

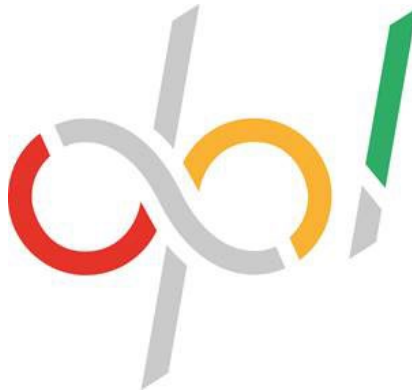


TRAVEL PLAN

UNITS 6&7 ORBITAL INDUSTRIAL ESTATE

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Development Planning Limited
 Old Barn 418 Aberford Road
 Stanley
 Wakefield
 WF3 4AA
 01924 684 000
info@devplanning.co.uk
www.devplanning.co.uk
 Company Number : 08771328



A CARBON NEUTRAL COMPANY

WE ARE PROUD TO BE OFFSETTING
 ALL OUR OPERATIONAL BUSINESS
 CARBON EMISSIONS THROUGH
 INTERNATIONALLY CERTIFIED PROJECTS.

FOR THE PLANET AND FOR THE FUTURE

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Appendices

None

1. COMPANY COMMITMENT

1.1 COMMITMENT

1.1.1 The following are the objectives for this Unit Travel Plan for the occupier:

- Ensure the Site is accessible to all and that the needs of vulnerable groups, e.g., those with mobility impairments;
- Promote walking and cycling as an alternative to public transport use;
- Increase awareness of the TP and its constituent measures;
- Encourage the most efficient use of servicing vehicles;
- Promote smarter working and living practices that reduce the need to travel overall or during the peak periods;
- Encourage staff to use sustainable transport modes to access the Site, particularly walking and cycling;
- Encourage the use of cycle parking and associated facilities on Site;
- Improve the safety of persons travelling to and from the Proposed Development on foot or by cycle;
- Improve the health of staff and minimise the impacts on the environment; and
- Reduce single occupancy car use over the life of the Travel Plan.

1.1.2 These objectives may change over time due to the results of the surveys, changes within the organisation and changes to the environment around it, however our overall commitment to reducing the impact of our operations on the road network will remain. Any changes are to be presented to the highway authority for approval prior to implementation.

1.1.3 We are committed to implementing the Travel Plan to help us to deliver these objectives, helping to reduce our impact on the environment.

Name:

Position

Signed: (On behalf of the Shubnam Foods)

1.1.4 The nominated Travel Plan Co-ordinator for the unit is detailed below. In signing this commitment, the Unit Travel Plan Co-ordinator commits to having read, understood and being committed to delivering the Travel Plan.

Name:

(Unit Travel Plan Co-ordinator)

Signed:

2. INTRODUCTION

2.1 BACKGROUND

- 2.1.1 This Unit Travel Plan has been produced by Development Planning Limited for occupiers of Units 6 and 7 Orbital Industrial Estate. This document has been prepared in conjunction with the operator, Shubnam Foods.
- 2.1.2 The unit is forecast to be operated with 8 members of staff. The Travel Plan relates to the staff within the unit.

2.2 PLANNING CONDITION

- 2.2.1 This Travel Plan has been prepared to address Condition 4 of planning permission 72906/APP/2022/2555 for the change of use of Units 6 and 7 to provide flexible industrial uses within the buildings.

- 2.2.2 Condition 4 states:

Prior to the first occupation of the development hereby approved, a Low Emission Strategy (LES) shall be submitted to and approved in writing by the Local Planning Authority. The LES shall address but be not restricted to:

A) the implementation of a fast electric vehicle charging bay.

B) a clear and effective strategy to encourage staff / users to

- i) use public transport;*
- ii) cycle / walk to work where practicable;*
- iii) enter car share schemes;*
- iv) purchase and drive to work zero emission vehicles.*

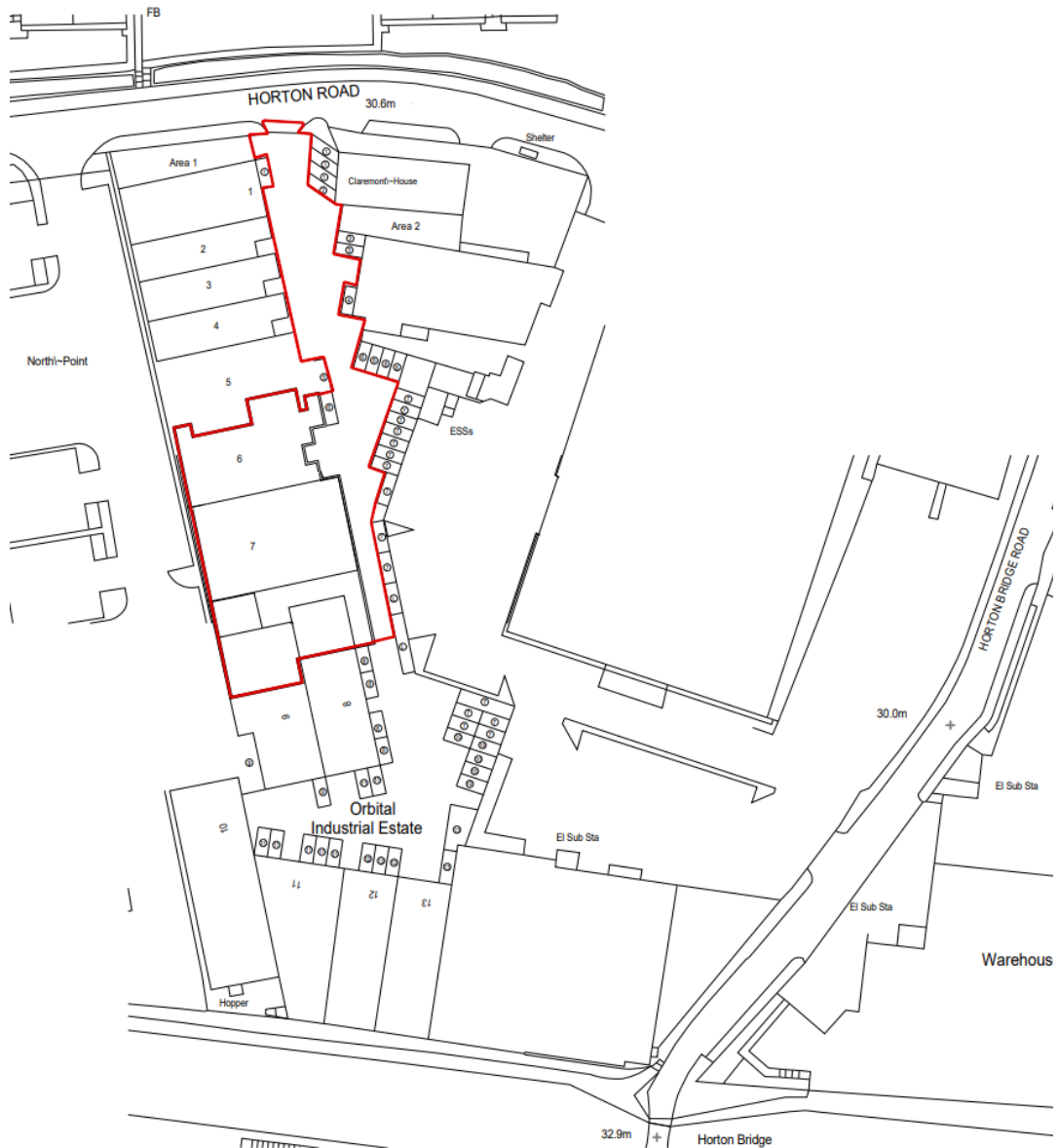
The measures in the agreed scheme shall be maintained throughout the life of the development.

