



Vision Transport Planning Ltd, Dominion House, 69 Lion Lane,
Haslemere, Surrey GU27 1JL

☎ 01428 651579 ✉ info@visiontp.co.uk
🌐 www.visiontp.co.uk

TRAVEL PLAN

06 MARCH 2017

3 Viveash Close, Hayes, UB3 4RY

for

The Elite Group

CONTENTS

- 1 INTRODUCTION
- 2 CONTEXT
- 3 TRANSPORT POLICY
- 4 EXISTING CONDITIONS
- 5 TRAVEL PLAN OBJECTIVES
- 6 MEASURES AND INITIATIVES
- 7 TRAVEL SURVEYS
- 8 TARGETS
- 9 MONITORING AND FUTURE SURVEYS
- 10 ACTION PLAN
- 11 SUMMARY AND CONCLUSIONS

APPENDICES

Appendix A

PTAL Report

1 Introduction

- 1.1 This Travel Plan has been prepared by Vision Transport Planning on behalf of The Elite Group. It has been prepared in respect to the redevelopment of land at 3 Viveash Close, Hayes, UB3 4RY (the site).
- 1.2 The site is located within Hayes town centre and is positioned at the end of Viveash Close, which is a cul-de-sac accessed from Nestle's Avenue.
- 1.3 The site includes an existing building that falls within a B8 (storage and distribution) land use, with ancillary office space. It is proposed to redevelop the site for C3 residential and B1(a) commercial purposes. The redeveloped site will provide a total of 88 apartments and 934 sqm of B1(a) commercial floorspace. Vehicular access will be retained from Viveash Close.
- 1.4 This Travel Plan has been prepared in accordance with Transport for London's Guidance on Travel Plans as well as national guidance on Travel Plans. The full address of the site, which this Travel Plan relates to is as follows:

3 Viveash Close

Hayes

UB3 4RY

- 1.5 This Travel Plan sets out a long-term management strategy which encourages sustainable travel for future residents, employees and visitors to the site, with an emphasis on reducing single occupancy car trips. It establishes targets and identifies a package of measures (Action Plan) to encourage sustainable travel and reduce reliance on the private car.

2 Context

- 2.1 The site covers an area of approximately 2,400 sqm and includes a detached commercial building that falls within a B8 (storage and distribution) land use, with ancillary office space. The building is currently utilised in connection with a food distribution business, which operates from the site. The site includes areas of hardstanding that provide informal space for car parking.
- 2.2 The site is located within Hayes town centre and is positioned at the end of Viveash Close, which is a cul-de-sac accessed from Nestle's Avenue. The site is located to the south and adjacent to the Hayes and Harlington mainline rail track and is a circa 150 metre walk distance from Hayes and Harlington station, via the station car park. The site falls within the administrative boundary of the London Borough of Hillingdon.
- 2.3 A planning application has been submitted for the demolition of the existing buildings following which the site will be redeveloped for C3 residential and B1(a) commercial purposes. The redeveloped site will provide a total of 88 apartments and 934 sqm of B1(a) commercial floorspace. Vehicular access from Viveash Close will be retained (in modified format) and will provide access to an undercroft parking area at ground floor level. The planning application is supported by a Transport Assessment which sets out the transport implications of the development proposals.
- 2.4 This Travel Plan has been prepared in accordance with Transport for London's Guidance on Travel Plans as well as national guidance on Travel Plans.

3 Transport Policy

Introduction

3.1 The key planning policy relevant to transport and travel planning are as follows:

- National Planning Policy Framework – March 2012;
- National Planning Practice Guidance – March 2014;
- The London Plan – March 2015;
- The Hillingdon Local Plan: Part 1 – Strategic Policies – November 2012; and
- Hillingdon's Unitary Development Plan (1998) – Saved Policies (September 2007).

National Planning Policy Framework

3.2 The National Planning Policy Framework (NPPF) was published in March 2012, and sets out a presumption in favour of sustainable development. The NPPF recognises the importance of transport policies in facilitating sustainable development, and that planning decisions should have regard to local circumstances. In this regard, promoting sustainable transport forms an important element of the NPPF, which states at paragraph 29 that:

"The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas."

3.3 Similarly, paragraph 34 notes:

"Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. However, this needs to take account of policies set out elsewhere in this Framework, particularly in rural areas."

