



#### **Project Title**

Hillingdon Watersports Facility and Activity Centre

# **Report Title**

Travel Plan

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# **APPENDICES**

**APPENDIX A - SITE MASTERPLAN** 

**APPENDIX B - SITE ACCESS GENERAL ARRANGEMENT** 



#### 1.0 INTRODUCTION

1.1 Robert West has been appointed by the London Borough of Hillingdon (LBH) (the "applicant") to provide transport planning and highways advice in relation development proposals at Broadwater Lake following the permanent closure of the Hillingdon Outdoor Activity Centre (HOAC) at Dews Lane, Harefield.

#### **Development proposals**

1.2 Development proposals comprise:

"Redevelopment of the site to create the Hillingdon Watersports Facility and Activity Centre including demolition of existing Broadwater Sailing Club (BSC) clubhouse at the north of the lake and erection of a building including changing facilities, meeting rooms, storage, Workshop and seasonal worker accommodation (sui generis), activity shelters; installation of pontoons and slipways; boat shed; equipment storage huts; boat parking and racking areas; camping area; outdoor activity areas; ecological enhancement throughout the site; pedestrian routes through the peninsula; landscaping including new woodland, dense vegetation screens and boundary treatment; access road; localised dredging and land reclamation; relocation of existing sailing area and creation of floating reedbeds within the lake; coach drop off and turning area; vehicle parking; cycle parking; and associated works."

# Planning context

- 1.3 This Travel Plan (TP) forms part of a wider planning application which is currently being determined by the LBH under planning ref: 2382/APP/2023/2906 ("Planning Application"). A TP (ref: 2915\_068\_003B) was originally submitted in September 2023 as part of the planning application. Since then, a series of design amendments have been made to address comments from statutory consultees including LBH Highways dated 23 January 2023.
- 1.4 This TP (ref: 3249\_008\_004) provides an update to the previous TP prepared including changes to the scheme following original submission in September 2023.
- 1.5 Given the existing site uses are established and not expected to change, this TP is directed toward the operations of Colne Valley Youth & Community Association. The TP will be aimed at HWSFAC staff and users and in particular users who travel to the site by single car occupancy modes of travel. Notwithstanding that, some of the measures included within the TP will be applicable to the existing site users to benefit and encourage sustainable modes of travel.
- 1.6 This TP should be read alongside the Transport Assessment Addendum (TAA), Delivery and Servicing Plan (DSP) and Parking Design and Management Plan (PDMP) produced for the proposed development and submitted with the planning application. In due course it is expected that the TP will be secured via planning condition.
- 1.7 This TP has been prepared in line with the following documents:





- i. National Planning Policy Framework (NPPF) (2024).
- ii. London Plan (2021).
- iii. Mayor's Transport Strategy (2018).
- iv. London Borough of Hillingdon Local Plan part 1 (2012).
- v. London Borough of Hillingdon Local Plan part 2 (2020).
- 1.8 Following this introduction, the remainder of the TP is structured as follows:
  - i. Section 2.0: Site location and accessibility by non-car modes.
  - ii. Section 3.0: Development proposals and transport demand.
  - iii. Section 4.0: Transport issues and strategy.
  - iv. Section 5.0: Aims and objectives.
  - v. Section 6.0: Targets.
  - vi. Section 7.0: TP Measures.
  - vii. Section 8.0: Management measures.
  - viii. Section 9.0: Monitoring and review.
  - ix. Section 10.0: Action plan.



#### 2.0 SITE LOCATION AND ACCESSIBILITY BY NON-CAR MODES

2.1 This section of the TP describes the existing Broadwater Lake site conditions, the surrounding public realm and accessibility of the site by non-car modes including walking, cycling, and public transport.

# **Existing site overview**

2.2 The site is located at Broadwater Lake within the LBH. The site location is illustrated in Figure 2.1.



Figure 2.1: Site location

2.3 The site is predominantly rural in nature and is located to the south of Harefield on the outskirts of Greater London. The site falls within the Mid Colne Valley site of specific scientific interest (SSSI). The site is bound by the Grand Union Canal to the east, Moorhall Road to the south and the River Colne to the north and west. The site is accessed from Moorhall Road to the south of the site.



