

September 2020

SYON GARDENS

HOMEBASE BRENTFORD SITE, TW7 5QE

RESIDENTIAL TRAVEL PLAN

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1 Introduction

1.1 Preface

1.1.1 Royal HaskoningDHV (RHDHV) has been instructed by St Edward Homes Limited (a joint venture between M&G Investments and Berkeley Group) to prepare a Residential Travel Plan (RTP) in association with the proposed redevelopment of the existing Homebase Brentford retail store on Syon Lane in the London Borough of Hounslow (LBH). The planning application that forms the topic of this report seeks permission for the:

“the demolition of existing building and car park and erection of buildings to provide residential units, a replacement retail foodstore, with additional commercial, business and service space, and a flexible community space, and ancillary plant, access, servicing and car parking, landscaping and associated works”

1.1.2 St Edward Homes Limited is bringing forward the redevelopment of both the Tesco Osterley and Homebase Brentford sites. The existing Tesco store would be re-provided on the Homebase Brentford site as part of a mixed-use development with residential above, which releases the opportunity to deliver a comprehensive residential-led mixed-use development on the Tesco site.

1.1.3 For information purposes, the Homebase Brentford redevelopment would include –

- Delivery of up to 473 high quality homes;
- 38% affordable housing (on a habitable room basis);
- A new and modern Tesco retail store of circa 10,550 sqm (GIA);
- 137 sqm (GIA) of flexible commercial, business and service space;
- 400 retail car parking spaces;
- 100 residential car parking spaces;
- 3 residential visitor car parking spaces and 2 car club spaces and
- A new community space of 200 sqm.

1.1.4 Throughout this report ‘the site’ refers to the land located at the aforementioned address and the ‘development’ refers to the buildings that are proposed to be constructed in the future.

1.1.5 The Homebase Brentford site is a rectangular plot of land located on the corner of Syon Lane and the A4 Great West Road at Gillette Corner. The site has an area measuring approximately 1.4 ha. The site currently contains a large Homebase store (4,180sqm) and associated surface car parking and under-croft car parking.

1.1.6 The site is bound by the A4 Great West Road to the north, and Syon Lane to the south-west. There is a car showroom to the east, and a service road, Syon Gate Way which extends along the south-eastern boundary, and further along is the railway line.

1.1.7 The site is 400 metres from the nearest small neighbourhood centre at 1-9A Spur Road and 142-156 London Road which south-east of the Tesco Osterley Site. St Johns Road Neighbourhood Centre is around 2km to the south of the site. The site is also approximately 900 metres west from Brentford Town Centre and over 2km east from Hounslow Town Centre.

- 1.1.8 The proposed development (Syon Gardens) would provide a new Tesco store at ground floor level with 473 residential units above. It is anticipated that the Tesco store would be provided with 400 customer car parking spaces, with the residential development provided with up to 105 parking spaces (including 2 Car Club and 3 visitor parking spaces).
- 1.1.9 This Travel Plan (TP) has been prepared in respect of the residential element of the scheme while a Workplace Travel Plan (FWTP) has been prepared as a stand-alone document which considers the retail element of the proposals.
- 1.1.1 This RTP has been prepared subsequent to pre-application consultation with the London Borough of Hounslow (LBH) and with reference to Transport for London's (TfL's) best practice guidance on the preparation of travel plans. This document should be read in conjunction with the Transport Assessment prepared by Royal HaskoningDHV, submitted with the planning application as a standalone document.
- 1.1.2 A site location plan can be seen in **Insert 1.1**.

Insert 1.1: Site Location Plan



1.2 Purpose of this Travel Plan

- 1.2.1 As part of pre-application discussions with LBH, it has been requested by the Council that an RTP is prepared to inform this application and is primarily aimed at influencing the travel choices of residential and visitors at the proposed development, Syon Gardens.

- 1.2.2 Further to the above, reference is made to Travel Plan thresholds contained within the TfL Planning Guidance which stipulate for C3 Residential Use that all sites with equal or more than 80 units are required to provide a 'full Travel Plan'.
- 1.2.3 A Travel Plan (TP) is a working document created to address and influence travel to/from a particular site. Primarily, it aims to steer people away from private car use towards sustainable forms of travel, such as walking, cycling, use of public transport and car-sharing. This plan will be the first in a series of plans which will evolve over time as residents and visitors at the development establish their routine travel patterns and it is envisaged that the plan will be monitored and reviewed periodically.
- 1.2.4 It is assumed that this Travel Plan will be finalised and formalised as part of conditions attached to any planning consent at the site.

1.3 Report Structure

1.3.1 This RTP is structured as follows:

- **Section 2** discusses relevant national, regional and local planning policy with regards to travel planning with specific reference to the proposed land uses;
- **Section 3** provides an overview of the site location and the local highway context, whilst providing a review of site accessibility with specific focus on non-car modes of travel;
- **Section 4** details the development proposals of the site, and presents an initial estimated (pre-survey) baseline position of travel to/from the proposed development;
- **Section 5** sets out the Travel Plan measures and responsibilities
- **Section 6** discusses the proposed modal shift targets of the RTP;
- **Section 7** sets out the Action Plan; and
- **Section 8** provides a summary.

2 Policy Review

2.1 Preface

2.1.1 The reported benefits of Travel Plans include a reduction in congestion, relieved parking pressure, making sites more accessible and improved travel choice. Travel Plans have become an important component of national and local strategies to reduce traffic, cut CO2 emissions and positively contributing to climate change.

2.1.2 This section provides an overview of the relevant national, regional and local policy requirements relevant to the proposed development.

2.2 National Policy

National Planning Policy Framework (June 2019)

2.2.1 The National Planning Policy Framework (NPPF) is defined as being the document that *“sets the Government’s planning policies for England and how these are expected to be applied”*.

2.2.2 With regards to transport considerations for new development, The NPPF states that *“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. This should also take into account:*

- *“Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
- *Safe and suitable access to the site can be achieved for all users; and*
- *Any significant impacts from the development of the transport network (in terms of capacity and congestion), or on highway safety, can be cost-effectively mitigated to an acceptable degree.”*

2.2.3 With specific references to travel planning, Paragraph 111 states that *“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.”*

National Planning Practice Guidance (NPPG)

2.2.4 The NPPF is accompanied by “Planning Practice Guidance” (PPG) published online by central government, which defines a Travel Plan as:

“Long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets.”

