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Travel Plan

**Replacement Industrial Units Berrite Estate
Ironbridge Road
West Drayton
UB7 8HY**

45237/APP/2022/3398
September 2023

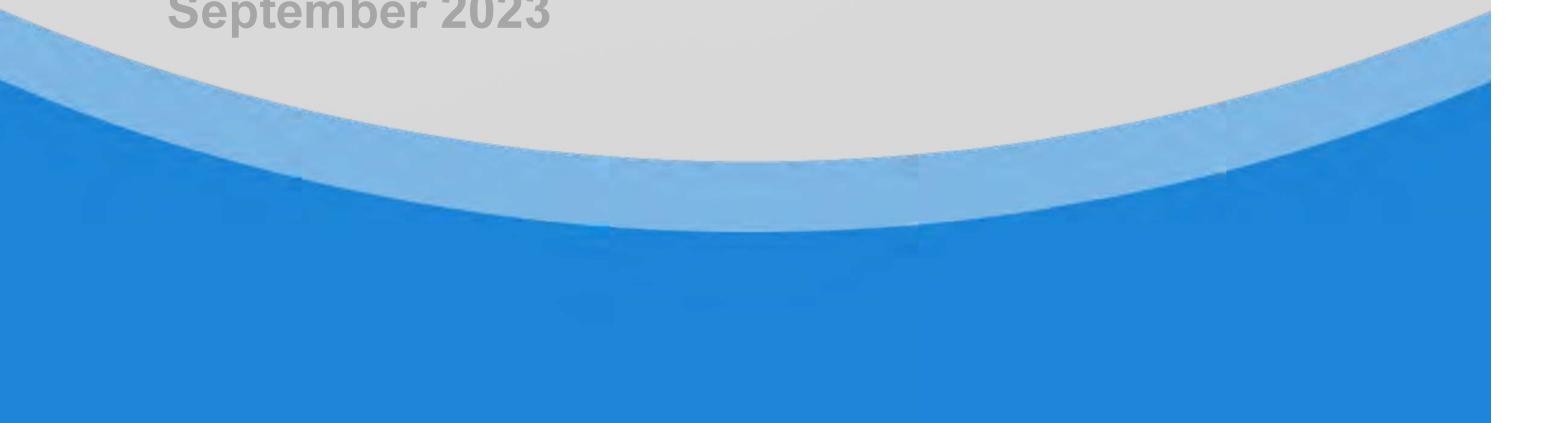


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Revision History

A	20 th September 2023	First Issue

1569-ACS-ZZ-XX-RP-T-002-A Travel Plan.docx

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1 Introduction

1.1 Acstro has been appointed to prepare a Travel Plan in support of a planning application for the development of replacement industrial units at the Berrite Estate, Ironbridge Road, West Drayton UB7 8HY. The general location of the site is shown in Figure 1.

