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**REDWOOD PARTNERSHIP**

Consulting Engineers  
Transportation Planners



**PROPOSED MIXED-USE  
RETAIL & RESIDENTIAL DEVELOPMENT  
41-67 HIGH STREET  
YIEWSLEY  
WEST DRAYTON  
UB7 7QQ**

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**RESIDENTIAL TRAVEL PLAN**

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*on behalf of*  
**HARBOURSIDE INVESTMENTS LIMITED  
&  
WM MORRISON SUPERMARKETS PLC**

PMcL/3377d6/May 2023



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## 1.0 INTRODUCTION

- 1.1 The Redwood Partnership are appointed by Harbourside Investments Limited and WM Morrison Supermarkets PLC to provide a Residential Travel Plan for a mixed-use retail and residential development consisting of a new Morrisons foodstore and 158no residential apartments above, located at 41-67 High St, Yiewsley. West Drayton UB7 7QQ.
- 1.2 This document provides a Residential Travel Plan (RTP) for the residential element of the development setting out objectives and actions to encourage new residents to reduce car use especially single occupancy car use by considering car-sharing or walking, cycling and available bus and rail public transport as alternative modes of travel.
- 1.3 The site is located off the High Street in Yiewsley, West Drayton within the London Borough of Hillingdon. The main vehicular access to the residential site is a new access shared with Morrisons customers direct from St Stephen's Road. St Stephen's Road connects to the High Street approximately 100 metres east of the new access. **Figure A1 (Appendix A)** shows the location of the whole site relative to the local highway network.
- 1.4 In respect of promoting sustainable choices of transport this RTP should be read in conjunction with the Government's White Paper on the future of transport entitled 'The Future of Transport – a network for 2030' published in July 2004 which sets out the Government's commitment to sustainable transport. Reference should also be made to 'Making Residential Travel Plans Work – Guidelines for new development' (Department for Transport, 2008) and the Transport for London document 'Travel Planning for New Development in London' (2011).
- 1.5 The principal aim of the RTP is to reduce the use of the private car and to encourage the use of alternative travel choices for journeys to and from the site. The RTP should be understood as a developing process rather than a policy document, indeed the concept of this document itself is only the start of the process.



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- 1.6 The RTP will consist of Hard Measures such as site design, cycle parking, infrastructure and contributions towards off-site improvements, together with Soft Measures such as marketing, promotion and raising awareness amongst new residents of the available travel choices other than the private car. The Hard and Soft Measures are designed to promote the benefits of reducing car use; reducing single occupancy car use and encouraging walking, cycling and the use of available public transport.
- 1.7 A successful Residential Travel Plan will benefit from monitoring (e.g. resident travel surveys), review and adjustment over a period of time. A change in travel mode on one or two days per week per resident of the development can make a significant contribution towards reducing travel to the site by private motor car.



## 2.0 SITE ACCESSIBILITY

- 2.1 The existing 0.52-hectare site consists of the former Morrisons foodstore located at the north-west corner of the junction of High Street and St Stephen's Road, Yiewsley, West Drayton, London, UB7 7QQ within the outer London Borough of Hillingdon. The proposals will replace the former foodstore together with 158no apartments above accessed via three separate access cores. **Figure A1 (Appendix A)** shows the location of the site relative to the local highway network.
- 2.2 The High Street is a local distributor road providing an important transport corridor through Yiewsley, linking the A408 Falling Lane in the north with West Drayton station in the south and beyond through to junction 4 of the M4 motorway. The High Street provides the main vehicle access route from other areas together with pedestrian/cycle access to Core A and Core B. St Stephen's Road is a local access road serving St Matthew's Primary School and small businesses and residential properties to the west and north of the site. St Stephen's Road provides the single vehicle access to the site together with pedestrian and cycle access to Core C.