3.4 Paragraph 35 requires that:

"...developments should be located and designed where practical to:

- *accommodate the efficient delivery of goods and supplies;*
- *give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
- *create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
- *incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*

- *consider the needs of people with disabilities by all modes of transport”.*

3.5 Paragraph 32 of the NPPF states:

"All developments that generate significant amounts of movements should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:

- *The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;*
- *Safe and suitable access to the site can be achieved for all people; and,*
- *Improvements can be undertaken within the transport network that cost effectively limit the impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of the development are severe”.*

National Planning Practice Guidance

3.6 The National Planning Practice Guidance (NPPG) is a web based resource that was launched by the Department of Communities & Local Government in March 2014. The NPPG provides guidance on matters such as the need for, and the preparation of, Travel Plans, Transport Statements and Transport Assessments.

3.7 The NPPG supports national planning policy and sets out that Travel Plans, Transport Assessments and Transport Statements can positively contribute to:

- encouraging sustainable travel;
- lessening traffic generation and its detrimental impacts;
- reducing carbon emissions and climate impacts;
- creating accessible, connected, inclusive communities;
- improving health outcomes and quality of life;
- improving road safety; and
- reducing the need for new development to increase existing road capacity or provide new roads.

3.8 In setting out key transport issues that should be considered the NPPG confirms that the transport evidence base should:

- assess the existing situation and likely generation of trips over time by all modes and the impact on the locality in economic, social and environmental terms; and
- consider the cumulative impacts of existing and proposed development on transport networks.

The London Plan - March 2015

- 3.9 The London Plan is an overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20 – 25 years. The London Plan sets out a strategic, London-wide policy context within which boroughs should set their detailed local planning policies.
- 3.10 Of relevance to the development proposals are the following car and cycle parking standards, which are set out within the Parking Addendum to Chapter 6 of the London Plan.

Land Use	Maximum Car Parking Standards	Cycle Parking Minimum Standards
B1(a) Offices	1 space per 100 – 600 sqm	Long Stay: 1 space per 150 sqm and Short Stay: 1 space per 500 sqm, thereafter 1 space per 5,000 sqm
C3 Residential 1 bedroom	Less than 1 per unit	1 space per unit
C3 Residential 2 bedrooms	Less than 1 per unit	2 spaces per unit
C3 Residential 3 bedrooms	Up to 1.5 per unit	2 spaces per unit
C3 Residential 4 or more bedrooms	Up to 2 per unit	2 spaces per unit

Table 3.1 – The London Plan – Car and Cycle Parking Standards

The Hillingdon Local Plan: Part 1 – Strategic Policies – November 2012

- 3.11 The Hillingdon Local Plan: Part 1 – Strategic Policies is Hillingdon's key strategic planning document. It sets out the long-term vision and objectives for the Borough and sets out broad policies for steering and shaping development. The Hillingdon Local Plan: Part 1 was adopted by the Council on the 8th November 2012. Policies within the Local Plan: Part 1 that relate to highways and transport have been set out below:

3.12 Policy T1 – Accessible Local Destinations

"The Council will steer development to the most appropriate locations in order to reduce their impact on the transport network. All development should encourage access by sustainable modes and include good cycling and walking provision.

The Council will ensure access to local destinations which provide services and amenities.

The Council will promote active travel through improvements to Hillingdon's public rights of way."

3.13 Policy T2 – Public Transport Interchanges

"The Council will facilitate improved public transport interchanges at Uxbridge, Hayes, West Drayton, Heathrow Airport, West Ruislip and other locations as appropriate in the future. These interchanges will accommodate measures to encourage subsequent shorter journeys to be completed on foot or by cycle."

3.14 Policy T3 – North-South Sustainable Transport Links

"The Council will improve north-south public transport links in the borough and link residential areas directly with employment areas and transport interchanges."

Hillingdon's Unitary Development Plan (1998) – Saved Policies (September 2007)

3.15 Hillingdon's Unitary Development Plan (UDP) was formally adopted on the 30 September 1998. It sets out policies that are to be used for the purposes of development control. A number of policies have been 'saved' following a direction by the Government Office for London (effective from the 27 September 2007. Highways and transport policies relevant to the development proposals have been set out below.

3.16 Policy AM1

"The local planning authority will only permit development for uses which serve or draw upon more than a walking distance based catchment area if:

(i) it is or can be made accessible by public transport from the areas from which it is likely to draw the majority of its employees, potential customers and visitors, and

(ii) the existing or proposed public transport system has sufficient capacity to absorb the additional journeys generated by people travelling to the completed development."

