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HEATHROW GARDEN CENTRE, SIPSON

Travel Plan

May 2015

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HEATHROW GARDEN CENTRE, SIPSON

Travel Plan

May 2015

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1 Introduction

1.1 Preamble

1.1.1 This Framework Travel Plan (TP) has been prepared by WSP on behalf of Lewdown Holdings Limited in support of the planning application for the development of 53 dwellings on the former Heathrow Garden Centre site, Sipson Road.

1.1.2 A Transport Assessment has also been prepared which assesses the transport related impact of the development proposal. This report sets out the details for the preparation, management and review of the full TP that will be developed for the site.

1.1.3 This TP seeks to set out how measures can be deployed to encourage the use of sustainable travel modes by residents of the proposed development and to therefore minimise the number of single occupancy vehicle (SOV) journeys which are made to and from the proposed development.

1.1.4 As such, this TP sets out a framework of measures, targets and monitoring processes which can be employed at the development in order to achieve a greater degree of use of sustainable travel modes.

1.1.5 This TP has been written with reference to relevant local and national planning guidance. TfL ATTrBuTE guidance has been followed throughout the Travel Plan in order to meet the required objectives.

1.2 The Benefit of Residential Travel Plans

1.2.1 The TP will provide a number of key benefits to both residents and visitors of the new development, as well as to the wider local community. Some of the benefits that could be achieved through this TP are set out below:

- Improved quality of life for residents – through adopting healthier lifestyles, e.g. replacing shorter car journeys with walking and cycling;
- Improved air quality – through reduced traffic congestion in the local community, as a result of the use of alternative modes to the private car for many local journeys or timing non-essential journeys to off-peak times; and
- Less vehicle congestion on local roads – as a result of fewer vehicles attempting to depart and access the development.

1.2.2 Through identifying an appropriate package of measures, and ensuring a joined up approach to the delivery of the TP, it is possible that all of these benefits can be achieved as part of the development. A summary of these benefits is shown in Diagram 1.1.



1.3 Report Structure

1.3.1 The structure of this TP is as follows:

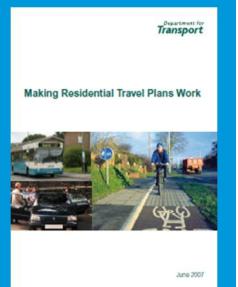
- Section 2 provides an overview of TP guidance and relevant national and local policy;
- Section 3 details the TP aims and objectives;
- Section 4 sets out the development proposals;
- Section 5 considers the existing transport conditions in the vicinity of the site;
- Section 6 provides information as to how the TP will be managed;
- Section 7 details information about how the TP will be promoted and marketed;
- Section 8 focuses on how the TP will be implemented;
- Section 9 sets targets and monitoring processes; and
- Section 10 summarises the TP.

2 National Policy and Guidance

2.1 Introduction

2.1.1 The sustainability of new development is of paramount importance and a significant amount of guidance has been produced on promoting lower carbon transport options such as walking, cycling and public transport, whilst advocating a reduction in the use of the private car. This section outlines key national and local policy context and best practice guidance under which this Travel Plan has been prepared.

Making Residential Travel Plans Work, Department for Transport, 2007



Policy Content	Relevance to this document
<p>The Department for Transport Document 'Making Residential Travel Plans Work' describes the challenge for the transport system, based on the associated demands from the building of new homes. As a result, minimising the impact on the transport system is a key challenge. The guidance states that development needs to take a sustainable design approach which will enable:</p> <ul style="list-style-type: none">■ Good access to local services■ High quality open areas to encourage walking, cycling, and recreational use of public space■ Access to public transport■ Provide real incentives so that individuals benefit from changing their travel behaviour and sustain these changes long term. <p>The document also identifies 'Smarter Choices' as an effective tool in reducing traffic and improving accessibility in residential areas. These can include car clubs, car sharing schemes, travel awareness campaigns and measures to reduce the need to travel, such as promoting home-working.</p> <p>The document also discusses the 'Travel Plan Pyramid', which is shown below.</p>	<p><i>This document promotes the use of Smarter Choices, stating that car sharing schemes, and promotional events could be used to reduce the need for single occupancy car journeys.</i></p> <p><i>Taking into account the travel plan pyramid (below), this TP also takes into account both hard and soft measures, ranging from cycle parking within the site masterplan, to the distribution of sustainable travel information packs to future residents.</i></p>