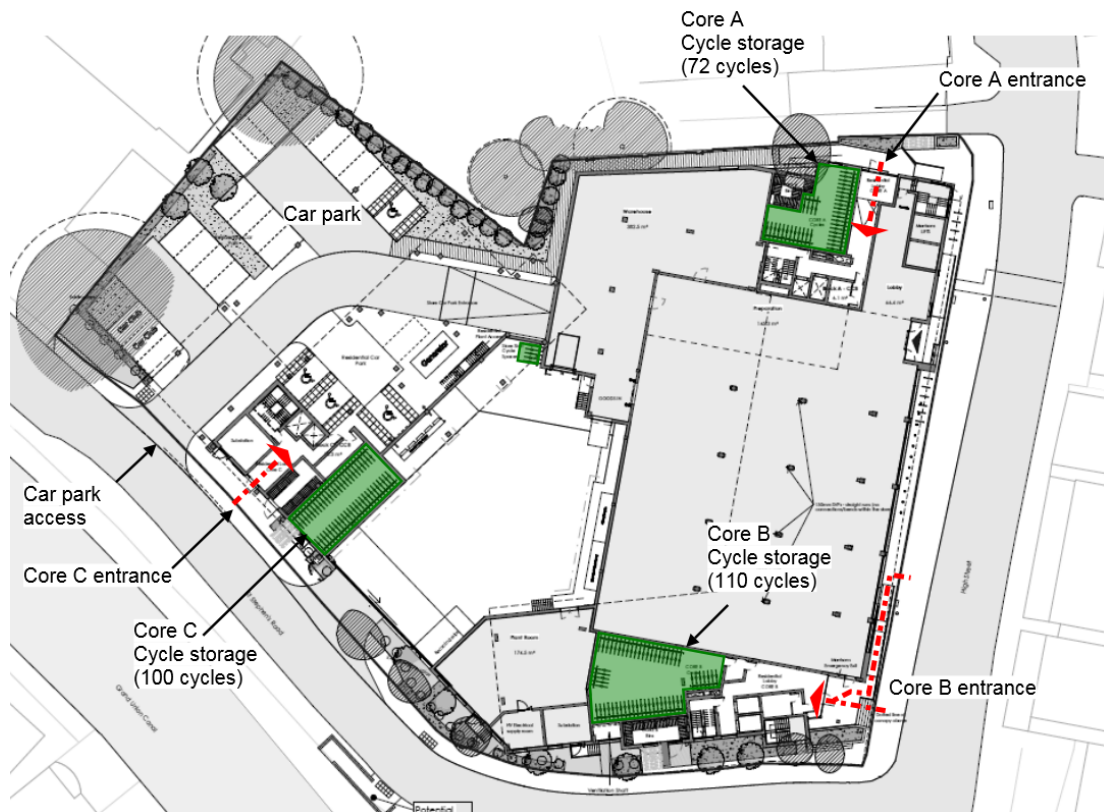
### Pedestrian & Cycle Accessibility

- 2.3 **Figure A5** shows a significant area reachable within a 15-minute (1200 metre) walk isochrone of the Site. The site's location will benefit those who wish to walk to and from the site to many local services as shown on **Figure A3**.
- 2.4 The residential development includes cycle rack storage for 176no cycles located in three areas on the site with additional space available to expand cycle rack storage to a maximum of 282no cycle parking spaces should more cycle parking demand be identified in the Residential Travel Plan. **Figure A6** shows a 5-mile (30 minutes) cycling isochrone encompassing a significant area and providing new residents with a good opportunity to cycle to work or shopping. The 5-mile cycling isochrone extends as far as Heathrow in the south which would provide many employment opportunities for residents. Local cycle routes are shown on **Figure A4**.



- 2.5 Residential pedestrians can access the site via lifts and stairs within 3 no separate access cores; one core at the north-east corner of the foodstore, one core at the south-east corner of the foodstore and one core off St Stephen's Road as shown in **Figure 2.1**:

**Figure 2.1 Residential Access Points**



### Public Transport - Bus Accessibility

- 2.6 Bus services 222, U1, U3 and U5 all pass along the High Street adjacent to the site. The bus stop for northbound services (stop A) is located on the west side of High Street 75 metres (1-minute) walk distance from the north-east corner of the Site. All southbound services stop at bus stop B located on the east side of High Street 40 metres (2-minute) walk distance from the north-east corner of the Site via a traffic signal-controlled pedestrian crossing of High Street. **Figure A2** shows the local bus routes.
- 2.7 Bus service 350 runs along Horton Road then south via West Drayton station to Heathrow. The bus stop for eastbound services (stop C) is located on the north side of Horton Road



160 metres (2-3 minutes) walk distance from the site via a pedestrian refuge island on High Street. For southbound services route 350 stops at bus stop D located on the south side of Horton Road 200 metres (3 minutes) walk distance from the site via pedestrian refuge islands on Horton Road and High Street.

- 2.8 Most bus services are high frequency and operate throughout the day from approximately 03:40 hrs to 00:40 hrs with bus service 222 providing a 24-hour service. The frequency and timing of bus services provide a realistic opportunity for residents to consider bus travel. **Table 2.1** shows the local bus services and available routes stopping near to the site:

**Table 2.1 - Local bus services and frequencies (Figure A2)**

Service Number	General Frequency (mins)			Route
	Mon-Fri	Saturday	Sunday	
350	20 mins	20 mins	20 mins	Hayes - Botwell Common - Stockley Park - West Drayton - Harmondsworth - Colnbrook By-Pass - Heathrow Airport Terminal 5
222	10 mins	10 mins	12 mins	Uxbridge – Cowley – West Drayton – Heathrow Airport North – Cranford – Hounslow
U1	15 mins	15 mins	30 mins	West Drayton - Apple Tree Avenue - Colham Green - Kingston Lane - Uxbridge - Ickenham - West Ruislip - Ruislip
U3	12 mins	12 mins	20 mins	Heathrow Airport Central - Harmondsworth - Wise Lane - West Drayton - Apple Tree Avenue - Colham Green - Pield Heath - Brunel University - Uxbridge
U5	12 mins	12 mins	20 mins	Hayes - Stockley Park - Stockley Estate - West Drayton - Falling Lane - Colham Green - Pield Heath - Cowley - Uxbridge
697/698	5 services	-	-	<b>School Service</b> Wood End/West Drayton – Yeading/Hayes – Hayes End – Hillingdon – Ickenham

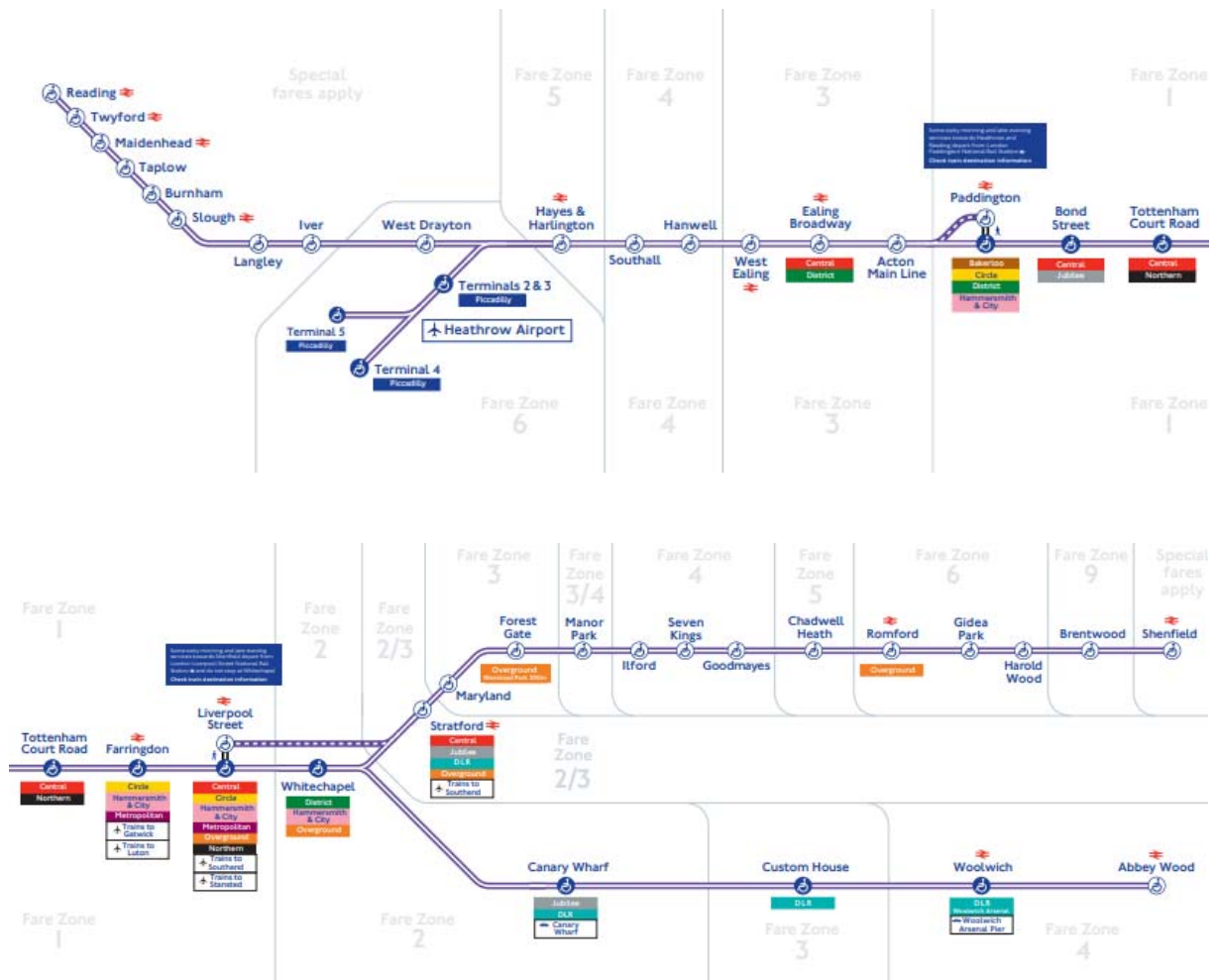
### Public Transport - Rail Accessibility