# Local access including highway, public transport, cycling and walking

Walking routes and crossings

- 2.4 The pedestrian routes and facilities in the immediate vicinity of the application site are of mixed quality. The site access road leading to the site is paved with asphalt but is often covered in mud and dirt. No footways or street lighting are provided on the site access road. There are public footpaths that provide access to the site. These include the Grand Union Canal towpath to the east of the site, connecting to the Colne Valley trail and the Hillingdon trail.
- 2.5 The pedestrian routes within the wider area are in good quality and condition. The footways range in widths from approximately 1.2m to 2.5m wide. At the existing site access on Moorhall Road there is a dropped kerb crossing with tactile paving. There are footways present on both sides of Moorhall Road except for the north side of the carriageway, west of the site access. Street lighting is present at regular intervals on the surrounding roads and streets.

Cycling

- 2.6 National Cycle Network (NCN) route six runs directly east of the site along the Grand Union Canal towpath. The route is predominantly traffic-free, passing through Uxbridge, West Hyde, Watford, Luton, Nottingham and Manchester and ultimately connects London and Lake District.
- 2.7 There are no designated local cycle routes within the vicinity of the site.

Bus services

- 2.8 The nearest northbound and southbound bus stops are located on Moorhall Road, approximately 50m (less than a minute walk) to the southeast of the site access and are served by the 331 bus route.
- 2.9 Additional bus stops are located on Harvil Road approximately 635m and 785m (eight to 10 minute walk) to the east of the site that are served by the U9 bus route.
- 2.10 A summary of the local bus services in the network peak hours are included in Table 2.1.



Bus routes	Destination	Hourly frequency
224	Belmont Road	3
331	Ruislip Station	3
110	Harefield Hospital	2-3
U9	Belmont Road	2-3

Table 2.1: Summary of bus services

2.11 There are a minimum of five bus services per hour travelling in each direction.

National rail

2.12 The nearest National rail station to the site is Denham station which is located approximately 1.2km to the southwest of the site. Denham station is served by Chiltern Railways. Typical Monday to Friday services includes one train per hour to London Marylebone, two in peak hours, and one train per hour to Aylesbury, Gerrards Cross, and High Wycombe.

London Underground

- 2.13 The nearest London Underground stations to the site are West Ruislip and Ickenham which are located approximately 4km and 4.5km to the southeast of the site respectively (Approximately an 11 minute drive or 20 minute cycle). Ickenham station is the penultimate stop to the terminus of the Uxbridge branches of both the Metropolitan and Piccadilly line. West Ruislip station provides services towards Epping, Hainault and Woodford via Newbury Park.
- 2.14 Uxbridge station is also located 4.5km to the south of the site. Bus service 311 and U9 provide a direct connection from Uxbridge station to the site. Journey time is approximately 14 minutes.

# **Public Transport Accessibility Level (PTAL)**

- 2.15 A PTAL assessment of the site was undertaken using the TfL WebCAT database (<a href="https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat">https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat</a>). PTAL values range from 1a to 6b where 1a is the lowest level of accessibility (i.e. very poor) and 6a is the highest level of accessibility (i.e. excellent).
- 2.16 The site scores a PTAL of 1a to 1b, across the site and has an accessibility index of up to 3.16. The PTAL map is shown in Figure 2.2.