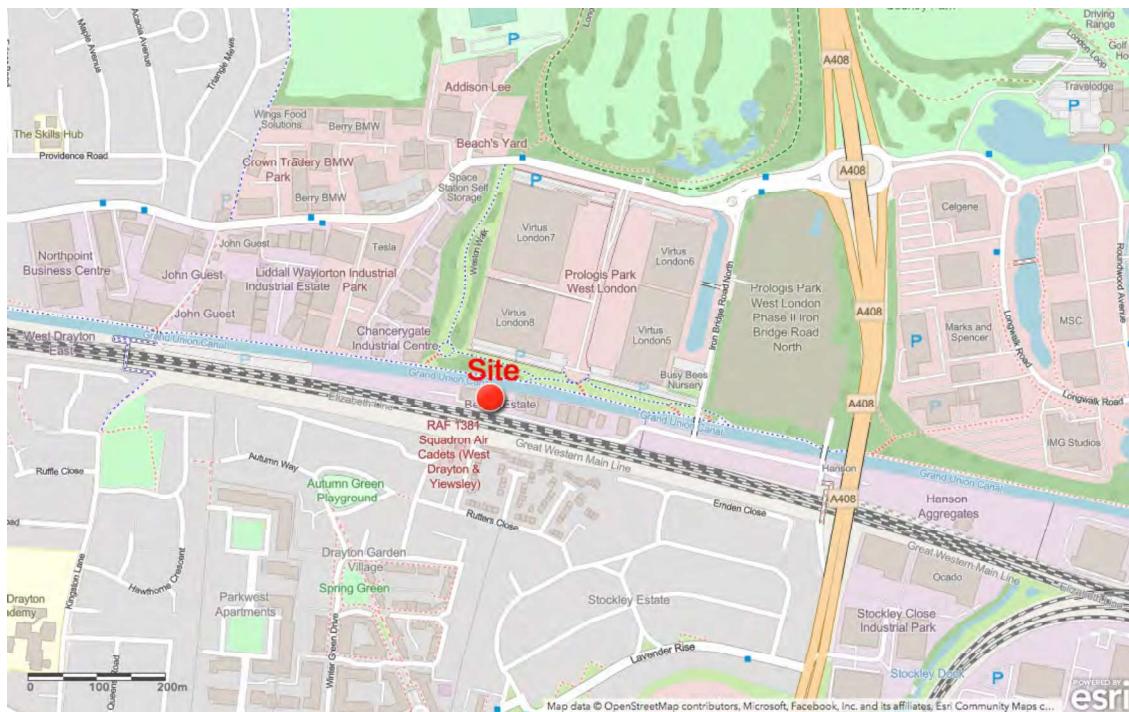


Figure 1 Location Plan

1.2 The site currently accommodates two industrial units that provide a total floor area of 1,326m². The proposal is that these be replaced by three industrial units, providing a total of 1,271m² of floor area, together with an associated car, motorcycle and bicycle parking.

1.3 The ultimate aim of this Travel Plan is to influence long-term changes in travel behaviour by providing the right package of measures that promote and value sustainable transport initiatives. It is crucial to the success of the Travel Plan that the measures are site specific and tailored to the needs of the future users of the site. Some of the benefits that will be derived from implementing the Travel Plan will be:

- Travel Plans support planning policy in their objective to deliver sustainable development. Travel Plans reduce the number of single occupancy car trips and promote greater use of sustainable modes of transport such as public transport, cycling or walking.
- A reduction in the number of private vehicle journeys has the potential to reduce the type and volume of pollutants released into the atmosphere, which are contributing to climate change and having a detrimental effect on health.
- A reduction in single occupancy car trips can result in a reduction in peak period traffic congestion, fewer road traffic accidents, reduced stress, healthier lifestyles, better productivity, environmental protection, improved access for residents,

visitors, and deliveries, and genuine reduction in social exclusion through the provision of choice between modes of transport.

- 1.4 Travel Plans help to reduce the impact of travel on the environment and reduce costs for individuals and have a number of benefits such as:
 - The Travel Plan, through promoting measures such as walking and cycling can help to improve the health of all users at the site.
 - Reduced congestion and improved access to the site. This has the knock on effect of reducing local pollution levels in terms of noise and harmful vehicle emissions such as carbon monoxide.
 - Improves accessibility by facilitating and promoting sustainable transport initiatives, reducing reliance on the car.
 - Reducing car-parking demand.
- 1.5 The target of this Travel Plan will be to reduce the number of vehicle trips generated by the site by one-tenth (20%), compared to current levels, over a three-year period.

2 Existing Conditions

2.1 A plan showing the site in context is provided in Appendix 1.

Appendix 1 Site Context

2.2 The site is located within the Berrite Estate, off Ironbridge Road. The Berrite Estate consists of several units, including the three that are subject to this planning application. The estate's units provide a total floor area of 4,523m² of floorspace of which 4,253m² is occupied.

2.3 The application site is broadly rectangular with other Berrite Estate properties to the east and an open storage area to the west. On its northern boundary is the Grand Union Canal and to the south it has a boundary with the Great Western railway line.

