Aviva Investors Ltd

Victoria Road Retail Park, South Ruislip

Draft Travel Plan

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Network Building, 97 Tottenham Court Road, London W1T 4TP www.vectos.co.uk
Registered address: Vectos (South) Limited, Hardwick House, Prospect Place, Swindon SN1 3LJ Company no. 7591661

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1 INTRODUCTION

1.1 Vectos has been retained by AVIVA Investors Ltd to prepare a Draft Travel Plan in relation to a planning application for the proposed refurbishment and variation in range of goods restriction of two A1 retail units at Victoria Road Retail Park, South Ruislip.

1.2 The site currently comprises two adjoining retail units; Unit A was formerly a Focus DIY store with additional external garden centre, which closed in 2007. The second unit (Unit B) was formerly occupied by Land of Leather and closed in January 2009. There are two accesses to the site; customer access from a signalised junction with Victoria Road and a secondary customer and service access via a signal junction further south from Victoria Road.

1.3 This Draft Travel Plan has been prepared to accompany the planning application for the proposed redevelopment of Unit A and Unit B for A1 food and A1 non-food retail respectively. It is proposed that the A1 food retail unit (Unit A) will be occupied by ALDI, a discount food store, and that the non-food unit will be occupied by B&M Homestore (Unit B).

1.4 The Travel Plan will be secured by a section 106 agreement in line with London Plan policy.

1.5 The Draft Travel Plan has been prepared by Georgina Stephens of Vectos. Contact details as follows:

Vectos

Network Building

97 Tottenham Court Road

London

W1T 4TP

Tel: 020 7580 7373

Email: georgina.stephens@vectos.co.uk

Role

1.6 Workplace Travel Plans are an important management tool and, when implemented as part of a comprehensive transport strategy, an effective Travel Plan can achieve modal shift away from the private car use towards more environmentally sustainable forms of travel. Where

private car use remains, a Workplace Travel Plan can also encourage more sustainable use of this mode through car sharing.

Aim of Travel Plan

1.7 The main aim of this Travel Plan is to put in place the management tools deemed necessary to enable future employees to make more informed decisions about their travel, which at the same time minimises the adverse impacts of their travel on the environment. This is achieved by setting out a strategy for eliminating the barriers keeping employees from using sustainable modes which in effect can self-manage single-occupancy vehicle use.

Scope

1.8 The primary objective of the Travel Plan will be to set out a long term strategy to facilitate and encourage modes of travel to the site by means other than the private car, which reflects the current central and local government policy.

1.9 The strategy needs to be long term as changing travel habits take time and will only occur through a combination of incentives, improved facilities, government initiatives, and changes in individual attitudes.

1.10 The Draft Travel Plan has been prepared in accordance with current central and local government policy guidance, including the Department for Transport's 'Delivering Travel Plans through the Planning Process' and TfL Travel Plan Guidance.

This Document

1.11 The remainder of this document is structured as follows:

- Section 2 - will outline the options for accessing the site by sustainable modes
- Section 3 - sets out the objectives and targets of the Travel Plan.
- Section 4 - outlines the Travel Plan strategy including how it will be managed
- Section 5 - sets out the measures and initiatives
- Section 6 - outlines the monitoring and review programme
- Section 7 - includes the Action Plan

2 CONTEXT

Site Location

2.1 Victoria Road Retail Park is located within South Ruislip on Victoria Road. A strategic location plan of the site is shown in **Figure 1** and a local context plan is shown in **Figure 2.**

2.2 The site is currently accessed from Victoria Road, which borders the northern edge of the site, via a signal junction. Victoria Road is single carriageway, lit and subject to a 30 mph speed limit.

2.3 The site has a PTAL rating of 3, which indicates a 'moderate' level of accessibility. A review of accessibility indicates that the site is located within a reasonably accessible location, as it is close to a frequent bus route, a good pedestrian network and both South Ruislip train station and underground station.