- 2.9 West Drayton station is located 250 metres (4-minutes) walk distance from the Site boundary; well within the preferred maximum walking distance. With regular, comprehensive services, the station provides an attractive travel choice for staff and customers.



- 2.10 West Drayton station has been subject to significant improvements as part of the London Crossrail project with its connection to the new Elizabeth Line. The Elizabeth line provides up to four rail services an hour stopping at West Drayton station, allowing passengers to travel east into central London and beyond and west through to Reading. The Elizabeth line route plan is shown in **Figure 2.1**:

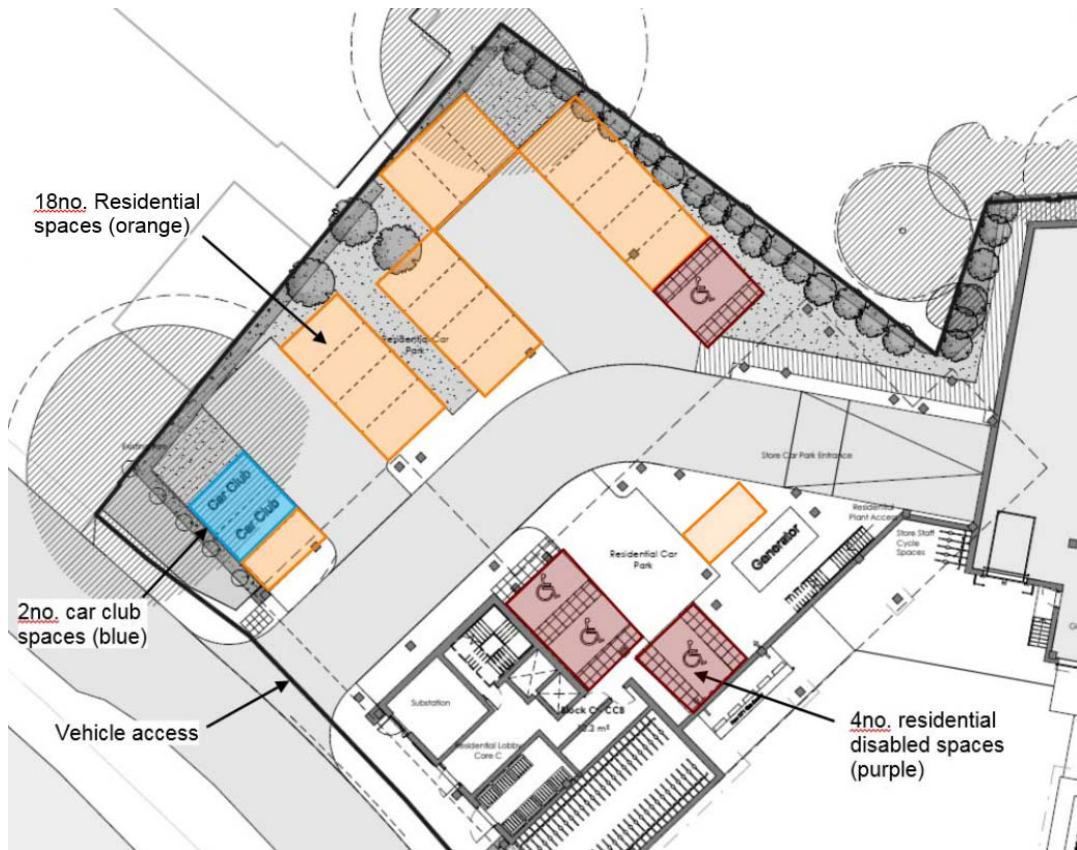
**Fig 2.1 – Elizabeth line Route Plan**



### Vehicle Access & Parking

- 2.11 A single entrance off St Stephen's Road will provide access to all resident's vehicles entering the site. Residents will share the access with Morrisons customers who continue straight ahead then turning right down a ramp to the Morrisons basement parking area.

**Fig 2.2 – Residential Parking Layout**



2.14 **Figure 2.3** shows the arrangement of the lower level basement car park (Level 2) which contains all residential parking including standard bays, electric charging bays, disabled bays and motorcycle parking. Residents reverse their route in order to leave the car park:



### 3.0 Travel Plan Administration

#### Travel Plan Coordinator

- 3.1 The RTP will require a coordinator to take responsibility for the development and management of the Travel Plan and ensure its delivery. In the case of Residential Travel Plans, the coordinator has a particularly important role in presenting the plan to new residents who may not otherwise feel any common cause with its implementation. It is therefore important that the future coordinator can be easily contacted by residents and makes regular visits to the site during the marketing period. The name of the co-ordinator is not known at the present time and will be identified before the development is commenced.
- 3.2 The developer will appoint a Residential Travel Plan Coordinator (RTPC) funding their activities from the end of construction for period of 5 years commencing at 75% occupancy. Typical duties of the Residential Travel Plan Coordinator will include:
- i) Taking responsibility for the delivery of the Travel Plan. The TPC shall be appointed before residents occupy the site so they can ensure that appropriate measures and facilities are up and running at the earliest possible stage;
  - ii) Giving a 'human face' to the RTP; explaining its purpose and the opportunities on offer. This may include offering personalised journey planning advice to each purchaser;
  - iii) Training the people selling the residential units in respect of the RTP so that it is marketed as an integral part of the site;
  - iv) Ensuring that structures for the ongoing management of the plan are set up and running effectively;
  - v) Establishing and promoting the individual measures in the plan, such as providing information on home deliveries, car share, etc;
  - vi) Ensuring that the most up to date travel information is available to residents
  - vii) Overseeing the monitoring and reporting of the RTP and submitting monitoring reports to the local authority as agreed.



