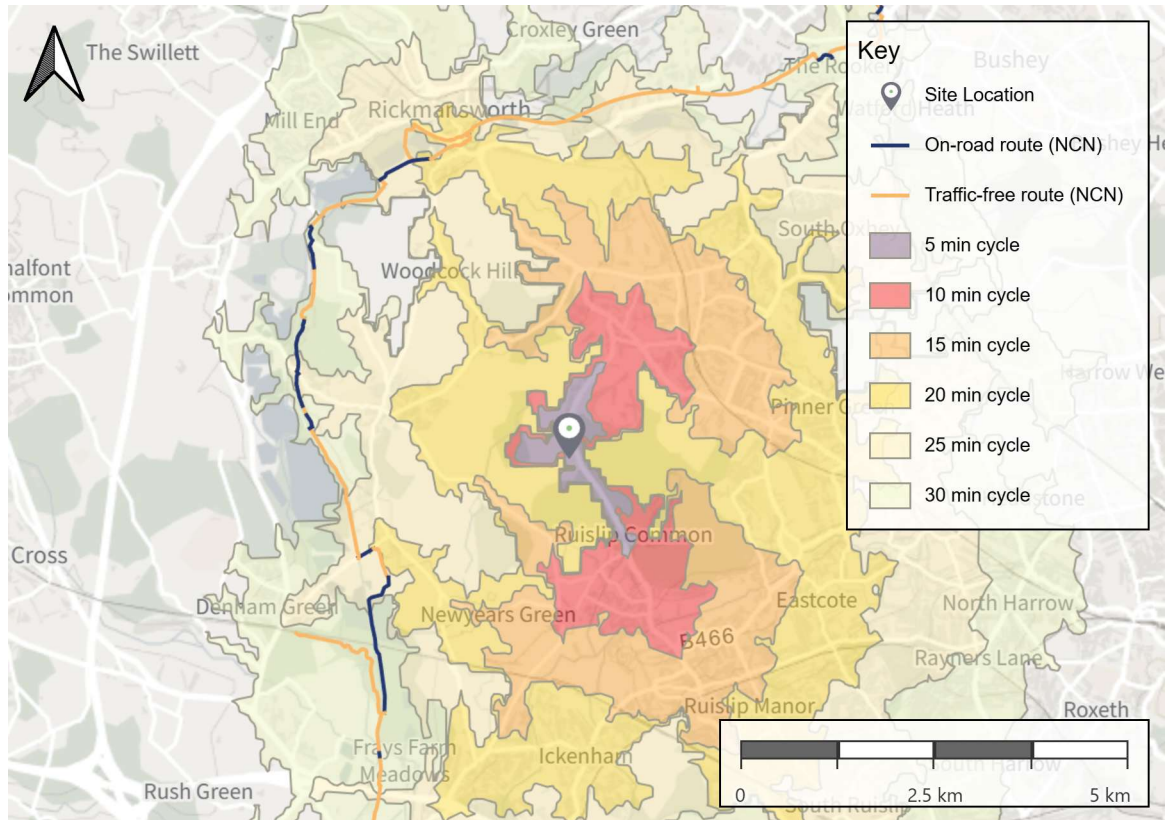
3.3 CYCLING ACCESSIBILITY

3.3.1 Cycling has the potential to substitute for short car trips, particularly those less than five kilometres in length, however, many people will cycle longer distances.

3.3.2 The existing local cycle network and cycling distances to the area surrounding the Site is shown in **Figure 3-1**.



Figure 3-1: Local cycle routes



3.3.3 As illustrated in **Figure 3-1**, there are limited cycle routes in the areas surrounding the Site. Notwithstanding this, given the remoteness of the Site and the nature of its existing and proposed operation, it is anticipated that no staff or visitors are likely to travel to Site by cycling.

3.3.4 There is currently no cycle parking at the Site, nor will any cycle parking be provided as part of the development proposals.

3.4 PUBLIC TRANSPORT ACCESSIBILITY

PUBLIC TRANSPORT ACCESSIBILITY INDEX

3.4.1 PTAL is used to assess the connectivity of a site to the public transport network in consideration of access time and frequency of services. It considers rail stations within a 12-minute walk (960m) of the site and bus stops within an eight-minute walk (640m) and is undertaken using the AM peak hour operating patterns of public transport services. An Access Index (AI) score is calculated that is used to define a PTAL score. TfL's online WebCAT tool shows the site has a PTAL Level of 0.