- 2.2.3 This TP is proportionate to the size of the unit and the number of expected employees.

2.3 SITE LOCATION

- 2.3.1 The site is located at Units 6 and 7 Orbital Industrial Estate, Horton Road, Yiewsley.
- 2.3.2 The units are located on Horton Road, West Drayton which gives direct access to the M4 (J4) Heathrow Spur via Horton Road and the A408 Stockley Road Bypass. West Drayton station is within 5 minutes walking distance of the estate, providing regular services to London Paddington.
- 2.3.3 The site is a small industrial estate with buildings arranged around a parking area.
- 2.3.4 The site location plan formed part of the planning application package and has been extracted below/ overleaf for ease of reference.

Figure 2.1 Site Location Plan (Extract)



2.3.5 The site is located within the wider industrial estate, surrounded on all sides by employment land uses.

2.3.6 To the north of Horton Road are residential land uses.

2.3.7 To the south of the site is the Grand Union Canal and railway lines.

2.4 DEVELOPMENT PROPOSAL

2.4.1 The development consists of two adjoining warehouse buildings located at the Orbital Industrial Estate.

2.4.2 The site is a small industrial estate with buildings arranged around a parking area.

2.4.3 The total existing floor area of Unit 6 is 367 and Unit 7 is 786 sqm (GIA).

2.4.4 Units 6 and 7 will be occupied by the same B8 operator for the storage and distribution of food.

- 2.4.5 The site will retain its existing pedestrian access point from Horton Road and existing connections to the footpath will be retained as existing.
- 2.4.6 The access is well lit and sufficiently wide given footfall is generally low.
- 2.4.7 Vehicle Access will remain as from Horton Road as existing. Traffic flows from the development are expected to be around the same magnitude as the existing use and therefore the existing access will remain satisfactory.
- 2.4.8 In terms of car parking, 15 spaces are provided for unit 7. There is a communal parking area to the front of the estate with additional parking.
- 2.4.9 There is a secure yard area for additional parking in addition to the above, if overspill parking is needed.
- 2.4.10 There is no proposed change to the number of parking spaces for these units.
- 2.4.11 There is no HGV parking on site and the size of the units does not require HGV servicing.
- 2.4.12 There is capacity within the site for van parking. (LGV/luton vans). The image below shows van parking at the site.

2.5 WASTE STORAGE AND COLLECTION

- 2.5.1 A dedicated waste store is proposed within the service yard of the Proposed Development. The waste store will provide provision for the storage of all Site waste.
- 2.5.2 The waste collection strategy will be determined once the Site is occupied. The frequency of waste collection will be influenced by the nature of the business of the occupant and will be managed by either a public or private waste management company.
- 2.5.3 Waste collection and removal will likely be carried out using Eurobins and trade skips.

2.6 PLANNING POLICY CONTEXT

- 2.6.1 This section sets out the policy context. Development and growth is encouraged at a national, regional and local level. How this is made sustainable in the longer term is by encouraging walking, cycle and public transport use. The policy documents reviewed include:
 - National Planning Policy Framework 2024
 - The London Plan
 - The Hillingdon Local Plan
- 2.6.2 The current National Planning Policy Framework (NPPF), updated in December 2024, sets out several transport objectives designed to facilitate sustainable development and contribute to wider sustainability by giving people a wider choice about how they travel, in particular Section 9 'Providing Sustainable Transport'.

117. Within this context, applications for development should:

a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

2.6.3 When considering access by sustainable travel modes, Paragraph 110 of the Framework requires that the nature and location of development is taken in to account:

2.6.4 *...However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.*

2.6.5 In defining how larger developments should protect and exploit opportunities for the use of sustainable transport modes it considers that:

117. All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.

2.6.6 This document is the Unit Travel Plan for the site, in line with the requirements of the policy.

2.6.7 National Planning Practice Guidance 'Travel Plans, Transport Assessments and Statements in Decision-Making' (2014)

2.6.8 National Planning Practice Guidance (NPPG) provides advice on when Travel Plans, Transport Assessments and Statements are required, and what they should contain. The Guidance is regularly updated, with the last update being in March 2014.

2.6.9 The London Plan sets out its transport policies in Chapter 10. This includes Policy T1 which seeks to facilitate sustainable modes of transport.

2.6.10 Policy T4 relates to transport impacts and suggests that proposals should reflect and be integrated with current and planned transport access, capacity and connectivity.

2.6.11 Local DM Policy is set out at Chapter 8 of the Development Management Policies Document. The relevant policies are:

- Policy DMT 1 – Managing Transport Impacts
- Policy DMT 2 – Highways Impacts
- Policy DMT6 – Vehicle Parking

2.7 TRAVEL PLAN BENEFITS TO THE BUSINESS

2.7.1 As well as the health and wealth benefits to employees of operating a Travel Plan, there are benefits to the business to. These include:

- Business efficiency;
- Environmental responsibility; and
- Social responsibility.

2.7.2 Each of these benefits are discussed below/ overleaf.

2.8 BUSINESS EFFICIENCY

2.8.1 Developing a Unit Travel Plan can improve customer access and reduce costs. These include issues such as:

- Human Resources - being a more responsible employer can have benefits in the recruitment and retention of staff;
- Transport Costs - by minimising business travel;
- Less car parking spaces can reduce capital, management and maintenance costs and make the land for something else; and
- A healthier workforce means less staff absence.

2.9 ENVIRONMENTAL RESPONSIBILITY

2.9.1 Unit Travel Plans can reduce the environmental impact of an organisation's activities. Reducing travel reduces air and noise pollution, and traffic congestion.

2.9.2 This Travel Plan Statement could help to support the aims of environmental responsibility.

2.10 SOCIAL RESPONSIBILITY

2.10.1 Many businesses are committed to conducting business in an ethical manner and continually review processes to ensure they act responsibly. A Travel Plan can aid towards social responsibility by reducing the impact of development operations on the local transport networks.