2.2.5 The Guidance states that Travel Plans can positively contribute to:

- *“encouraging sustainable travel;*
- *lessening traffic generation and its detrimental impacts;*
- *reducing carbon emissions and climate impacts;*
- *creating accessible, connected, inclusive communities;*
- *improving health outcomes and quality of life;*
- *improving road safety; and*
- *reducing the need for new development to increase existing road capacity or provide new roads.”*

2.2.6 In accordance with this guidance, this TP and the associated TA are provided to support the development proposal.

2.3 Regional Policy

London Plan (December 2019) - Intend to Publish (ItP) Version

2.3.1 The ItP version of the London Plan provides a focus on the creation of Healthy Streets, and this specified in Policy T2, which states:

- A. *Development proposals and Development Plans should deliver patterns of land use that facilitate residents making shorter, regular trips by walking or cycling.*
- B. *Development Plans should:*
1. *promote and demonstrate the application of the Mayor’s Healthy Streets Approach to: improve health and reduce health inequalities; reduce car dominance, ownership and use, road danger, severance, vehicle emissions and noise; increase walking, cycling and public transport use; improve street safety, comfort, convenience and amenity; and support these outcomes through sensitively designed freight facilities.*
 2. *identify opportunities to improve the balance of space given to people to dwell, walk, cycle, and travel on public transport and in essential vehicles, so space is used more efficiently and streets are greener and more pleasant.*
- C. *In Opportunity Areas and other growth areas, new and improved walking, cycling and public transport networks should be planned at an early stage, with delivery phased appropriately to support mode shift towards active and public transport travel. Designs for new or enhanced streets must demonstrate how they deliver against the ten Healthy Streets Indicators.*
- D. *Development proposals should:*
1. *demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with Transport for London guidance.*
 2. *reduce the dominance of vehicles on London’s streets whether stationary or moving.*
 3. *be permeable by foot and cycle and connect to local walking and cycling networks as well as public transport.*

- 2.3.2 The objectives of this RTP reflect the ambitions of Policy T2 of the Draft New London Plan. These objectives are:

Travel Plan Objectives

- i. To encourage residents and visitors travelling to/from the site to do so in a sustainable way;
- ii. To endeavour to maximise the use of non-car modes of transport to the site, such as walking, cycling and public transport; and
- iii. In encouraging walking and cycling, to promote the associated health and environmental benefits.

- 2.3.3 The development project will seek to adhere to the transport policies promoted in the ItP version of the London Plan. Specific reference can be made to Policy T6.1 'Maximum Residential Car Parking Standards' which requires car parking to be provided at less than 0.5 spaces per dwelling in an Outer London Opportunity Area. The development proposes residential car parking at a ratio of around 0.21 spaces per dwelling.

- 2.3.4 All residential car parking spaces would be provided with infrastructure for electric or Ultra-Low Emission vehicles. At least 20 per cent of spaces should have active charging facilities on first site occupation, with passive provision for all remaining spaces.

- 2.3.5 At least one designated disabled persons parking bay per dwelling, for three per cent of dwellings, would be available from the outset.

- 2.3.6 Policy T5 of the document refers to cycle parking and in the case of the Tesco, Osterley site, the scheme will accord with the minimum standards set out in Table 10.2 of the ItP version of the London Plan, which requires:

- 1 long term space per studio or 1 person apartment;
- 1.5 long term spaces per 2 person, 1 bedroom unit;
- 2 long term spaces per all other dwellings; and
- 5 to 40 dwellings 2 spaces, thereafter, 1 space per 40 dwellings.

TfL Travel Planning Guidance (November 2013)

- 2.3.7 In November 2013 Transport for London (TfL)¹ released its revised guidance on the requirements for travel plans for new developments in London. This guidance is now reflected in TfL's on-line Travel Plan guidance document. It is understood that new travel planning guidance and tools are to be proposed by TfL and further updates of this Plan would be informed by up-to-date guidance material.

¹ <https://tfl.gov.uk/info-for/urban-planning-and-construction/transport-assessment-guide/travel-plans>.

- 2.3.8 TfL's guidance includes thresholds beyond which a site occupier should prepare a Travel Plan or Travel Plan Statement. For a residential development the thresholds are set out in **Table 2.1**.

Table 2.1: Thresholds for Travel Plans and New Developments - TfL

Land Use	Criteria for a Travel Statement	Criteria for a Travel Plan
C3 Residential	Between 50 and 80 units	Equal or more than 80 units

- 2.3.9 In relation to the proposed residential development at the Homebase, Brentford; the preparation of a full RTP is required.

- 2.3.10 This RTP has been prepared with reference to TfL's online guidance document <https://tfl.gov.uk/info-for/urban-planning-and-construction/transport-assessment-guide/travel-plans>. This document includes the essential elements of a Travel Plan which are as follows:

- **Objectives** – the key goals that the Travel Plan seeks to achieve.
- **Targets** – identification of the means of measuring the achievement of objectives.
- **Measures** – the initiatives that will be introduced to achieve the targets set. This also includes remedial measures and actions that will be taken if the Travel Plan targets are not met.
- **Management** – information relating to the individual identified to oversee implementation, monitoring and review of the Travel Plan.
- **Action Plan** – a programme for delivering the measures and a means of communicating the above to site users, including identification of who will oversee the delivery of the Travel Plan
- **Securing** – How the Travel Plan will effectively be secured through legal mechanisms.
- **Monitoring and review** – How monitoring will be undertaken to ensure the Travel Plan achieves the targets it set out to achieve.

2.4 Local Policy – London Borough of Hounslow (LBH)

Hounslow Local Plan 2015 to 2030 volume one and Hounslow Local Plan 2015-2030 volume two

- 2.4.1 Policy EC2 of the Borough Local Plan (September 2015) states that “*Travel Plans will be required for certain development, in line with the London Plan, the Travel Planning for New Development in London guidance published by Transport for London and any subsequent guidance prepared by this council.*”
- 2.4.2 WestTrans is a partnership formed of the six west London Boroughs of Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. WestTrans have the responsibility for monitoring the implementation of Travel Plans in Hounslow