BUS NETWORK

- 3.4.2 The nearest bus stop to the site is located on Ducks Hill Road (stop ID: Fringewood Close), approximately 650m (nine-minute walk) to the north of the site. The stop is provided with a bus flag and timetable information.
- 3.4.3 One bus service is available from this bus stop, Route 331 operating between Ruislip and Uxbridge, via Northwood Station at a frequency of three to four services per hour on a typical weekday.

LONDON UNDERGROUND

- 3.4.4 The nearest London Underground station to the site is located at Northwood Station, which can be accessed by local bus services from the Fringewood Close bus stop, with an approximate journey time of 17 minutes including walking. The station provides access to Metropolitan Line services towards Amersham, Chesham, Watford (northbound) and Central London (southbound), running at a frequency of up to 12 services per hour depending on the direction of travel.

RAIL NETWORK

- 3.4.5 West Ruislip Railway Station is situated approximately 4km south of the site and can be accessed via local bus services with a journey time of approximately 35 minutes.
- 3.4.6 This station provides access Chiltern Railways services operating between Oxford, Aylesbury, High Wycombe and London Marylebone. This station provides a total frequency of approximately two to three services per hour.

3.5 VEHICULAR ACCESS

- 3.5.1 The main access to the Site is off A4180 Ducks Hill Road, which is a two-way single carriageway A-road connecting Rickmansworth Road to the north with Bury Street to the south. The road is rural in nature and is subject to a 40mph speed limit.
- 3.5.2 The site access itself is a partly surfaced drive approximately 3-3.5m wide from a point immediately behind the back edge of the highway.
- 3.5.3 As part of the development proposals, it proposed that for a length of 10m back from the edge of the carriageway, the access to the Site will be widened to a minimum of 5.5m thereby allowing a typical vehicle to wait to exit without obstructing the path of an entering vehicle. So that the possibility of two vehicles waiting to exit is further mitigated, it is also proposed to include a passing place part way along the access road. A second vehicle wishing to exit would then be able to wait in the passing place until the first vehicle had turned onto Ducks Hill Road rather than waiting immediately behind the vehicle in front and potentially blocking a vehicle from entering fully.

CAR PARKING

- 3.5.4 The existing on-site car park will be retained for users of the Site, with 10% of parking designated as accessible. A minimum of 5% 'passive' and 5% 'active' electric vehicle charging parking spaces will also be provided.
- 3.5.5 Parking will be restricted to staff and visitors to the Site only but will not be charged.



3.5.6 Whilst no dedicated bay is provided, taxi drop-off and waiting will be permitted within the car park in line with the visitor parking provided.

3.6 LOCAL AMENITIES

3.6.1 Given the remoteness of the Site, there are very limited amenities within a short walking or cycling distance (i.e. within a 500m distance of the Site). A summary of local amenities within a short distance are summarised below:

- ⦿ Ruislip Woods (Outdoor Open Space): 140m

3.6.2 Other amenities are located in the neighbouring sub-urban areas of Ruislip and Northwood which, due to the travel distance (exceeding 1.0km), would likely only be accessible via public transport or car.

3.6.3 Given the nature of the existing and proposed Site use, it is not anticipated that staff or visitors will travel to or from the Site via active travel means.

3.7 TRIP GENERATION

3.7.1 Please refer to the supporting Transport Statement for a detailed assessment of existing and proposed trip generation. A summary of this assessment is provided in the section below.

EXISTING GUN MAKING FACILITY

3.7.2 H&H advised in 2024 on the extent of movements to and from its workshop in Kensal Rise. Holland & Holland has since confirmed that the parking and travel patterns relating its staff and operations have not altered. In view of the type and scale of the operation, this is as would be anticipated as no change can occur until the new workshop which is the subject of this planning application is available.

3.7.3 In summary, there are 22 staff who arrive between 6am and 9am. The average number of cars parked at the workshop is 14 plus two motorbikes. Eleven members of staff depart between 1pm and 2pm while the remainder depart either at 4pm or 6pm. On Fridays, only 11 members of staff attend the workshop and all depart by 2pm. In addition to staff movements there are an average of 4 deliveries per day.

