



**Infinite Partners**

**Infinite Hayes**

Travel Plan

August 2022

Caneparo Associates Limited  
21 Little Portland Street  
London W1W 8BT  
Tel: 020 3617 8200

[www.caneparoassociates.com](http://www.caneparoassociates.com)

Registered in England: 9930032

## Contents

1	INTRODUCTION .....	1
	Travel Plan Aim.....	2
	Travel Plan Scope .....	2
2	POLICY CONTEXT .....	4
	National Planning Policy Framework (July 2021).....	4
	The London Plan (March 2021).....	6
	The Mayor's Transport Strategy (March 2018) .....	6
	London Borough of Hillingdon .....	6
3	ACCESSIBILITY AND TRAVEL PATTERNS.....	8
	Existing Site Use .....	8
	Local Highway Network .....	9
	Access by Foot .....	10
	Access by Public Transport.....	13
	Baseline Travel Patterns .....	15
5	TRAVEL PLAN STRATEGY .....	21
	Travel Plan Management .....	21
	Marketing Strategy.....	22
6	MEASURES AND INITIATIVES .....	23
	Information Provision and Travel Awareness .....	23
	Personalised Travel Planning .....	23
	Car Parking .....	24
	Minibus Shuttle Service .....	25
	Walking and Cycling.....	26
	Public Transport .....	28
7	MONITORING & REVIEW .....	29
	Monitoring.....	29
	Review.....	30
	Securement and Funding .....	30
8	ACTION PLAN .....	31

## 1 INTRODUCTION

1.1 This Travel Plan has been prepared by Caneparo Associates on behalf of Infinite Partners ('the Applicant') in relation to their proposals at Hyatt Place West London, located at 27 Uxbridge Road, UB4 0JN ('the Site'), situated in the London Borough of Hillingdon ('LBH').

1.2 The Site currently comprises an existing hotel building, formally known as Hyatt Place, accommodating 170 hotel-beds served by 70 on-site car parking spaces. The proposal seeks to create an extension to the hotel offering an additional 265 rooms, creating a total of 435 bedrooms, in addition to the construction of an employment incubator space of light industrial businesses (929sqm NIA); these will be comprised of 100% independent business, of which 75% are from the local area.

1.3 The proposed detailed development description is as follows:

*"Demolition of ground floor entrance, parking structure and north-east and south-west wings of the existing building, and refurbishment and extension of existing hotel to include additional accommodation at roof level and full height extension on the north elevation, together with walkways connecting to new buildings of between 6 and 8 storeys, to create additional hotel floor space (Use Class C1) and light industrial floorspace (Use Class E(g)), along with ancillary facilities, parking and landscaping"*

1.4 The proposal seeks to provide a 'car-light' approach, reducing the number of car parking spaces on-site to a total of 14 accessible bays and 18 standards bays with a dedicated, covered vehicle setting down point to enable the setting down and picking up of hotel guests by car. The development also seeks to provide 5 van car parking bays, 1 accessible parking space and 1 car club bay to be associated with the light industrial space.

1.5 The proposed development is supported by a comprehensive package of transport measures to provide realistic and attractive alternatives to car travel and align the proposed development with pre-application advice received from the Greater London Authority (GLA) and LBH. The measures proposed are designed to align with prevailing planning policy and a detailed consideration of the declared Climate Emergency.

1.6 Given the approach to a restrained car parking provision, the Travel Plan will be a key tool in ensuring appropriate information is disseminated to ensure people do not arrive by car unless with prior agreement, and the available transport measures are available and advised to all prospective guests and commercial tenants.

## **Travel Plan Aim**

1.7 Travel Plans provide long-term strategies aimed at changing travel habits predominately away from the unsustainable use of the private car to more sustainable modes such as walking, cycling and public transport. This Travel Plan specifically focuses on encouraging future hotel guests and employees to use sustainable methods of travel to and from the Site over and above all other travel modes and includes specific measures to achieve this target.

1.8 The proposed development is underpinned by a comprehensive transport strategy to provide alternatives to car travel. Whilst Travel Plans provide long term strategies, the use of sustainable transport modes by staff and guests will be required from the day of opening, and, as such, it will be necessary to ensure that the Travel Plan provides the necessary tools and information to enable appropriate travel choices to be made before people even arrive to the Site.

1.9 The Aim of the Travel Plan will be to ensure that all hotel guests and commercial tenants are fully aware of the car-restrained policies of the site and to enable informed travel choices to be made before they even decide to visit the site and this is maintained in perpetuity.

## **Travel Plan Scope**

1.10 This Travel Plan covers travel by sustainable and active modes to the Site and is therefore applicable to all staff as well as guests.

1.11 This document sets out the procedures necessary to progress this Travel Plan into a fully working document ready for implementation. It also sets out a range of sustainable transport measures that can be implemented or considered for implementation by the Travel Plan Coordinator (TPC) at the Site.

1.12 The Travel Plan aims to increase awareness of the advantages and potential for travel by more environmentally friendly modes and to set out the physical and management measures that will assist travel by alternative modes.

1.13 The remainder of this document is structured as follows:

- Section 2 - outlines the accessibility of the Site and expected travel patterns;
- Section 3 - sets out the objectives and targets of the Travel Plan;
- Section 4 - identifies the Travel Plan strategy;
- Section 5 - details the measures that will be implemented;
- Section 6 - outlines the monitoring and review programme; and
- Section 7 - presents an Action Plan.

## 2 POLICY CONTEXT

### National Planning Policy Framework (July 2021)

2.1 The National Planning Policy Framework (NPPF) was updated in July 2021 and sets out the Government's planning policies for England and how these are expected to be applied.

2.2 Chapter 9 – 'Promoting Sustainable Transport' sets out central government national transport policy, with Paragraph 104 setting out that "*Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:*

- a) the potential impacts of development on transport networks can be addressed;*
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c) opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places."*

2.3 A summary of the pertinent proposed policy directions taken from Chapter 9 (Promoting Sustainable Transport) is summarised below.