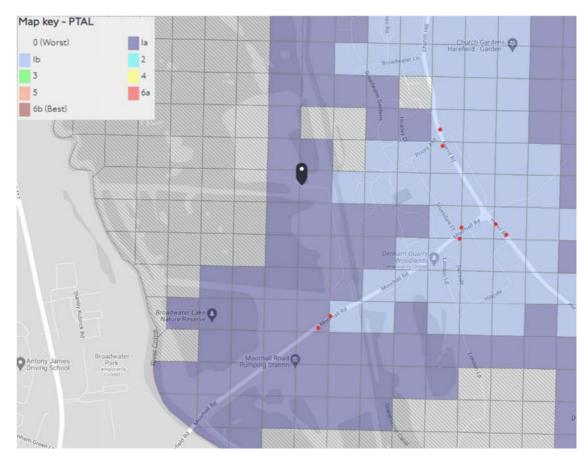


Figure 2.2: PTAL assessment



#### 3.0 DEVELOPMENT PROPOSALS AND TRANSPORT DEMAND

3.1 This section describes the proposed development and the level of transport demand expected to be generated.

#### **Development proposals**

- 3.2 Development proposals located at Broadwater Lake are to accommodate a new watersports and activity facility, following the permanent closure of the HOAC facility at Dews Lane, Harefield in October 2020. The Dews Lane site was subject to a Compulsory Purchase Order (CPO) to facilitate the new High Speed 2 (HS2) route. The new HS2 route prevents the former HOAC facility from continuing to operate in this location, as the Colne Valley viaduct requires a safety buffer zone either side of the railway during the construction period. Once the construction phase is complete, a strip of land through the middle of the site will continue to be used by HS2 to access the railway line for maintenance and safety purposes. In addition to the viaduct above the site, which makes the lake unsuitable for sailing activities, this means that the site at Dews Lane can no longer be used as an activity centre.
- 3.3 The charity which previously operated from at the former HOAC facility was the Colne Valley Youth & Community Association (Charity Number: 1012242). The Association is a Youth Educational Charity which provides outdoor and environmental education for the whole community. Former HOAC users predominately included school and other educational groups of children ranging from ages eight to 18. The charity operations are proposed to be re-provided at the Broadwater Lake site as part of the HWSFAC development proposals.
- 3.4 The proposals comprise three new buildings which will be known as the Camp Zone, the Operation Zone and the Safety Zone. There will also be activity shelters on site. Associated car parking and landscaping is proposed with improvements to the site access junction and access road from Moorhall Road.
- 3.5 New facilities will be provided for Colne Valley Youth & Community Association, BSC and GCUAS. Collectively the development will be known as HWSFAC and will be managed by LBH. It is noted that BSC and GCUAS are existing users that operate at the site. Operations are not expected to change or expand as part of the development proposals.

# Travel demand

- 3.6 A detailed appraisal of the existing and future travel demand of the site and proposed development is contained in the Transport Assessment Addendum produced to support the planning application.
- 3.7 It should be noted the majority of travel demand generated by the existing users of the site occurs



out of network peak hours. Some network peak trips are expected, but this will be limited. There is also a seasonal element to the use with higher on average use in the summer months, by comparison to the remainder of the year.

#### Summary of existing travel demand

- 3.8 The site is currently occupied and used by BSC and GCUAS. There are additional users who access the site on an infrequent ad hoc basis producing a small number of off-peak trips that are considered negligible.
- 3.9 BSC members are permitted to sail all year round from one hour after dawn to one hour before dusk. Informal sailing occurs on an ad-hoc basis with typically up to 10 members on-site at a time.
- 3.10 BSC predominately operate on Wednesday, Saturday and Sunday when weekly race and sailing events are held.
- 3.11 On Wednesday afternoons during the summer peak months (from April to September), informal races start at 17:00 and an evening race series start at 19:00. Typically 45 members attend the informal races and 60 members attend the evening race series. Some members are expected to attend both sessions staying on-site throughout this period.
- 3.12 During off-peak months (from October to March), Wednesday informal races start at 11:00 and are often followed up by a members lunch. Typically 60 members attend these sessions.
- 3.13 On Saturday afternoons, junior and family sailing sessions are held between 12:00 and 18:00. These sessions occur during the summer peak months only and typically 100 members attend these sessions. Members that attend the Saturday afternoon sessions are predominately families
- 3.14 Sunday morning sailing race series are held between 08:30 and 14:00. Sunday race series are held all year round and typically 60 users attend these events.
- 3.15 BSC weekly activities are standard events held where only a proportion of BSC members attend. Given the remote location of the site and limited opportunity to travel by public transport, BSC users predominately travel to the site by car. These trips mostly occur during off-peak network hours.
- 3.16 During typical weekly events some users are expected to travel together in the same vehicle, particularly friends and family members. This occurs especially during Saturday junior and family sessions.
- 3.17 BSC also hold larger regattas and open events on Saturdays and Sundays (and occasionally



bank holidays) approximately four to six times a year. These are all day events where a larger number of BSC members attend; usually in large family and friend groups, with up to 150 members attending.

- 3.18 During the regatta and open events, car occupancies can be expected to be higher as these full day events are targeted at families and friends. These events would typically attract a higher proportion of taxi trips which would not generate demand for parking.
- 3.19 No staff members are employed by BSC, and activities are member led.
- 3.20 GCUAS are an angling club that operate within Colne Valley. Broadwater Lake is included as one of their member only fisheries. There are eight fishing pitches located at Broadwater Lake and typically night fishing occurs. Members are permitted to fish for a maximum of 72 hours consecutively.
- 3.21 GCUAS users typically travel to site by vehicle modes. This is because they are transporting angling and camping equipment to stay and fish on-site for up to 72 hours.