3.17 Policy AM2

"All proposals for development will be assessed against:

(i) their contribution to traffic generation and their impact on congestion, particularly on the principal road network as defined in paragraph 14.14 of the plan, and

(ii) the present and potential availability of public transport, and its capacity to meet increased demand."

3.18 Policy AM7

"The local planning authority will consider whether the traffic generated by proposed developments is acceptable in terms of the capacity and functions of existing and committed principal roads only, and will wholly discount any potential which local distributor and access roads may have for carrying through traffic.

the local planning authority will not grant permission for developments whose traffic generation is likely to:

(i) unacceptably increase demand along roads or through junctions which are already used to capacity, especially where such roads or junctions form part of the strategic London road network; or

(ii) prejudice the free flow of traffic or conditions of general highway or pedestrian safety; or

(iii) diminish materially the environmental benefits brought about by new or improved roads; or

(iv) infiltrate streets classed as local roads in the borough road hierarchy unless satisfactory traffic calming measures can be installed."

3.19 Policy AM9

"The Council will:-

(i) provide a network of well signposted cycle routes throughout the borough to promote safer cycling and better conditions for cyclists, using predominantly either quiet roads or purpose built cycleways; particular attention will be paid to the provision of suitable routes to schools, and contributing additions to the London-wide strategic cycle route network;

(ii) take account of the needs of cyclists in the design of highway improvement schemes;

(iii) promote secure, attractive and adequate cycle parking facilities in the borough's town centres, public transport interchanges and at other major attractions, and will require development proposals to include clearly visible, well-designed, covered, secure and accessible bicycle parking for users of the development and, where appropriate, for the general public."

3.20 Policy AM14

"New development will only be permitted where it is in accordance with the council's adopted car parking standards as set out in Annex 1."

3.21 Policy AM15

"All car parks provided for new development shall contain conveniently located reserved spaces for disabled persons in accordance with the council's adopted car parking standards, as set out in Annex 1."

Parking Standards

- 3.22 As referred to above, Hillingdon's adopted car and cycle parking standards are set out within Appendix 1 of the Unitary Development Plan. The adopted car parking standards are expressed as a maximum and (unless stated) visitor parking forms part of the standard. Cycle parking standards are expressed as a minimum. Car and cycle parking standards relevant to the development proposal are set out within Table 3.2. below.

Land Use	Maximum Car Parking Standards	Cycle Parking Minimum Standards
B1(a) Offices	1 space per 100 sqm	1 space per 50 sqm
C3 Residential. Flats and Houses without individual curtilages. Dwellings with 1 – 2 bedrooms	1.5 spaces per dwelling	1 space per dwelling
C3 Residential. Flats and Houses without individual curtilages. Dwellings with more than 2 bedrooms	1.5 spaces per dwelling	2 spaces per dwelling

Table 3.2 – Hillingdon's Parking Standards (Appendix 1 of UDP)

4 Existing Conditions

Site Location

- 4.1 The site is located within Hayes town centre and is positioned at the end of Viveash Close, which is a cul-de-sac accessed from Nestle's Avenue. The site is located to the south and adjacent to the Hayes and Harlington mainline rail line and is a circa 150 metre walk distance from Hayes and Harlington station, via the station car park.
- 4.2 The site is located on the east side of Viveash Close. Viveash Close is a single carriageway street, which is subject to a 30 mph speed limit and benefits from a system of street lighting. Viveash Close has a carriageway width of circa 7.6 metres and has footways of 1.8 metres on both sides of the carriageway.
- 4.3 Viveash Close provides access to Nestle's Avenue (to the south), via a simple priority junction. On street parking, within Viveash Close, is generally unrestricted, with the exception of 'day-time' restrictions that are in place at the junction with Nestle's Avenue.
- 4.4 Figure 4.1 below, indicates the location of the site and its relationship to the local highway network.