Diagram 1.2: Travel Plan Pyramid



The Pyramid helps to demonstrate the importance of both hard measures – “such as new bus stops and cycle ways”, and soft measures – “such as discounts on season tickets and help with individual journey planning” in reducing the dependence on car use, particularly Single Occupancy Vehicle (SOV) trips and encouraging sustainable modes of transport.

National Planning Policy Framework, DCLG, March 2012



Policy Content	Relevance to this document
<p>Adopted on 27 March 2012, the Department for Communities and Local Government's (DCLG) National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied.</p>	<p><i>This Travel Plan shows how the proposed development accords with Paragraph 29 of the NPPF which details transport as having:</i></p> <p><i>“... an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives.”</i></p>
<p>TPs are noted in Paragraph 36 of the NPPF as an important mechanism to facilitate measures to increase sustainability. As such, there is a requirement for developments which create a “significant” amount of trips to produce a TP.</p>	<p><i>This TP supports the proposals to increase sustainability of the site, and ensures the transport strategy is monitored and managed.</i></p> <p><i>As encouraged in the NPPF, the proposed development gives people a “real choice” regarding their mode of travel.</i></p>

2.2 Regional Policy & Guidance

The London Plan Spatial Development Strategy for Greater London, July 2011

THE LONDON PLAN
SPATIAL DEVELOPMENT STRATEGY FOR GREATER LONDON
JULY 2011

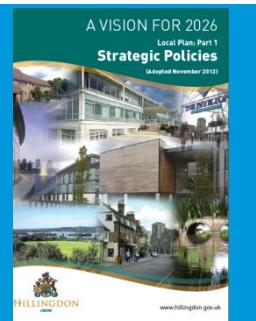
Policy Content	Relevance to this document
<p>The London Plan recognises that transport plays a fundamental role in addressing the whole range of spatial planning, environmental, economic and social policy priorities.</p> <p>Policy 6.1 stresses the importance of closer integration of transport and development and hopes to encourage this by (inter alia)</p> <ul style="list-style-type: none">Encouraging patterns of development that reduce the need to travel, especially by car;Seeking to improve the capacity and accessibility of public transport, walking and cycling, particularly in areas of greatest demand;Supporting measures that encourage shifts to more sustainable modes and appropriate demand management;Promoting walking by ensuring an improved urban realm; andSeeking to ensure that all parts of the public transport network can be used safely, easily and with dignity by all Londoners, including by securing step-free access where this is appropriate and practicable.	<p><i>This TP supports the proposals to increase sustainability of the site, and ensures the transport strategy is monitored and managed to encourage the reduction of the need to travel, especially by car, through demonstrating the good pedestrian and cycle connection to facilities.</i></p> <p><i>There are a number of potential measures that could be put in place to encourage shifts to more sustainable modes such as Sustainable Travel Information Packs that offer a range of information designed to promote sustainable travel.</i></p>

Transport for London (TfL) Travel Plan Guidance

Policy Content	Relevance to this document
<p><i>“The overarching purpose of a travel plan should be to encourage behaviour change which will lead to the use of more sustainable modes of travel and reduce overall travel to and from the site”</i></p> <p>TfL provide guidance to for the content that should be in a Residential Travel plan including the following:</p> <ul style="list-style-type: none">■ Objectives;■ Targets;■ Package of Measures;■ Management ;■ Monitoring; and■ Action Plan.	<p><i>The provision of Sustainable Travel Information Packs for residents will demonstrate the options available for sustainable travel and aims to facilitate travel behaviour change to more sustainable modes.</i></p> <p><i>This TP follows the structured guidance given by TfL to address and promote the overarching purpose of a Residential Travel Plan.</i></p>