Existing Travel Behaviour

Mode Share

2.4 The site is located within South Ruislip, in the London Borough of Hillingdon (LBH). In order to establish the existing travel behaviour of employees within the ward, census 2001 journey to work data has been reviewed based on the daytime population.

2.5 **Table 2.3** below provides a breakdown of person trips by mode in percentage terms.

Table 2.3 – Modal Share based on 2011 Census Data

Travel Mode	% Mode Share
Car Driver	67%
Car Passenger	5%
Underground	5%
Rail	2%
Bus	7%
Walk	9%
Cycle	3%
Motorcycle	1%

Baseline Travel Survey

2.6 A baseline travel survey will be undertaken amongst staff within three months of the units opening. The mode share targets set out within this Travel Plan will then be updated accordingly.

2.7 The content of the questionnaire will be discussed with LBH and TfL Travel Plan officers prior to the survey being undertaken and the surveys will be iTRACE/ TRICS compliant.

2.8 The undertaking of the baseline survey represents the start of the Travel Plan for monitoring purposes and is described as Year 0.

Analysis of Survey

2.9 The results of the travel survey will provide information on the travel choices of employees and hence will provide a basis for ratifying and adjusting the targets as set out in this Travel Plan. The survey will aim to:

- Identify which modes of transport could be promoted in light of the survey findings; and
- Establish the popular alternative modes of travel to the site, i.e. what do people want to use but currently do not/cannot

3 OBJECTIVES AND TARGETS

Introduction

3.1 This Chapter 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 6**.

- **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 store will seek to reach within the period covered by this Travel Plan. In addition, interim targets have been set

Objectives

3.2 The Travel Plan's overriding objective is:

To engage with and encourage employees to use more sustainable ways of travelling to/from the site through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway network.

3.3 The sub-objectives are:

- Sub-objective 1: To increase employee awareness of the advantages and availability of sustainable / active modes of transport;
- Sub-objective 2: To promote the health and fitness benefits of active travel to employees;
- Sub-objective 3: To introduce a package of physical and management measures that will facilitate employee travel by sustainable modes; and therefore,
- Sub-objective 4: To reduce unnecessary use of the car for the journey to and from the site by employees.

Targets

3.4 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring (outlined in Section 6) to ensure they remain SMART (Specific, Measurable, Achievable, Realistic and Timed).

3.5 Targets come in two forms - Action and Aims. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and in the case of this Travel Plan generally relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

3.6 The Action Targets for this site are:

- To appoint a TPC at least one months prior to the store opening;
- To launch this Travel Plan upon initial occupation of the site;
- To provide travel information to all employees of the site.

Aim Targets

3.7 **Table 3.1** outlines the Aim Targets set out for the site. The targets are set to measure progress towards the main objectives over five years. These targets are to be achieved within five years of the launch of the Travel Plan. The interim targets are to be reached within three years of the launch of the Travel Plan.

3.8 In the absence of existing data for the development, the 2001 Census Journey to Work data for the daytime population of South Ruislip has been used to inform the pre-occupation baseline from which targets have been derived.

3.9 A baseline employee travel survey will subsequently be undertaken within three months of the units opening and this will form the results of the Year 0 survey. 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 survey has been undertaken). Given this, it should be acknowledged that the targets will change over time as results from on-going monitoring become available. This will be discussed with relevant officers at LBH and TfL.

Table 3.1 – Travel Plan AIM Targets

Target	Indicator	Mode Split		
		Baseline	Interim	Final
Achieve a 5% decrease in single occupancy vehicle trips	Modal split monitoring surveys for SOV use	67%	65%	62%

3.10 It should be noted that where single occupancy vehicle trips decrease, these journeys should be shifted to sustainable modes of travel, for example public transport, walking or cycling.

4 MANAGEMENT AND MARKETING

Travel Plan Management

4.1 Both units will be required to appoint a TPC at least one month prior to opening. The TPC is likely to be an existing member of staff who will undertake the TPC role on a part-time basis, in addition to their existing duties.