EXISTING SHOOTING GROUNDS

3.7.4 As stated in Section 1.2, there are currently regular trips between the existing workshop and the Shooting Grounds. The journey distance between the two locations is approximately 15 miles (24km) and can typically involve around an hour's travel time in the off-peak. Although a figure cannot be placed on the frequency of such trips, since they are very dependent upon the type of product and each client's needs, it is clearly advantageous for these trips to be removed from the highway network in the interests of reducing congestion and, by doing so, will improve the sustainability of H&H's overall operation.

EXISTING SITE USE

3.7.5 The existing use of the Site is for enclosed and open storage and the keeping of horses. As assessed within the supporting Transport Statement it is anticipated that, on average, 49 two-way vehicle trips are generated on a typical weekday and 37 two-way vehicle trips are generated on a typical weekend day.



PROPOSED DEVELOPMENT

- 3.7.6 The predominant trip-making associated with the proposed workshop will be by the employees, as per the existing trip generation for the Gun Making Facility located in Kensal Rise, set out in paragraph 3.7.2. Some additional trips will also be generated by deliveries and servicing activity.
- 3.7.7 As assessed within the supporting Transport Statement it is anticipated that, on average, up to 49 two-way vehicle trips will be generated by the proposed development on a Monday-Thursday and 27 two-way vehicle trips on a Friday, with no trips taking place at the weekend.
- 3.7.8 When comparing the proposed development to the existing Site use, there will be a net reduction in weekly trip generation of 96 two-way vehicle trips.

3.8 TRAVEL PATTERNS

- 3.8.1 Given the location and nature of the proposed development, it is anticipated that all trips will be made by vehicles. It is anticipated that travel on foot or by bike to and from the Site would not be plausible for staff and visitors, however public transport may be a suitable option for Staff willing to travel more sustainably given the proximity of local bus stops and connections to local rail and underground services.

3.1 SUMMARY

- 3.1.1 The Site has limited accessibility in active travel terms, although has access to local bus, rail and underground facilities. Given the nature of the existing and proposed Site use, it is anticipated that staff or visitors will travel to and from the Site via car. This Travel Plan will consider how travel by public transport could be explored by staff.



4 TRAVEL PLAN STRATEGY

4.1 INTRODUCTION

4.1.1 The following chapter sets out the strategy for implementing the BREEAM Travel Plan and relates to the proposed development.

4.2 TRAVEL PLAN CO-ORDINATOR

4.2.1 A Travel Plan Co-ordinator (TPC) may be appointed by H&H to take responsibility for the implementation and management of the plan. The TPC role would be initially fulfilled either by an appointed consultant or H&H. It would be the responsibility of the H&H to ensure that a TPC or equivalent is appointed prior to the first occupation of the site, if required.

4.2.2 The roles and responsibilities of the TPC, if appointed, are set out below:

- ⦿ Administration of the Travel Plan, involving the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties would be ongoing throughout the duration of the Travel Plan.
- ⦿ Giving a 'human face' to the Travel Plan, explaining its purpose and the opportunities on offer. This may include offering personalised journey planning advice and providing advice on transport-related subjects to staff and visitors; and
- ⦿ Helping establish and promoting the measures in the Plan.
- ⦿ Ensuring the structures for the ongoing management of the plan are set up and running effectively;
- ⦿ Liaising with public transport operators;
- ⦿ On-site co-ordination of data collection for the Travel Plan, where required (e.g. Travel Surveys).

4.2.3 If a dedicated TPC is not appointed prior to occupation, then H&H would be responsible for implementing and managing the Travel Plan.

4.3 MARKETING

4.3.1 It is recognised that a marketing and communication strategy is key to the success of the TP. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan. The strategy will also help to disseminate travel information and information regarding the facilities provided.

4.3.2 Staff associated with the proposed development would be made aware of the Travel Plan, including its purpose and objectives, along with specific measures. Marketing will be undertaken at job offer and induction stages of the onboarding process and reviewed annually.

4.4 SECURING THE TRAVEL PLAN AND FUNDING

4.4.1 This BREEAM TP is prepared to support a forthcoming planning application and to achieve Tra01 BREEAM accreditation for new construction, in accordance with BREEAM's New Construction guidance (v6.1). The TP will initially be funded by H&H and the costs will relate to the implementation of measures outlined within the TP.



5 OBJECTIVES AND TARGETS

5.1 OBJECTIVES

- 5.1.1 Best practice guidance identifies that the objectives and targets set out in the TP should be initially based on trip rates and/or mode share for the site.
- 5.1.2 The objectives of the TP are:
- ⦿ To raise staff awareness of sustainable modes of travel; and
 - ⦿ To facilitate and encourage travel by sustainable modes by staff where possible.