- 3.3 A Residential Travel Plan Coordinator will be appointed after planning permission and in advance of opening of the residential development. Until that time, the contact for Travel Plan matters is:

Mr Andrew Rennie  
Harbourside Investments Limited  
10 Albemarle Street  
London  
W1S 4BL

Tel: 0207 647 1700

Email: AndrewRennie@citygrove.com

### **Consultation**

- 3.4 The success of the Travel Plan will rely on the feedback from residents which will be overseen by the RTPC. The Residential Travel Plan Coordinator shall be responsible for all liaison with residents and with outside bodies, including the London Borough of Hillingdon. The Residential Travel Plan Coordinator will liaise with these groups as necessary.
- 3.5 All new residents will be made aware of the details of the Residential Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving its objectives at its launch.

### **Updating**

- 3.6 The objective to encourage new residents to consider travel by sustainable modes will not change, however it may be possible over time to define or re-define specific objectives. A review of Travel Plan targets will provide an important focus for reviewing strategies. The Residential Travel Plan will be administered, reviewed and monitored for a period of five years commencing from 75% occupancy of the residential site.



## 4.0 TRAVEL PLAN OBJECTIVES & MEASURES

- 4.1 Following an analysis of resident's travel information, a review of targets and objectives for the Residential Travel Plan shall be made. In order to meet the targets and objectives, a set of physical and management measures shall be designed and target dates for their implementation put in place.
- 4.2 At this stage, the objectives, targets and measures outlined below are presented as a guide to the likely development of the Travel Plan. However, the list is not exhaustive and the Residential Travel Plan Coordinator shall be free to investigate other potential initiatives, particularly those identified by residents.

### Travel Plan objectives

- 4.3 The Residential Travel Plan has the following objectives:

**Objective 1:** To aim to reduce the number of single occupancy resident car journeys by encouraging car sharing amongst residents;

**Objective 2:** To encourage walking, cycling, bus and rail travel, in particular the usage of the externally managed car share spaces on the site;

**Objective 3:** To monitor and review the progress of the Residential Travel Plan strategy for a period of five years from 75% occupancy.

### Travel Plan Measures

- 4.4 The construction of the development will occur over a number of years and the main site marketing office will be the focal point for the distribution of travel information to new residents and potential purchasers. The development's sales and marketing staff will be trained in personalised journey planning techniques (i.e. using websites such as Traveline and Transport Direct) and will undertake this service for new residents as part of the normal introduction process in order to promote sustainable travel to work, school, leisure and shopping activities.



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### **General marketing and promotion**

- 4.5 Each residential unit will be provided with a Resident's Welcome Travel Pack which will contain details of how trips to leisure, school and retail facilities can be achieved by means other than the private car:
- a) The Resident's Welcome Travel Pack will provide information on bus routes and frequency; bus stop locations; cycle/pedestrian route maps and maps of facilities within walking and cycling distance and information on access to rail services. The Resident's Welcome Travel Pack will be issued to new residents at the time of occupation being the best time to influence travel behaviour;
  - b) A travel notice board will be provided within the marketing suite until all apartments have been sold.

### **Encouraging walking**

- 4.6 To encourage residents to consider walking as a viable mode of travel, the following measures are included in this Residential Travel Plan:
- a) The development's sales marketing staff will encourage new residents to walk to local shops and services and other nearby local facilities through promotion of available routes and facilities
  - b) The Resident's Welcome Travel Pack will promote walking by highlighting the added benefits of:
    - Improving health and fitness and knowledge of the local neighbourhood
    - Learning new road safety skills
    - Using a more environmentally friendly mode of travel
    - Saving money and Increasing social interaction

### **Encouraging cycling**

- 4.7 To encourage residents to consider cycling as a viable mode of travel, the following measures are included in this Residential Travel Plan:



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- a) The development's sales and marketing staff will encourage residents to cycle to work and services within 5 miles of the Site through promotion in the Resident's Welcome Travel Pack;
  - b) New residents who wish to cycle will be encouraged to:
    - Follow rules about appropriate cycle behaviour;
    - Use 'D-type' locks and have a cycle training qualification;
    - Keep bikes in good condition and wear reflective clothing and helmets.
  - c) Dedicated cycle storage space will be provided for each flat and for visitors within the development in accordance with the planning permission;
  - d) Promote LB Hillingdon's cycling website - [www.hillingdon.gov.uk/cycling](http://www.hillingdon.gov.uk/cycling);
  - e) Promote LB Hillingdon's website - [hillington.cyclestreets.net](http://hillington.cyclestreets.net) for cycle journey planning.

### **Encouraging the use of bus and rail services**

- 4.8 To encourage new residents to consider the use of bus and rail services, the following measures are included in the Travel Plan:
- a) Maintain and enhance the flow of travel information to residents and provide local bus and rail routes and Travelwise information within the Resident's Welcome Travel Pack
  - b) Encourage all residents when walking and cycling are not an option to use bus and rail travel, if it is an appropriate alternative, with promotion in the Resident's Welcome Travel Pack

### **Encouraging Car Sharing & Car Club Use**

- 4.9 The setting up of a bespoke private car share group would not be an appropriate task for management or residents. The use of an already established internet-based car share scheme would be a better option and more likely to be used in the future. Therefore, to encourage residents to consider car sharing as a viable mode of travel, the following measures are included in the Residential Travel Plan:



- 
- a) The Resident's Welcome Pack will promote car share schemes such as 'gocarshare.com' and 'Liftshare.com';
  - b) Residents will be made aware of the benefits of sharing their car when travelling, namely:
    - i) that parking and pollution problems will be lessened due to the lower number of cars;
    - ii) that car sharing need not be a fixed or regular event. If residents share a car journey just once a week on an average one-way journey of five miles could save at least £300 per year;
    - iii) that car sharing is a sociable activity that enables residents to meet new people and make new friends.
  - c) The development will provide on the site, 2no car club spaces for a period of 2 years. Each residential unit will be provided free of charge, a single 2-year membership of the car club operator scheme.