2.4 The application site currently accommodates industrial units that provide a total floor area of 1,326m².

2.5 A traffic survey was undertaken at the entrance to the Berrite Industrial Estate on Wednesday 6th September 2023. The survey data is provided in full within Appendix 2 and is summarised in the tables below.

Appendix 2 Berrite Industrial Estate Traffic Survey

Time Range	Recorded Vehicle Movements Generated by 4,253m ² of Occupied Units			Trip Generation per 100m ² Floor Area		
	Arrivals	Departures	Totals	Arrivals	Departures	Totals
08:00-09:00	20	17	37	0.47	0.40	0.87
17:00-18:00	7	19	26	0.16	0.45	0.61
Daily:	211	215	426	4.96	5.06	10.02

Table 1 Existing Vehicle Trip Generation – Berrite Estate

2.6 The survey found that 9.4% of the observed traffic were HGV's.

2.7 Applying the observed trip rate to the application site's 1,326m² allows us to estimate that the application site has the potential to currently generate around 8 to 12 peak hour vehicle movements and a daily total of 133 daily vehicle movements..

Time Range	Application Site Trip Generation 1,326m ² Floor Area		
	Arrivals	Departures	Totals
08:00-09:00	6	5	12
17:00-18:00	2	6	8
Daily:	66	67	133

Table 2 Existing Vehicle Trip Generation – Application Site

Access

2.8 The site is accessed from Ironbridge Road, a no through road that serves a number of industrial and commercial premises. Ironbridge Road is split into Ironbridge Road South and Ironbridge Road North, to the south and north of the canal, respectively.

- 2.9 Ironbridge Road South has a 30mph speed limit. Ironbridge Road North has a 20mph speed limit. They both have carriageway widths of around 7m and yellow line markings on both sides of Ironbridge Road North and one side of Ironbridge Road South prohibit waiting between 7am and 7pm on Mondays to Fridays.
- 2.10 Ironbridge Road North is accessed from a roundabout at Horton Road. The A408 Stockley Road is some 800m from the application site and Junction 4 of the M4 is some 2.5km to the south. The site benefits from good access to the strategic highway network therefore allowing for the efficient movement of goods by road.
- 2.11 Pedestrian access is also via Ironbridge Road. For most of its length there are good quality footways along both sides of the road. However, these terminate to the south of the Grand Union Canal crossing and pedestrians must share the carriageway for the final 60m up to the Berrite Estate entrance.
- 2.12 There are pedestrian and cycle routes available along the Grand Union Canal towpath and there is pedestrian access to the A408 Stockley Road available via a railway footbridge
- 2.13 The nearest bus stops are located at the Horton Road / Ironbridge Road North junction. They are a 650m / 8minute walk from the application site and provide access to the services listed in table 3 below.

Service No.	Route	General Weekday Frequency (in each direction)
350	Millington Road – Heathrow Terminal 5	3 per hour
A10	Uxbridge Station – Heathrow Central Station	3 per hour
U5	York Road – Blyth Road	Every 10 – 14 Minutes

Table 3 Bus Services Calling at Ironbridge Road Bus Stops

- 2.14 West Drayton Station is a 7-minute journey by bus from the Ironbridge Road bus stops. Alternatively the station is approximately 2km from the site via the canal towpath, a 23 minute walk or 7-minute cycle.
- 2.15 West Drayton Station provides access to Great Western rail services with two services per hour towards London Paddington and Didcot, respectively. Elizabeth Line services can also be accessed with two trains per hour, each way, to Reding and London Paddington.

Summary

- 2.16 The site is in a sustainable and accessible location. The site is accessible to pedestrians, cyclists and public transport users. The site is located close to services and facilities has excellent public transport links. This increases the possibility that journeys generated by the development can be made by sustainable forms of transport. It is considered that the public highway generally operates safely.