2.3 Local Policy & Guidance

The Hillingdon Local Plan (November 2012)



Policy Content	Relevance to this document
<p>The Hillingdon Local Plan 'sets out the key elements of the planning framework for the borough over the next 15 years.'</p> <p>Chapter 9 of the Core Policies section deals with Transport and Infrastructure in the local area, with an overall aim of '<i>improving quality of life and reducing car dependency</i>', with a particular focus on how public transport can increase growth and regeneration.</p> <p>Chapter 9 of the report demonstrates a number of local transport policies and initiatives, including:</p> <ul style="list-style-type: none"> ■ Providing a sustainable transport network; ■ Reducing car dependency; ■ Supporting the economy; ■ Encouraging active travel; ■ Improving quality of life; and ■ Reducing congestion and smooth traffic flow. <p>One of the primary challenges of the Local plan is to accommodate 9,000 dwellings in the Heathrow Opportunity Area.</p>	<p><i>This TP supports the proposals to increase sustainability of the site and ensures the transport strategy is monitored and managed.</i></p> <p><i>Section 5 demonstrates the availability of a range of local facilities within walking distance of the site. The local positioning of such facilities will further encourage residents to increase the number of sustainable journeys when accessing these facilities, resulting in a reduction of car dependency.</i></p> <p><i>Cycling is encouraged around the site with the availability of the London Cycling Campaign route providing access to the strategic off road routes along the A4, improving quality of life and the provision of active travel for the local community.</i></p> <p><i>The Heathrow Garden Centre site is located within this area of potential housing growth and will accommodate some of the residential stock required to meet this objective.</i></p>

3 Travel Plan Aims & Objectives

3.1 Introduction

- 3.1.1 The previous section demonstrated how the delivery of sustainable development and travel patterns is an important objective at both national and local level.
- 3.1.2 The provision of sustainable development can be achieved in a number of ways, including the introduction of positive measures to encourage residents to use more low carbon and healthy travel options, such as walking, cycling, local public transport services and car sharing.

3.2 Travel Plan Aims

- 3.2.1 The overarching aim of this TP is to provide a tool for the provision of appropriate measures to encourage residents of the proposed development to use healthier and lower carbon transport options.
- 3.2.2 This would contribute to a greener, more sustainable development, providing added benefits to both future residents and the wider community.

3.3 Travel Plan Objectives

- 3.3.1 The objectives of this TP are to:
 - Support the proposed development as a sustainable community;
 - Facilitate and encourage greater use of sustainable transport options in preference to the use of single occupancy private cars;
 - Protect and enhance the environment in and around the site;
 - Provide the opportunity for residents to live a healthy and sustainable lifestyle; and
 - Promote the financial, health and environmental benefits associated with sustainable travel.
- 3.3.2 It is proposed that these objectives be achieved through the introduction of a package of measures that focus on promoting travel to and from the site by sustainable transport. It is envisaged that the package of measures proposed would inform and encourage residents to consider the lower carbon travel alternatives that are available for everyday trips.

4 Development Proposals

4.1 Proposed Development

4.1.1 The development proposals comprise of the construction of up to 53 dwellings, associated community facilities and the formation of a new ghost island arrangement at the existing Sipson Road access. The proposed arrangement would improve the existing vehicular access; specifications for this can be referred to in the Transport Assessment.

4.1.2 As shown on the illustrative site layout plan, the proposed development will be provided with an improved vehicular access via Sipson Road.

4.1.3 The level of car parking is to be provided in accordance with the LBH design guidance (London Borough of Hillingdon UDP Saved Policies September 2007). Table 4.1 sets out the maximum permitted parking levels per dwelling.

Table 4.1 Maximum Car Parking Standard

Description	Standard (per dwelling)
Flats and houses without individual curtilages with communal parking in garages or open car parking areas	1.5
Dwellings with curtilage parking	2.0

4.1.4 The level of cycle parking at the site will be provided in accordance with the LBH design guidance (London Borough of Hillingdon UDP Saved Policies September 2007).