4.2 The TPC will be responsible for overseeing the management, development, and implementation of the Travel Plan. The TPC will be required to liaise with key stakeholders; including LBH, TfL and the neighbouring TPC in order to manage sustainable travel on a site-wide basis.

4.3 The duties of the TPC will therefore include:

- To provide guidance to, and be the main point of contact for residents within the development site requiring travel information;
- To communicate information to residents regarding relevant national and local initiatives related to the promotion of sustainable travel;
- Present a business case to secure a budget for Travel Plan development and ensure its efficient and effective use;
- Undertake the Travel Surveys over the five year period and supply evidence of this to the Council;
- Take responsibility for data collection and review of the Travel Plan;
- Design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan;
- Liaise with external organisations, e.g. local authorities; and
- Co-ordinate the monitoring programme for the Travel Plan, including target setting (in agreement with WBC) and make necessary changes if the targets are not being met

4.4 The role of the TPC is part-time and will have a fluctuating workload throughout the duration of the Travel Plan. The TPC will be funded by each unit.

Reporting

4.5 The TPC will prepare a full report on an annual basis on the progress of the Travel Plan. The reports will include the following:

- Progress on the implementation of measures and initiatives to promote sustainable transport use;
- Latest survey results (if a survey year); and
- Any revisions to targets and measures.

4.6 The report will be provided to LBH Travel Plan Officers.

Marketing Strategy

4.7 The TPC will endeavour to make employees aware of the existence of the Travel Plan.

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

- Staff notice boards
- Staff newsletters
- Induction pack
- Company Internet/Intranet sites
- E-groups and forums

5 TRAVEL PLAN MEASURES

5.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.

5.2 A timetable for the implementation of the Travel Plan measures is presented in the form of an 'Action Plan' in **Section 6** of this Travel Plan. It should be noted that this list is not exhaustive and that the TPCs will be free to investigate further measures should they feel this is necessary.

Travel Information Provision

5.3 Making people aware of travel alternatives and ease of access to travel information forms the key element of the Travel Plan, to encourage access to the site by public transport, walking and cycling.

5.4 It will be the responsibility of the TPC to ensure that employees are provided with up to date information, to allow ease of use of the public transport and walking/ cycling network to and from the site.

5.5 Public transport and accessibility information boards will be provided in prominent communal locations, so as to be accessible for all employees.

5.6 The boards will provide the following; information on bus services, including timetables and route maps; London Underground service and route information; fares and season ticket information; contact information for TfL Journey Planner and National Rail Enquiries; a copy of the local cycle route network map and details of local taxi services.

Employee Induction Packs

5.7 Induction packs will be made available to employees at the unit. The packs will contain at least the following information:

- Local public transport information, including bus, underground and rail services, frequencies and route maps;
- Contact numbers and website details for local transport providers;

- TfL Journey Planner and National Rail Enquiries website details
- Information on how to access real time information for the bus stops nearest the unit (if available);
- Local taxi company details;
- Car share scheme details (if appropriate);
- Cycling and walking maps for the local area; and
- Any relevant employer specific company policies related to transport.

Walking

5.8 Possible initiatives to help promote walking to employees are as follows:

- Health benefits of walking to be promoted e.g. '10,000 steps a day campaign';
- Provide a map showing safe walking routes, indicating distances and times to the most common destinations near to the site;
- Ensure that clear pedestrian signage is provided within the site;
- Employees will be provided with changing facilities, including facilities for storage of wet clothes, umbrellas etc.
- Organisation of social cycling and walking events, e.g. lunch time or after work/shift walks, possibly lead by trained walk leaders (e.g. Blue Badge Guides).
- The TPC will promote local public health campaigns, where appropriate, as part of the promotion of active travel methods to the store.

Cycling

5.9 Employees will be provided with information and advice concerning cycle routes. This will be posted at a prominent location (or locations).

5.10 Employee specific cycle promotions may include some of the following:

- Promotion of health benefits of cycling.
- Cycle routes and other cycling information provided on notice boards, and in induction packs etc.
- Provision of cycling training where demand warrants it.
- Organisation of social cycling events, e.g. lunch time or after work / shift rides, or participation as teams in national and local events.