2.10.2 Businesses are increasingly questioning the environmental and social ethics of an organisation when selecting their supply chain. A Unit Travel Plan can have a positive effect on the following issues:

- Corporate Social Responsibility - Includes looking after how your staff travel to and from work;
- Investors in People - This national standard sets good practice for improving performance through employees. It requires employers to take specific actions to support and develop their employees. The widening of travel choices and the processes involved could motivate and support employees;
- Work Life Balance - Tele-working and flexible and compressed hours not only help employees to better manage their work and home commitments. This can also reduce the amount of travel and peak period travel;
- Equal Opportunities - Free car parking is common but it is hardly equitable. It is a benefit to car users which is not beneficial for non car users; and
- Social inclusion - A Unit Travel Plan will help to ensure that your development is accessible to all.

3. EXISTING ACCESSIBILITY

3.1 INTRODUCTION

- 3.1.1 The transport hierarchy requires sustainable modes of transport to be afforded the highest priority in terms of access. In reviewing planning applications, the Framework sets out the hierarchy for consideration of transport issues, which prioritise sustainable travel modes over the private fossil fuel powered car.

117. Within this context, applications for development should:

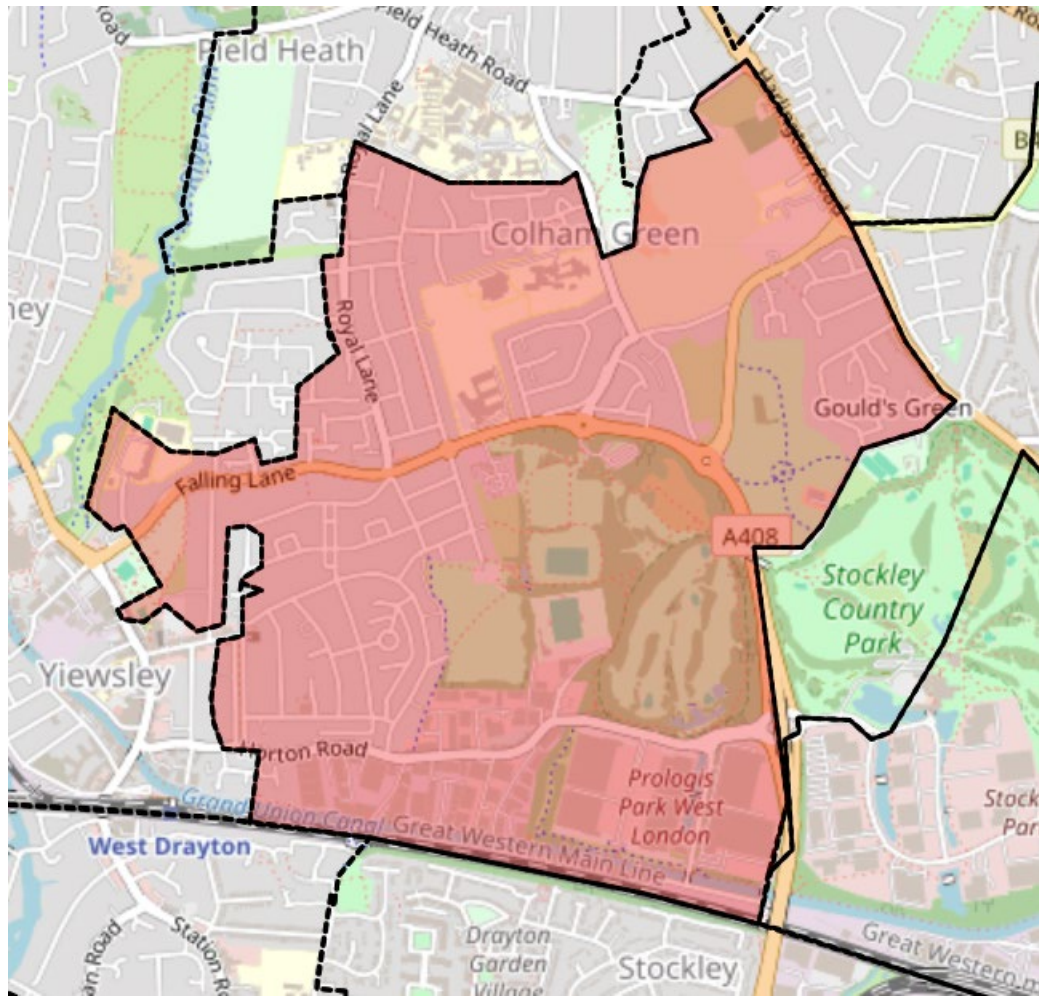
- a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.*

- 3.1.2 This chapter sets out the accessibility of the site.

3.2 MODE SHARE

- 3.2.1 In order to inform this chapter, a review of Census data has been undertaken to provide a baseline mode share for the local area.
- 3.2.2 A Census was undertaken in 2021, however due to this being at the tail-end of the Covid-19 pandemic restrictions the results could have been affected. Instead, the 2011 Census data has been utilised. It should be noted that travel patterns have changed since 2011, with an increase in walking and cycling (brought about during the Covid-19 pandemic) and, also, increased worktime flexibility and/ or home working.
- 3.2.3 The site sits within Middle Super Output Area Hillingdon 025. Hillingdon 025 includes the site, other industrial units close to the site and a predominantly residential area.
- 3.2.4 The Census table WP7701EW – Method of Travel to Work (2001 Specification) by Distance Travelled to Work (Workplace Population) has been utilised to assess a baseline for sustainable mode share.
- 3.2.5 The Middle Super Output Area is shown below/ overleaf.

Figure 3.1 Middle Super Output Area Hillingdon 025



3.2.6 The mode utilised to travel to work is materially influenced by travel distance, with those closest to the site, under 2km, having greater access to active travel modes than those who live in excess of this distance.

3.2.7 The travel to work mode share data by distance travelled to work is summarised below.

Table 3.1 Mode Share (By Distance Travelled) Summary

	Less than 2km	2km to 5km	5km to 10km	Over 10km	All
Proportion of Workers	12%	13%	18%	45%	89%
Public Transport	10%	17%	14%	12%	13%
Drive	51%	69%	77%	84%	76%
Cycle	6%	3%	1%	1%	2%
Foot	26%	3%	1%	0%	4%

	Less than 2km	2km to 5km	5km to 10km	Over 10km	All
Other (including car share)	7%	8%	7%	3%	5%

3.2.8 The total proportion of workers set out in Table 3.1 is 89%, with the residual 11% consisting of those within the Middle Super Output Area who mainly work from home (5%) and those who have no fixed place of work, such as a mobile business (6%).

3.2.9 Excluding the work from home and no fixed place of work, the baseline mode of travel for the local area is summarised below.

Table 3.2 Baseline Mode Share

	All
Public Transport	13%
Drive	76%
Cycle	2%
Foot	4%
Other (including car share)	5%

3.2.10 The baseline mode share will be utilised to set the mode share targets for the unit.

3.3 ACTIVE TRAVEL

3.3.1 Active travel consists of walking, wheeling and cycling. Wheeling is defined by Wheels for Wellbeing as:

An equivalent alternative to foot/pedestrian-based mobility. Includes wheeled mobilities such as manual self- or assistant-propelled wheelchairs, including wheelchairs with power attachments or all-terrain attachments (such as the "Freewheel"), powered wheelchairs, mobility scooters (three and four-wheeled) and rollators. Some people rely on their cycle to move (at a pedestrian's pace) through pedestrianised environments when it is not physically possible to walk/push their cycle. Some people use their cycle as a walking aid, by leaning on it, some people use e-scooters (with or without a seat), to wheel/scoot through pedestrianised environment if they cannot walk unaided.