5.2 TARGETS

- 5.2.1 Targets are tailored to deliver the objectives of the TP and must be Specific; Measurable; Achievable; Realistic; and Timed (SMART).
- 5.2.2 Two types of targets are considered:
- ⦿ 'Action' type targets are physical actions that can be achieved by a set date, for example, appointing a TPC
 - ⦿ 'Aim' type targets are those which relate to outcomes achieved through implementation of measures, for example, achieving a change in mode split compared to a baseline.
- 5.2.3 It is proposed to set both 'Action' type target and 'Aim' type targets.

ACTION TARGET

- 5.2.4 The following Action targets are proposed:
- ⦿ Provide step-free and inclusive access to the proposed development prior to occupation.
 - ⦿ Raise staff awareness of sustainable travel opportunities and their benefits upon occupation, in particular:
 - How to contact the Travel Plan Co-ordinator or equivalent; and
 - The public transport services available.
- 5.2.5 Achieving these specific and timed targets will be measured by the installation of step free access to building entrances and lifts to upper floors and the implementation of marketing and awareness raising measures. These targets link directly to the objectives of the TP.

AIM TARGET

- 5.2.6 The aim of this TP is to encourage modal shift toward sustainable transport modes, using both hard and soft measures outlined below.
- 5.2.7 The baseline mode share has been derived from the existing trip generation assumptions for the current H&H Gun Making Facility in Kensal Rise, as set out in Section 3. This assumes 14 drive a car (64%), two ride a motorcycle (9%) and the remainder are car passengers (27%).



5.2.8 This baseline mode share provides a starting point for year one, from which future mode share targets for employees in years three and five following Site occupation can be set. These are shown in **Table 5-1**.

Table 5-1: Employee Mode Share Targets

Mode	Indicative Mode Share Targets		
	Year 1	Year 3	Year 5
Public Transport (Bus, Rail, Underground)	0%	0%	4%
Motorcycle, scooter or moped	9%	9%	9%
Car Driver	64%	60%	56%
Car Passenger (inc. Car Sharing)	27%	31%	31%
Cycling	0%	0%	0%
On foot	0%	0%	0%
Total	100%	100%	100%

5.2.9 The targets focus on increasing the sustainable travel mode share. The year five target mode share would increase public transport use by 4%, car sharing by 4% and reduce the proportion of single occupancy car trips by 8%.

5.2.10 In order to determine progress against the indicative mode share targets, it is recommended that H&H undertake staff travel surveys in years three and five following initial occupation.



6 MEASURES

6.1.1 This section outlines the measures which have been considered could be implemented at the site in order to achieve the objectives. These measures form the core of the TP and have been grouped into three categories:

- ⦿ 'Hard' engineering measures incorporated into the design;
- ⦿ 'Key services and facilities; and
- ⦿ 'Soft' marketing and management measures which ensure that sustainable travel behaviour is maximised.

6.1.2 These measures include but are not limited to the minimum measures required for consideration by the BREEAM New Construction Guidance (v6.1).

HARD MEASURES

6.1.3 Physical aspects of the design will influence travel patterns from the outset. The hard engineering measures that will be incorporated into the design of the development are discussed individually below. These measures would be provided prior to occupation of the site and would be funded by H&H as the developer.

PROVISION OF STEP-FREE AND INCLUSIVE ACCESS

6.1.4 As per the supporting plans for the proposed development, step-free and inclusive access will be provided to and within the main building, through the installation of ramps from the car park to the ground level entrance and lifts between ground level and the first floor.

PROVISION OF ACCESSIBLE PARKING

6.1.5 In accordance with the LBH parking standard, 10% of car parking on the Site will be provided as accessible.

PROVISION OF ELECTRIC VEHICLE CHARGING FACILITIES

6.1.6 In line with the Local Plan: Part 2 Policy DMT 6 (Appendix C), the car parking on the Site will include a minimum provision of 5% 'passive' and 5% 'active' Electric Vehicle Charging spaces.

PROVISION OF CAR SHARING SPACES

6.1.7 H&H will consider allocating priority parking spaces for use by car-sharers only, as a means of encouraging reduced single occupancy car travel.

KEY SERVICES & FACILITIES.