Summary of proposed travel demand

- 3.22 The trips produced by HWSFAC are subject to seasonal variance. Peak use is from April to September and off-peak use is from October to March. Furthermore, trips to the site are expected to vary day to day.
- 3.23 Given the remote location of the site, the majority of users will be expected to travel to the site via vehicles modes. Group transport by coach and minibus is used where possible to reduce vehicle trips.
- 3.24 A maximum of 19 daily arrival and departure vehicle trips are expected to be produced between Monday to Thursday during the summer peak season. On Friday, a maximum of 23 daily arrival and 19 daily departure vehicle trips are anticipated. From Monday to Thursday, no vehicle trips are expected during the network peak periods. On Friday, four arrival trips are expected during the afternoon network peak period.
- 3.25 On Saturday, 20 arrival and departure daily vehicle trips are expected. On Sunday 20 daily arrival vehicle trips and 24 daily departure vehicle trips are anticipated. Arrival and departure trips on weekends will predominately occur at 10:00 and 15:00 respectively.
- 3.26 Based on the trip assessment results, the travel mode share for HWFAC visitors and HWSFAC Staff is presented below. Mode share has been calculated for the summer peak season only as that will be when the site operates at peak occupancy.



3.27 Table 3.1 presents the travel mode share for HWSFAC weekday users.

Users	Mode of travel	Percentage
	Coach	88%
	Minibus	10%
	Car	3%
HWSFAC weekday users	Car share	0%
	Walking	0%
	Cycling	0%
	Public transport	0%
Total		100%

Table 3.1: HWSFAC weekday user travel mode share

3.28 Table 3.2 presents the travel mode share for HWSFAC weekend users.

Users	Mode of travel	Percentage
	Coach	0.0%
	Minibus	86.0%
	Car 14	
HWSFAC weekend users	Car share	0.0%
	Walking	0%
	Cycling	0%
	Public transport	0%
То	100%	

Table 3.2: HWSFAC weekend user travel mode share



3.29 Table 3.3 presents the travel mode share for HWSFAC overnight camping users.

Users	Mode of travel	Percentage
	Coach	0.0%
	Minibus	93.0%
	Car	5.0%
Overnight camping users	Car share	2.0%
	Walking	0%
	Cycling	0%
	Public transport	0%
Total		100%

Table 3.3: Overnight camping users travel mode share

3.30 Table 3.4 presents the travel mode share for both permanent and temporary HWSFAC staff.

Users Mode of travel		Percentage
	Coach	0%
	Minibus	0%
	Car	55%
HOAC staff (permanent plus temporary)	Car share	0%
	Walking	9%
	Cycling	9%
	Public transport	27%
То	100%	

Table 3.4: HWSFAC staff travel mode share



# 4.0 TRANSPORT ISSUES AND STRATEGY

4.1 The transport and travel issues anticipated to arise from the proposals are outlined in Table 4.1, along with possible solutions to address these.

Details of issue	Possible solutions
The remote location of the site and current condition of the access and access road means that use of active travel modes and public transport will be challenging	Address issues with access and road leading to the site to make improvements for pedestrians and cyclists
	Provide cycle parking as part of the development
	Provide group transport solutions as an alternative to public transport
	Promote active travel modes and walking and cycling to those users who are able to use these modes
	Measures to promote non-car modes to staff, and car sharing or carpooling where cars must be used
Potential for high vehicle speeds on the access road and on Moorhall Road and risk of accidents	Provide speed restraint measures and ensure visibility complies with relevant standards
Seasonal variation in travel demand to/from the facilities	Bespoke solution to transport required to ensure site users can access the facilities effectively
Staff of HWAFC will be both resident and non- resident with differing transport requirements	Ensure TP addresses differing transport requirements of staff
Presence of a variety of user groups sharing the facilities	Need for coordination between user groups and common understanding of transport requirements on a daily/ weekly/ monthly basis
Use of facilities by BSC for events at various intervals	Need for coordination between user groups and common understanding of transport requirements associated with events

Table 4.1: Transport issues and solutions



# **Transport strategy**

- 4.2 It is considered that this development will address the above issues within the vicinity of the site by a variety of interventions as follows:
  - Significant improvement to the access route to the site, with inclusion of a pedestrian footway connected to local bus stops, and carriageway width suitable of accommodating cyclists.
  - ii. Reduced vehicular trips through the provision of group transport (coaches/minibuses) for users of HWSFAC.
  - iii. Increased sustainable transport use through the provision of soft measures contained within this TP.
  - iv. Other management initiatives to address the impact of the proposals when operational including a DSP and PDMP.