Table 4.2 Minimum Cycle Parking Standard

Dwelling Size	Parking Requirement (per dwelling)
1 -2 bed	1.0
2+ bed	2.0

5 Existing Conditions

5.1 Introduction

5.1.1 This section details the existing conditions in the vicinity of the site with respect to the local transport network and facilities.

5.2 Existing Highway Network

- 5.2.1 With the site being accessed directly from the A408 Sipson Road it is very well placed with regards to access to the strategic road network, therefore limiting the impact that the development has on local residential routes.
- 5.2.2 To the north, the A408 Sipson Road connects to the A408 Holloway Lane that in turn provides direct connection to the M4 motorway.
- 5.2.3 To the south, the A408 provides direct connection to the A4 Bath Road.

5.3 Pedestrian and Cycle Connections

- 5.3.1 Walking enables an important means of travel at a local level and offers potential to substitute for short car trips, particularly those less than 2km. Cycling also provides the opportunity to substitute for short car trips, less than 5km, and to also form part of a longer journey by public transport. Research has shown that approximately 25% of all journeys and 80% of journeys less than one mile are made on foot. This section will demonstrate the site is within an acceptable walk and cycle distance from a number of local facilities.
- 5.3.2 There are a network of footways surrounding the site, providing access to West Drayton and a number of local facilities.
- 5.3.3 There is a strategic on road cycle route running past the site on Sipson Road. To the south of Sipson Lane, this connects to a London Cycling Campaign (LCC) advisory route provides access to the strategic off road routes that run alongside the A4 Bath Road.
- 5.3.4 To the north, the strategic on road cycle route provides connection into West Drayton and beyond.

5.4 Local Facilities

- 5.4.1 Guidance given by the Chartered Institute of Highways and Transportation (CIHT) in their publication 'Guidelines for Providing Journeys on Foot, 2000' suggests that in terms of commuting, walking to school and recreational journeys, walking distances of up to 2,000 metres can be considered, with the desirable and acceptable distances being 500 and 1,000 metres respectively.
- 5.4.2 For non-commuter trips the guidance suggests that walk distances of up to 1,200 metres can be considered, with the desirable and acceptable distances being 400 and 800 metres respectively.

Table 5.1 CIHT Suggested Acceptable Walking Distances (metres)

CIHT standard	Trip Purpose		
	Town Centres (m)	Commuting / School Sight Seeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Source: CIHT 'Guidelines for Providing Journeys on Foot'. National Travel Survey. Local Transport Note 1/04.

5.4.4 Local and national planning policies place significant emphasis on the need to integrate land use, transport and planning decisions.

5.4.5 Table 5.2 provides a summary of the local facilities that are within 2km of the proposed development which is considered a reasonable walking distance.

Table 5.2 Distance to Local Facilities

Destination	Walk Distance
The Plough Public House	100m
Heathrow Primary School	300m
King William Public House	300m
Indian Restaurant	400m
Hairdresser	400m
Cherry Lane Primary School	500m
Sipson Road Post Office	500m
Indian Restaurant	500m
Ansell Garden Centre	600m
Little Harlington Playing Fields	1km
Heathpark Golf Course	1.1km
Sipson Road Local Shops (Including: Tesco Express, hairdressers, restaurants, takeaways, convenience store)	1.3km
The Co-operative Childcare Heathrow Nursery	1.4km
Yiewsley and West Drayton Community	1.4km
Harlington Sports Ground (rugby and football pitches, floodlit astro-turf pitches and fitness gym)	1.5km
Harlington Centre (Including: Co-op store, Pharmacy, Restaurants, Public Houses)	1.6km

West Drayton Library	1.6km
Heathrow Goals (Soccer Centre)	1.8km
Glendale Medical Centre	2km
Harlington School	2km

5.4.6 It can be seen that there is a good selection of local facilities provided within walking distance of the site.

5.4.7 The nearest secondary school is Harlington School located a 2.0km walking distance to the north-east of the site. Bus service 222 also provides access to two further secondary schools, St Marks Catholic School and Lampton School, which are located approximately 5.0km to the south-east of the site.