3 Proposed Development

3.1 The proposal is to replace the existing buildings on site with three new industrial units, comprising of:

Unit 6	428m ²
Unit 7	422m ²
Unit 8	421m ²
Total	1271m²

3.2 Each unit is provided with its own external, secure, yard area that contains bin stores.



Figure 2 Proposed Layout

3.3 The proposed parking provision accords with the requirements of the currently adopted Parking Standards¹.

3.4 For industrial use there is a requirement to provide two car parking spaces plus one additional space per 50 to 100m² of floor area. This equates to a range of 15 to 27 car parking spaces for this development.

3.5 A total of 19 car parking spaces are proposed and these include three accessible spaces for blue and brown badge holders. This represents a 16% provision, meeting the 15% requirement of the Parking Standards.

3.6 The Parking Standards require that parking for electric vehicles should be provided with a current minimum of 5% of parking spaces with 5% passive provision where the infrastructure will be put in place to allow for its simple upgrade to provide vehicle charging at a future date.

3.7 The development exceeds these requirements providing 15 fast EV charging spaces (79% provision), including the three accessible spaces, and one parking space (5%) with passive provision for future upgrade.

¹ London Borough of Hillingdon Local Plan Part 2 – Appendix C

3.8 A total of 24 cycle parking spaces per unit are proposed. 16 covered and secure cycle spaces are provided to the front of the units with a further 8 cycle spaces provided within the units' secure yards. The total provision is 12 above the Parking Standards' requirement. Shower and changing facilities are provided within each unit to encourage cycle trips.

3.9 There will be one motorcycle parking bay, equating to 5% of the number of car parking spaces.

3.10 The layout of the development provides a turning area for delivery vehicles.

3.11 The existing access to the site, via Ironbridge Road and the eastern part of the Berrite Estate, will remain unaltered.

Trip Generation

3.12 Applying the observed trip rates described in Table 1, it is estimated that the proposed development will generate 8 to 11 peak hour vehicle movements and a total of 127 vehicle movements per day.

3.13 This is approximately a 5% reduction in traffic compared to the existing.

Time Range	Existing Trip Generation 1,326m ² Floor Area			Proposed Trip Generation 1,271m ² Floor Area			Difference		
	Arrivals	Departures	Total	Arr.	Dep.	Totals	Arr.	Dep.	Totals
08:00-09:00	6	5	12	6	5	11	0	0	-1
17:00-18:00	2	6	8	2	6	8	0	0	0
Daily:	66	67	133	63	64	127	-3	-3	-6

Table 4 Existing Vehicle Trip Generation – Application Site

4 Travel Plan Aims and Target

Travel Plan Aims

4.1 It is important that the Travel Plan has a focus and direction in what it is trying to achieve. This can be accomplished through the identification of Travel Plan aims, which are realistic and site specific. The aims of this Travel Plan are:

- To widen the travel options available to all users of the site. It is vitally important that the users are made fully aware of the sustainable transport choices available to them. The focus of the Travel Plan will be to inform employees and visitors of the travel options available to them.
- To improve the health of all users to the site. Current Government advice for living a healthier lifestyle is to engage in moderate exercise (that raises your breathing and heart rate) for 30 minutes a day. This Travel Plan aims to encourage greater take up of walking and cycling to the site within the area.
- To carefully monitor and manage the Travel Plan. It is imperative to the success of the Travel Plan that there are the right mechanisms in place to monitor and manage it so that it is effective year on year.

Travel Plan Target

4.2 The target of the Travel Plan will be to reduce the number of vehicle movements generated by the site by 20% within three-years. It will do this by encouraging walking, cycling, the use of public transport and car sharing.

4.3 Successfully reaching the Travel Plan's target will result in the development's traffic generation reducing to 6 to 9 peak hour and 102 daily vehicle movements.

5 Travel Plan Management

Travel Plan Co-ordinator

5.1 For a Travel Plan to succeed, it must be treated as an ongoing programme, requiring regular management input. Experience has shown that the most successful Travel Plans have a dedicated Travel Plan Co-ordinator (TPC). The TPC is vital as they provide the focus for the Travel Plan to promote, implement and monitor it.