*"110. In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*

- a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given 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 46; 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.*

111. *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 would be severe.*

112. *Within this context, applications for development should:*

- a) *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;*
- b) *address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) *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;*
- d) *allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- e) *be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations."*

2.4 With regard to Travel Plans, it is stated in paragraph 113 that: *"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."*

## **The London Plan (March 2021)**

2.5 The London Plan was adopted in March 2021 and provides strategic planning advice. Six core 'good growth' policies are identified and state the following with regards to transport:

*"Policy GG2 Making the best use of land – Point E: Plan for good local walking, cycling and public transport connections to support a strategic target of 80 per cent of all journeys using sustainable travel, enabling car-free lifestyles that allow an efficient use of land, as well as using new and enhanced public transport links to unlock growth.*

*Policy GG3 Creating a healthy city – Point B: Promote more active and healthy lives for all Londoners and enable them to make healthy choices.*

*Policy GG3 Creating a healthy city – Point C: Use the Healthy Streets Approach to prioritise health in all planning decisions."*

## **The Mayor's Transport Strategy (March 2018)**

2.6 The Mayor's Transport Strategy was published in March 2018 and sets out a range of policies and proposals aimed at creating healthy streets and healthy people with the aim for 80 per cent of journeys to be made by sustainable modes.

2.7 The Mayor's Transport Strategy vision states:

*"The central aim of this strategy – the Mayor's Vision – is to create a future London that is not only home to more people, but is a better place for all those people to live in.*

*The success of London's future transport system relies upon reducing London's dependency on cars in favour of increased walking, cycling and public transport use.*

## **London Borough of Hillingdon**

2.8 The LBH Local Plan Part 2, Development Management Policies was adopted in January 2020 and sets out the detailed policies that will form the basis of the Council's decisions on individual planning applications.

2.9 Paragraph 2.24 to 2.27 state in relation to hotels and visitor accommodation:

*"Hotel growth will be encouraged in Uxbridge and Hayes. These areas are identified and designated in the Site Allocations and Designations document. In accordance with national planning policy, hotel development of an appropriate scale will also be acceptable in other town centres, subject to the provisions of other policies in this Plan. Heathrow is not identified as hotel growth location in the Local Plan Part 2 to ensure consistency with the Airports National Policy Statement.*

*The Heathrow area is subject to specific demand for land uses related to the airport, which include a mix of industrial, warehouse and storage, offices and tourist development.*

*The Heathrow area is also subject to pressure for off-site airportrelated car parking. To ensure the sustainability and air quality objectives of the Local Plan are met, car parking for hotel proposals should be for hotel guests only and not accommodate unrelated vehicles.*

*Proposals for new visitor accommodation must be designed to minimise any impacts on privacy by ensuring that an appropriate distance (usually 20m) is maintained between facing windows and there is no overlooking to neighbouring properties. Kitchen vents and outdoor areas, including smoking shelters and waste facilities must be located to avoid nuisance to neighbours. The Council will expect proposals to address car parking and servicing and may require a Travel Plan to be submitted."*

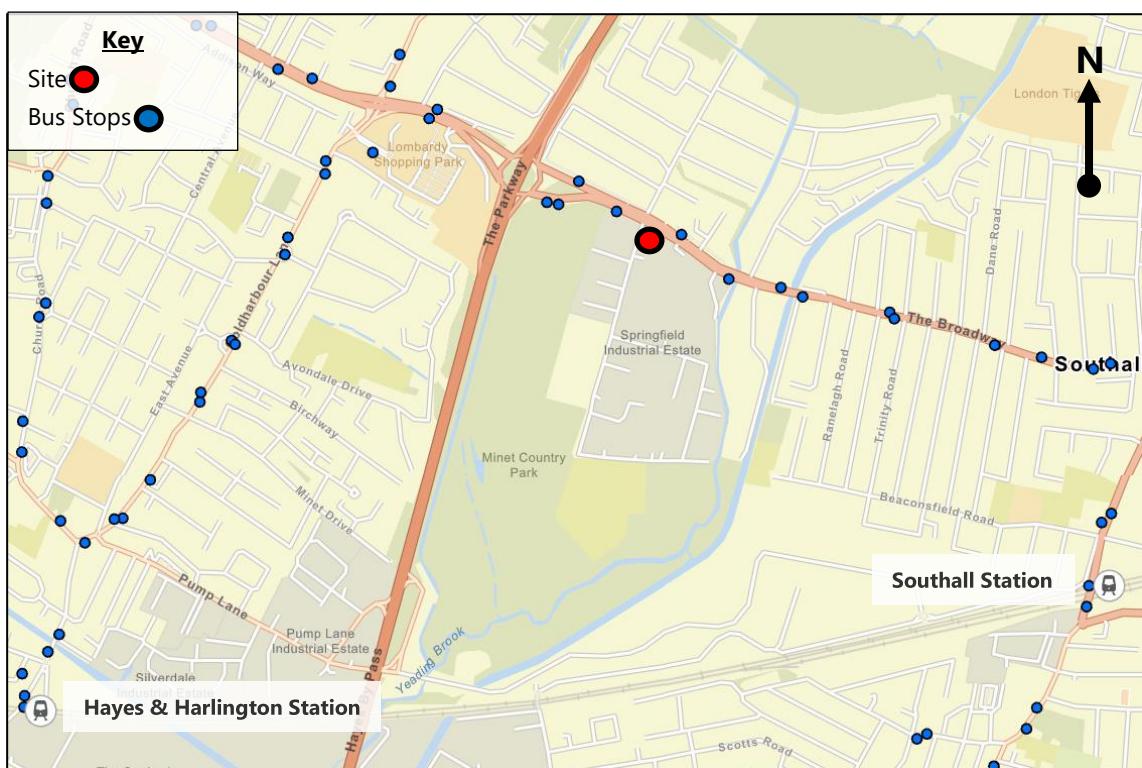
2.10 In relation to Travel Plans, paragraph 8.9 states:

*"Travel Plans should follow the guidelines and good practice issued by Transport for London. The plans should demonstrate how measures will be implemented, such as new local bus stops and cycle ways with cycle storage, and soft measures such as discounts on season tickets or by providing advice on individual journey planning. These measures should be integrated into the marketing and occupation of the development, with remedial measures implemented if outcomes are not achieved."*

### 3 ACCESSIBILITY AND TRAVEL PATTERNS

3.1 The Site is located at the corner of Springfield Road and Uxbridge Road in the London Borough of Hillingdon. The Site is bound by the Uxbridge Road across its northern frontage, which provides segregated cycle lanes and 2-3 lanes of traffic in either direction. Springfield Road is located on the western frontage and serves as the primary means of access to the wider area of employment, retail, and cultural facilities that surround the Site.