5.5 Public Transport: Buses

5.5.1 The site is served by bus route 222 that operates between Uxbridge and Hounslow.

5.5.2 The closest stops to the site are located on Sipson Road, less than 100m to the north of the site. Both the northbound and southbound stops have seats and a shelter. Pedestrian access between the site and the northbound stop is aided by a dropped kerb.

5.5.3 A summary of the service is provided in Table 5.3 below.

Table 5.3 Local Bus Service

Route Number	Route Description	Frequency	
		Monday – Saturday	Sunday
222	Uxbridge - Cowley - West Drayton - Heathrow Airport North - Cranford - Hounslow	8 min	12 min

5.5.4 Bus service 222 provides access to a number of destinations, including West Drayton railway station and Hounslow West underground station.

5.5.5 The service also provides direct connection to Heathrow Airport, a major employer in the local and sub-regional area.

5.6 Public Transport: Rail

5.6.1 The closest railway station to the site is West Drayton, located approximately 2.0km to the north-west of the site, with bus service 222 providing direct access.

5.6.2 West Drayton is on the Great Western Mainline, being served by Great Western Trains, providing local stopping services between London Paddington to the east and Reading to the west. West Drayton will also be served by Crossrail.

5.6.3 A summary of some of the destinations served directly from West Drayton is provided below along with the journey time.

■ Reading	34min
■ Maidenhead	19min
■ Slough	11min
■ Langley	7min
■ Iver	3min
■ Hayes and Harlington	4min
■ Southall	8min
■ Ealing Broadway	15min
■ Paddington	25min

5.6.4 Hounslow West underground station is located 5.0km to the south-east of the site and is also accessed directly via bus service 222. Hounslow West is on the Piccadilly line, providing access to central London, with Earls Court a 30 minute journey away.

6 Travel Plan Management

6.1 Travel Plan Coordinator

6.1.1 The Travel Plan Coordinator (TPC) would hold overall responsibility for the delivery of the full Travel Plan.

6.1.2 A management team and TPC will be provided and funded by the end developer.

6.1.3 The TPC will have the day to day responsibility and the implementation of the TP and measures. Given the development quantum, it is envisaged the TPC role would be part time, although the TPC will be accessible to residents throughout the week to provide necessary support and information, and will report all TP findings to the local authority.

6.1.4 The exact job description of the TPC will need to be discussed with the local authority in due course. It is envisaged that the TPC will be appointed up to three months before occupation, and contact details provided to the local authority as soon as they are available. Sales staff would also be trained in order to make prospective residents aware of opportunities for sustainable transport in the local area and the benefits that the development provides.

6.1.5 The role of the TPC is likely to include:

- Liaison with residents to explain the objectives and benefits of the TP to ensure awareness encourage participation;
- Acting as a focal point for all transport, access and travel related issues in relation to the development;
- Actively encouraging and promoting walking, cycling or public transport use to travel to and from the site, where possible, during the life of the TP. Hence residents will be made fully aware of different travel options which are available from the site;
- Obtaining up to date details of the information required in the TP;
- Implementing, monitoring and reviewing the TP; and
- Liaison with the local authority with respect to initiatives, the development of the TP, evaluation of monitoring and the setting of targets for modal shift etc.

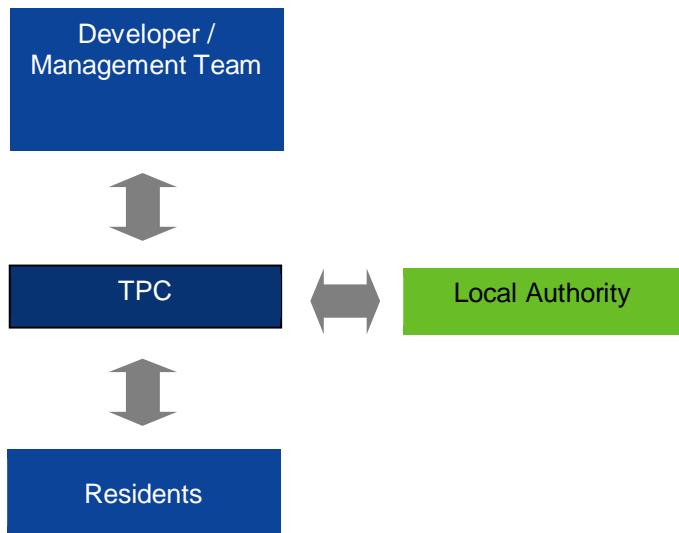
6.1.6 In addition, the TPC will be responsible for obtaining data on existing travel patterns to:

- Provide a baseline against which travel monitoring can be undertaken;
- Enable the TPC to effectively forecast the likely future transport and travel requirements of the development; and
- Provide travel activity information to the relevant authorities such as bus operators and the local authorities when requested.

6.1.7 The TPC will report to the management team on the progress of the measures introduced through the TP and on progress against targets. The management structure proposed is shown in Diagram 6.1 below.

6.1.8 The TPC will also welcome opportunities to liaise with the local authority and external stakeholders, as necessary, to address any transport issues and opportunities that may arise and be beyond the scope of this TP.

Diagram 6.1 TPC Management Structure



7 Travel Plan Promotion & Measures

7.1 Overview

7.1.1 There are a wide range of measures that can be implemented to meet the aims and objectives of this TP.

7.2 Travel Plan Measures

7.2.1 The measures that are proposed for incorporation into the full Residential Travel Plan are detailed below:

Ongoing Promotion and Marketing

7.2.2 A Travel Plan Information Board could be located within the sales office and, upon full occupation, be advertised within a community notice board. The Information Board would help raise awareness of alternative transport choices and highlight the benefits of sustainable travel associated with the development location. Plans of local pedestrian and cycle routes and the nearest bus stops could also be posted on the board.

Residential Sales Staff Training

7.2.3 Training could be provided to all sales staff that would be responsible for meeting with prospective residents at the new development. The training would focus on ensuring that all staff are familiar with the objectives of the Travel Plan and are able to communicate to prospective buyers the sustainable travel opportunities available. Staff training would be repeated by the TPC.

7.2.4 This would help to promote the sustainable characteristics of the site to prospective buyers and help to ensure that all new residents of the development are aware that sustainable travel information would be available to them.

7.2.5 Sales and marketing literature aimed at prospective buyers of homes would highlight the sustainable nature of the development in terms of its location and connectivity to the surrounding local area.

7.3 Sustainable Travel Information Pack

7.3.1 Upon occupation, residents would receive a 'Sustainable Travel Information Pack' that would summarise and contain detail on the measures detailed above. Through the information provided in the pack, residents of the development would be in a better position to make informed choices about how they choose to travel to and from the development. The pack could include;

- An overview of the objectives and structure of the proposed Travel Plan, why the scheme is in place, and what advice is available on sustainable travel options;
- The benefits that having a Travel Plan brings to individuals, the community and to the environment;
- Detail on the incentives being offered to residents to encourage sustainable travel;
- Contact details of the TPC, should residents have any transport or travel problems, or ideas they wish to discuss;
- Up to date bus and rail timetables;

- Pedestrian and cycle route maps of the surrounding area, including access to the nearest local facilities;
- Details of local taxi companies;
- Details of local retail outlets that provide home delivery services;
- Details on how to get involved in the TP Forum*;
- Bus and / or cycle voucher application form; and
- Information on which broadband providers are available from the exchange serving the site.

* A TP forum is a group of individuals and or organisations which meet to discuss travel matters relating to the site. The forum would typically include representatives from the local community, highway authority and local planning authority.

7.3.2 Information packs could be provided to all new residents for the first two years following first occupation. This could include new occupiers to dwellings which are sold within this period and could be achieved through liaison with residents and local estate agents. The appointed TPC would be responsible for the compilation and maintenance of the information provided within the packs.

7.4 Summary

7.4.1 Table 7.1 provides a summary of the suitable measures for this TP.

7.4.2 For ease of reference, the TP objectives are:

- 1 To support the development proposals as a sustainable community;
- 2 To facilitate and encourage greater use of sustainable transport options including walking, cycling and public transport in preference to the use of the private car and especially SOV trips;
- 3 To protect and enhance the environment in and around the site; and
- 4 To promote a lifestyle to residents that includes healthy, sustainable living.