### **Home Delivery Services**

- 4.10 A number of home delivery services are available online which will avoid the need for unnecessary car journeys. The new Morrisons located directly beneath the residential accommodation will provide a home delivery service which is free to register, although for new residents most would be able to walk to the store below if Morrisons is their preferred foodstore.
- 4.11 All available home delivery services will be promoted within the Resident's Welcome Travel Pack.



## 5.0 TRAVEL PLAN MONITORING & REVIEW

### Monitoring of Travel Plan measures

- 5.1 Within 6 months of 75% occupancy (120no dwellings), the Residential Travel Plan Coordinator will undertake an iTRACE compliant survey to provide a Year 1 Baseline Report. All data will be collected in a manner which enables the Travel Plan to be monitored and assessed by the Residential Travel Plan Coordinator and Hillingdon Council using iTRACE software. The surveys will be funded by the developer and will be carried out by an approved Independent Field Company (IFC). Standard survey methodology will be in accordance with the Department for Transport's ATTrBuTE web-based application. The monitoring of the Travel Plan and a monitoring fee paid to the Hillingdon Council will be secured through a S106 Planning Agreement.
- 5.2 Monitoring will include:
- Maintenance of a comments received database
  - Multi-modal count of all trips to and from site during nominated survey periods
  - Resident's travel questionnaire during nominated survey periods through a mail drop questionnaire followed up by a door-to-door survey of non-respondents
- 5.3 Within 3 months of the baseline survey being completed, the Residential Travel Plan Coordinator will submit to Hillingdon Council the Year 1 Baseline Report. Subsequent biennial surveys and progress reports will be provided in Year 3 (Interim Report) and in Year 5 (Final Report) of a total 5-year cycle of monitoring. The monitoring reports will include results from the resident's travel surveys; progress towards Travel Plan targets and a summary of activities that have been undertaken during the previous year. The monitoring report will be submitted within three months of completion of each relevant survey. No additional surveys or reporting will be undertaken post Year 5.
- 5.4 The findings from the monitoring reports will also be reported back to residents to ensure that the information is shared with those affected by the Travel Plan. A summary of the findings of the monitoring programme will be made available in an easily digestible form (such as a community newsletter) with a clear explanation of how the Travel Plan can



help the community to make further progress. The newsletter will provide contact details of the RTPC to enable residents to provide their feedback and comments.

## Targets

- 5.6 The main strategy of the Residential Travel Plan is to increase the use of car sharing, public transport, walking and cycling and reduce sole occupancy private car usage. The preliminary targets for the Residential Travel Plan commencing after 75% occupation are shown in **Table 5.1**. The targets are considered to be “SMART” (i.e. Specific, Measured, Achievable, Realistic and Timely):

**Table 5.1: Travel Plan Preliminary Targets**

Mode of Travel	Percentage target from baseline Year 1 survey	
	Year 3	Year 5
Single car occupancy (peak hour)	-2.5%	-5%
Increasing walking (daily)	+2.5%	+5%
Increasing cycling (daily)	+5%	+10%
Increasing public Transport (daily)	+2.5%	+5%

- 5.7 It should be remembered that new residents will have the choice of whether they are willing to alter their modes of transport and can therefore only be encouraged to reduce their vehicle trip use by the methods outlined within the Residential Travel Plan.

## Funding

- 5.8 The developer will allocate a sufficient initial budget for the Travel Plan’s implementation during its set up period to finance the measures identified. This will be reviewed by the RTPC on an annual basis to identify whether any adjustments are required in order to achieve the targets. The implementation of measures such as cycle parking provision will be met as part of the construction phase, whilst the maintenance and on-going management of the Residential Travel Plan will be part of the Residential Travel Plan Coordinator’s role. It is envisaged that this will involve approximately 1-2 hours of management time per week. Assuming 8 hours per month for the TPC role, the cost to



the residential developer of funding the TPC is estimated at approximately £4,000 per annum.

### Action Plan

- 5.9 Upon receipt of planning permission, the appointment of a Residential Travel Plan Coordinator will be confirmed and a series of actions will be started to deliver an effective Residential Travel Plan. An Action Plan of the process is enclosed in **Table 5.2** and **Table 5.3**:

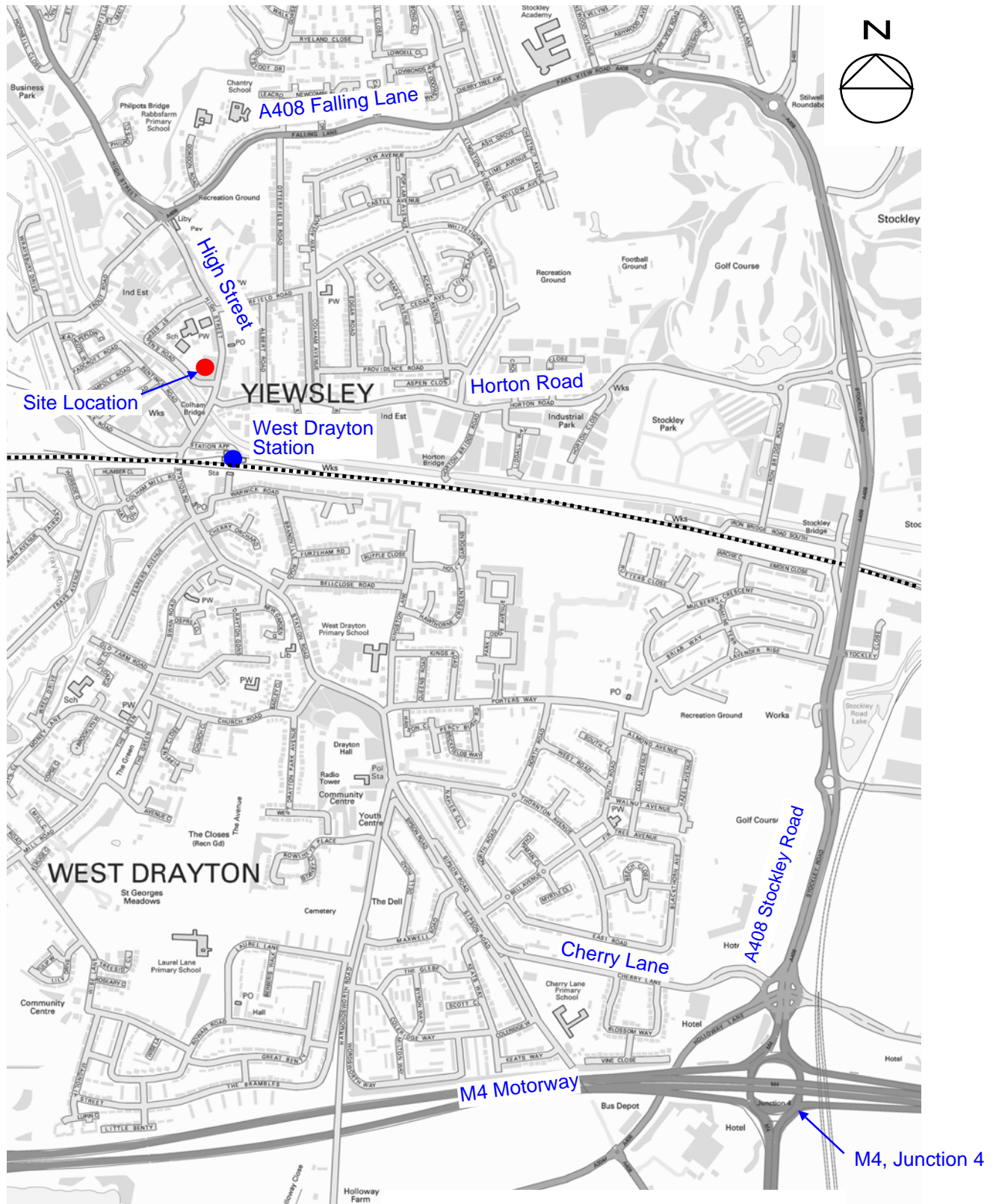
**Table 5.2: Action Plan**

Issue	Measures Proposed	Timescale
<b>Direct measures to reduce car use</b>	Market homes on site, highlighting its sustainable location	Incorporated into sales details
	Welcome Pack to be provided to all new residents	On occupation of each dwelling
	Community website providing focal point for travel initiatives.	Prior to occupation of first new dwelling. To be maintained by site's management company
	Notice board on site within the marketing suite to provide information on the Travel Plan including car sharing, cycle information and public transport details.	During construction and marketing. To be maintained by site's management company
	Provide details of car sharing website goarshare.com and Liftshare.com	On occupation of each dwelling
	Provide details of available home shopping facilities	On occupation of each dwelling
<b>Measures to promote cycling</b>	Provision of information of cycle routes within Welcome Pack	On occupation of each dwelling
	Provide secure on-plot cycle parking in accordance with the planning permission	In line with residential construction phasing
<b>Measures to promote walking</b>	Provide footways within the development	In line with residential construction phasing
	Provision of information of pedestrian routes within Welcome Pack	On occupation of each dwelling