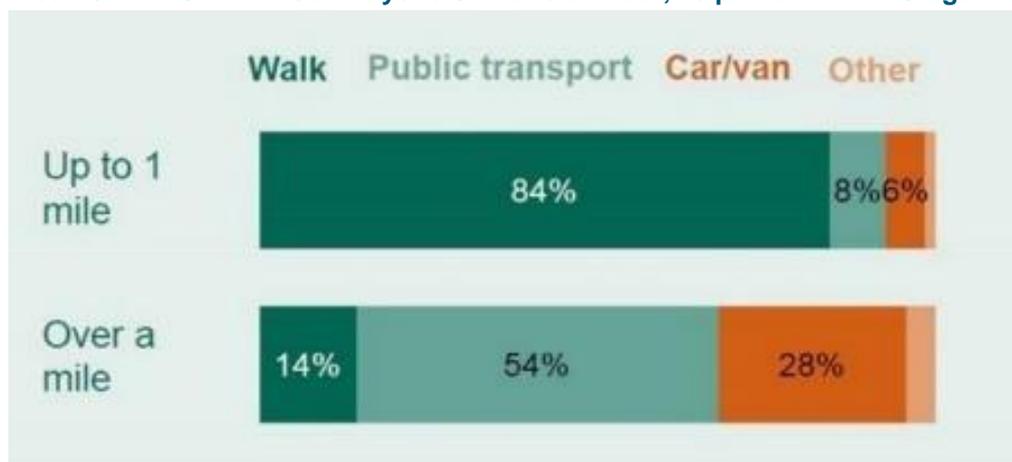
- 2.4.3 WestTrans define a Travel Plan as being “*A Travel Plan is a strategic and dynamic management tool designed to influence travel behaviour, encouraging the use of sustainable transport modes to access a given development site, in order to secure a number of benefits, including reducing congestion and improving air quality.*”
- 2.4.4 WestTrans require that a Travel Plan contains the following information, and where possible this has been adhered to within this TP.
1. Site description including address, planning reference, location map, and details of the site
 2. Baseline travel data including survey methodology
 3. Targets for the site to increase active and sustainable travel
 4. Action plan showing measures the site will use to achieve their targets. This should include timescales and responsibilities for each measure.
 5. Monitoring and review section stating the TPC contact details (interim details must be provided as a minimum) and the monitoring schedule including methodology (trip rate or iTrace).
 6. Remedial Action. This explains what more can be tried if the targets are not met at the end of the TP.

3 Sustainable Transport Links

3.1 Accessibility by Walking

- 3.1.1 The Institution of Highways and Transportation guidance 'Providing for Journeys on Foot' 2000 provides guidance of widely considered acceptable walk distances in relation to local amenities and key services. The recommended average length of a walking journey is 1 kilometre (km). It further recommends a preferred maximum walking distance of 2 km for commuting journeys and 1.2km for other journey destinations.
- 3.1.2 The National Travel Survey (NTS) (2017) guidance states that walking is particularly significant in urban areas due to close proximity to basic amenities. Walking statistics in London support this, as around 33% of all journeys are made on foot. This is largely due to high population density and low car-use in London, relative to the rest of the UK.
- 3.1.3 Syon Lane railway station is considered to be a key destination for pedestrians. The route to Syon Lane railway station is along Syon Lane, where approximate 2m wide street lit footways are located on both sides of the carriageway. Large sections of the footway on Syon Lane are separated from the carriageway by a grass verge, providing an improved environment for pedestrians.
- 3.1.4 In terms of access on foot to local stations, it is relevant to consider data published in the National Travel Survey (NTS) relating to multi-stage trips. A summary of that data is presented in **Insert 3.1** below and this confirms that 84% of trips of up to one mile (1,600m) to stations are undertaken on foot, with 14% of trips of over one mile also being undertaken on foot. In view of this and the Institution of Highways and Transportation guidance referenced above, it is considered that Osterley Underground Station, located some 1,800m west of the site along Great West Road, would be a feasible option for pedestrian access by some future residents and staff based at the site.

Insert 3.1: NTS Data – Journeys to Stations on Foot, as part of a Multi-Stage Trip



- 3.1.5 Brentford is the closest town centre to the proposed development and is an approximate 1.5km walk distance away from the site. A number of local shops and services are located in Brentford and it is considered to be a key destination for future occupiers of the site.
- 3.1.6 There are a number of green spaces that are accessible on foot from the development sites and

these are likely to be key destinations for pedestrians. Examples of green spaces within the vicinity of the sites include Syon Park and Osterley Park.

- 3.1.7 A summary of local services, facilities and likely points of interest is provided within **Table 3.1**.

Table 3.1: Summary of local facilities

Facilities	Location	Approximate walking distance
Syon Lane Station	Syon Lane	100m
Osterley Station	Great West Road	2000m
Marlborough School	Syon Lane	800m
Syon Park	London Road	650m
Nishkam School	Syon Lane	850m
West Middlesex Hospital	Twickenham Road	1000m
Sky Campus	Syon Lane	550m
Brentford Town Centre	High Street	1500m

3.2 Accessibility by Cycling

- 3.2.1 A distance of 3.1 miles (5.0 km) is considered a distance many people could substitute car trips for cycle trips. Observations are that there are many current and proposed opportunities for cyclists in the vicinity of the site.
- 3.2.2 Syon Lane operates under a 30mph speed limit and there is no dedicated cyclist infrastructure on this route. However, there are dedicated separate cycling infrastructure on the A4, enabling links between the site and Osterley town centre to the west and Boston Manor Park and Chiswick to the east.
- 3.2.3 As observed, and in accordance with TfL's 'Local Cycle Guide 6'; the partially off-road cycle route provided at Great Western Road (A4) in the vicinity of the site provides linkage to a chained route that extends through parks and along towpaths for notable stretches of the A4. In addition, Northumberland Avenue, off Syon Lane to the south-west of the site, is categorised by the Local Guide 6 as '*other roads that have been recommended by cyclists*', facilitating cycle connectivity between Osterley, Old Isleworth and Richmond Park.
- 3.2.4 To the south of the site, a stretch of London Road (A315), some 600m from the site, is identified by TfL's local cycle guide as a route "*signed or marked for use by cyclists on a mixture of quiet or busier roads*".
- 3.2.5 Syon Lane Rail Station incorporates cycle parking facilities in the form of sheltered and unsheltered stands provided at the platforms.
- 3.2.6 Brentford neighbourhood centre is considered to be a suitably situated for cycle access from the site with the main route along London Road incorporating both cycle lanes and cycle/bus lanes, separating cyclists from the main streams of vehicular traffic.
- 3.2.7 Construction of Cycleway 9 (formally known as Cycle Superhighway 9) is due to be complete by 2021, providing a 7 kilometre (km) section of cycleway between Kensington Olympia and Brentford. The new cycle superhighway would support journeys by cycle from the development

sites towards Central London.

3.2.8 Furthermore, a cycle track from Syon Lane to Boston Manor Road is proposed. The changes are intended to improve safety for all road users and make cycling a safer, and more appealing, travel option for employees and local residents of the area.

3.3 Local Amenities

3.3.1 With consideration of the local active travel network (walking and cycling accessibility discussed above), the site is well located for access to a wide range of facilities and amenities by sustainable means of travel.