- Organisation of cycle surgery days;
- Setting up a Bicycle User Group (BUG) or similar.

Efficient Car Use

5.11 The TPC will promote awareness of 'efficient car use' to employees.

Employee Car Share Scheme

5.12 The TPC will consider the feasibility of implementing an employee car share scheme. The TPC will investigate the best option for this based on interest and associated costs. Should the TPC's encounter insufficient demand to justify setting up a scheme, they will also be free to investigate the possibility of promoting existing databases to employees, such as www.liftshare.com.

6 MONITORING AND REVIEW

6.1 This Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the site. This chapter sets out the proposals for monitoring and review of the Travel Plan.

6.2 The monitoring programme will begin with the initial travel survey, to be undertaken within three months of the units opening.

6.3 Further surveys will be carried out in years 3 and 5, to monitor progress towards the interim and final targets.

6.4 Additional monitoring of comments received from employees relating to the operation and implications of the Travel Plan is also useful to judge whether the implementation or proportion of certain measures needs to be modified.

Reporting

6.5 An Annual Travel Plan Review will be undertaken every year, by the TPC, to assess the progress of the Plan and more robust measures will be introduced should it be identified that targets are not being met.

6.6 The review will outline the results of the survey (if a survey year), measures that have been implemented and any changes to targets and measures as a result of the survey data. The report will also incorporate the results of monitoring throughout the preceding period.

6.7 The report will be issued to LBH and TfL. The TPC will be available to provide additional information to the council and TfL if required to do so.

7 ACTION PLAN

7.1 The Action Plans outlined below in **Table 7.1** set out the measures included within the Travel Plan that are directed at employee travel.

7.2 The action plan will be revised every year following each Annual Travel Plan Review.

Table 7.1 – Action Plan for Travel Plan Measures

Measures	Notes	Status/Target Date	Method of Monitoring	Responsibility
General				
Appointment Travel Plan Coordinator	A TPC will be a part-time role – to be installed at least 1 month prior to the store opening	1 month prior to store opening	N/A	ALDI/B&M Homestore
Baseline Employee Travel Surveys	Surveys will be undertaken to establish the baseline for mode share targets	Within 3 months of store opening	N/A	TPC
Information Provision				
Communal travel information noticeboard	Located in a prominent, communal location	As part of development	TPC will ensure that information remains up-to-date	TPC
Travel Information Packs for all employees	Employees will receive a travel pack outlining the sustainable options for travelling to the site and the existence and purpose of the Travel Plan.	Upon commencement of employment	N/A	TPC
Personalised travel planning service	The TPC will offer travel planning services for employees if demand is present	When required	The TPC will keep a record of employees who have utilised the service as well as the nature of the service (group, on-to-one)	TPC
Cycling				
Provision of cycle parking	14 secure and sheltered cycle stands will be provided at the	As part of development	TPC to monitor usage and maintenance	Developer/ TPC

	site which can accommodate 28 bicycles			
Provide cycle route maps and other information relating to cycle facilities	Provided as part of induction packs and on notice boards	On-going	N/A	TPC
Encourage cycling through awareness events such as National Bike Week and social bike rides	Events to be promoted by notice boards in prominent location(s).	Annual event – summer or spring	TPC to monitor participation levels and interest	TPC
Walking				
Employees to be provided with information related to safe walking routes	As part of induction packs and on notice boards	On-going	NA	TPC
Public Transport				
Notice board with timetable, route and fare information	As part of induction packs and on notice boards	On-going	N/A	TPC
Taxi Services	Ensure that taxi contact details are available for employees	On-going	N/A	TPC
Car Sharing				
TPC to investigate feasibility of creating a car sharing scheme amongst employees	Should there be insufficient demand, the TPC will investiagte promote existing scheme such as Liftshare	On-going	TPC to monitor uptake	TPC

FIGURES