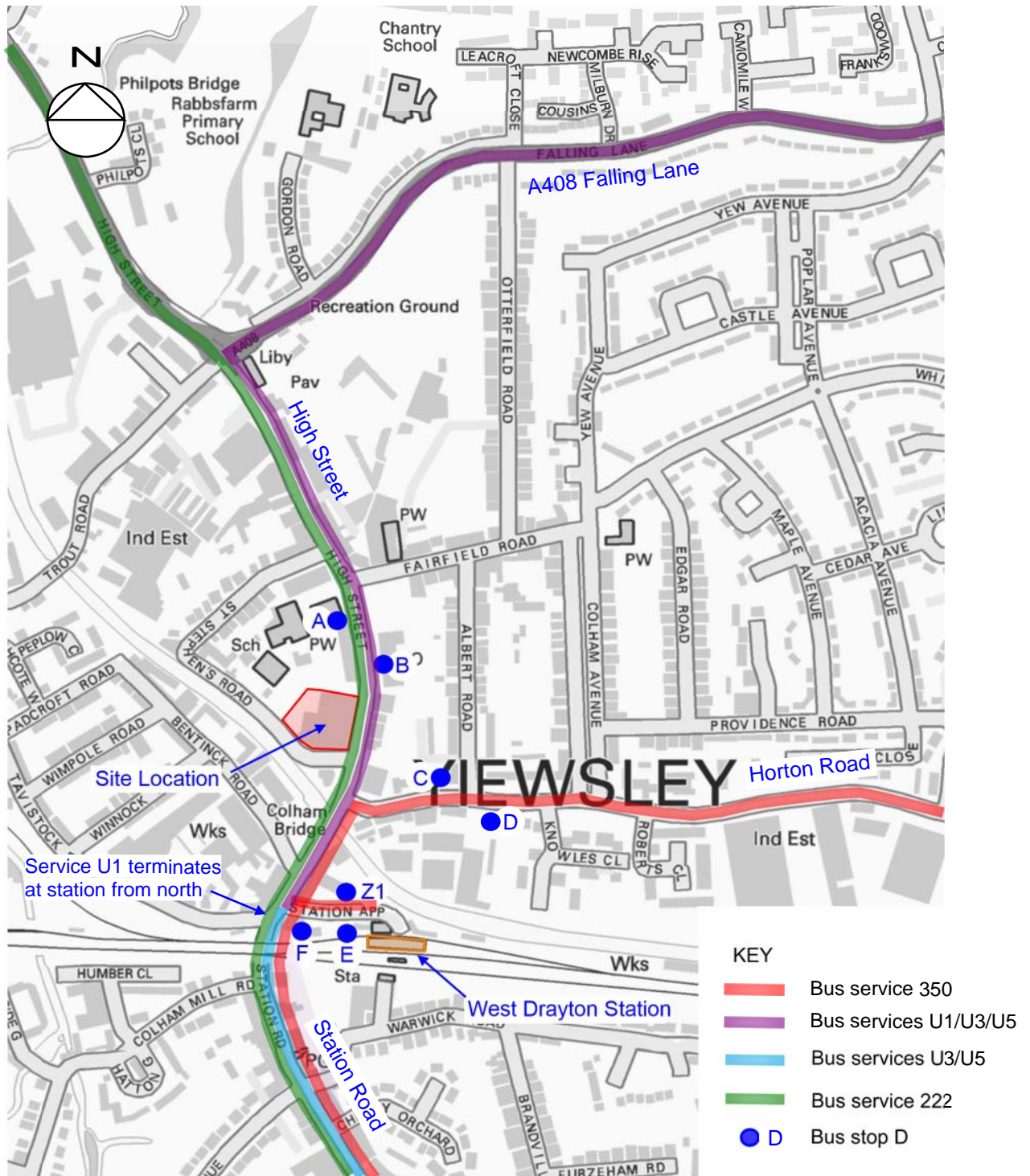
**Table 5.3: Action Plan**

Issue	Measures Proposed	Timescale
<b>Measures to promote bus and rail travel</b>	Provision of bus and rail service information and bus stop locations to new residents within Welcome Pack	On occupation of each dwelling
<b>Monitoring and management</b>	Appointment of a residential Travel Plan Co-ordinator (TPC)	Prior to first marketing
	Year 1 Baseline Report and travel survey undertaken and report prepared by TPC	Within 6 months of 75% occupancy (120 dwellings)
	Year 3 Interim Report and travel survey undertaken and report prepared by TPC	2 years after Year 1 Baseline Report
	Year 5 Final Report and travel survey undertaken and report prepared by TPC	2 years after Year 3 Interim Report
	Residential travel surveys undertaken for travel plan monitoring	1 month prior to travel survey reporting
	Submit reports to Hillingdon Council	Within 3 months of each survey



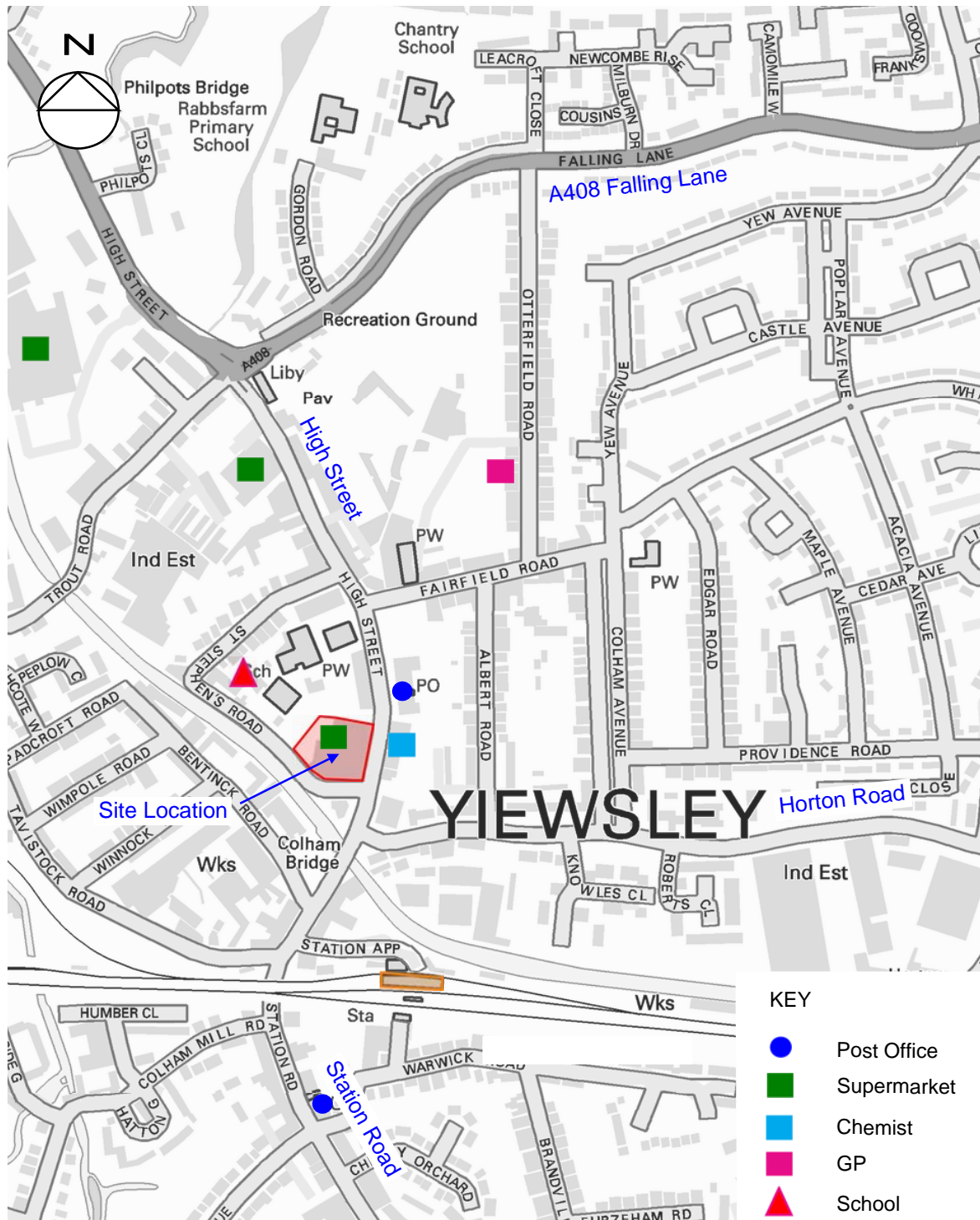


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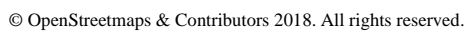
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Local on-street cycle routes 89/93

Grand Union Canal Cycle Route (Watford to London)