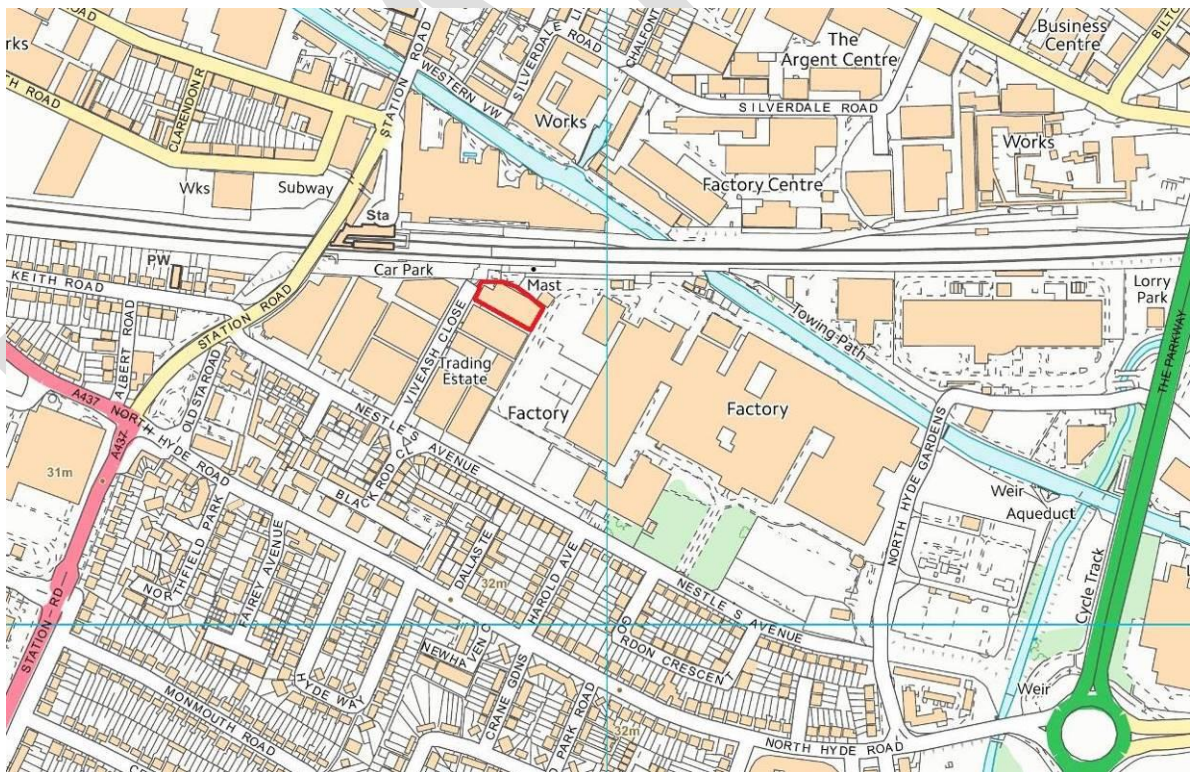


Figure 4.1 – Location Plan, Local Highway Network

- 4.5 The surrounding highway network is characterised as streets that serve commercial, retail and residential land uses and are subject to a 30 mph speed limit and benefit from street lighting and a good standard of pedestrian facilities. Nestle's Avenue provides direct access to Station Road (via priority junction) to the west. Station Road provides access to Hayes and Harlington rail station and Hayes town centre (to the north).
- 4.6 Nestle's Avenue provides access to North Hyde Road (to the south) via Harold Avenue. North Hyde Road is a local distributor road that provides a link between the A437 Station Road (to the west) and the A312 The Parkway (to the east). The A312 forms part of the Principal Road Network and provides access to Junction 3 of the M4 (to the south) and the A40 (to the north). Figure 4.2 below, indicates the location of the site and its relationship to the wider highway network.