5.2 A TPC will be appointed at least three months prior to the first occupation of the development.

5.3 The duties of the TPC will include:

- The introduction of Travel Plan initiatives and monitoring their success;
- To promote and encourage the increased use of alternative modes of transport and to provide general and specific information on the options available;
- To encourage participation and compliance with Travel Plan policies;
- Organise & encourage site wide participation in local and national travel events e.g. Walk to Work Week, Bike Week, Liftshare Week;
- Produce Travel Information Packs to be circulated to employees;
- To arrange regular travel surveys and monitoring reports;
- To act as a point of contact and provide information relating to the operation of the Travel Plan to relevant parties;

- To review, update and implement Travel Plan measures, as appropriate, within specified timescales and with the agreement of all parties; and
- Liaison with other TPC's from other nearby organisations, to optimise Travel Plan initiatives, for example, car sharing opportunities;

Monitoring Strategy

5.4 The on-going monitoring and review of the Travel Plan is a vital component in assessing progress and for highlighting any changes that may be required in the Travel Plan to meet its target. As a 'living manual' the Travel Plan can adapt to changes in travel behaviour highlighted in the annual travel survey.

5.5 The monitoring period will extend for a period of three years following the development being brought into use.

5.6 Regular travel surveys are a vital in order to monitor changes in travel patterns. A survey will be undertaken within three months of the occupation of at least two of the three units and repeated annually thereafter for three years. The survey are to be undertaken on a typical weekday, outside of school holiday periods and will capture the following data:

- A CCTV / Video Survey that captures:
 - The total volume of vehicular traffic generated by the development between 7am and 7pm.
 - At 2-hour intervals between 7am and 7pm on the survey day:
 - The number of car parking spaces occupied
 - The number of EV parking spaces occupied
 - The number of motorcycles parked
 - The number of bicycles parked
 - The total volume of vehicular traffic generated by the development between 7am and 7pm.
- A Staff Questionnaire survey that captures:
 - Home postcodes to allow for commuting distances to be analysed;
 - Method of travel to work that day – walk, cycle, public transport (and type), car driver or car passenger.

5.7 The TPC will prepare annual monitoring reports that summarises the results of each travel survey and the success or otherwise of Travel Plan measures. Adaptations to the Travel Plan brought about as a result of analysis of the surveys will be recorded. The travel survey results and annual monitoring report will be made available to the LPA upon request.

6 Travel Plan Measures

6.1 This Travel Plan comprises a range of initiatives and measures to promote sustainable travel choice. The Travel Plan will primarily focus on influencing the travel habits of those that work at the site. Measures will also be put in place to inform more occasional visitors of the travel options available to them and encourage their use of sustainable forms of transport.

6.2 The Travel Plan measures outlined below are not exhaustive and the TPC will be free to amend the details of the measures to be implemented.

Travel Information

6.3 As part of the Travel Plan a Travel Information Pack (TIP) will be produced that will provide information and publicity material to encourage walking, cycling, the use of public transport and car-sharing. The TIP will include:

- Pedestrian/Cycle Route Maps & information promoting these forms of transport.
- Map showing the location of bus stops and West Drayton Station, bus/rail service timetables & fare information.
- Details of car-sharing options.
- Details of sources of travel information.
- TPC contact details.

6.4 The Travel Information Pack will be circulated to the occupiers of the units for dissemination to their staff.

Walking

6.5 Walking as a form of transport will be actively promoted. The layout of the development, its landscaping and lighting has been designed to provide a pleasant and safe environment for pedestrians.

6.6 The TPC will investigate the potential for introducing incentives for staff to walk to the site. These may include:

- Promotion of walking as a healthy form of transport;
- Details of bus stops, railway station and other facilities within walking distance publicised;
- Promotional events e.g. Walk to Work Week;
- Walking websites, which offer informed advice and route planning services will also be promoted such as www.walkit.com

Cycling

6.7 The level nature of the site and its surroundings together with its proximity to the existing and expanding cycle network provides significant potential for encouraging this form of transport. The layout of the site and provision of good quality cycle infrastructure has been designed with this in mind.