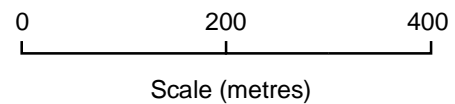
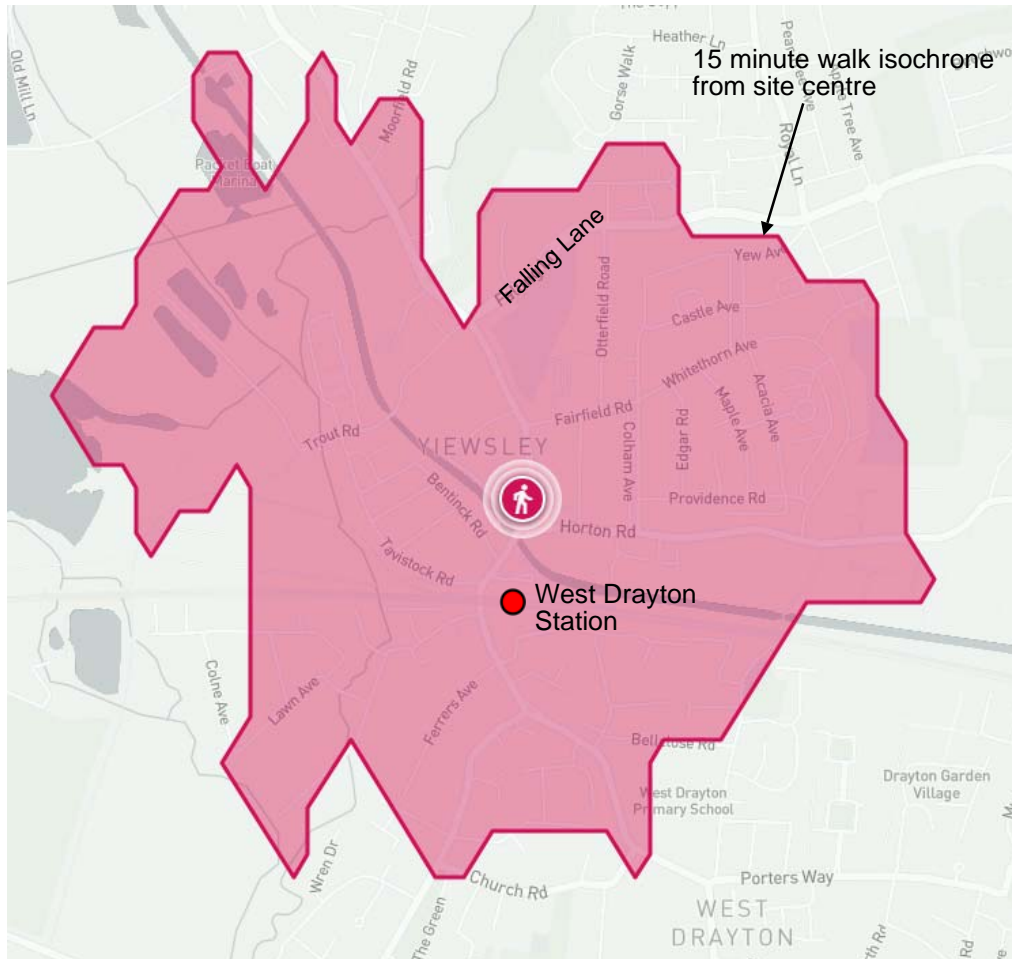
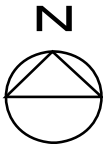


FIGURE A4



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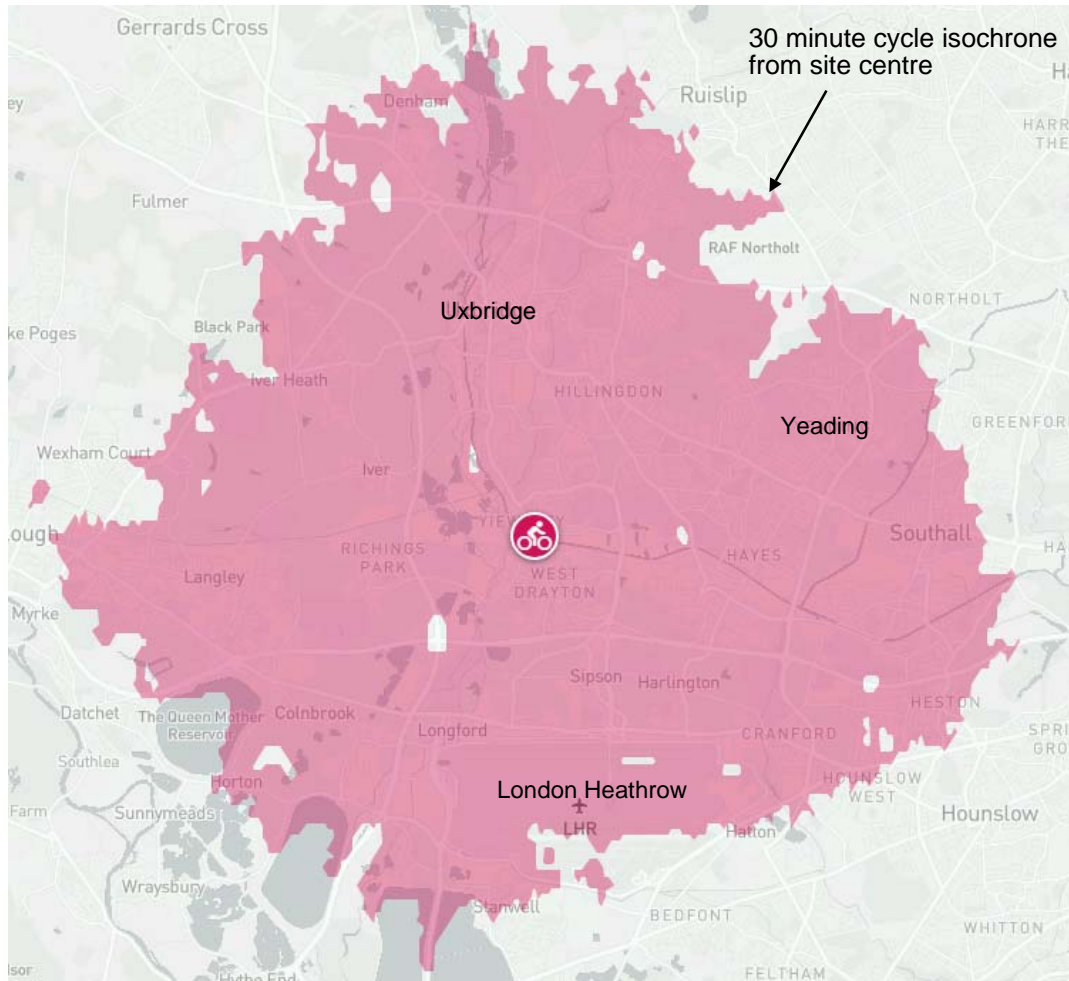
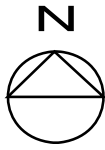
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15 minute walk isochrone  
80m/min = 1200m

0 400 800

Scale (metres)

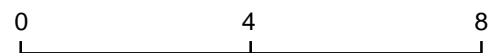


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KEY



30 minute cycle isochrone  
5 miles @ 10mph



Scale (kilometres)