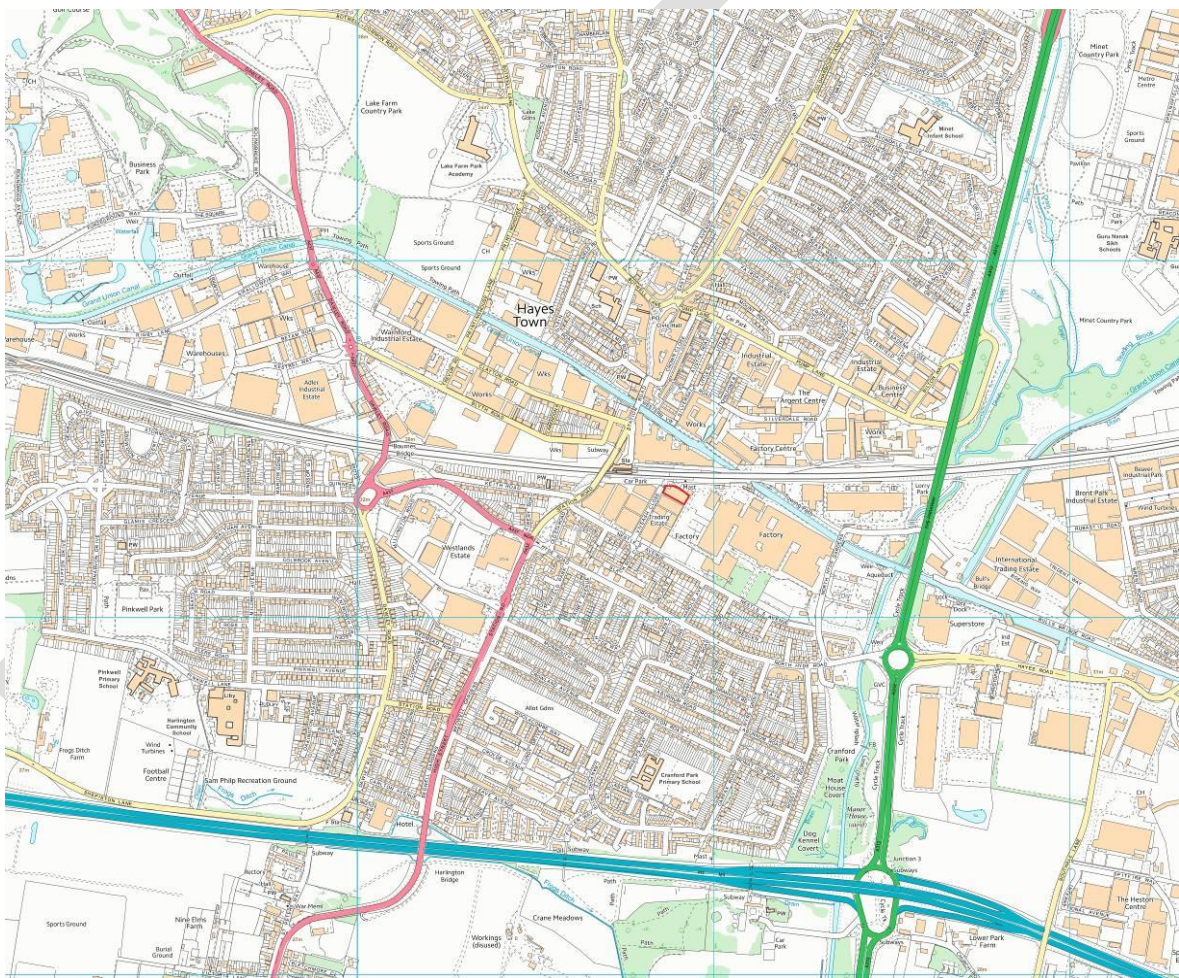


Figure 4.2 – Location in Respect to the Wider Highway Network

Accessibility

- 4.7 Public Transport Access Level (PTAL) is a measure which rates locations by distance from frequent public transport services and is the most widely recognised way to measure the connectivity of a site's location to the public transport network in London. Sites are ranked between 1 and 6 (with sub-divisions of 1a & 1b, and 6a & 6b), with 1 representing areas with low accessibility to public transport and 6 indicating areas that have excellent access to public transport.
- 4.8 The site is located in an area that has a PTAL rating of 4, representing an area that has a 'good' level of public transport accessibility. A copy of the PTAL report is included as [Appendix A](#).
- 4.9 The Department for Transport's 'Manual for Streets' (MfS) recognises that walking "*offers the greatest potential to replace short car trips, particularly those under 2 km*" and encourages development in locations where the daily needs of residents are within walking distance, thereby reducing the need to travel by car. MfS refers to 'walkable neighbourhoods' as being typically characterised by having a range of facilities within 10 minutes' (up to about 800 metres) walking distance of residential areas, which residents may access comfortably on foot.
- 4.10 The site is particularly well located in terms of accessibility to local services, being located within 500 metres of Hayes town centre. A good standard of footway provision exists within the existing highway network, which generally benefits from wide footways on both sides of the carriageway and pedestrian crossing facilities at junctions. Dedicated cycle facilities also exist within Station Road, providing safe and convenient cycle access between the site and Hayes town centre. As such the site is within the immediate vicinity of an extensive range of local services and facilities that are available within Hayes town centre.
- 4.11 Furthermore, the site is located a 200 metre walk distance from Hayes and Harlington mainline rail station, which can be accessed via the station car park. Hayes and Harlington station provides direct rail services to London Paddington (21 minutes) as well as a range of destinations including Heathrow Airport, Southall, Hanwell, West Ealing, Ealing Broadway, West Drayton, Slough, Maidenhead, Reading and Oxford. The station also provides 18 secure cycle parking spaces plus 120 car parking spaces.
- 4.12 The nearest bus stops to the site are located within Station Road, adjacent to Hayes and Harlington station. The bus stops within Station Road benefit from having shelters, seating and timetable information, and are located within a 200 metre walk distance from the site, via the station car park, or 500 metres via Viveash Close, Nestle's Avenue and Station Road. The bus stops provide access to services E6, H98, U4, U5, 90, 140, 195, 350, 696, 698. These services provide frequent bus services to various local destinations. Further bus stops are also available within North Hyde Road, which is within a 450 metre walk distance of the site and provide access to bus service 195.