#### Peak months

4.3 The sustainable strategy during the summer peak months includes promoting active travel and public transport alternative modes of transport to staff and users who travel by single car occupancy car. Users are encouraged to travel by group modes of transport such as by coach to reduce the number of vehicles travelling to and from the site.

# Off-peak months

4.4 The sustainable strategy during the off-peak months includes promoting active travel and public transport alternative modes of transport to staff and users who travel by single car occupancy car. Less group travel is expected during the off-peak season and more focus will be placed on encouraging car sharing to reduce overall car trips.



#### 5.0 AIMS AND OBJECTIVES

5.1 This section outlines the aims and objectives which form this strategy and lists the benefits of implementing a TP for such a development.

#### Aims

5.2 The aim of this TP is to reduce the number of vehicle trips produced by the site by promoting use of walking, cycling, public transport and group transport, and to ensure transport activities produced by HWSAC are coordinated with existing user groups.

# **Objectives**

- 5.3 In conjunction with both national, regional, and local policy, the objectives of this TP are as follows:
  - i. To explore initiatives to promote cycling and walking to HWSFAC staff and users.
  - ii. Publicise and promote public transport usage (train, tube, and bus) to HWSFAC staff and users.
  - iii. To publicise and promote use of group transport and car sharing for users to HWSFAC.
  - iv. To minimise single occupancy car trips by staff and users to HWSFAC.

#### **Benefits**

- 5.4 Some of the associated benefits of the successful implementation of a recreational focused TP include the following:
  - i. Increase in walking and cycling with associated health gains.
  - ii. Increase in groups travelling together via coach/minibus.
  - iii. Improved social inclusion for those that travel together.
  - iv. Minimising unnecessary journeys and associated costs.
  - v. Financial saving.
  - vi. A healthier and more active community.
  - vii. A positive, environmentally friendly image of the development.





5.5 In order to achieve the above aims and objectives, a package of measures focussed on promoting non-car modes and minimising vehicle travel, and in particular single car occupancy travel, will be implemented. This is contained in Section 7.0 of this TP.



#### 6.0 TARGETS

- 6.1 TP targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring (outlined in section 9.0).
- 6.2 Targets come in two forms action targets and aim targets:
  - i. Action targets are non-quantifiable actions that need to be achieved by a certain time.
  - ii. Aim targets are quantifiable and in the case of this recreation-based TP relate to the degree of modal shift the plan is seeking to achieve.

# **Action targets**

- 6.3 The Action targets for this site are:
  - i. To appoint a Travel Plan Coordinator (TPC) prior to occupation of the development.
  - ii. To launch this TP prior to occupation of the development.
  - iii. To provide travel information to all staff/ users of HWSFAC during peak and off-peak months from first occupation and regularly thereafter.

# Aim targets

- 6.4 Section 3.0 of this TP includes travel by mode predictions for the site based on information provided by the operators. This should be revisited following occupation by undertaking baseline surveys and aim targets provided in accordance with actual travel behaviour. It is recommended that the baseline mode share data will be obtained during peak operating season for the site between April and September.
- 6.5 Beyond first occupation and the baseline surveys, the TP document will be a 'live document', monitoring surveys will be required and further aim targets developed accordingly.



#### 7.0 TRAVEL PLAN MEASURES

7.1 This section of the TP outlines the specific measures to be implemented at the site to achieve aims, objectives and targets. The implementation of the listed measures, which includes hard and soft initiatives, is the core of the TP.

#### Hard measures

Junction/ access road improvements

- 7.2 Current pedestrian and vehicular access is from a private access road via Moorhall Road to the south of the site. There is a short right turn pocket present on Moorhall Road. There are currently no footways or street lighting provided and poor drainage results in flooding in areas of the access road. This creates poor conditions for pedestrians and cyclists and a barrier to using active travel modes for existing and proposed users of the facilities.
- 7.3 Access for pedestrians, cyclists and vehicles will continue to take place from the site access road and the junction on Moorhall Road to the south of the site. The development proposals include improvements to the existing priority junction and access road. The access and road design general arrangement is attached at Appendix B.
- 7.4 The access and road improvements include:
  - Introduction of a 20mph limit up past the access to Harleyford Aggregates. The existing 10mph speed limit will continue north from this point of the access road.
  - ii. Convex traffic mirrors will be introduced at bends along the southern part of the access road.
  - iii. Introduction of a 1.2m-1.5m wide footway along the eastern side of the road up to the intended point of adoption. A 1.2m marked footway will be continued along the eastern side of the access road.
  - iv. Widening of the right hand turn pocket on Moorhall Road to accommodate large coaches.
  - v. A marked crossing point proposed at the northern end of the access road will connect the proposed footway to the pedestrian entrance to the site.
  - vi. New/ refurbished road surfacing.
  - vii. New street lighting.