6.8 In order to encourage this form of transport the following measures will be implemented:

- Provision of secure cycle parking spaces.
- Provision of shower and changing facilities.
- Provision of Cycle Maps.
- Promotional events e.g. Cycle to Work Week.

Public Transport

6.9 In order to encourage the use of public transport to access the site the following measures will be included within the full Travel Plans:

- Promotion of public transport as a form of transport;

- Details of bus stop and railway station locations, route maps, timetables and fare information to be prominently displayed;

Car Users

6.10 The following measures are designed to reduce the number and impact of car journeys generated by the development:

- Provision of EV charging points.
- Promotion and encouragement to use alternative, more sustainable forms of transport.
- Promotion of car-sharing.

6.11 Car sharing offers employees and employer with significant benefits that include:

- Reduced demand for parking
 - Lowering demand for parking offers significant benefits including reducing the maintenance costs of parking areas, reducing surface water runoff from parking areas and freeing up land for other uses more profitable to the business.
- Sustainability
 - Responsible businesses want to make sure their impact on society is a positive one by preventing pollution and emissions wherever possible. Corporate car-sharing reduces the carbon footprint for workplace commuting and embeds green thinking amongst the workforce.
- Recruitment and retention
 - Businesses need to maintain a competitive advantage over other employers to attract the best talent. By introducing car-sharing schemes, businesses are able to widen the search for new staff – without employees being impacted by additional transport costs. Financial cost savings for staff will retain employees longer.
- Health and wellbeing
 - Several studies show that congestion not only makes people late for work but also has negative consequences on health. Sharing their journey or taking it in turns to drive to work has reduced the stress of their daily commute.
- Employee engagement
 - Car-sharing is a great way for employees to interact with colleagues from different areas of the business. With studies showing that engaged staff perform higher and take less time off sick, car-sharing is a simple way staff can connect with one another.
- Reduces congestion
 - Traffic congestion impacts everything from how long it takes us to get to work, the amount of fuel we use in our vehicles, and the price of consumer goods. Traffic jams cost the UK economy £5 billion every year in lost productivity; but if half of UK motorists received a lift one day a week, congestion and pollution would be reduced by 10% and traffic jams by 20%.

- Employee benefit
 - The average car-sharer saves £1,000 a year through journey sharing. Corporate car-sharing can act as a pay-rise to staff which an employer may otherwise not be in a position to offer.
- Improves air quality
 - It has been estimated that the lives of between 40,000 to 50,000 people in the UK are ended prematurely every year because of the air we breathe. Businesses can play a part in improving poor air quality by reducing the number of vehicles travelling to their workplace – corporate car-sharing is a solution.

7 Travel Plan Timetable

7.1 The table below sets out the timeframe for the proposed Travel Plan.

Timeframe	Details
At least three months prior to the first occupation of the development.	Appoint TPC
Prior to the first occupation.	Prepare Travel Information Pack in readiness for issuing to occupiers.
Upon occupation of each unit	Issue Travel Information Pack
Within three months of the occupation of at least 2 of the 3 units and annually thereafter for three years	Undertake Travel Surveys
Within 3 months of each annual questionnaire survey	Analyse results and prepare Monitoring Report, to include details of any changes to Travel Plan measures to address any modal shift targets that have not been met.
Within 2 months of each annual Monitoring Report	Implement any changes to Travel Plan measures that are deemed necessary following the latest survey analysis