Accessibility Summary

- 4.13 The site is located within immediate proximity to an extensive range of facilities and services that are within an easy walking distance from the site. Furthermore, the site benefits from convenient access to Hayes and Harlington mainline rail station and a comprehensive range of bus services, all of which are within a 200 metre walk distance from the site.

- 4.14 In summary, the site is located in a highly accessible location and has the potential to reduce reliance upon the private car.
- 4.15 It is concluded that the location of the application site accords with the guiding principles of the National Planning Policy Framework and local policy.

DRAFT

5 Travel Plan Objectives

5.1 The key objectives of this Travel Plan are:

- To increase the proportion of journeys to and from the site by sustainable modes of transport; and
- To reduce single occupancy vehicle trips to and from the site.

5.2 The key benefits of achieving the above objectives are:

- Reduced CO2 emissions;
- Reduced demand for on-street parking within the local area;
- Improved health and well-being for future residents; and
- Reduced impact in respect to local congestion.

6 Measures and Initiatives

- 6.1 There are a number of measures and initiatives that when implemented are likely to have a positive impact on the travel behaviour of future residents, employees and visitors to the site. The measures and initiatives that will be implemented at the site are set out below.

Travel Plan Coordinator

- 6.2 Six months prior to the development being occupied, a Travel Plan Coordinator will be appointed who will oversee the delivery of the Travel Plan and the Action Plan set out below. The contact details for the Travel Plan Coordinator will be provided to London Borough of Hillingdon upon implementation of the Travel Plan.
- 6.3 The Travel Plan Coordinator will be funded by the developer for a minimum of five years following implementation of the Travel Plan.

Travel Welcome Pack

- 6.4 A key tool in the delivery of the Travel Plan will be the preparation of a Travel Welcome Pack (TWP) for future residents and employees. The TWP will be issued to all new residents and occupiers of the commercial floorspace when they move in.
- 6.5 The TWP will provide future residents and employees with information about the objectives of the Travel Plan and sustainable modes of transport that are available, including timetables for passenger transport services along with approximate journey times by sustainable modes of travel.
- 6.6 The TWP will include maps of pedestrian and cycle routes to and from the site to promote walking and cycling as a viable (and healthy) mode of transport.
- 6.7 The TWP will include contact details of the Travel Plan Coordinator, who can act as a point of contact for future residents and employees in respect to sustainable transport.

Notice Board

- 6.8 A notice board will be placed in a communal area within the site. The Travel Plan Coordinator will ensure up-to-date information relating to sustainable travel is provided on the notice board. The notice board will provide a means of on-going communication with residents and employees.
- 6.9 Up-to-date information relating to sustainable travel will also be made available within the TWP to enable future residents and employees to make informed decisions regarding sustainable travel.

Walking

- 6.10 To promote walking as a means of transport, details of walking routes will be provided by the Travel Plan Coordinator within the TWP and will also be provided on the notice board.
- 6.11 In order to encourage walking the Travel Plan Coordinator will promote the health benefits of walking and will provide details of walking initiatives such as 'walk to work week' and 'walk to school week' with posters being provided on the notice board.