7.5 The proposed access and road improvements will address poor conditions for pedestrians and cyclists accessing the site and will support increased use of walking and cycling amongst existing users and proposed users of the facilities.

Cycle parking

- 7.6 A total of 42 long and short stay cycle parking spaces are proposed to support development proposals. Cycle parking will be located within a sheltered and secure store within the car parking area towards the southern end of the site.
- 7.7 This is considered an appropriate provision given that the significant majority of visitors to HWSFAC will arrive by coach or minibus rather than travel independently.

Coach/ minibus parking

7.8 Facilities for coach minibus drop-off and collection are proposed. Coaches will not be permitted to park and stay on site. Some minibuses transporting visitors with Special Educational Needs and Disabilities (SEND) will be permitted and two minibus parking spaces are provided with the on-site car park. The aforementioned provision supports the strategy for use of group transport for visitors to HWSFAC.

Electric vehicle charging points (EVCP)

7.9 A total of six active EVCP will be provided within the on-site car park. These will support use of electric vehicles for all site users and reduce carbon emissions amongst those who must travel by car.

#### Soft measures

7.10 As far as possible, the proposed measures outlined below are designed to be suitable for monitoring and review.

Travel plan management

- 7.11 A TPC will be appointed by the developer prior to occupation to oversee implementation of this TP and the management strategy. It is envisaged this person would take up these duties as part of their regular role and it would include car park management and delivery and servicing management.
- 7.12 Further details of the role of the TPC are contained in Section 8.0 of this TP.



#### Walking and cycling

- 7.13 The TPC will promote walking and cycling as a healthy cost-effective means of travel. In order to encourage walking and cycling to and from the site, a number of measures will be considered, including:
  - Providing site-specific walking and cycling maps and information on local safe routes and facilities available on regular communications channels such as website and social media, in email communications with visitors, in staff welcome packs and in communal areas for staff.
  - ii. Raising awareness of the health benefits of walking and cycling in staff inductions and staff welcome packs.
  - iii. Providing forums for staff and club members who walk/ cycle to the site, travelling as part of a group is more encouraging than alone.

#### Group transport

7.14 A strategy surrounding group transport arrangements will be produce prior to occupation, including how this will be managed by HWSFAC and communicated to groups wishing to use the facilities. This is expected to include a travel information sheet to be issued back in relation to all enquiries related to bookings.

#### Public transport

7.15 Up-to-date details of local bus, London underground and National rail services will be publicised including route information and timetables on regular communications channels such as website and social media.

#### Private hire

7.16 The details of taxi or private hire companies operating at stations and in the local area will be collected prior to opening and issued in staff inductions and welcome packs. In particular the ability to connect via private hire from London Underground and National Rail stations in the wider area will be promoted for staff living at the site when they are relocating at the start/ end of the season and travelling in their spare time outside of working hours.



Car sharing

7.17 Staff who cannot use active travel modes or public transport, and visitors who cannot use active travel modes or group transport, will be encouraged to use car sharing to reduce vehicle trips. This will be promoted in staff inductions and welcome packs.

7.18 Staff travelling to/ from site each day will be encouraged to find a car share partner either within the organisation or using car share databases such as liftshare.com.

Car pooling

7.19 Staff living on-site will be encouraged to car pool for off-site activities whilst they are not working e.g. shopping and social occasions, to reduce vehicle trips.

Coordination with other user groups

- 7.20 As noted in the introduction to this TP, the HWSFAC will include a variety of user groups who will need to use the facilities at a variety of intervals during the day and week in both peak and offpeak seasons.
- 7.21 All user groups of the site will be made aware of the existence of the TP, its objectives in encouraging sustainable travel and reducing the impact of vehicular traffic on the environment, and the role of individuals in achieving the objectives of the plan. This will be disseminated through the user group forum.
- 7.22 Whilst usage is typically low and the facilities have been designed to cater for all users, it is expected that a forum for coordination between all parties will be implemented to ensure demand is managed. This will be attended by the TP coordinator and held as often as is necessary during the year.
- 7.23 In particular, coordination will be required around BSC events such as regattas and open events which are held on Saturdays and Sundays (and occasionally bank holidays) approximately four to six times per year. These are all day events when larger numbers of members attend (up to 120 persons). It will be necessary to understand the effect of this on HWSFAC operations through the forum and whether not HWSFAC activities need to avoid regatta/ event days for BSC.

