

# TECHNICAL NOTE

Client Pets at Home  
Project Unit 1A, Cowley Retail Park, Hillingdon  
Subject Trip Generation Technical Note  
Prepared By LM Checked and Authorised By CR

VELOCITY

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## 1 TRIP GENERATION TECHNICAL NOTE

### 1.1 OVERVIEW

1.1.1 Velocity Transport Planning (VTP) has been appointed to support the Proposed Development at Unit 1A Cowley Retail Park High Road Cowley UB8 2TE ('the site'), located within the London Borough of Hillingdon (LBH).

1.1.2 The 'Proposed Development' description for the live planning application (Ref: 64733/APP/2025/2786) is as follows:

*"Installation of mezzanine floor for use as Use Class E (Commercial, Business and Service)".*

1.1.3 Consultation comments were received from the LBH Air Quality officer dated 13<sup>th</sup> January 2026. Whilst there was no objection to the proposal, there was a request made for a £28,981 Section 106 contribution towards Air Quality Neutral mitigation, on the basis of the Proposed Development generating 22 daily two-way vehicle trips.

1.1.4 It is noted that there was subsequent engagement with the LBH Air Quality officer where it was noted that the contribution could be reduced if supporting information was provided to confirm that the majority of the trips would be existing on the network.

1.1.5 The purpose of this Technical Note (TN) is therefore to provide the required information to LBH to demonstrate that the majority of the trips generated are existing on the network.

### 1.2 PROPOSED DEVELOPMENT OPERATION

1.2.1 The proposed veterinary practice, which would serve as an ancillary function to the main existing operational Pets at Home store, would operate during normal retail hours (Mon–Fri 9am–8pm, Sat 9am–7pm, Sun 10am–4pm) and is expected to see only one to two clients per hour on a typical day.

### 1.3 TRIP GENERATION

1.3.1 It is noted that the AQ officer suggested the Proposed Development would generate a total of 22 two-way vehicle trips – with all these trips being new on the network, equating to a total contribution of £28,981.

1.3.2 A revised assessment of the potential trip generation of the site based on information provided by the Applicant is provided below:

#### CUSTOMER TRIP GENERATION

*Typical customer visits per day:*

- ⊙ There is an 11-hour operational period for the site during the weekday from 9am to 8pm, which would present the worst-case period in traffic terms as it is the longest operational period.



- It is assumed on average across the day there would be one customer per hour (allowing for some variation of the vets not being fully booked back-to-back each day). Each customer would arrive and depart, equating to 22 two-way trips (11 customers arriving and departing).

#### *Customers travelling by car:*

- Given the location of the site in proximity to the surrounding residential areas, with good connections by sustainable modes for people walking and cycling and a Public Transport Access Level (PTAL) score of 2 (being in close proximity to areas of PTAL 3 and above) where people are less likely to own a car, it is likely that not all customers will drive to the site.
- This is further supported by the operations of the vets being more associated with routine check-ups (e.g. vaccinations, fleas and worms visits which make up a significant proportion of their operations), where people can plan in advance and undertake the trip as part of walking their pet – it is assumed that up to 20% of the trips could be by modes other than private car. This leaves a total of 18 two-way potentially new trips generated.

#### *Linked Trips:*

- Given the proximity to the site in relation to the nearby commercial and retail land uses, as well as the planned nature of any appointment based operations, it is highly likely that the majority of the trips on the network would be associated with some form of existing trip, e.g. visits to the nearby supermarkets or adjacent retail units.
- Information provided by the Applicant suggests that a minimum 17% of visits to their vets are then followed by a purchase directly in the Pets at Home store. This provides a very conservative minimum as it does not account for:
  - Purchases made before the appointment;
  - Browsing with no purchase;
  - Linked trips to other retail park units; and
  - Trips already planned after/before for other reasons (e.g. trips to work in the peak hours, school drop-off, or other errands such as shopping).
- Reference is made to the TRICS Research Paper 14/1 'Pass-by and Diverted Trips (2014) which identifies that linked trips for out of Centre retail uses can be in the order of 60% (based on surveys identifying linked trips in the ratio of 58% and 65%). Whilst this study was primarily focussed on retail uses, it is considered that the conclusions would be applicable to the Proposed Development given the location of the site to the surrounding land uses within the retail park and its operational profile where appointments are typically planned, increasing the likelihood it is incorporated into other daily errands.
- It is also noted that due to the nature of the Proposed Development as an amenity and use which people are likely already fulfilling elsewhere within LBH, it is simply a case of diverting trips which are likely already undertaken within LBH, rather than creating new trips that would otherwise have not have occurred, as would be the case for a residential use which would create new trips in an area.
- By applying this linked trip reduction of 60% to the expected 18 two-way trips by car, this equates to a total of seven new two-way trips being generated.



### STAFF TRIP GENERATION

- ⦿ A total of up to four staff would be expected each day, with it assumed that 50% of staff would drive. This equates to a total of four two-way trips (two staff arriving and departing each day). Staff would be subject to measures within the Travel Plan that would seek to reduce this where possible.

### TOTAL TRIP GENERATION

- ⦿ The Proposed Development could therefore generate a maximum of 11 new two-way vehicle trips, though as above even this figure is likely conservative and the majority of the trips would already be existing and taking place within LBH.

1.3.3 A summary table of the trips generated is provided in **Table 1-1**.

**Table 1-1: Trip Generation Summary**

|              |                               | ASSUMPTION  | TRIPS GENERATED (TWO-WAY) |
|--------------|-------------------------------|---|---------------------------|
|              | Total Customer Visits per Day | 11 hour window with one customer per hour.  | 22                        |
| Customer     | Customer Visits by Car        | Of the 22 trips, only 80% will be by car.   | 18                        |
|              | Accounting for Linked Trips   | Of the 18 trips by car, 60% will already be associated with some other trip on the network. | 7                         |
| Staff        | Staff Trips                   | Four staff arriving and departing, with 50% travelling by car.                              | 4                         |
| <b>TOTAL</b> |                               |   | <b>11</b>                 |

## 1.4 CONCLUSION AND FURTHER MITIGATION

1.4.1 The Applicant would commit to the delivery of a Travel Plan (secured by condition) which would be used to further reduce the trip impacts of the site by promoting sustainable travel by customers and staff, which would further reduce the required Section 106 contribution.

1.4.2 Based on the information presented within this TN, the Proposed Development could generate up to 11 new trips on the network, as well as securing a Travel Plan by condition, meaning the required Section 106 contribution should be substantially reduced from what LBH originally proposed.