Table 7.1 Summary of Travel Plan Measures

Measure / Initiative	Addresses Objective
Ongoing Promotion and Marketing	1 / 2 / 4
Promotional Events	1 / 2 / 4
Promoting Car Sharing	2
Sustainable Travel Information Website	1 / 2 / 3 / 4
Bus Service Trial Tickets	2 / 4
Cycle Discounts	2 / 4
Resident's Sustainable Travel Information Pack	1 / 2 / 3 / 4
Sales Staff Training	1 / 4

8 Implementation Action Plan

8.1 Implementation Action Plan Proposal

8.1.1 As noted previously, the future end developer and/or Site Management Company would likely appoint a TPC prior to the first occupation at the proposed development. This would ensure that preparation of measures to be introduced either prior to, or on first occupation, can be progressed. This would ensure that lower carbon travel patterns are actively encouraged amongst residents from the outset.

8.1.2 To ensure delivery and ownership of specific measures it would be necessary to set out an 'Action Plan' for implementation and review. Table 8.1 sets out an action plan based on the indicative measures as specified earlier in this Framework Travel Plan. This includes site-wide measures to be implemented and associated timescales or trigger points.

Table 8.1 Potential Implementation Action Plan

Trigger	Task / Measure	Likely Delivery Responsibility
Prior to first occupation	Appoint a Site Management Company	Lewdown Holdings Limited
	Appoint a site-wide Travel Plan Coordinator	Site Management Company
	Sales Staff Training	Lewdown Holdings Limited
	Secure Cycle Parking	Lewdown Holdings Limited
	Preparation of Sustainable Travel Information Packs	Travel Plan Coordinator
	Fund and make arrangements for free bus travel trial	Lewdown Holdings Limited/ Travel Plan Coordinators
	Fund cycle voucher and secure discounts with local retailers	Lewdown Holdings Limited / Travel Plan Coordinator
	Distribute Sustainable Travel Information Packs	Travel Plan Coordinator
Following first occupation	Organisation and holding of promotional events (including car sharing)	Travel Plan Coordinator
	Undertake travel surveys after 6 months or 50% of occupation, whichever is sooner	Travel Plan Coordinator
	Analyse travel surveys, discuss outcome with the local authority and update Travel Plan as necessary	Travel Plan Coordinator
	Repeat travel surveys, review effectiveness of initiatives, results and targets and discuss with the local authority. If insufficient progress is deemed as being made, then introducing further toolkit measures could be considered, as advised by the TPC.	Travel Plan Coordinator
One year after initial travel survey and annually after that up to five years	Repeat travel survey and review progress against target. Discuss performance with the local authority and agree any future requirement for monitoring or use of recovery measures.	Travel Plan Coordinator

9 Targets and Monitoring

9.1 Travel Plan Targets

9.1.1 A number of possible targets are suggested below for consideration. These targets are divided amongst those relating to delivering outputs and those related to achieving outcomes.

- **Output targets** – These targets relate to the implementation of the measures to be introduced as part of the Travel Plan. They help ensure that Lewdown Holdings Limited remain on course with the delivery of the different measures contained within the Travel Plan.
- **Outcome targets** – These targets relate to the effect of implementing the travel planning measures, and include, for example, reducing the overall proportion of journeys being undertaken from the proposed development by car.

9.2 Output Targets

9.2.1 The output targets provided within Table 9.1 are suggested for adoption:

Table 9.1 Travel Plan Output Targets - Examples

Output Target	Responsibility	Timescale
Appoint and fund a Travel Plan Coordinator	Lewdown Holdings Limited	Prior to first occupation of proposed development
Sales staff trained on Travel Plan content	Lewdown Holdings Limited	Prior to first occupation of proposed development
Preparation of Sustainable Travel Information Pack	Travel Plan Coordinator	Prior to first occupation of proposed development
Liaise with bus operators to procure trial travel tickets	Travel Plan Coordinator	Prior to first occupation of proposed development

9.3 Travel Information and Outcome Targets

Trip Generation

9.3.1 As part of the modelling assessment, WSP have sourced representative trip rates from the TRICS database. A summary of the resultant vehicular trip generation figures for the 53 dwellings are presented in Table 9.2 below. Trip rates can be found in the accompanying TA.