3.3.2 Terms relating to walking and pedestrians within this chapter are used for highway users who are not travelling by vehicle (motorised or a cycle). Where travel distances and times are quoted, it is accepted that these vary between individual users and have been assessed based upon commonly accepted guidelines.

- 3.3.3 Active travel modes are affordable and safe transportation options that do not generate emissions, traffic noise or traffic congestion, and instead boost mental and physical health.

3.4 WALKING AND WHEELING

- 3.4.1 Walking, wheeling and cycling are affordable and safe transportation options that do not generate emissions, traffic noise or traffic congestion, and instead boost mental and physical health.
- 3.4.2 When considering all trip-purposes the National Travel Survey states that 82% of journeys under one mile are made by pedestrians.
- 3.4.3 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled Providing for Journeys on Foot (2000) suggests walking distances which are relevant to this application. These distances are shown in Table 3.3.

Table 3.3 Suggested Acceptable Walking Distances

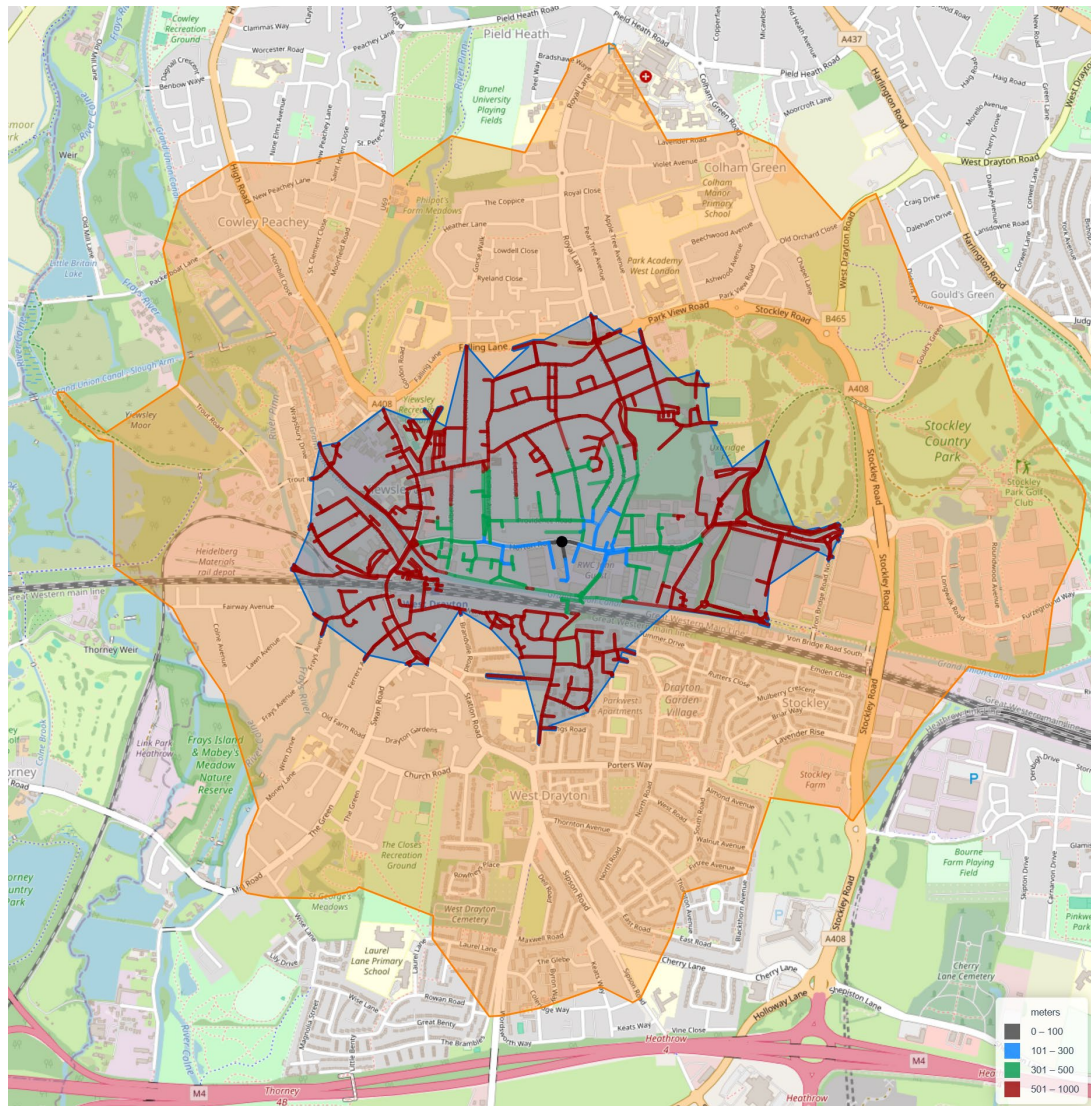
Criteria	Town Centres (m)	Commuting/ School/ Sightseeing (m)	Elsewhere/ Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

- 3.4.4 Whilst Table 3.3 provides useful guidance on walking distances, Manual for Streets provides a context for interpreting them. Manual for Streets states that:

The propensity to walk is influenced not only by distance, but also by the quality of the walking experience. A 20-minute walk alongside a busy highway can seem endless, yet in a rich and stimulating street, such as in a town centre, it can pass without noticing. Residential areas can offer a pleasant walking experience if good quality landscaping, gardens or interesting architecture are present.