3.2 The Site is located approximately 2.2km west of Southall Station and 3km northeast of Hayes and Harlington Station. The Site location in respect to the surrounding highway network and public transport facilities is detailed in **Figure 3.1** below.



**Figure 3.1: Site Location Plan**

Source: ArcGIS Pro 2022

### Existing Site Use

3.3 The application site is formed of the Hyatt Place Hotel which is currently in operation and is comprised of a 170-bedroom hotel with 70 on-site car parking spaces, which are principally located at-grade across the eastern and northern site elements and complemented by parking spaces at ground and first floor in the south-eastern corner of the Site.

3.4 The Site has two vehicular crossovers, which are achieved from the Uxbridge Road to the frontage of the Site, and on Springfield Road to the south-west of the Site. The vehicle access from the Uxbridge Road is gated and only accessible in emergencies, therefore the main vehicle access into the Site is taken from Springfield Road, which is also shared as a pedestrian access into the Site.

## **Local Highway Network**

### **Springfield Road**

3.5 Springfield Road, which borders the Site to the west, is a two-way road approximately 8-9m in width offering traffic flow in both directions. Springfield Road operates in a predominantly north to south direction joining with the Uxbridge Road in the north and Beaconsfield Road in the south.

3.6 Springfield Road offers direct vehicle access into the Site and the on-site car park which is associated with the existing Hyatt Place Hotel. The vehicle access from Springfield Road measures approximately 6m in width, sufficient for two-way passing into and out of the Site as well as access for larger delivery vehicles.

3.7 The western frontage of the Site along Springfield Road is controlled by double yellow lines prohibiting stopping on-street at any time. Approximately 50m south to the Site on Springfield Road there is uncontrolled parking present on the eastern side of the carriageway. Past the junction with Bullsbrook Road uncontrolled parking switches to the western side of the carriageway.

3.8 At the junction with Bullsbrook Road and Springfield Road there is a cycle lane operating on the eastern side of the carriageway travelling southbound towards Beaconsfield Road and Minet Country Park.

### **A4020 Uxbridge Road**

3.9 The A4020 Uxbridge Road operates along the site's northern frontage, travelling in a predominantly east to west fashion, joining with The Broadway in the east and Hillingdon Hill in the west. The A4020 is the main highway which connects the Site to Uxbridge town centre in the west and Central London to the east.

3.10 Uxbridge Road offers two-way traffic flow with two lanes operating in both directions. The northern side of the carriageway has a bus lane operating eastbound, which is controlled between 07:00-10:00 and 16:00-19:00. Both sides of the carriageway are controlled by single yellow lines which prevent stopping on-street Monday – Saturday, 08:00-18:30.

3.11 The southern side of Uxbridge Road has a dedicated two-way cycle lane which is segregated to the footway, and operates along a significant stretch of the Uxbridge Road, travelling west towards Uxbridge and east towards Southall and Central London.

## Access by Foot

3.12 car trips and this is set out in The Chartered Institution of Highways and Transportation (CIHT) Guidelines ("Guidelines for Providing for Journeys on Foot" 2000) which suggests a maximum 'acceptable' walking distance for pedestrians without mobility impairment of 2km.

3.13 The Transport for London guidance document "Walking Best Practice", April 2012, also refers to car journeys up to 2km in length which could easily be walked in less than 30 minutes whilst new guidance from CIHT suggests that 80 per cent of trips under 1 mile (1.6km) are undertaken on foot (CIHT, Planning for Walking, April 2015).

3.14 The majority of Hayes and Southall are within a 2km walking distance from the Site including a number of bus services which operate across the London Borough of Hillingdon. In addition, the roads surrounding the Site provide a wide array of retail and commercial properties including food retailers, cafes and restaurants, all within a reasonable walking distance. **Table 3.1** details a list of local amenities within an acceptable walking distance from the Site.

**Table 3.1: Approximate Distances to local amenities**

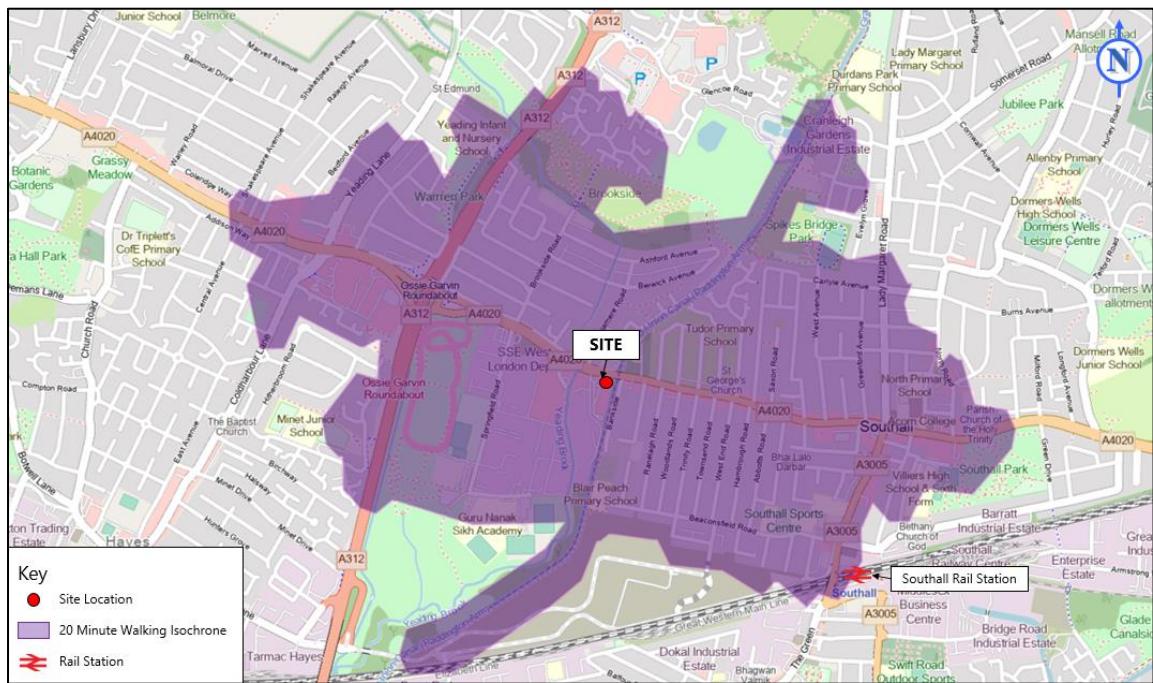
<b>Amenity</b>	<b>Location</b>	<b>Distance (metres / km)</b>	<b>Approximate Walking Time (minutes)</b>
<b>Public Transport Opportunities</b>			
Bus stops	Springfield Road	250m	3 minutes
	Brookside Road	280m	4 minutes
<b>Facilities and Amenities</b>			
Gym	Springfield Road Retail Park	150m	2 minutes
Bank	Bridge Retail Park	450m	6 minutes
Hillingdon Cycle Circuit	Springfield Road	750m	9 minutes
Minet Country Park	Springfield Road	750m	9 minutes
Sainsbury's	Lombardy Retail Park	850m	11 minutes
Pharmacy	Lombardy Retail Park	850m	11 minutes
Dentist	Yeading Lane	1.0km	13 minutes
Doctors Surgery	College Way	1.6km	20 minutes