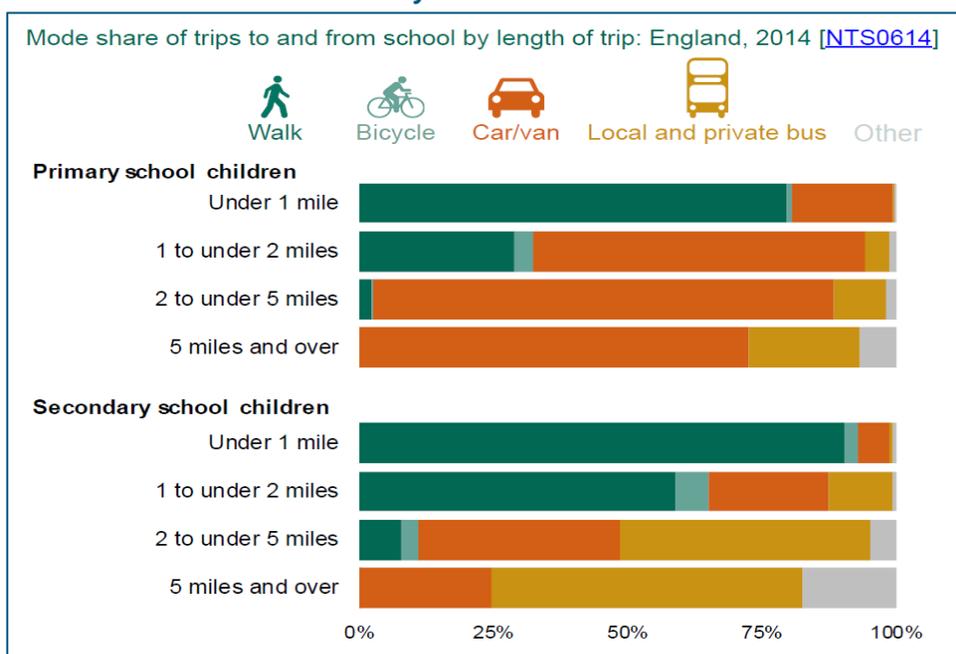
Education

3.3.2 The site is located within walking distance of a number of educational facilities that cater to various age ranges. These include:

- Nishkam School – 850m north, located on Syon Lane
- Marlborough School – located 800m to the south of the site, on Darcy Road. There is also a widely used quiet route, away from traffic, which leads onto Quakers Lane.
- Proposed Bolder Academy – The proposed Bolder Academy is due to relocate to the new site on Macfarlane Lane circa. 2021. The site would be approximately 800m north of the proposed development site.

3.3.3 The proximity of these educational establishments will reduce the need of residents at the site to travel to school by car. This relationship is recognised in data collected in association with the NTS, which indicates that the vast majority of trips under one mile undertaken to schools in England are done so on foot. This is demonstrated in **Insert 3.2**.

Insert 3.2: National Travel Survey Data – Modal Split, Trips to School (England) – Reference National Travel survey 2014



Healthcare

- 3.3.4 The nearest General Hospital to the site is West Middlesex Hospital, which is approximately 1km to the south of the site on Twickenham Road.
- 3.3.5 Syon Clinic, which is a privately run GP practice operates within 50m on the site, on Great West Road.

Shopping Facilities

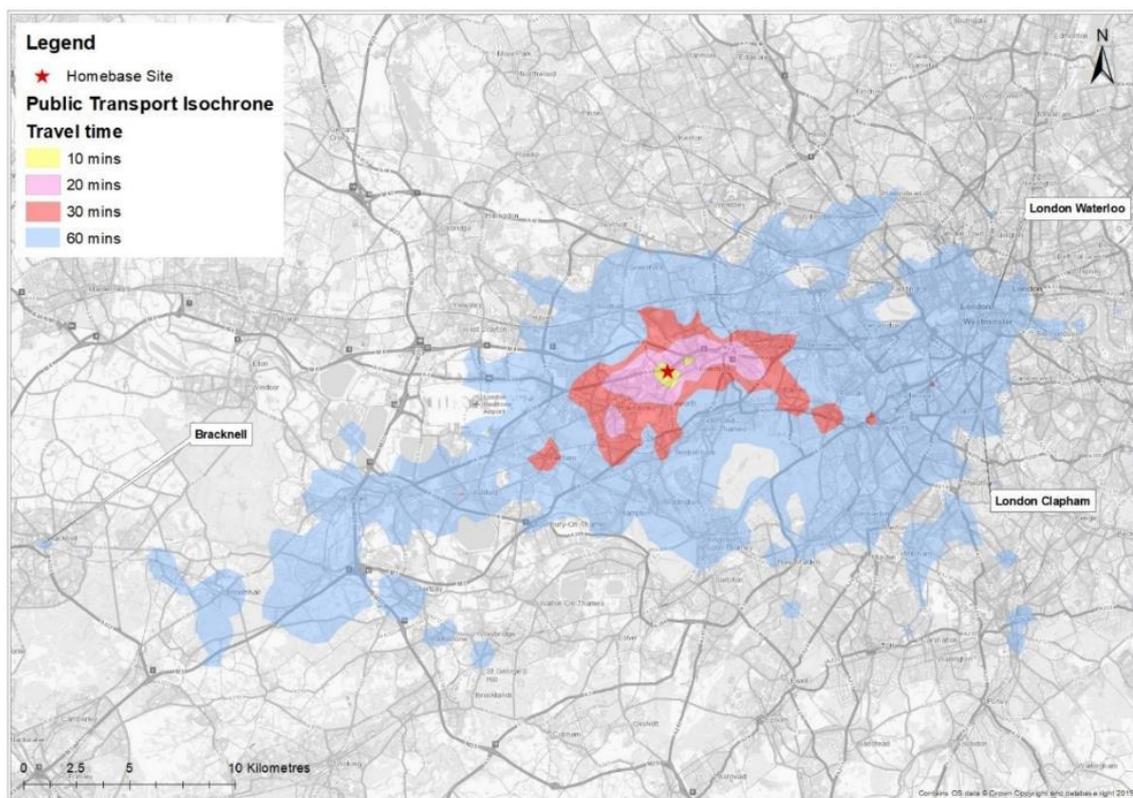
- 3.3.6 As outlined in **Section 1**, the residential element of the scheme will be situated directly above a proposed 10,550sq.m (GIA) Tesco store.
- 3.3.7 Within a short walking distance, there are a number of shops and cafes on Syon Lane, adjacent to Gillette Corner, situated some 50m from the site.
- 3.3.8 Considering a broader local context, Brentford Town Centre is situated within 1.5km of the site and offers access to a number of services and amenities which are within walking and cycling distance of the site.