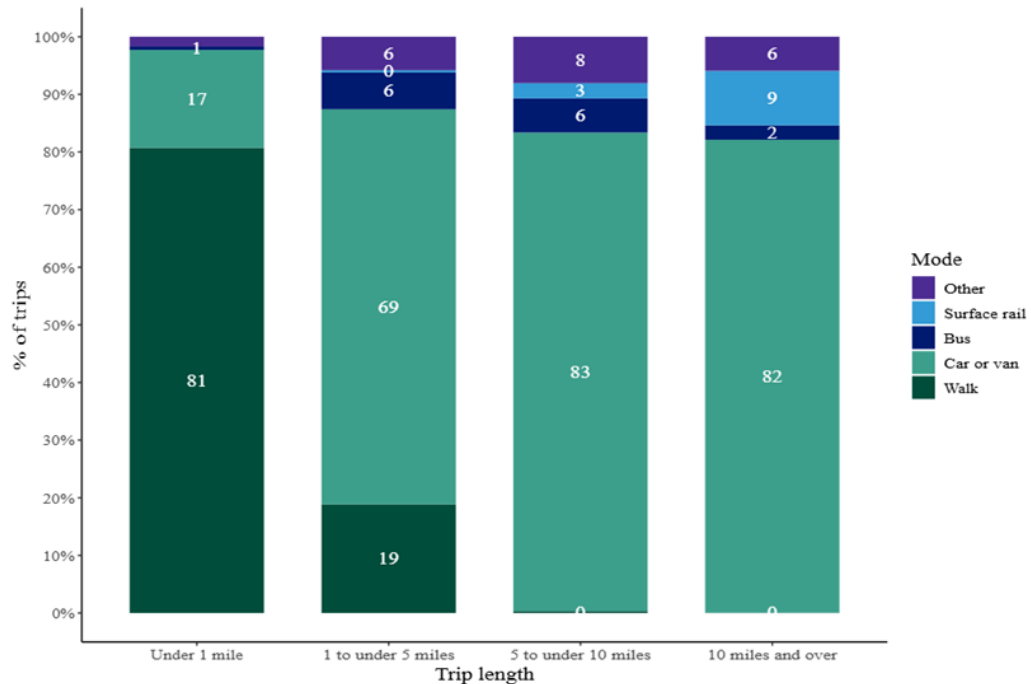
- 3.4.5 In order to consider the pedestrian accessibility of the site, the 1km and 2km walking isodistances from the boundary of the site have been assessed utilising GIS mapping software. The software shows the 1km (blue area) and 2km (orange area) as well as the streets and footpaths utilised to assess the 1km isodistance, showing the routes within 100m (grey), 300m (blue), 500m (green), 1km (red) and 2km (brown). The output is shown below/ overleaf.
- 3.4.6 It can be seen from the isodistance plan that a significant residential area sits within 2km of the site, with bridge crossings available over the railway to connect to the south.
- 3.4.7 The residential areas of Stockley, West Drayton, Cowley Peach, Colham Green and Yiewsley are within a reasonable walking distance of the site. The Census data shows that, locally, 26% of travel to a workplace up to 2km is undertaken on foot.

Figure 3.2 Walking Isodistances (1km and 2km)



- 3.4.8 Notably, the National Travel Survey (2023) sets out the mode share by trip length, breaking the figures down to walking, car, bus, rail and other modes. Chart 4 of the Survey has been extracted below/ overleaf for ease of reference.
- 3.4.9 It can be seen from the figure that 81% of journeys of less than one mile are made on foot, with 17% by car and 1% by other (which is presumed to include cycling).
- 3.4.10 Based upon the National Travel Survey, distances of up to one mile can be considered walkable, with around 81% of journeys of this length being undertaken on foot.
- 3.4.11 There appears to be opportunity for walking to be further encouraged to/ from the site for those who live within 2km.

Figure 3.3 National Travel Survey (2023) Chart 4 – Mode Share of Trips by Main Mode



3.4.12 Local Amenities close to the site can provide the opportunity to reduce car usage to/ from the site during the day. The following are close to the site and could be used at break/ lunch times by staff on foot (or by cycle)

- Retail/Food Outlet – Smokey Boys Café (500m)
- General amenities – Yiewsley High Street (800m)
- Recreation/open space – Stockley Park (600m)

3.4.13 The Grand Union Canal Walk also provides a pleasant walking route to the site via Horton Bridge Road.

3.5 ACCESS BY CYCLE

3.5.1 Cycling is commonly accepted as accommodating longer-distance travel than walking, including longer distance commuting trips. The regularly quoted typical cycling distance is around 5 km, however for some this distances is frequently exceeded, with daily cycle round trips of 20km or more being quite common.

3.5.2 Cycling is an increasingly popular mode of transport, particularly for commuting and leisure pursuits. The Covid-19 pandemic saw a significant rise in the use of cycles by all age groups and the popularity of cycling continues to increase.

3.5.3 One of the contributing factors to the current popularity is the increase in availability and reduction in price of e-bikes. E-bikes provide opportunity for people of a much broader physical range to access cycling and utilise it for commuting, leisure, health and sightseeing purposes.

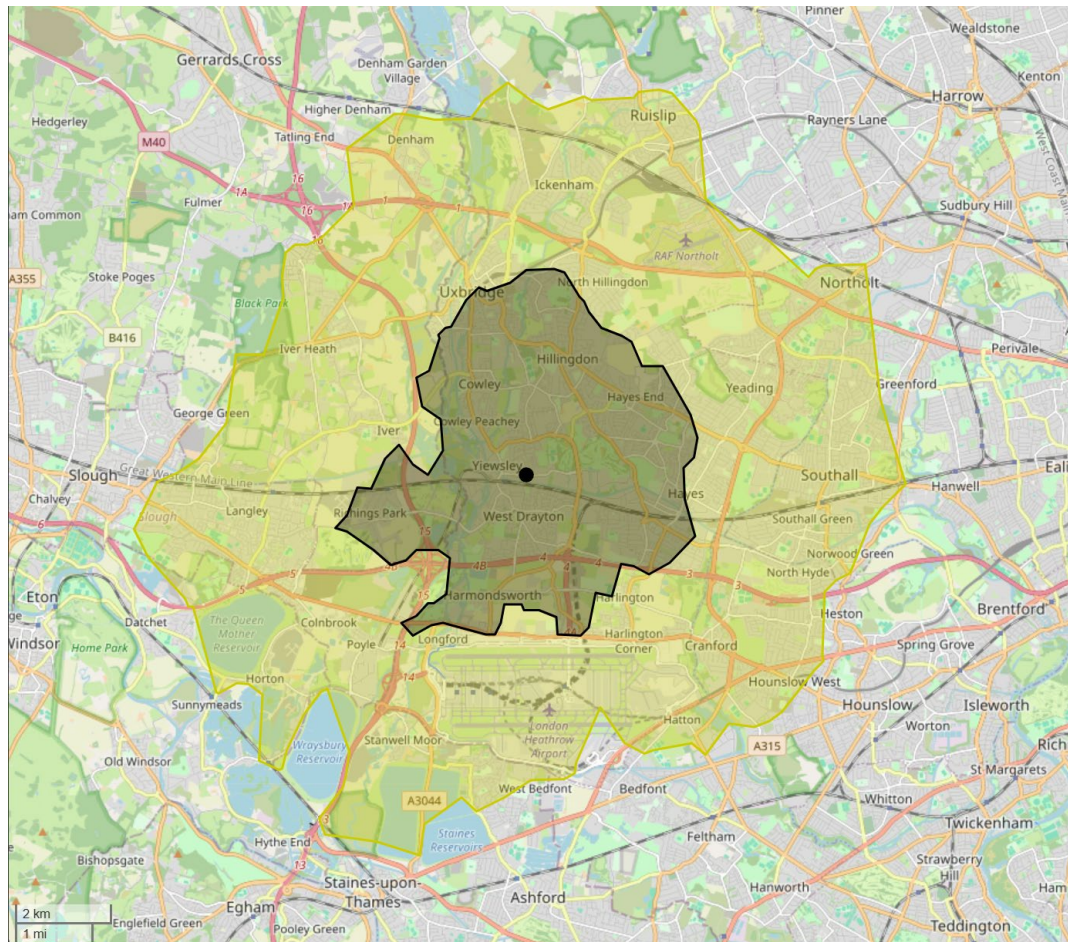
3.5.4 The range of electric bikes can be considerable, with power-assistance for a typical rider on a typical e-bike being in the region of up to 100km of range (for a circa 500w battery). That will be lower for some city and folding electric bikes, which often have smaller batteries to save weight.