3.15 The footways in the vicinity of the Site are circa 2-4 metres wide, along Springfield Road and the Uxbridge Road, sufficient for high pedestrian footfall associated with the Site and surrounding area.

3.16 To the northwest of the Site there are signalised crossings located between Springfield Road and Uxbridge Road, of which all are accommodated with dropped kerbs, green man controls and tactile paving.

3.17

**Figure 3.2** below shows a 20-minute walking isochrone from the Site. It shows that the Site is within a 20-minute walking distance of all of Southall Rail Station.



**Figure 3.2: 20-Minute Walking Isochrone**

©Crown Copyright and database rights 2022 ArcGIS

## Access by Cycle

3.18

It is commonly accepted that cycling has the potential to substitute for driving for distances up to 5 miles (8 kilometres). Most of west London, including Ruislip, Ealing, Hounslow, West Drayton and Uxbridge are within a 5-mile cycle ride from the Site.

3.19

Southall Station is located approximately a 7 minute cycle from the Site, whilst Hayes & Harlington Station are located an approximate 11 minute cycle from the Site. Both stations benefit from the Elizabeth line and Great Western rail services.

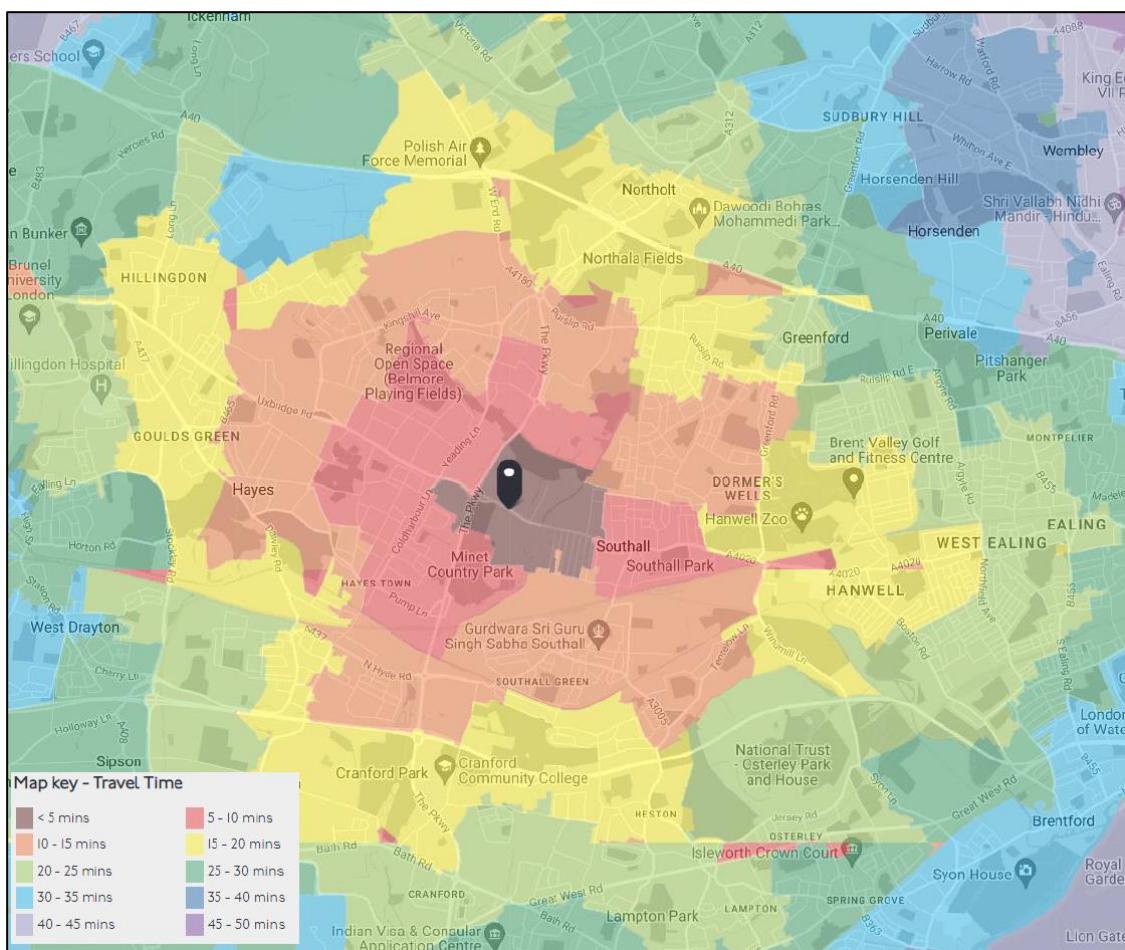
3.20

There are a number of cycle lanes within the vicinity of the Site along Uxbridge Road and Springfield Road, therefore offering an attractive cyclist environment. Uxbridge Road offers a two-way dedicated cycle lane operating on the southern side of the carriageway, separated from the traffic flow and the pedestrian footway which operates along the Uxbridge Road. The cycle lane provides access west towards Uxbridge Town Centre and east towards Southall and Central London.

3.21 Approximately 700m east of the Site on Bankside there is a Quietway cycle route operating parallel to the canal. The route is a traffic free and provides access southwest towards West Drayton and north east towards Kensal Town.

3.22 Directly south of the Site is Hillingdon Cycle Circuit which offers a dedicated cycle track for keen cyclists which runs regular cycling events and training sessions.

3.23 **Figure 3.3** below illustrates the 20-minute cycle isochrones for the Site.