3.4 Public Transport Accessibility

Public Transport Connectivity

- 3.4.1 The site is well-positioned to be accessed by public transport, due to its proximity to Syon Lane station, Osterley Station and a number of frequent bus services.
- 3.4.2 An assessment of the public transport accessibility has been undertaken using TRACC software. The analysis determines areas that can be reached from the site within a 10, 20, 30 and 60 minute journey time using public transport. A map showing the result of the assessment is shown in **Insert 3.3**.

Insert 3.3: Public Transport Accessibility Map



- 3.4.3 The public transport accessibility map demonstrates that the site is accessible from large parts west and central London within a commuting distance. Westminster and Waterloo are located within a 60 minute journey time of the site. This assessment does not account for any emerging rail and bus proposals which are planned in the Golden Mile opportunity area, which would improve accessibility to the site.

Public Transport Accessibility Levels (PTAL)

- 3.4.4 The Public Transport Accessibility Level (PTAL) methodology has been adopted by the GLA and TfL as a means of quantifying and comparing accessibility by public transport for a given site. It takes into account the time taken to access the public transport network, including:
- The walk time to various public transport services;
 - The average waiting time for each service; and,
 - The reliability of each service.
- 3.4.5 The methodology is based on a walking speed of 4.8km/h and considers Underground and rail stations within a 12-minute walk (960m) and bus stops within an 8-minute walk (640m), with the PTAL assessment being undertaken using the AM peak hour operating patterns of existing public transport services.
- 3.4.6 Based on the TfL PTAL calculator, the site has a public transport accessibility index of 6.84, which equates to a PTAL of 2, which is categorised as 'Poor'. However, the southern edge of the site falls in an area of PTAL 3, due to the connections available at Syon Lane Station, and proximity to bus services on London Road.

Bus Accessibility

- 3.4.7 The site is well served by local bus routes and benefits from convenient access to bus stops directly adjacent to the site on A4 Great West Road and Syon Lane within 50m.
- 3.4.8 The H28 bus route operates from the existing stops located on Syon Lane in the vicinity of the site. The bus route provides service between the locality and Cranford, with a service frequency of some three buses per hour.
- 3.4.9 The H91 bus service is located within a walkable distance of the site via the peripheries of the A4 Great West Road. The H91 bus service provides a route between Hounslow and Hammersmith. The route has a service frequency of up to eight buses per hour.
- 3.4.10 In addition to the bus services that serve bus stops in the immediate peripheries of the site, a further five bus services operate via bus stops that are located within a suitable walking distance of the site. **Table 3.2** provides a list of bus services that provide a suitable opportunity for commuting to/from the site.

Table 3.2: Key local bus services

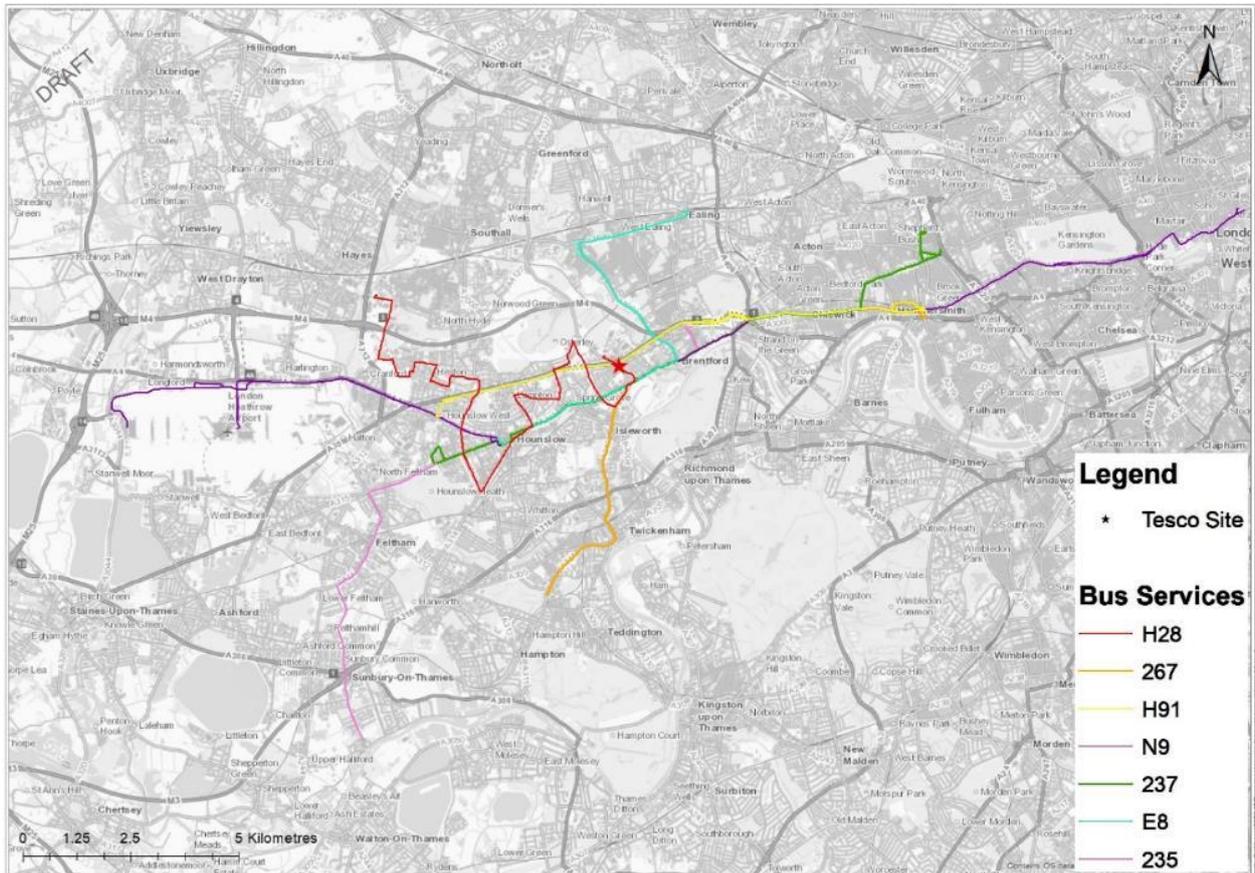
Service	Route	Direction (Towards)	First Bus	Last Bus	AM Peak	PM Peak	Sat	Sun
H91 (Great West Road)	Hounslow West Station – Osterley Station – Wood Lane – Gillette Corner – West Cross Centre – Boston Manor Road – Gunnersbury Station – Hammersmith Bus Station	Hounslow West Station	05.10	23.50	6ph	6ph	5ph	4ph
		Hammersmith Bus Station	05.00	23:40	6ph	6ph	5ph	4ph
H28 (Syon Lane)	Bulls Bridge Tesco – Beaufort Gardens – Bath Road – Hounslow High Street – Hounslow East Station – Thornbury Avenue/Great West Road – West Middlesex Hospital – Syon Lane Station – Tesco Osterley	Bulls Bridge Tesco	05:50	23:30	3ph	3ph	3ph	2ph
		Tesco Osterley	05:50	23:30	3ph	3ph	3ph	2ph
235 (London Road)	Three Fishes – Sunbury Station – Feltham Tesco – Hounslow High Street – Thornbury Road – Isleworth Station – Wood Lane – Syon Lane -Brentford County Court – Great West Quarter	Three Fishes	05.05	00.00	7ph	7ph	6ph	5ph
		Great West Quarter	05:05	00:05	7ph	7ph	6ph	5ph
237 (London Road)	Frampton Road – Hounslow High Street – Isleworth Station – Syon Lane – Brentford County Court – Kew Bridge Station – Shepherd's Bush Green – White City Bus Station	Frampton Road	04.55	00.25	7ph	7ph	7ph	5ph
		White City Bus Station	05.05	23:55	7ph	7ph	7ph	5ph
267 (London Road)	Hammersmith Bus Station – Gunnersbury Station – Kew Bridge Station – Brentford County Court – Syon Lane – West Middlesex Hospital – Fullwell Bus Station	Hammersmith Bus Station	05:01	23:41	5ph	5ph	5ph	4ph
		Fullwell Bus Station	05:49	00:31	5ph	5ph	5ph	4ph
E8 (London Road)	The Bell – Isleworth Station – Syon Lane – Brentford Station – Boston Manor Station – Ealing Broadway Station	The Bell	04:00	00:50	7ph	7ph	7ph	7ph
		Ealing Broadway Station	04:50	01:15	7ph	7ph	7ph	6ph