3.5.5 Whilst not currently benefitting from type-approval on the UK roads, privately operated e-scooters are currently being assessed by UK Government and are likely to receive

approval in the near future. Alongside e-bikes, e-scooters provide an innovative and unique opportunity for people of varying physical abilities to travel without the need for a car. Whilst this section focuses on cycles and e-bikes due to their legal status, the same opportunities could shortly apply to e-scooters.

- 3.5.6 All destinations within a reasonable walking distance of the site are also within a reasonable cycling distance.
- 3.5.7 In order to consider the immediate accessibility of the site, the 5km (grey) and 10km (yellow) isodistances have been assessed. These are shown below/ overleaf.

Figure 3.4 Cycling Isodistance (5km and 10km)



- 3.5.8 The 5km cycle isodistance includes Cowley, Hillingdon, Hayes End, Harmondsworth, Richings Park in Hayes, Cowley and Cowley Peachey.
- 3.5.9 Within the longer-distance/ e-bike commute of the site is Uxbridge, Langley, Stanwell Moor, Cranford, Southall, Northolt, Ruislip, Ickenham and other areas, including the western borders of Slough.
- 3.5.10 The baseline mode share data shows that, locally, 6% of those who commute to work do so by cycle if the distance is less than 2km. This reduces to 3% for those within 5km and 1% for those within 10km.
- 3.5.11 It is reasonable to conclude that cycling could be used for those who live within 2km and choose not to walk, and also those who live within 5km.

3.6 PUBLIC TRANSPORT

- 3.6.1 The PTAL (Public Transport Accessibility Level) for the site is 1b. The site sits immediately at the border of locations with a PTAL score of 2.
- 3.6.2 The PTAL rating is based upon the following walking distances to public transport services:
- Bus stops – Roberts Close – 408m – Service Frequency 3.0;
 - West Drayton Rail Station – 865m – Service Frequency 1.67 to Maidenhead-Abbey and Reading Abbey and a Service Frequency of 0.33 to Reading-Liverpool.
- 3.6.3 The nearest bus stops are, in fact, located at the front of the site, around 125m from the front of the units. This suggests that the formal PTAL rating could be lower than that actually achieved.
- 3.6.4 The bus stops on Horton Road provide shelters, stands and information. Bus Route 350 serves the bus stops on Horton Road.
- 3.6.5 Route 350 connects Hayes Town to Heathrow Airport Terminal 5. Route 350 connects Heathrow, West Drayton, Stockley Park and Hayes.
- 3.6.6 The service operates Monday to Sunday from around 04:05 (depart Heathrow) to 00:30. The service operates an approximate 20-minute across the full week.
- 3.6.7 West Drayton Railway Station sits on The GWR and Elizabeth Line.
- 3.6.8 The Elizabeth Line operates around 4 trains per hour throughout the week, connecting to Abbey Wood and Reading (some services terminate at Maidenhead). The weekday frequency can increase to 6 trains per hour.
- 3.6.9 The service timing overview is set out below.
- Weekday daytime (≈06:30–19:30);
 - Elizabeth line: 4 tph each way; increases to 6 tph in peak
 - GWR: occasional via Paddington–Reading
 - Weekday evening (≈19:30–00:00):
 - Elizabeth line: 4 tph each way
 - GWR: few late services
 - Saturday daytime & evening:
 - Elizabeth line holds steady at 4 tph throughout the day
 - GWR: occasional services (mainly Paddington–Reading)
 - Sunday daytime & evening:
 - Elizabeth line: 4 tph
 - GWR: minimal or none
- 3.6.10 The baseline mode share by public transport is 13%, across all travel distances. The highest proportion of public transport use to work within the local area is 2km to 5km, at 17% of all staff. This increases from 10% for those travelling up to 2km. The increase for the 2km to 5km distance is likely to arise from a reduction in the use of walking for journeys 2km+.

3.7 ACCESS BY ULTRA LOW EMISSION VEHICLE

- 3.7.1 Everyone who can drive a car can also drive an ultra-low emission vehicle. Ultra-low emission vehicles have all the benefits of personalised transportation, whilst significantly reducing the overall impact of travel.
- 3.7.2 The proposed development site is ideally located to encourage the use of ultra-low emission vehicles with the provision of appropriate vehicle charging equipment. It should

be noted, however, that the range of electric vehicles is unlikely to require the majority of electric car drivers to be required to charge at the workplace.

3.8 CAR SHARING

- 3.8.1 It is likely that a proportion of employees will live close to, or on a route to, others who work at employment locations either on or in close proximity to the site. They could, therefore, be making trips to/ from a common location in the morning and evening and thus there is potential for these individuals to share their car journey with nearby colleagues.
- 3.8.2 Car sharing is an increasingly popular way to travel to work, particularly to large employment developments where shift patterns are often in place.
- 3.8.3 It is reasonable to conclude that there is a significant opportunity for car sharing to the site.
- 3.8.4 Benefits to car sharing include
- Reduces traffic problems and traffic congestion;
 - Boosts local economy and employment opportunities;
 - Cuts the cost of driving by sharing expenses;
 - Reduces the stress of driving;
 - Enables you to meet people who you might not normally meet;
 - Enables those without cars to apply for jobs they could not apply for before; and
 - Reduces car emissions
- 3.8.5 With the new employees at the proposed development site, the opportunity to car share in and around the site should increase.

3.9 TAXI/ PRIVATE HIRE

- 3.9.1 Employees who travel to the site by taxi/ private hire vehicle would be able to get dropped off within the staff car parking area.

3.10 LOCAL HIGHWAY NETWORK

- 3.10.1 Horton Road runs from east to west past the frontage of the site. It has a 30mph limit and has single yellow lines on both sides.
- 3.10.2 The safety record of the local roads was reviewed through Crashmap website (www.crashmap.co.uk) for the period of the past five years.
- 3.10.3 There is record of a single serious accident on Horton Road, close to the site in 2020. However, generally the safety record for the road is good with very few collisions and no clusters, reflecting the lack of large junctions along this stretch of road. When compared to Yiewlsey High Street, there are very few incidents recorded along Horton Road.

3.11 STRATEGIC ROAD NETWORK

- 3.11.1 Horton Road links directly to the A408 to the east which provides links to the M4 to the south (Junction 4) and to the M25 (Junction 15).

4. PROPOSED MEASURES

4.1 INTRODUCTION

- 4.1.1 This chapter sets out the proposed measures to be implemented to encourage the use of sustainable travel modes to/ from the site.