Promotion and marketing

- 7.24 HWSFAC will use regular communications channels such as website and social media to promote use of active travel modes, public transport, and group transport to and from the facilities.
- 7.25 All users of HWSFAC will be provided with travel information and options around group transport Hillingdon Watersports Facility and Activity Centre 3249/008/004 Travel Plan



in enquiry returns.

- 7.26 All staff of HWSFAC will be provided with travel information at their induction and in their welcome pack at the start of their employment/ membership at HWSFAC. The travel pack will include the following information:
  - i. An introduction to the TP, its aims and objectives.
  - ii. Full details of all transport policies arising out of the TP e.g. car sharing, carpooling and use of taxi/ private hire services out of hours.
  - iii. Local pedestrian and cycle routes within the vicinity of the site.
  - iv. Links to local bus service timetables and information about London Underground and National Rail connectivity in the wider area.
  - v. Links to taxi/ private hire services.
  - vi. Information regarding sustainable travel incentives
  - vii. A summary note explaining the benefits of car sharing, links to appropriate car share websites and car share spaces.
  - viii. Full details of all measures promoted in the TP and benefits to employees.
  - ix. Promotional material to encourage walking and cycling to work including the dates of upcoming national events to promote walking and cycling.
  - x. A TP comments box will be made available in the site main building.
- 7.27 This information will also be made available on a TP information board located in communal areas (i.e. site reception, members notice board, staff resident noticeboards) to provide information to both staff and visitors of the alternative transport options available.
- 7.28 Contact details of the TPC will be advertised in staff inductions, welcome packs and on noticeboards so that staff are aware of whom they should discuss specific matters or share ideas for encouraging sustainable travel.

# Implementation and future measures

7.29 A timetable for the implementation of the TP measures is presented in the form of an 'Action Plan' in Section 10.0 of this document.





- 7.30 The list of soft measures in this TP is not exhaustive, and the TPC, appointed by the developer, will investigate other potential initiatives to encourage sustainable travel. These measures will be reviewed following the completion of the baseline surveys and TP targets updated accordingly.
- 7.31 Following completion, the TPC will coordinate an appropriately monitored forum e.g. on-line suggestion box to allow user feedback to be provided with respect to the TP and suggest new measures that would assist in achieving the aims and objectives of the TP.



#### 8.0 TRAVEL PLAN MANAGEMENT

8.1 This section outlines how the TP will be managed and implemented subject approval of planning permission for HWSFAC.

# **Management strategy**

- 8.2 As identified in Section 7.0, a TPC will be appointed to ensure that the TP is implemented and to manage measures which will ensure that the objectives and targets of the TP are met.
- 8.3 The responsibilities of the TP Co-ordinator will include the following:
  - i. Ensuring that the TP and measures contained within it are implemented.
  - ii. Providing promotional material to staff and users through regular communications channels.
  - iii. Participation in a forum of HWSFAC user groups to discuss and coordinate on use of the facilities and in particular understand any necessary adjustments during events run by BSC.
  - iv. Produce the group transport strategy for HWSFAC and ensure this is implemented with the aim of reducing car trips to/ from HWSFAC.
  - v. Advising on the measures and initiatives promoted within the TP to staff and visitors.
  - vi. Contacting local public transport operators should specific travel issues arise.
  - vii. Implementing measures which will aid mode shift and monitor their effectiveness.
  - viii. Undertaking baseline and future mode share monitoring surveys and updating targets where appropriate.
  - ix. Updating this TP where appropriate in the future.



#### 9.0 MONITORING AND REVIEW

9.1 One of the important aspects of having an effective TP is ensuring it is robustly monitored. By appointing a TPC prior to occupation, the developer will ensure that the TP becomes embedded into the operations of the facilities at an early stage and its aims and objectives are monitored during the early years of operation.

#### Monitoring measures

- 9.2 The monitoring measures outlined below incorporate the collection of analytical data in the form of general feedback and correspondence. The measures include the following:
  - Collecting user travel behaviour to establish the travel patterns associated with HWSFAC, including visitor travel behaviour (extent to which group transport is used) and staff travel behaviour (to/ from site and out of hours for resident staff).
  - ii. Understanding the operations and travel behaviour of other user groups and any changes that occur in the future. In particular, travel behaviour during large events and whether this impacts on HWSFAC operations.
  - iii. Monitoring user attitude towards different modes of transport to determine potential issues or barriers to transport.
  - iv. Monitoring, minibus, car, EVCP and cycle parking usage.
  - v. Monitoring delivery and servicing activity.