N9 (London Road)	Heathrow T5 – Hounslow West Station – Wood Lane – Syon Lane – Brentford County Court – Gunnersbury Station – Hammersmith Station – High Street Kensington – Hyde Park Corner – Charing Cross Station – Aldwych	Heathrow T5	23:55	04:55	3ph	3ph	3ph	3ph
		Aldwych	23:30	05:20	3ph	3ph	3ph	3ph

3.4.11 There are seven bus services within walking distance of the site. The H91 and H28 buses run adjacent to the site, along Great West Road and Syon Lane respectively. The 235, 237, 267, E8 and N9 buses can be accessed from London Road, at bus stops X/W. All routes provide at least three services per hour, while the most frequent services, the 235, 237 and E8 provide seven services per hour.

3.4.12 A map showing the buses and their routes accessible from the site is provided in **Insert 3.4**.

Insert 3.4: Bus Catchment Map



Rail Accessibility

3.4.13 Syon Lane Station is within Zone 4, and provides National Rail services direct to London Waterloo, via Brentford, Putney, Clapham Junction and Vauxhall. To the west, the service connects with Windsor and Eton.

3.4.14 Syon Lane railway station is on the Brentford loop of the South Western Railway network. At Syon Lane Station, there is a frequent service connecting the site with Central London. There are

approximately 7 trains per hour to London Waterloo and Mortlake, respectively. There are 3 trains per hour towards Weybridge.

3.4.15 Clapham Junction is a major railway station on the South Western Railway network and is accessible via a train journey of approximately 20 minutes from Syon Lane. Clapham Junction is served by London Overground, Southern and Gatwick Express services.

3.4.16 A summary of rail connections from Syon Lane station is described in **Table 3.3**.

Table 3.3: Syon Lane Rail Services - Destinations and Frequencies

Destination	First Train	Last Train	Frequency	Journey time
Waterloo	05:36	23:21	7ph	35 mins
Mortlake	05:36	23:21	3ph	33 mins
Weybridge	05:36	23:55	3ph	44 mins

3.4.17 Osterley Station provides access to the Piccadilly Line service and is within 2km of the site. Bus service H91 provides a connection from the site to the station.

3.4.18 At Osterley Station, the Piccadilly line has a peak frequency of 12 trains per hour in each direction, with trains timetabled approximately every 5 minutes.

3.5 Car Clubs

3.5.1 There are a number of car club vehicles available within walking distance of the site. The car club vehicles within the proximity of the site are provided by either Zipcar or Enterprise.

3.5.2 A summary of the available car club vehicles and walk distances can be found in **Table 3.4**.

Table 3.4: Nearby Car Club Spaces

Location	Approximate Walk Distance	Number of Vehicles
Ridgeway Road, Isleworth (Zipcar)	1300m	1
Thornbury Avenue, Osterley (Zipcar)	1700m	2
Commerce Corner, Brentford (Zipcar)	1300m	1
Townfield Way, Isleworth (Zipcar)	1200m	1
Glenhurst Road, Brentford (Enterprise)	1400m	1
Boston Park Road, Brentford (Enterprise)	1400m	1

3.5.3 Car clubs can also bring wider benefits such as:

- **Freeing up parking spaces** – through members selling a car or deferring a planned purchase of a car
- **Environmental benefits** – including improved air quality, reduced CO2 emissions through use of cleaner vehicles (particularly if electric vehicles are used in the fleet) and greater use of sustainable transport
- **Increased familiarity with electric vehicles** – making them more visible, desirable and accessible to a wider audience

- **Reduced costs of living** – the true costs of owning a car (including upkeep, maintenance and depreciation) are often under-estimated by owners. Car club users can make significant savings when switching from private ownership.
- **Reduced costs of doing business** – car clubs can have financial benefits for businesses through rationalised business travel and reduced commuting by car

3.6 Accessible Public Transport

3.6.1 The majority of public transport services in the area surrounding the site are step-free, in particular:

- All TfL London bus services provide step-free connectivity from origin to destination.
- Both platforms at Syon Lane station are accessible via a lift.
- Hounslow' Local Transport Plan (February 2019) identifies that Osterley station will be provided with step-free access in 2019/20.

3.6.2 Overall, people with reduced mobility have excellent public transport connectivity with a range of options available.