4.2 PHYSICAL MEASURES

- 4.2.1 The following physical measures are proposed for the site:
- Designation of car share priority car parking spaces close to the building entrances (to reduce the total number of cars to the site);
 - Secure and covered cycle parking to be provided within the unit; and
 - Implementation of a fast electric vehicle charging point.
- 4.2.2 Designating priority car share parking spaces can help to reduce the total number of cars to the site, if staff car share then there will be less cars accessing the site and, also, operating on the local highway network.
- 4.2.3 The implementation of a fast electric vehicle charging point would reduce the residual impact of vehicle use on environmental emissions. Whilst many electric vehicles have ranges in excess of 100 miles, the provision of a fast electric vehicle charger at this site will ensure that those who do travel to/ from the site with electric vehicles can confidently do so.
- 4.2.4 Staff who cycle to work will be allowed to store their cycle within the secure boundary of the unit. The location will be both covered and secure. The provision of covered and secure cycle parking will encourage the use of cycling to/ from the site.
- 4.2.5 The physical measures are to be delivered by the unit occupier.
- 4.2.6 The proposed physical measures align with the requirements of Condition 4 of the planning permission.

4.3 SOFT MEASURES

- 4.3.1 The key element of the soft measures is this Travel Plan. This Travel Plan sets out the commitment from the unit occupier to successfully encourage sustainable travel modes.
- 4.3.2 A range of soft measures which are aimed at encouraging sustainable access to the site will be implemented, including:
- Appointment of a Travel Plan Co-ordinator;
 - A tax-efficient cycle purchase scheme to be available to all employees
 - Employees to receive information of sustainable travel options during interview or induction. For existing employees this could be a review of their travel options using personalised travel planning;
 - Personalised Travel Planning to be available to all employees within the unit;
 - Annual newsletter to be produced and emailed to staff setting out Travel Plan progress and any updates to local travel information;
 - Production of a Travel Plan information email which summarises travel choices and appropriate contacts to be sent to all staff and updated at least annually;
 - Travel Plan information to include bus timetable links information on obtaining tickets;
 - Travel Plan information to include information on planning cycle trips;
 - Travel Plan information to include details of rail services;
 - Car sharing information to be shared across the development to include LiftShare;
 - On site cycle tool kit to be maintained for use by staff and visitors;

- The council's Travel Plan Officer will be invited to provide information relating to cycle training options. All information provided by the Travel Plan Officer will be forwarded to staff;
- Annual (or more frequent) bicycle maintenance visit the site to be arranged;
- If demand is sufficient, a Bicycle User Group (BUG) should be set up;
- Participation in annual events such as Cycle to Work week;
- Annual staff travel surveys to be set; and
- Deliveries and servicing will be managed and reduced where possible to ensure these are efficiently managed

4.3.3 The soft measures will include the provision of useful website links, including:

- <https://www.sustrans.org.uk/> - Cycling information;
- <https://www.cyclestreets.net/> - Cycle trip planning;
- <https://www.tfl.org.uk/> - Transport for London public transport information and journey planner;
- <https://www.traveline.info/> - Bus route planner;
- Google Maps – A useful multi-mode journey planner (personalised journey planning); and
- <https://www.nationalrail.co.uk/> - Rail journey planner and ticket purchase.

4.3.4 The above soft measures will provide benefit to the unit occupiers and will be committed to as the minimum requirements for the Travel Plan Co-ordinator to undertake.

4.3.5 Importantly, annual staff surveys should assess whether additional measures could be beneficial and achieved.

4.3.6 The soft measures are to be delivered by the unit occupier.

4.4 SMART MEASURES

4.4.1 In order to achieve the target, the following SMART measures are proposed.

Table 4.1 SMART Action Plan

Measures	Objective	Timescales	Responsibility
Agree Unit Travel Plan	To ensure effective Travel Planning will be in place for each unit	As part of Reserved Matters Submissions	Unit developer/ occupier
Appoint Unit Travel Plan Coordinator	Oversee and manage the Travel Plan	3 months prior to first occupation	Unit developer/ occupier
Undertake initial travel surveys	To refine/ inform the Travel Plan targets	Within 3 months of first occupation	Unit Travel Plan Co-ordinator
Undertake annual travel surveys	To refine/ inform the Travel Plan targets	On the anniversary of the initial travel survey	Unit Travel Plan Co-ordinator
Carry out travel plan monitoring	Establish employee travel patterns and monitor Travel Plan performance	Annually for the life of the Travel Plan	Unit Travel Plan Co-ordinator

Measures	Objective	Timescales	Responsibility
Produce and maintain a Travel Information email	To provide up to date travel information to staff	Prior to occupation and ongoing for the duration of the Travel Plan	Unit Travel Plan Co-ordinator
Provide covered/ secure cycle parking within unit	To encourage active travel	Prior to first occupation of each unit	Unit developer/ occupier
Provide lockers within unit	To encourage active travel	Prior to first occupation of each unit	Unit developer/ occupier
Provide cycle toolkit within the unit	To encourage active travel	Prior to first occupation of each unit	Unit Travel Plan Co-ordinator
Annual cycle safety/ maintenance visit	To aid those who cycle or may wish to cycle to ensure they can do so safely	Annually	Unit Travel Plan Co-ordinator
Review options for providing or promoting cycle training to staff	To encourage active travel	Annually	Unit Travel Plan Co-ordinator
Enter Cycle to Work Scheme	To provide tax efficient access to cycles for staff	Within 3 months of first occupation	Unit Travel Plan Co-ordinator
Review options for setting up a bicycle user group	To encourage active travel	Annually	Unit Travel Plan Co-ordinator
Provide EV charging space to unit car park	To encourage ultra-low and zero emission vehicles	Prior to first occupation of each unit	Unit developer/ occupier
Provide car share priority parking spaces within the car park	To encourage increased car occupancy, reduced traffic impact	Prior to first occupation of each unit	Unit developer/ occupier
Provision of local cycle map and public transport information/ weblinks	To encourage cyclists and public transport users by raising awareness of travel options	On occupation	Unit Travel Plan Co-ordinator
Promote health and financial benefits of	To encourage walking and cycling	On occupation	Unit Travel Plan Co-ordinator

Measures	Objective	Timescales	Responsibility
walking and cycling			
Promote walk and cycle initiatives such as Cycle to Work Week	To encourage staff to explore the opportunity to cycle	As appropriate	Unit Travel Plan Co-ordinator
Promote car share database	To encourage the use of car sharing	On occupation	Unit Travel Plan Co-ordinator
Promote bus travel within the Travel Information	To encourage travel by all sustainable travel modes, including access to the most up to date public transport timetables	On occupation	Unit Travel Plan Co-ordinator
Promote Personalised Travel Planning	Influence sustainable journey planning prior to occupation, eg bus usage instead of car ownership	Prior to occupation	Unit Travel Plan Co-ordinator
Provide contact details of local licensed taxi operators	Influence journey planning prior to habit being established	On occupation	Unit Travel Plan Co-ordinator

- 4.4.2 A successful Travel Plan must have an appropriate monitoring programme that measures success (and opportunities for improvement) and reinvigorates the process where necessary.
- 4.4.3 Monitoring and reporting of the Travel plan will be undertaken annually by the Travel Plan Co-ordinator for the 5 years following first occupation.
- 4.4.4 Reporting will be submitted to the council's Travel Plan officer.
- 4.4.5 The Travel Plan Co-ordinator will offer an annual and less formal meetings with the council's Travel Plan officer.