Cycling

- 6.12 Cycling is a mode of travel that could be attractive to future residents and employees. To encourage cycling as a mode of transport for journeys to and from the site the following measures will be implemented.
- All residential properties will be provided with secure cycle parking in accordance with adopted cycle parking standards.
 - Secure cycle parking will be provided for future employees in accordance with current adopted cycle parking standards.
 - The Travel Plan Coordinator will ensure details and maps of cycle routes are available within the TWP and on the notice board.
 - The Travel Plan Coordinator will provide details (such as posters) on the notice board advertising cycling initiatives such as 'bike to work week' and 'cycle to work day'.
 - The Travel Plan Coordinator will encourage residents to form a Bicycle User Group (BUG). The BUG will be a further source of providing information on cycle related events, bicycle maintenance and cycle training courses. In addition, the Travel Plan Coordinator will seek to negotiate discounts with local cycle retailers with regards to the purchase of bicycles, bicycle equipment and cycle maintenance.

Car Sharing

- 6.13 Car sharing can represent a cost effective and convenient alternative to travelling by single occupancy vehicle. The Travel Plan Coordinator will provide details of local and national car sharing websites within the TWP and on the notice board.

Car Club

- 6.14 The Travel Plan Coordinator will investigate the viability of a car club operating from the car park within the site. The Travel Plan Coordinator will work with the local authority and car club providers to enable car club provision within the proposed development or within the wider development area. Free car club membership will be provided to future residents.

Public Transport

- 6.15 The Travel Plan Coordinator will ensure up-to-date information on public transport services and timetables will be provided within the TWP and on the notice board. Details will also be provided of useful website addresses for journey planning purposes.

Reducing the Need to Travel

- 6.16 There are a number of measures and initiatives that can reduce the need to travel for future residents, such as home working and home delivery services. The Travel Plan Coordinator will provide details, within the TWP, of home delivery services available within the local area. The TWP will also include advice on home working.

7 Travel Surveys

- 7.1 To identify baseline travel demands and modal travel splits reference has been made to the Transport Assessment that has been prepared to support the planning application for the redevelopment proposals. The Transport Assessment includes a TRICS based assessment from which modal splits for modes of transport likely to be utilised for travel to and from the site have been identified. Table 7.1 below sets out the transport modal splits.

Mode of Transport	Modal Split (based on TRICS Assessment)	Baseline Modal Split based on Baseline Travel Survey (to be completed)
Car (driver)	12%	
Car (passenger)	3%	
Cycle	5%	
Walk	41%	
Bus	28%	
Train	11%	
Total	100%	

Table 7.1 – Mode of Transport

- 7.2 It should be noted that the above modal splits are based on a TRICS assessment and may need to be adjusted following the baseline travel survey to reflect actual travel patterns. The adjusted baseline modal splits will then be used as a baseline, by which future surveys and targets will be judged against.
- 7.3 Baseline travel surveys will be carried out within three months following 80% occupation of the site. The baseline travel surveys will be utilised to define the 'Baseline Modal Split', which will therefore be based on surveyed travel patterns.
- 7.4 One year following the baseline travel surveys a travel survey of residents will be undertaken (Year One Travel Survey). Following the 'Year One Travel Survey', further travel surveys will then be carried out every two years. On this basis travel surveys will be carried out one year, three years and five years following occupation and the initial baseline travel surveys.

- 7.5 The results of the travel surveys will inform monitoring reports which will be prepared within three months of the travel surveys taking place (year one, year three and year five). The monitoring report will establish the most beneficial measures to encourage sustainable travel and to inform future targets for each mode of transport.

DRAFT

8 Targets

- 8.1 A key target of the Travel Plan is to reduce single occupancy car trips. To achieve this, a number of measures are set out within an Action Plan to encourage a shift towards sustainable modes of travel. As such this Travel Plan aims to reduce single occupancy car trips and increase travel by sustainable modes of travel.
- 8.2 Upon 80% occupation of the residential development baseline travel surveys will be carried out and five year targets for reduction in single occupancy car trips will be set. The five year targets will be informed by the results of the baseline travel survey; however, initial targets have been suggested that aim to achieve an overall reduction in private car trips by 5% (from baseline). Table 8.1 below shall be completed following the baseline travel surveys, whilst future targets will be agreed with officers of the London Borough of Hillingdon.