#### Review

- 9.3 The TP will be initially monitored over a five-year cycle. This will involve undertaking a baseline survey following occupation of the site. This will help to gather information about user attitudes to travel and the propensity to encourage modes of sustainable travel.
- 9.4 An initial baseline survey will be undertaken during the first peak season of operation after occupation. Analysis of the survey results will also yield updated mode share information for comparison with data obtained during the planning process.
- 9.5 The second and third monitoring surveys will be undertaken at Years 1 and 3 (on the first and third anniversary of the initial baseline travel survey). The final monitoring survey will be carried out on the fifth anniversary of the initial baseline survey.
- 9.6 During the review years, and throughout the life of the plan, the TPC will undertake a review to





establish the success of the initiatives and changes to mode shift. The objective of the review will be to assess the success of the plan and to identify any new measures required to meet the existing targets, and any new targets deemed applicable.

9.7 The TPC will compile a report outlining the results of the review. The report will also incorporate the results of the on-going monitoring undertaken throughout the preceding year, the monitoring methods used and a summary of measures and targets. This will be submitted to LBH if agreed through the planning process.



# **10.0 ACTION PLAN**

10.1 The Action Plan outlined in Table 10.1 sets out the measures included within the TP that are directed at user travel. The Action Plan will be revised every year following each Annual TP Review.

Measures	Notes	Status/target date	Method of monitoring	Responsibility
Management and monitoring				
Appoint TPC	A TPC will be a part- time role	Prior to occupation of site	N/A	HOAC
Establish User Group Forum	A user group forum will be required for the site	Prior to occupation	N/A	TPC
Baseline travel surveys	Information to be collected establish the baseline for mode share targets	First peak season after occupation	N/A	TPC
Monitoring travel surveys	Information to be collected to understand success of the TP	Years 1, 3 and 5 after first baseline surveys	N/a	TPC
	Marketii	ng and Promotion		
Promotion via website and social media	Promote active travel modes, public transport, and group transport to and from the site	Prior to occupation	N/A	TPC
Provide travel information to visitors	All visitors to receive travel information and options for group transport	Upon occupation	N/A	TPC
Provide staff with travel information	All staff to receive travel information at their induction and in welcome pack	Prior to occupation	N/A	TPC
TP information board	Travel information to be available on a board in a communal area	Prior to occupation	N/A	TPC
Contact details of TPC	TPC contact details to be advertised to staff	Prior to occupation	N/A	TPC
Travel forum	TPC to coordinate a monitored forum to allow staff to feedback on travel plan	Upon occupation	N/A	TPC
Travel Measures				
Access road improvements	Introduction of a dedicated footway and improved road surface	Prior to occupation	N/A	Developer



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Cycle parking	42 sheltered and secured cycle parking spaces proposed	Prior to occupation	N/A	Developer
Coach/minibus parking	Coach and minibus drop-off spaces provided. Minibus parking provided for those permitted to park on-site	Prior to occupation	N/A	Developer
Electric Vehicle Charging Points (EVCP)	Six active ECVP provided from outset	Prior to occupation	N/A	Developer
Site specific maps	Maps on walking and cycling and information on local routes and facilities on regular communication channels	Prior to occupation	N/A	TPC
Walking and cycling forum	Group forum to encourage users who walk/cycle to the site	Upon occupation	N/A	TPC
Group transport	Travel information sheet and strategy for group bookings	Upon occupation	N/A	TPC
Publicised details of public transport	Details of local bus, London underground and National rail services on website /social media	Prior to occupation	N/A	TPC
Taxi/Private Hire company details	Details will be collected and issued in staff welcome packs	Prior to occupation	N/A	TPC
Car sharing encouraged and through a car share database	Promoted in inductions and welcome pack, encouraged to find partner through organisation or database	Upon occupation	N/A	TPC
On-site living staff to car pool	Staff living on site encouraged to car pool with each other for off-site activities	Upon occupation	N/A	TPC
Forum for all parties/users	Coordination between all member groups to ensure demand is managed	Upon occupation	N/A	TPC

Table 10.1: Action plan for Travel Plan measures



# Appendix A – Site masterplan





# Appendix B – Site access general arrangement