**Figure 3.3: 20-minute cycle isochrone**

## Access by Public Transport

3.24 The Site is well served by public transport with convenient access to buses and rail services linking the Site to the surrounding wider environment. This section provides further details on the opportunities to travel to and from the Site by public transport.

## Public Transport Accessibility Level

3.25 Public Transport Accessibility Levels (PTALs) are a theoretical measure of the accessibility of a given point to the public transport network, taking into account walking time and service availability. The method is essentially a way of measuring the density of the public transport network at a particular point.

3.26 The PTAL is categorised in six levels, 1 to 6 where 6 represents a high level of accessibility and 1 a low level of accessibility. The PTAL levels 1 and 6 are further subdivided into 'a' and 'b' levels, with level 'a' indicating the location is rated towards the lower end of the PTAL category and 'b' towards the higher end.

3.27 The Site falls between a PTAL rating of 2 and 3, demonstrating that the Site has a low level of accessibility to public transport.

## Bus Services

3.28 The nearest bus stop (Springfield Road) is located 250m to the west of the Site on the Uxbridge Road for westbound services. The opposing stop for eastbound services (Brookside Road) is located approximately 280m from the Site on the Uxbridge Road.

3.29 A summary of bus services available in the locality of the Site is provided in **Table 3.2** below.

<b>Table 3.2 Summary of Bus Service Routes &amp; Frequency (every 'x' minutes)</b>					
<b>No.</b>	<b>Route</b>	<b>Mon – Fri</b>	<b>Saturday</b>	<b>Sunday</b>	
207	White City – Hayes By-Pass	5 - 8	5 - 9	7 - 11	
427	York Road – King Street	6 – 9	7 - 10	8 - 12	
607	White City – Belmont Road	8 - 11	9 - 12	12 - 13	
N207	Uxbridge Station – Bloomsbury Square	15	10 - 11	15	

Source: TfL

## Rail Services

3.30 The site is within cycling distance to Southall Station (7 minute cycle) and Hayes & Harlington Station (11 minute cycle). Both stations offer a Great Western Rail line and Elizabethan line service between London Paddington, Abbey Wood, Reading, Hayes & Harlington and Heathrow. The Elizabeth line receives circa 10 services per hour operating in both directions from both Southall and Hayes & Harlington Stations. Both stations offer ramp access to the carriages as well as step-free access to the platforms.

## Baseline Travel Patterns

3.31 **Table 3.3** outlines the estimated travel to work patterns of future employees at the Site. This modal split data has been obtained from the 2011 Census Workplace Population Method of Travel to Work for the super output middle layer: Hillingdon 026 and adjusted to reflect the submitted Transport Assessment.

<b>Table 3.3: Staff Travel Pattern Estimate</b>	
<b>Mode</b>	<b>Percentage (%)</b>
Underground / Train	21.7%
Bus	34.1%
Taxi	0.3%
Motorcycle, scooter or moped	0.6%
Driving a car or van	10.0%
Passenger in a car or van	4.5%
Bicycle	11.9%
On foot	17.0%
<b>Total</b>	<b>100%</b>

3.32 With respect to hotel guests, **Table 3.4** below summarises the anticipated modal share patterns as set out within the Transport Assessment.

**Table 3.3: Hotel Guest Pattern Estimate**

<b>Mode</b>	<b>Percentage (%)</b>
Underground / Train	28.6%
Bus	21.3%
Motorcycle, scooter or moped	0.3%
Taxi	11.0%
Driving a car or van	3.8%
Bicycle	8.1%
On foot	26.9%
<b>Total</b>	<b>100.0%</b>

3.33 For the purpose of this Travel Plan, the mode split data as shown above will be used for monitoring and target setting purposes until a baseline travel survey can be undertaken.

3.34 This survey will accurately identify how staff at the Site travel and the results will be known as Year 0. The survey will cover employees and will be undertaken once the Site is occupied. Occupation is defined as no later than three months after the hotel is built and able to host guests.

3.35 It is considered more appropriate to provide guests with the opportunities to make informed choices about their travel as opposed to monitoring travel patterns over a set time period, as guests change and their requirements will fluctuate.

## 4 OBJECTIVES AND TARGETS

4.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the Travel Plan can be found in **Chapter 7**.

- **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the Site will seek to reach within the period covered by this Travel Plan. In addition, interim targets have been set.

### Objectives

4.2 The Travel Plan's overriding objective is:

*To engage with and encourage employees and guests to use sustainable modes of travel to and from the Site through effective promotion of active and sustainable modes. This will require clear information dissemination and ensuring that all guests and employees understand prior to their arrival of the limited car parking available and the sustainable travel measures available. This will minimise the impact of the Site on the surrounding highway network.*

4.3 The sub-objectives are:

- **Sub-objective 1:** To introduce a package of physical and management measures that will facilitate employees and guest travel by active and sustainable modes; and therefore,
- **Sub-Objective 2:** To make all guests and employees aware of the limited car parking available prior to booking / leasing and the alternative transport measures available.
- **Sub-objective 3:** To increase employee and hotel guest awareness of the advantages and availability of sustainable and active modes of transport;
- **Sub-objective 4:** To reduce unnecessary use of private cars where possible, for the journey to and from the Site by employees and guests.

## Targets

4.4 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring progress and success of the Travel Plan. Targets should be 'SMART' – Specific, Measurable, Achievable, Realistic and Time-related.

4.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time, while Aim Targets are quantifiable and generally relate to the degree of modal shift the Travel Plan is seeking to achieve.

### Action Targets

4.6 The key Action Targets are set out below:

- To appoint a Travel Plan Coordinator (TPC) at least 3 months prior to the occupation date of the Site.
- To ensure the Travel Plan is in place prior to occupation, including updated travel information and detailed information on sustainable travel choices.
- To ensure all hotel guests and employees are aware of the car parking provision on site at the point of booking to ensure it is clearly advertised that the proposed development offers limited car parking.
- Baseline Travel Surveys will be undertaken no later than 3 months after the Site is occupied.
- Each follow-up Monitoring Survey will occur within 1 month of the anniversary of the Baseline Travel Survey on an ongoing basis, and at least on Years 3 and 5 (as detailed in the Monitoring section).
- Employee Travel Induction Packs will be provided to all employees at the Site on the commencement of their occupation or employment, detailing the measures set out in this document.