Mode of Transport	Baseline Modal Split based on Baseline Travel Survey (to be completed)	Future Targets (to be completed)
Car (driver)		Baseline less 5%
Car (passenger)		
Cycle		
Walk		
Bus		
Train		
Total	100%	100%

Table 8.1 – Mode of Transport – Indicative Targets

9 Monitoring and Future Surveys

- 9.1 A programme of surveys and monitoring has been designed to generate information by which the success of the Travel Plan can be evaluated. Future travel surveys and the preparation of monitoring reports will be the responsibility of the Travel Plan Coordinator.
- 9.2 The objective of the Travel Plan is, to increase the proportion of journeys to and from the site by sustainable modes of transport, and to reduce single occupancy vehicle trips to and from the site.
- 9.3 A suitable indicator of the success of the Travel Plan is therefore the modal split of travel that future residents use, to and from the site. Provisional targets have been set out within Section 8 of this report.
- 9.4 The Travel Plan will be reviewed in years one, three and five of the Travel Plan. Travel surveys will be scheduled to take place within one-month (either side) of the anniversary (years one, three and five) of the baseline travel surveys.
- 9.5 Within three months of the travel surveys a monitoring report will be prepared which will review and assess the impact of the Travel Plan and to identify potential for future improvement and refinement. The success of the Travel Plan will be measured by assessing the shift in the mode of travel to and from the site.
- 9.6 Information gathered through the monitoring process, including the results of the survey, will be recorded within a biennial monitoring report and made available to the Local Authority on request.
- 9.7 The purpose of the reviews will be to ensure that the Travel Plan is on track and that targets have substantially been met. Ways to improve and develop the Travel Plan if targets are not being met will be explored. This could be through a re-examination of the Travel Plan to ensure that all possible activities have been implemented and the consideration of new measures that could replace those that were not successful or effective.

10 Action Plan

10.1 To meet the objectives of the Travel Plan a clear Action Plan has been set out below, including; Objectives; Actions; and How, Who and When the action will be implemented.

Objective	Action	How, Who & When
Promotion of Sustainable Travel	Install notice board.	Developer to implement a notice board within a communal area within the site. Notice board to be installed prior to completion of development. Notice board to provide contact details of the TPC.
	Preparation of Travel Welcome Pack (TWP).	TPC to prepare TWP. TWP to be delivered to all new residents and occupiers of the commercial floorspace upon occupation.
	Provide up-to-date information aimed at encouraging sustainable travel.	The TPC will arrange for information relating to bus, cycle and walking to be available on the notice board and within TWP. Content of information to be reviewed by the TPC on a monthly basis.
	Encourage sustainable travel through promotion of sustainable travel initiatives, such as Bike Week, Travelwise Week, Car Free Day, Liftshare Week, etc.	TPC to download posters and arrange for posters to be displayed on the notice board. Posters and information to be reviewed on a monthly basis.
Promote Walking	Details of walking routes and maps showing the public rights of way will be provided on the notice board and within TWP.	By the TPC prior to occupation.
Promote Cycling	Provide secure cycle parking facilities in accordance with adopted standards.	By developer prior to occupation.
	Details and maps of cycle routes to be provided on the notice board and within TWP.	By the TPC prior to occupation.
Promote Travel by Public Transport	Provide details of bus and rail services, routes and stops within the immediate vicinity of the site.	Details to be provided on the notice board and within TWP. TPC to review details on a monthly basis and update as necessary.
Promote Car Sharing	Provide details of car sharing clubs and web sites.	Details to be provided on notice board and within TWP and reviewed on a monthly basis.

Table 10.1 – Action Plan

11 Summary and Conclusions

- 11.1 This Travel Plan has been prepared by Vision Transport Planning on behalf of The Elite Group. It has been prepared in respect to the redevelopment of land at 3 Viveash Close, Hayes, UB3 4RY.
- 11.2 The site is located within Hayes town centre and is positioned at the end of Viveash Close, which is a cul-de-sac accessed from Nestle's Avenue.
- 11.3 This Travel Plan sets out a long-term management strategy which encourages sustainable travel for future residents, employees and visitors to the site, with an emphasis on reducing single occupancy car trips. It establishes targets and identifies a package of measures (Action Plan) to encourage sustainable travel and reduce reliance on the private car.
- 11.4 This Travel Plan sets out clear objectives and an Action Plan for achieving these objectives. Furthermore, it sets out future targets and how these will be monitored.
- 11.5 The Travel Plan will be operated for a minimum of five years. It ensures measures are taken and put in place to encourage sustainable travel and reduce single occupancy car trips.
- 11.6 Through implementation of the Action Plan included within this Travel Plan, sustainable transport to and from the site will be encouraged and future transport impacts minimised. As such the Travel Plan assists in achieving the guiding principles of sustainable development as set out within the National Planning Policy Framework.

APPENDIX A
PTAL Report

DRAFT