3.7 Proposed Site Accessibility Enhancement Measures

3.7.1 The site is located within the 'Great West Road Opportunity Area', an area designated for higher density development. To facilitate higher density development in the Opportunity Area, improvements to the local transport network are proposed and these proposals include the development of:

- **The West London Orbital** - A new London Overground service that would run from Hounslow and Kew Bridge, towards Hendon and West Hampstead in the north.
- **Southall Rail Link** – A passenger train service, operating on an existing freight line, linking Brentford with the planned Crossrail station at Southall. A new station would be created at Transport Avenue, Brentford, close to the existing Sky campus, and this route could in due course be connected to Brentford station.
- **Improved and extended bus accessibility to the area**, which could include an extension of the existing E1 and H28 bus services in the area.
- **Improved cycle infrastructure** – this could comprise of Phase 2 of Cycleway 9 would route to the south of the site, along London Road, and the development of improved cycle routes alongside the A4 Great West Road.
- **Boston Manor Boardwalk** – A new pedestrian connection to Boston Manor Station.
- **Piccadilly Line** - Piccadilly Line Improvements Signalling improvements and new stock will allow faster trains, increasing capacity and frequency. Anticipated 2023 delivery.

3.7.2 The delivery of significant public transport infrastructure to support the development of the Opportunity Area has the ability to influence travel patterns associated with both the development sites and for neighbouring development; the inference being that the measures would result in a reduction in the use of the private car in favour of travel by more sustainable modes.

3.7.3 In addition to the above, the applicant is aware of the Borough's proposals for the introduction of

a Workplace Parking Levy as a mechanism to fund (at least in part) the delivery of the public transport infrastructure referred to above. In the context of the development sites' location with respect to the Sky Campus and other local commercial development, it is the view of the applicant that such a measure has the ability to reduce traffic movements locally, particularly at peak times of travel demand.

3.8 Summary

- 3.8.1 The development site is accessible on foot, by cycle, by bus, by mainline rail and by London Underground services.
- 3.8.2 While the site is currently well located for access to public transport services, the development scheme will seek to enhance the site's sustainable transport credentials through the delivery of a permeable development that improves site accessibility on foot and by cycle.
- 3.8.3 In the wider context, initiatives developed as part of the Great West Road Opportunity Area will make development more accessible by non-car modes of travel.

4 Residential Travel Patterns

4.1 Preface

4.1.1 This section of the RTP provides the estimated travel patterns for Syon Gardens. The methodology adopted in the assessment of future travel demand can be found in the associated Transport Assessment.

4.2 Residential Development

4.2.1 The development will include up to 473 residential units, with up to 106 associated car parking spaces (approximately 0.22 spaces per dwelling). This low car parking ratio, in combination with on-street parking controls, will act to restrain car ownership and car travel.

4.2.2 The predicted travel demand for the residential development is summarised in Table 4.1 below. The assessment is based on known travel patterns, as derived for the local area from 2011 Census, and a trip rate per car parking space and a person trip rate (per dwelling) that has been agreed with TfL.

4.2.3 Full details of the assessment methodology is provided in the associated Transport Assessment.

Table 4.1: Homebase Site Residential Trips (473 Units/ 105 Parking Spaces, inc. Car Club parking)

	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs
Underground, metro, light rail, tram	10	54	33	17	184	213	21	35
Train	11	58	35	18	199	231	23	38
Bus, minibus or coach	12	62	38	19	213	247	25	41
Taxi	0	2	1	1	7	8	1	1
Motorcycle, scooter or moped	1	6	4	2	20	23	2	4
Driving a car or van	6	29	23	12	106	122	14	20
Passenger in a car or van	2	11	7	4	39	45	5	7
Bicycle	3	17	10	5	59	68	7	11
On foot	8	41	25	13	142	165	17	27
Other method of travel to work	1	4	2	1	12	14	1	2
Total	54	285	179	92	981	1134	116	188

4.2.1 It is evident from **Table 4.1: Homebase Site Residential Trips (473 Units/ 105 Parking Spaces, inc. Car Club parking)**

	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs
Underground, metro, light rail, tram	10	54	33	17	184	213	21	35

Train	11	58	35	18	199	231	23	38
Bus, minibus or coach	12	62	38	19	213	247	25	41
Taxi	0	2	1	1	7	8	1	1
Motorcycle, scooter or moped	1	6	4	2	20	23	2	4
Driving a car or van	6	29	23	12	106	122	14	20
Passenger in a car or van	2	11	7	4	39	45	5	7
Bicycle	3	17	10	5	59	68	7	11
On foot	8	41	25	13	142	165	17	27
Other method of travel to work	1	4	2	1	12	14	1	2
Total	54	285	179	92	981	1134	116	188

4.2.2 that the proposed residential development of 473 residential units could generate approximately 339 and 270 two-way person trips during the weekday AM and PM peak hours respectively. During both the weekday AM peak and weekday PM peak, a total of 35 two-way trips would be made by car.

4.2.3 Overall, it is anticipated that car drivers would represent around 11% of trips associated with the site's residential development.

4.3 Development of Base Position

4.3.1 A critical part of any Travel Plan is to establish a measured base position against which the impact of the Travel Plan can be judged.

4.3.2 Post site occupation, understanding residential travel patterns and mode share should be one of the first tasks conducted as part of the RTP's implementation. The main criteria for the development of this baseline position are:

- Surveys should be conducted as soon as possible once an agreed level of site occupancy is reached; and
- The surveys should conform to guidance set out in this RTP.

- 4.3.3 It is important that the site's occupancy levels, at the time of the survey, are sufficiently high to accurately reflect the overall travel patterns at the site at full occupancy.
- 4.3.4 The primary aim of any RTP survey would be to gather a sufficient level of information to inform the determination of modal shift targets, and to tailor the RTP's 'measures' effectively.
- 4.3.5 It is envisaged that an iTRACE survey, or equivalent, will be undertaken to establish travel mode share. Key information to be extracted from the survey would include the modal split of journeys.
- 4.3.6 It is envisaged that surveys will be undertaken in accordance with the TfL Best Practice methodology, which requires surveys to be undertaken in Year 1 of site occupation. However, it is also recognised that to make the survey representative a minimum level of site occupation will be required.
- 4.3.7 It is therefore proposed that the survey of the site's baseline position is undertaken when a minimum of 100 residential units on-site are occupied.
- 4.3.8 To achieve an accurate statistical appraisal of travel trends an adequate number of respondents will be required from any Travel Plan survey undertaken. A target response rate of 50% will be sought.
- 4.3.9 Data collected from the Year 1 RTP survey will be used to define targets against which the success of the RTP can be judged. However, for the purpose of this submission, Section 6 of the RTP provides a preliminary target based on the data provided in **Table 4.1: Homebase Site Residential Trips (473 Units/ 105 Parking Spaces, inc. Car Club parking)**

	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs
Underground, metro, light rail, tram	10	54	33	17	184	213	21	35
Train	11	58	35	18	199	231	23	38
Bus, minibus or coach	12	62	38	19	213	247	25	41
Taxi	0	2	1	1	7	8	1	1
Motorcycle, scooter or moped	1	6	4	2	20	23	2	4
Driving a car or van	6	29	23	12	106	122	14	20
Passenger in a car or van	2	11	7	4	39	45	5	7
Bicycle	3	17	10	5	59	68	7	11
On foot	8	41	25	13	142	165	17	27
Other method of travel to work	1	4	2	1	12	14	1	2
Total	54	285	179	92	981	1134	116	188

4.3.10 .