5. TARGETS

5.1 INTRODUCTION

- 5.1.1 Along with reviewing progress against measures, targets form a useful benchmark for the success of a Travel Plan. Whilst the unit's modal share cannot be confirmed until a survey is undertaken, it is considered appropriate to provide initial targets for the site based upon Census data. This chapter sets out the initial targets, which may be tailored once sufficient survey information is available, in liaison and with the agreement of the Council.

5.2 MODE SHARE – TRAVEL REDUCTION

- 5.2.1 Chapter 3 set out the mode share for those who work within Wem, As follows:

Table 5.1 Baseline Mode Share (Census Data)

	All
Public Transport	13%
Drive	76%
Cycle	2%
Foot	4%
Other (including car share)	5%

- 5.2.2 The work from home mode share has been excluded from the targets as the site is a physical employment unit. The opportunity for part-time home working will be considered for staff where this can continue to meet the operational needs of the unit.
- 5.2.3 Within 3 months of occupation of the unit a Travel Survey will be undertaken. The survey will be undertaken by the Unit Travel Plan Co-ordinator and used as a baseline for this unit. The baseline for this unit will then be used to set targets to help deliver the overall sustainable travel mode shift for the whole site.
- 5.2.4 The survey would include:
- Travel Plan awareness;
 - Home location;
 - Frequency of accessing the site (daily etc);
 - Current main method of travel;
 - Other methods of travel which are utilised less frequently;
 - Barriers to reducing car use (for those who do drive); and
 - Measures which could encourage more sustainable travel.
- 5.2.5 The mode share targets would be set across the five-year period, targeting a 12% reduction in private car use (from a base of 76%, this equates to a target of 64%).
- 5.2.6 The following sets the annual targets for the Travel Plan.

Table 8.2 Proposed Modal Split (With Travel Plan) 5-Year Targets

	All	Year 1	Year 2	Year 3	Year 4	Year 5
Public Transport	13%	14%	14%	15%	15%	15%
Drive	76%	72%	70%	68%	66%	64%
Cycle	2%	3%	4%	4%	5%	5%
Foot	4%	5%	6%	7%	8%	9%
Other (including car share)	5%	6%	6%	6%	6%	7%

- 5.2.7 The target mode share reduction by car drivers is 10% (absolute) within 4 years, extending to 12% by year 5.
- 5.2.8 Within the initial year of the Travel Plan, the largest single mode share change is envisaged, with an increase in public transport, walking, cycling and car sharing.
- 5.2.9 Following the first year of the Travel Plan's operation, the mode share targets have been set to continue a gradual increase in each of these modes, with a focus on walking (increasing year on year).
- 5.2.10 The target is for these reductions to be met within 5 years of first occupation.
- 5.2.11 Meeting the target car or reducing car use by 12% would require encouraging the use of bus, car share, cycling and access on foot.
- 5.2.12 Should the target not be met in any year, a review of the Travel Plan measures which are being taken up will be carried out. Where measures are performing well, these will be further promoted. Where measures are performing below expectations then additional promotion and/ or alternative measures will be assessed.
- 5.2.13 Any changes to the measures proposed will be agreed in advance with the council's Travel Plan Officer.

6. ROLES AND RESPONSIBILITIES

6.1 INTRODUCTION

- 6.1.1 An important aspect of a successful Unit Travel Plan is the allocation of sufficient resources to enable it to be effective. This can, in part, be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved. From this will lead the appropriate allocation of time and resources to those charged with managing the process.

6.2 UNIT TRAVEL PLAN CO-ORDINATORS

- 6.2.1 A member of staff will be nominated as the Travel Plan Co-ordinator to oversee the development and implementation of the Unit Travel Plan. The Travel Plan Co-ordinator must be empowered to act on behalf of Shubnam Foods to implement the measures identified in this plan.

- 6.2.2 The duties of the Travel Plan Co-ordinator will include:

- Oversee the delivery of the Unit Travel Plan - implementing, monitoring and reviewing the Unit Travel Plan;
- Oversee the gathering of information, e.g. by staff travel questionnaire;
- Liaison with all incoming employees to explain the objectives and benefits of the Unit Travel Plan to ensure awareness of the Plan, and to encourage participation;
- Acting as a focal point for all transport, access and travel related issues in relation to their firm;
- Encouraging staff to be aware of different travel options which are available from the site;
- Carrying out audits of existing facilities;
- Making available general and specific information on bus, train and taxi timetables and services, cycle routes and pedestrian facilities, particularly in employee/new starter travel packs; and
- Liaison with the council with respect to initiatives, the development of the plan, evaluation of monitoring and the setting of targets for modal shift etc.

6.3 MONITORING THE TRAVEL PLAN

- 6.3.1 In addition to the annual Travel Survey, annual monitoring will be undertaken. The monitoring measures outlined below incorporate both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence.

- Monitor the level of usage of staff cycling and motorcycling;
- Monitor the level of staff car parking and car sharing;
- Monitor demand for additional cycle and motorcycle parking for staff; and
- Record comments received from unit management and from staff relating to the operation and implications of the Plan.

- 6.3.2 Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to the Planning Authority.

6.4 ANNUAL REVIEW

- 6.4.1 Each year, on or around the anniversary of the introduction of the Travel Plan, the Travel Plan Co-ordinator will review the Plan. The objective of the review will be to assess the success of the Plan and to identify the potential for future refinement of the details of the Plan.

- 6.4.2 The major element of the review will involve the re-issue of the staff travel surveys. The re-issue of the surveys offers the opportunity to gather new information about wider staff attitudes to travel. Analysis will also yield updated modal split information for comparison with data derived at the introduction of the Plan, free of seasonal bias.
- 6.4.3 The Travel Plan Co-ordinator will compile a Review Report outlining the results of the annual review. The report will also incorporate the results of ongoing monitoring throughout the preceding period. The report will be filed for record, with copies provided to the planning authority.
- 6.4.4 A consideration of how the Travel Plan has performed in relation to set targets will be made. The Review of the Travel Plan will then be undertaken based upon this and will seek to build upon areas that have been successful and also consider whether there is any room for improvement within the Travel Plan.

6.5 REVIEW WITH COUNCIL

- 6.5.1 Every year, from first occupation, the Travel Plan Co-ordinator will offer a meeting with the council to review the Travel Plan. The Travel Plan Co-ordinator will make themselves available for a range of dates and meet at an agreed location, subject to the council agreeing to meet.
- 6.5.2 As part of the review, the success of initiatives will be discussed and the opportunity to implement new initiatives be agreed.
- 6.5.3 It may be appropriate for the council to attend a Travel Plan Group to review all of the Travel Plans on site, once there are a number of occupiers present.



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