PUBLIC TRANSPORT INFORMATION SYSTEM

6.1.8 H&H will consider the provision of a dedicated public transport information screen in the reception area or display of public transport information on existing screens.



SMART WORKING CAPABILITY

- 6.1.9 H&H will provide facilities to enable 'smart working' (i.e. remote working) where appropriate, such as the provision of video-conferencing facilities and a flexible working policy for staff.

SOFT MEASURES

- 6.1.10 A marketing and communication strategy is key to the success of the Travel Plan. Details of this strategy are set out below.

TRAVEL PACK

- 6.1.11 H&H will consider the provision of a Travel Pack for staff as part of their induction process. The key role of the Travel Pack would be to raise awareness of sustainable travel opportunities and initiatives available to staff including, for example:

- ◉ **Promotion of local sustainable travel networks**, including links to relevant public transport travel information.
- ◉ **Promotion of key services and facilities:** Where provided and relevant, full details of the key services and facilities implemented through the Travel Plan.

- 6.1.12 The Travel Pack would invite those persons wishing to raise specific transport-related matters to discuss these with the TPC or equivalent (if appointed) for consideration.

- 6.1.13 The Travel Pack would be available electronically in the first instance, distributed to staff by email as part of their induction process. The Travel Pack would be updated periodically and redistributed in electronic form.

STAFF NOTICE BOARDS

- 6.1.14 Maps of the immediate local area could be displayed on staff notice boards (either physical or digital) identifying locations of local bus stops, rail and underground station and public transport provider weblinks for real time passenger information. The notice boards would also be used to inform staff of any new travel initiatives or events organised by the TPC or equivalent (if appointed).

ENGAGEMENT WITH PUBLIC TRANSPORT OPERATORS

- 6.1.15 H&H will consider engaging with local public transport operators to identify opportunities for travel incentives for staff travelling to and from the Site.

SEASON TICKET LOAN

- 6.1.16 H&H will consider the provision of season ticket loans to assist with forward funding cheaper daily travel options.



7 ACTION PLAN

7.1.1 An indicative programme for implementation of TP measures is set out in **Table 7-1**. This sets out tasks, intended implementation dates and responsibilities.

7.1.2 Implementation of these actions is contingent upon final review and confirmation from H&H, who will consider and proceed with their implementation where necessary.