## Aim Targets

4.7 The Aim Targets of this Travel Plan are focused on the employees based at the Site and hotel guests.

4.8 **Table 4.1** outlines the Aim Targets set out for the Site across the Baseline Year and Years 3 and 5. The targets are set to measure progress towards the main objectives over five years. The baseline figures are taken from the expected mode split, as detailed in Section 2.

4.9 This Travel Plan recognises that it is not possible to set out accurate targets far in the future, even when based on actual modal share data (i.e. when the Baseline Travel Survey has been undertaken). Given this, it should be acknowledged that the targets may change over time as results from on-going monitoring surveys become available. Nevertheless, the targets are based upon detailed modal share predictions calculated within the Transport Assessment which allow for high sustainable travel mode shares and lower car driver mode shares based on the level of parking provided.

4.10 The baseline modal split will be verified and adjusted once the Baseline Travel Survey has been undertaken.

**Table 4.1: Travel Plan Aim Targets**

<b>Target</b>	<b>Indicator</b>	<b>Measure</b>		
		<b>Baseline</b>	<b>Year 3</b>	<b>Year 5</b>
Ensure that no cars park on-street	Surveys of guests and employees	0%	0%	0%
<b>Hotel Specific Targets</b>				
Target 100% of hotel guests being aware of limited car parking prior to booking	Information available clearly on website and booking information and surveys of guests	100%	100%	100%
Target no more than 3.8% of person trips to be made by car drivers on a daily basis	Hotel guest travel surveys and surveys of total arrivals and departures	3.8%	3.8%	3.8%
Maintain 84.9% of hotel guest trips being made by sustainable modes (train/bus/walk/cycle)	Hotel guest travel surveys and surveys of total arrivals and departures	84.9%	84.9%	84.9%
<b>Employment Specific Targets</b>				
Achieve a 5% decrease in car driver travel	Modal split monitoring surveys for car drivers	10%	7.5%	5%
Achieve a 5% increase in public transport modes	Modal split monitoring surveys for Bus and Rail	55.8%	58.3%	60.8%

4.11 It is more constructive to set Action type targets for measures aimed at promoting sustainable transport to guests to the Site, rather than a mode split Aim target.

4.12 Indicators are the elements which will be measures in order to assess progress towards meeting the Year 3 and Year 5 targets. For the most part, this will be the main mode listed by employees in the monitoring surveys.

## 5 TRAVEL PLAN STRATEGY

### Travel Plan Management

5.1 The details of the Travel Plan Co-ordinator (TPC) are to be provided below once appointed. The Council will be notified if the TPC changes at any time during the lifetime of the Travel Plan.

**Company & Position:** TBC

**Address:** TBC

**Phone Number:** TBC

**Email:** TBC

5.2 The TPC is the most important aspect of a Travel Plan and their willingness and enthusiasm will be a key factor in the successful implementation of a Travel Plan that will achieve good modal shift results. The TPC's will have access to the appropriate technology and resources necessary to communicate effectively with employees, guests and stakeholders using a variety of mediums.

### Travel Plan Co-ordinator Responsibilities

5.3 The TPC will be responsible for overseeing the Travel Plan for the Occupiers of the employment units in the event they implement their own Travel Plans. The primary responsibilities of this role include:

- Undertake the Hotel Employee Travel Surveys for Baseline and Years 3 and 5;
- Take responsibility for data collection and review of the Travel Plan;
- Oversee the Site and implementation of the Travel Plan;
- Promoting the objectives and benefits of the Travel Plan;
- Ensure the travel information available is always up to date;
- Reporting the results of the Travel Plan to the stakeholders including LBH Travel Plan Officers; and
- Acting as a point of contact for all employees and guests regarding travel and the Travel Plan.

5.4 The TPC will be appointed at least 3 months prior to the occupation of the Site and will ensure that there is someone actively filling the role throughout the duration of the Travel Plan. Their contact details will be passed to the OCC Travel Plan Team upon their appointment.

5.5 The role of the TPC's only needs to be part-time, with a fluctuating workload throughout the life of the Travel Plan which is dependent on when certain actions are required, such as Travel Surveys. The Applicant will make sure that the TPC's have enough time to undertake his/her duties. The person(s) appointed will need to be at a senior enough level to effectively communicate with management within their organisation regarding the Travel Plan.

## **Marketing Strategy**

5.6 All employees will be made aware of the existence of the Travel Plan at the commencement of either their tenancy agreement or employment. The details of the Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Travel Plan will be explained upon acceptance of job offers.

5.7 Contact details of the TPC will be advertised in the event that employees wish to discuss specific matters directly. Further to this, the TPC will directly make themselves known to all employees to provide regular updates on the local transport network, but also to promote sustainability events.

5.8 Employee Travel Induction Packs will be provided to all new employees which will contain the Travel Plan, sustainable transport information and any other relevant transport information.

5.9 The following could be used as a means of disseminating information to employees to promote events/campaigns/promotions/services/initiatives:

- Employee Induction Pack;
- Staff Newsletters;
- Use of social media and apps; and
- Company internet/intranet sites.

## 6 MEASURES AND INITIATIVES

6.1 This section sets out the measures that may be implemented to assist travel to and from the Site by non-car modes.

### Information Provision and Travel Awareness

6.2 In order for a Travel Plan to be successful the benefits of sustainable travel must be made known constantly and coherently. Therefore, travel awareness and information provision are key features of any travel plan.

6.3 All employees will be provided with a Travel Information Pack at the start of their employment. The pack will include details, maps and timetables for local public transport services; information regarding local facilities (retail facilities, banks, schools, local cycle shops etc.) and other useful information (including Journey Planner website details, and contact details for registered local taxi operators).

6.4 The Travel Information Pack will also contain information about the Travel Plan, including its purpose and objectives, as well as contact details for the TPC.

6.5 With respect to hotel guests, providing travel advice on the website and through all booking communication is imperative to ensure that all guests are aware that there is limited car parking that must be pre-booked. The travel information will need to include detailed information on the proposed minibus shuttle service in addition to public transport and taxi journey information to inform all guests prior to arrival.

### Personalised Travel Planning

6.6 The hotel reception will be staffed 24/7 and staff will be on-hand to advise and assist hotel guests how easy it is to travel by sustainable modes instead of by taxi. Advice will be given to guests including the use of contactless payment cards on London Underground and Buses and using applications on their mobiles including City Mapper which show how simple and quick it is to travel around London.