Table 5 Travel Plan Timetable

Appendix 1 Site Context

Appendix 2 Berrite Industrial Estate Traffic Survey

West Drayton - Wednesday 6th September 2023

Junction: Berrite Estate

TIME	In				Out				PCUs
	LIGHT	HEAVY	BUS	TOTAL	LIGHT	HEAVY	BUS	TOTAL	
07:00-07:15	5	0	0	5	5.0	1	0	0	1
07:15-07:30	1	1	0	2	3.3	2	1	0	3
07:30-07:45	1	1	0	2	3.3	0	0	0	0.0
07:45-08:00	6	1	0	7	8.3	0	0	0	0.0
Hourly Total	13	3	0	16	19.9	3	1	0	4
08:00-08:15	4	0	0	4	4.0	1	1	0	2
08:15-08:30	4	1	0	5	6.3	7	0	0	7
08:30-08:45	2	1	0	3	4.3	3	2	0	5
08:45-09:00	8	0	0	8	8.0	3	0	0	3
Hourly Total	18	2	0	20	22.6	14	3	0	17
09:00-09:15	4	0	0	4	4.0	6	0	0	6
09:15-09:30	5	0	0	5	5.0	2	0	0	2
09:30-09:45	5	0	0	5	5.0	6	0	0	6
09:45-10:00	6	0	0	6	6.0	4	1	0	5
Hourly Total	20	0	0	20	20.0	18	1	0	19
10:00-10:15	9	1	0	10	11.3	5	0	0	5
10:15-10:30	5	0	0	5	5.0	6	1	0	7
10:30-10:45	5	1	0	6	7.3	1	0	0	1
10:45-11:00	4	0	0	4	4.0	6	0	0	6
Hourly Total	23	2	0	25	27.6	18	1	0	19
11:00-11:15	3	1	0	4	5.3	3	0	0	3
11:15-11:30	2	0	0	2	2.0	8	0	0	8
11:30-11:45	7	1	0	8	9.3	3	0	0	3
11:45-12:00	7	0	0	7	7.0	8	1	0	9
Hourly Total	19	2	0	21	23.6	22	1	0	23
12:00-12:15	2	0	0	2	2.0	4	2	0	6
12:15-12:30	3	1	0	4	5.3	5	1	0	6
12:30-12:45	5	1	0	6	7.3	3	1	0	4
12:45-13:00	6	2	0	8	10.6	2	1	0	3
Hourly Total	16	4	0	20	25.2	14	5	0	19
13:00-13:15	4	1	0	5	6.3	6	1	0	7
13:15-13:30	8	0	0	8	8.0	4	0	0	4
13:30-13:45	9	0	0	9	9.0	6	0	0	6
13:45-14:00	7	1	0	8	9.3	8	1	0	9
Hourly Total	28	2	0	30	32.6	24	2	0	26
14:00-14:15	4	0	0	4	4.0	8	0	0	8
14:15-14:30	4	1	0	5	6.3	3	2	0	5
14:30-14:45	4	1	0	5	6.3	3	1	0	4
14:45-15:00	2	0	0	2	2.0	5	0	0	5
Hourly Total	14	2	0	16	18.6	19	3	0	22
15:00-15:15	5	0	0	5	5.0	4	1	0	5
15:15-15:30	5	1	0	6	7.3	4	0	0	4
15:30-15:45	1	0	0	1	1.0	9	2	0	11
15:45-16:00	4	1	0	5	6.3	6	0	0	6
Hourly Total	15	2	0	17	19.6	23	3	0	26
16:00-16:15	1	0	0	1	1.0	1	0	0	1
16:15-16:30	1	0	0	1	1.0	4	1	0	5
16:30-16:45	4	0	0	4	4.0	3	0	0	3
16:45-17:00	7	0	0	7	7.0	5	0	0	5
Hourly Total	13	0	0	13	13.0	13	1	0	14
17:00-17:15	1	0	0	1	1.0	9	0	0	9
17:15-17:30	1	0	0	1	1.0	1	0	0	1
17:30-17:45	2	0	0	2	2.0	6	0	0	6
17:45-18:00	3	0	0	3	3.0	3	0	0	3
Hourly Total	7	0	0	7	7.0	19	0	0	19
18:00-18:15	2	0	0	2	2.0	1	0	0	1
18:15-18:30	2	0	0	2	2.0	4	0	0	4
18:30-18:45	0	0	0	0	0.0	2	0	0	2
18:45-19:00	2	0	0	2	2.0	0	0	0	0
Hourly Total	6	0	0	6	6.0	7	0	0	7
TOTAL	192	19	0	211	235.7	194	21	0	215
									242.3



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