Table 7-1: Indicative Action Plan

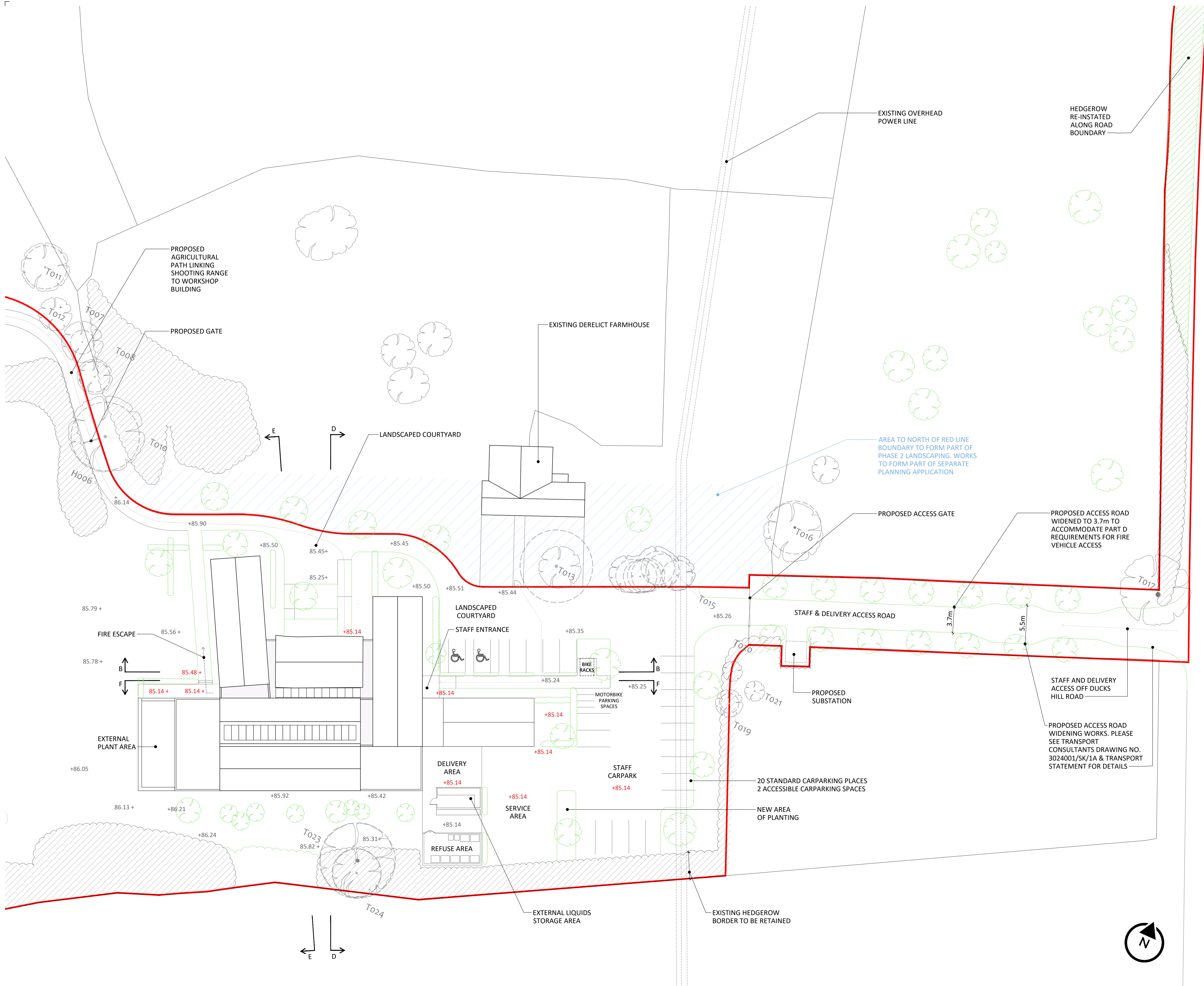
INDICATIVE ACTION	TARGET (VALUES)	TARGET DATE	FUNDING	INDICATOR/ MEASURED BY	RESPONSIBILITY
Appointment of TPC or equivalent	N/A	Prior to occupation	H&H	Potential appointment of TPC or equivalent	H&H
Agree Travel Plan Objectives, Targets and Measures	N/A	Prior to occupation	H&H	Approval	H&H
Provision of step-free and inclusive access secured through planning	As per the proposed development plans	Prior to occupation	H&H	Installation of access ramps and lifts	H&H
Dissemination of the Travel Pack to staff	Included within every induction	At every employee induction	H&H	Dissemination of Travel Pack to each member of staff	TPC or equivalent
Potential undertaking of travel surveys to monitor Year 1, 3 and 5 Aim targets	N/A	Year 1 survey (within 3 months of occupation of Site)	H&H	Receipt of survey results and agreement of 'Aim' targets	TPC or equivalent



APPENDIX A

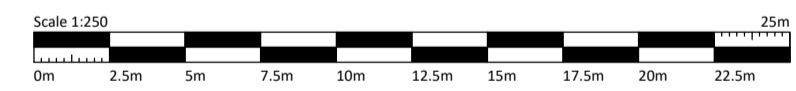
PROPOSED SITE LAYOUT





KEY:

- SITE BOUNDARY
- EXISTING HEDGEROW
- NEW HEDGES
- EXTENT OF ROOTS OF RETAINED TREES AS PER PROTECTION PLAN
- EXISTING TREES
- PROPOSED TREES



J	20/02/2026	Issued to Design Team	TB	BM
I	12/02/2026	RFI	TB	BM
H	03/02/2026	Issued for Planning	TB	BM
G	22/01/2026	Issued to Design Team	TB	BM
F	20/01/2026	Issued to Council	TB	BM
E	14/01/2026	Landscape Architect input absorbed	TB	BM
D	15/12/2025	Landscape Updated	TB	BM
C	08/12/2025	Vehicle tracking added	TB	BM
B	14/11/2025	Issued for Pre-App	TB	BM
A	25/09/2025	Issued to Arboricultural Consultant	TB	BM
A	27/08/2025	Issued to design team for review	TB	BM
/	25/07/2025	Issued to landscape architect for review	TB	BM
REV	DATE	DESCRIPTION	BY	CHK

HOLLAND AND HOLLAND
ARTISAN GUN MAKING WORKSHOP
PROPOSED SITE PLAN

mcdonaldarchitects co.uk

SCALE	1:250	STATUS	Issued	REV	J
NUMBER	1469-011				