Table 9.2 Total Development Generation (53 units)

Peak	Arrival	Departure	Total
AM (08:00-09:00)	9	23	32
PM (17:00-18:00)	21	12	33

Multi Modal Trip Generation

9.3.2 The site is located in the Heathrow Villages ward which is significantly more rural in character compared to the adjacent Pinkwell ward. Therefore the Census data from the Pinkwell ward has been used as it is considered to be more representative of the travel patterns which may be expected from the proposed development.

9.3.3 The 2011 Travel to Work Census data for the Pinkwell ward has been examined and is summarised in Table 9.3.

Table 9.3 Travel to Work Census Data

Travel Mode	Percentage
Work Mainly at or From Home	2.6%
Underground, Metro, Light Rail, Tram	5.9%
Train	7.3%
Bus, Minibus or Coach	20.7%
Taxi	0.4%
Motorcycle, Scooter or Moped	0.8%
Driving a Car or Van	52.5%
Passenger in a Car or Van	3.5%
Bicycle	1.1%
On Foot	4.6%
Other Method of Travel to Work	0.6%
TOTAL	100%

Source: ONS (QS701EW) Pinkwell Ward

9.3.4 From Table 9.3 it can be seen that the Pinkwell Ward has a high proportion of trips being made by sustainable modes, with the 'car driver' travel mode proportion being 52.5%. The TP's mode share target has therefore been set to maintain these current low levels of car travel.

9.4 Travel Plan Monitoring

9.4.1 It is suggested that annual monitoring be undertaken for a period of five years following initial surveys.

9.4.2 The objective of the monitoring process is to measure the progress of the TPs against the respective modal split target. If progress against the target is not being demonstrated, the introduction of additional recovery measures may be potentially undertaken to help meet the target, as set out in the following section.

9.5 Recovery Measures – Action Plan

9.5.1 It is important to illustrate a typical course of remedial action should progress towards the targets agreed with the local authority not be achieved. Table 9.4 summarises a step-by-step approach to introducing a series of recovery measures designed to bring the TP back on course, should the initial Implementation Action Plan fail to achieve the associated targets.

9.5.2 The remedial measures would commence with notification to LBH of any failure to reach the target mode share.

Table 9.4 Typical Interim Recovery Measures Action Plan

Order to be taken	Action
1	Notification of failure to meet mode share target
2	Meeting of TPC and local authority to discuss way forward and potential additional mutually convenient and voluntary measures
3	Potentially offer a full 'Personal Travel Planning' service to all residents at the proposed development, providing individually tailored sustainable travel information specific to their own journey to work, including further incentives to use sustainable modes.
4	TPC to meet with local authority to discuss further potential measures and a possible revision to mode share targets

9.6 Summary

9.6.1 The site for this development is located in an area where there are multiple opportunities to travel by more sustainable modes of travel.

10 Summary

- 10.1.1 This plan focuses primarily on how residents of the proposed development can be encouraged to use sustainable modes of transport to make journeys to and from the site.
- 10.1.2 The measures proposed within this document would not only bring associated benefits to residents of the new development, but would also help to mitigate any transport impacts that the development may have on the wider local community.
- 10.1.3 To deliver this effectively, a TPC would be appointed to lead the delivery of the travel plan. Their duties could include preparing travel information materials for dissemination to residents of the proposed development, encouraging adoption of the measures and actively monitoring progress.
- 10.1.4 An interim residential mode share target has been identified but would be subject to further consideration before incorporation in to the Full Residential TP. This could be revised following an initial travel survey and also related to traffic generation rates that were agreed and used within the Transport Assessment.
- 10.1.5 Information gathered from the surveys would support the ongoing review and development of the Full Residential TP.

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