6.7 Staff will be able to advise guests on the usage of the proposed cycle hire scheme which will enable guests to lease bikes from as little as 30 minutes for the duration of their stay in addition to advice on local cycle routes.

6.8 Travel advice will be presented on the website for the hotel to advise future guests on the many ways which guests can travel to and from the Site.

## **Car Parking**

6.9 Car parking on site is limited and will be subject to a Car Park Management Plan. The way in which parking will be provided and managed for the hotel and light industrial uses is set out separately below.

### **Hotel Car Parking**

6.10 Car parking for hotel guests will be allocated on a first come-first served basis and hotel guests will be required to pre-book their parking space prior to arrival. Disabled car parking spaces will be restricted to blue badge holders only.

6.11 At the point of booking, hotel guests will be made aware that there is very limited car parking available and that, without pre-booking, car parking will be unavailable.

6.12 Parking on site forms part of the Terms and Conditions of the hotel room booking where on-street parking is found to occur can be used to terminate the associated contract. This will be made clear to all guests prior to a booking being made and reiterated when communication is sent prior to the arrival of the guest.

6.13 Clear communication through the associated website to state that car parking is very limited on-site to align with the sustainable values of the development, and, as such, guests who need to drive or park their car will be obligated to use alternative accommodation that meets their needs.

### **Light Industrial Car Parking**

6.14 Car parking for businesses that occupy the light industrial uses will be allocated on a first come-first served basis. Disabled car parking spaces will be restricted to blue badge holders only.

6.15 The single bay that provides a dedicated 'Zipvan' vehicle will be restricted for the use of the shared vehicle only. The shared vehicle will be reserved to serve the proposed development only and specifically for businesses that are located within the proposed development who will be eligible to use and book the space through the associated 'App' and subject to the terms and conditions.

6.16 The fact that the light industrial space will have a limited car parking offering will be clearly communicated to all prospective tenants / occupiers at the point of enquiry and as part of the marketing information. To ensure that this occurs, it will be clearly set out and committed to within the Travel Plan which can be obligated to the development and any future occupiers to give confidence to the Council that the approach will be communicated to all occupiers prior to leasing.

6.17 Parking on site forms part of the Terms and Conditions of the commercial lease agreement where on-street parking is found to occur can be used to terminate the associated contract.

## **Minibus Shuttle Service**

6.18 The Applicant is committed to providing a dedicated minibus shuttle service to take hotel guests and employees between the Site and local destinations to provide a direct link to public transport nodes.

6.19 Whilst the exact routing and locations can be determined through consultation with LBH and a consideration of routes, at this stage, it is proposed that the routing comprises of a direct shuttle between the Site and Southall Station or Hayes and Harlington Station to provide a direct and accessible link to a key public transport node.

6.20 Both Southall and Hayes & Harlington stations will benefit from Elizabeth Line services from 2022/2023, thus providing excellent accessibility across and beyond London, including being completely step-free. The proposals to provide a dedicated minibus service and provide space for taxi-drop off within a covered area will enable guests to be taken between these stations and the Site each day, providing the opportunity for people to travel without driving.

6.21 To support this service, the Applicant commits to providing at least 2 minibus vehicles to be able to shuttle people every 10-12-minutes. Each vehicle will be provided to the highest environmental standards, and ideally be fully-electric.

6.22 It is noted that Southall station is a 7-10 minute journey from the Site by road, and, as such, the timing would permit a vehicle to be at the Site and the other vehicle located at the station. The two vehicles would operate simultaneously between the two destinations to ensure a vehicle is at either destination and ready to leave within 10-12 minutes of the previous departure.

6.23 The final Travel Plan required by planning condition or legal agreement will be required to provide details on the pick-up drop off locations of the minibuses, information regarding start and end times throughout the day and contact information to find out more.

## Walking and Cycling

6.24 The TPC will monitor and encourage maintenance of all pedestrian routes to a high standard and discuss any further improvements to pedestrian facilities with the LBH. For example, they will seek to identify any particular safety hazards, poorly lit areas, 'missing links' etc.

6.25 Cycle parking will be provided at the Site for employees and guests, with the locality also providing significant on-street cycle parking infrastructure.

6.26 The proposed quantum of cycle parking in comparison to the planning policy requirement is outlined in **Table 7.2** below.

**Table 7.2: Cycle Parking Approach**

	Hotel (435 Rooms)		Light Industrial (1,200sqm GEA)	
	Policy Requirement	Amount Proposed	Policy Requirement	Amount Proposed
<b>Long Stay Cycle Parking</b>	22 spaces	22 spaces	5 spaces	32 spaces
<b>Short Stay Cycle Parking</b>	9 spaces	10 spaces	2 spaces	8 spaces
<b>Other</b>	-	20 shared spaces for guests	-	3 cargo cycles

6.27 As set out above, the proposed level of cycle parking is a notable overprovision above the minimum required by planning policy for both the hotel and light industrial elements of the development.

6.28 The proposed hotel will be complemented by a dedicated cycle hire facility offered to guests, privately operated by the Hotel Operator with 20 cycles on offer.

6.29 This provides flexibility for hotel guests and significantly improves access to cycling for day-to-day trips for guests who are unable to bring their own bicycle. This would act in a similar way to a car club but for cycles, where guests can rent a cycle for an hour or a day (for example) to then avoid the need to travel by car – someone can use it first thing in the morning to visit the film studios and a different guest will use the same cycle in the afternoon to go to central London for a meeting or visiting a friend via Southall.

6.30 The provision of a dedicated cycle hire solution within a hotel is established across other London Hotels to maximise sustainable travel, with a similar offer provided at The Dilly which offers rentable electric bikes for its guests on an hourly or daily basis (<https://thedillylondon.com/location/dilly-bikes/>) and The Corinthia Hotel which offers rentable foldable cycles for its guests which are either electric or conventional in type (<https://www.corinthia.com/london/before-your-stay/hotel-facilities/brompton-bikes/>).

6.31 Changing facilities and lockers are also provided within the ground floor level of the building, for use by employees at the Site.

6.32 The TPC will administer and promote travel by bicycle primarily through information provision, however, the following measures will also be considered:

- Holding cycle maintenance sessions in association with local cycle retailers or similar organisations / companies that offer 'Dr Bike' services;
- Investigate the provision of bike vouchers or salary sacrifice schemes to remove the cost barrier to owning a bicycle to employees;
- Promote participation in cycle-related events such as the national cycling week; and
- Provision of information about cycle training available in the city.

6.33 During pre-application discussions held with the Council, LBH requested that the Applicant resolves to provide cycle hire docking facilities associated with the LBH Santander cycle hire scheme.

6.34 The Applicant is committed to working with LBH to deliver such a facility and will contribute towards its implementation and welcomes information from the Council on how to deliver their project and integrate it into the development proposals.

6.35 The TPC will provide information on the safest cycle routes in the area and promote the use of cycling to access the Site. They will identify, through travel surveys, problems with cycle routes and discuss possible improvements with the highway authority.

## **Public Transport**

6.36 The TPC will ensure that all public transport services are well publicised and promoted to all employees and guests. Bus and train routes and timetable information will be included within the travel information packs and displayed on notice boards. The TPC will also promote the National Rail website and phone numbers.

## 7 MONITORING & REVIEW

7.1 This Travel Plan forms part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. This section sets out the proposals for monitoring and review of the Travel Plan.

### Monitoring

7.2 All monitoring will follow the most up to date LBH best practice guidance and will be the responsibility of the TPC and Applicant.

7.3 The monitoring programme begins with the initial baseline travel survey. Monitoring will be employed for the life of the Travel Plan, typically 5 years, where further travel surveys will take place on the 3rd and 5th anniversary of the Baseline Travel Survey. The results of the surveys will be used to monitor progress towards the interim and final targets.

7.4 Additional monitoring will also be used to judge whether the implementation or proportion of certain measures employed by the Travel Plan have been successful or if modifications are required. The following factors will be monitored on a constant basis:

- The level of patronage using the minibus shuttle service;
- The level of on site car parking occupancy;
- The number of people who park off-site (such as on the public highway);
- The level of usage of on-site cycle parking spaces;
- The level of usage of the proposed shared cycles;
- Demand for additional cycle parking facilities; and
- Comments received from employees and guests relating to the operation and implications of the Travel Plan.

## Review

7.5 A Travel Plan Review will occur each year for the lifetime of the Travel Plan to ensure that the measures remain up-to-date. The Review will include any updates to the Travel Induction Pack, website and any other travel information shared, to ensure their content remains relevant. The Review will also assess the results of any monitoring, as well as modifications of any measures, that have been undertaken in the preceding year.

7.6 Each Review that follows a travel survey will also include the following;

- Results of the travel survey and review of these with regards to the Targets;
- The success of the measures since the previous review;
- The need to amend or introduce new targets; and
- The need to change or introduce new measures.

## Securement and Funding

7.7 This Travel Plan will be secured and implemented through an appropriately worded S106 agreement / planning Condition.

7.8 The Applicant is fully committed to the implementation of the Travel Plan and will provide all reasonable necessary funding to ensure that the agreed targets are achieved. This will include funding the TPC, travel surveys and implementation of all reasonable necessary measures. This Travel Plan is part of a continuous process for improvement, which requires monitoring, review and revision to ensure it remains relevant and effective.

## 8 ACTION PLAN

8.1 **Table 8.1** sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with who is responsible and how funding will be secured. The Action Plan will be reviewed annually by the TPC.

<b>Table 8.1: Action Plan</b>				
<b>Measures</b>	<b>Notes</b>	<b>Status / Target Date</b>	<b>Method of Monitoring</b>	<b>Responsibility</b>
<b>General</b>				
<b>Appointment of Travel Plan Coordinator (TPC)</b>	Applicant to appoint a TPC as necessary	3 months prior to occupation	N/A	Applicant
<b>Baseline Surveys</b>	Surveys of employees to set active travel targets	Within 3 months of occupation	Receipt of survey results	TPC
<b>Surveys at Years 3 and 5</b>	Repeat surveys of employees to monitor target progress	Ongoing	Receipt of survey results	TPC
<b>Set / Finalise Targets and Travel Plan</b>	Targets set for 5 year period from baseline	Within 1 month of Baseline Surveys	Receipt of survey results	TPC
<b>Information Provision</b>				
<b>Travel Information Packs for all employees</b>	All employees will receive a Travel Information Pack outlining the sustainable options for travelling to the Site, the existence and purpose of the Travel Plan and location of cycle parking etc.	Upon commencement of employment	N/A	TPC
<b>Provision of travel advice to hotel guests and commercial tenants</b>	Reception staff will be given training on providing travel advice to all guests including how to use public transport and local walk and cycle routes	Upon occupation	N/A	Reception staff / TPC
<b>Personalised Travel Planning Sessions</b>	The TPC will offer planning services to employees	When necessary upon request	N/A	TPC

<b>Travel Information Available Online</b>	Detailed information on travel and car parking opportunities will be required to be provided prior to booking and easily accessible through the hotel website	Prior to any bookings	Check website	Hotel Staff
<b>Cycling</b>				
<b>Provision of cycle hire scheme</b>	The Operator will offer cycle hire opportunities from the site for all guests	Upon occupation	Hotel staff will keep a record of usage	Hotel Staff
<b>Promotion of cycle facilities available</b>	Cycle parking to be provided for employees of the Site	Once facilities are installed	Spot checks as part of maintenance rounds	Applicant/TPC
<b>Provide cycle route maps and other information relating to cycle facilities</b>	Greater cost if bespoke information needs to be printed. Less if existing maps etc. are used	Upon first occupation	TPC to monitor uptake	TPC
<b>Encourage cycling by promoting free cycle training and through awareness events such as National Bike Week</b>	National and local cycle events will also be promoted	Annual event – Summer and Spring	TPC to monitor participation levels and interest	TPC
<b>Walking</b>				
<b>Walk to Work days and social walking events</b>	Health and financial benefits advertised	Spring and Summer (annually)	TPC to monitor uptake	TPC
<b>Employees and guests to be provided with information related to safe walking routes</b>	As part of Travel Information Packs and on website	Prior to building being occupied and on-going through Travel Information Packs	N/A	TPC
<b>Public Transport</b>				
<b>Employees to be provided with</b>	As part of Travel Information Packs and	Prior to the building being	N/A	TPC

<b>public transport information</b>	other means of dissemination	occupied and on-going		
<b>Guests to be provided with public transport information</b>	On Development website / on any emails / on promotional materials	Ongoing	N/A	TPC
<b>Notice board with timetable information</b>	Located in communal areas for employees and guests	Prior to occupation	N/A	TPC