5 Measures and Responsibilities

5.1 Preface

5.1.1 This section sets out how the RTP is likely to be managed on a day to day basis and identifies 'measures' that could be adopted as a means to encourage travel by sustainable modes.

5.2 Travel Plan Coordinator (TPC)

5.2.1 The successful implementation of the RTP is dependent on the clear definition of responsibilities. From the outset, a Travel Plan Coordinator (TPC) will be appointed in order to take ownership of the associated responsibilities. The TPC will manage the RTP on a day to day basis and would be required to communicate the objectives of the RTP to residents.

5.2.2 The TPC will be appointed in advance of the first residential site occupation and it is envisaged the role will be undertaken by an appointed person or company; this is likely to be the site's management company and/or housing association provider.

5.2.3 Tools that can be used by the TPC for the communication of information residents could include:

- Provision of Travel Information Packs to residents – these could include public transport maps, timetables and information on local cycle routes. This information could be provided as part of each resident welcome pack when apartments within the Syon Lane site are first purchased.
- Travel Plan noticeboards, located in communal areas to display up to date information related to travel.

5.3 Residential Travel Plan Measures

5.3.1 The RTP's 'measures' will take the form of:

- 'hard' infrastructure measures on and around the site that will help to achieve the RTP's objectives, such as the provision of secure cycle parking;
- 'soft' measures that will encourage sustainable travel, such as the provision of information associated with travel choices; and
- On-site car parking restrictions that will limit the ability for most households to own and park a car on-site.

5.4 Hard Measures

5.4.1 'Hard measures' are physical measures which are designed into Syon Gardens. Such measures include restricted car parking provision, adequate pedestrian and cycle facilities (including cycle parking provision) and enhanced public transport provision. The main purpose of hard measures is to facilitate a modal shift by supporting more sustainable modes of travel or in some cases 'active' modes of travel.

- 5.4.2 The development has been designed to accord with the policies of the ItP version of the London Plan (December 2019). This will mean that measures, such as cycle parking and electric car charge points, must be provided on-site to meet with minimum requirements.

5.5 Cycle Parking

- 5.5.1 In terms of cycle parking, this will mean providing long and short term parking for residents and site visitors, to the following standard.

Table 5.1 - Residential Cycle Parking Provision (Long Stay)

Number of Bedrooms	Cycle Parking Standard	Proposed Number of Units	Proposed Minimum Cycle Parking Provision
Studio/ 1 Person Unit	1 space per dwelling	39	39
1 Bedroom/ 2 Person Unit	1.5 spaces per dwelling	162	243
2+ Bedroom Unit	2.0 spaces per dwelling	272	544
TOTAL	-	473	826

- 5.5.2 All long stay parking will be provided in secure locations on-site. In this case, secure long stay cycle parking will mean providing parking within the site's built development, in locations where site access is controlled to residents only.
- 5.5.3 In accordance with the London Cycle Design Standards, a minimum of 5% of all cycle parking will be provided as Sheffield stands and will be suitable for use by non-standard cycles. All Sheffield stand parking will be provided at ground floor level.
- 5.5.4 With consideration of short-stay cycle parking spaces for visitors to the residential units, a total of six Sheffield Stands (12 cycle parking spaces – based on one space per 40 units for 473 no. residential units) are provided in publicly accessible locations. This provision is supplemented by the public (short stay) cycle parking to be provided in support of the site's Tesco development.

5.6 Car Parking

- 5.6.1 A total of 105 car parking spaces will be provided on-site to support the residential development (inc. Car Club and visitor parking) at a ratio of around 0.21 spaces per dwelling. The majority of residential units on-site are therefore required to be car free.
- 5.6.2 This low car environment is supported by existing local on-street car parking controls which take the form of red-route waiting restrictions and controlled on-street car parking zones. It is not envisaged that any site resident would be eligible to obtain an on-street car parking permit.
- 5.6.3 Electric vehicle car charge points will be provided for 20% of all parking spaces (20 spaces) on first site occupation. Passive provision will be made so that all remaining residential car parking spaces have the ability to access a car charge point in the future.
- 5.6.4 The allocation of parking spaces to residents will be in line with the requirements of the ItP version of the London Plan, which requires:
- All parking spaces to be leased rather than sold;
 - Disabled persons parking bays associated with residential development not to be allocated to specific dwellings; and
 - At least one designated disabled persons parking bay per dwelling, for 3% of all dwellings, to be available from the outset.
- 5.6.5 Detail regarding the proposed on-site car park management strategy is provided in the Homebase Brentford Transport Assessment, submitted as part of the planning application as a standalone document.

5.7 Car Club

- 5.7.1 The development will introduce a Car Club on-site. It is envisaged that the Car Club will be operated by the established Car Club operator Zipcar.
- 5.7.2 **Appendix B** of this RTP provides a proposal from Zipcar. Car Club car parking spaces secured within the development site could form part of a wider Zipcar network, meaning that members have access to more than just the cars located within the demise of the Homebase site.
- 5.7.3 Up to two of the site's car parking spaces would be allocated as Car Club car parking spaces. These would be provided on-site at basement floor level, and would be accessible for use by site residents.
- 5.7.4 It is intended that the Car Club offer will encourage a lower level of car ownership and will allow residents to live car free, knowing that they can access a car on the rare occasion that this is required.
- 5.7.5 Zipcar say that every Zipcar takes an average of 10 to 15 privately owned cars off the roads of the UK, because members often sell (or don't replace) a car when they join.

5.7.6 In this case it is envisaged that all new site residents will be provided with the opportunity to join the Car Club, at the applicant's expense, when an apartment is first purchased. The applicant will provide funding to 'pump prime' the Car Club meaning that:

- There will be provision for up to two Car Club vehicles on-site;
- Every household (473 units) will be offered three year's paid membership on first occupation;
- Every household will be offered £50 + VAT of driving credit;
- One year's free business account (usually £119) for any commercial entity operating from or in conjunction with the development site.

5.8 Site Access Controls

5.8.1 A total of 105 parking spaces are to be provided in relation to the residential units. Of these, 72 spaces would be provided within the car park at podium level 2, and 33 spaces would be provided at lower ground level, accessed from Syon Gate Way.

5.9 Public Realm

5.9.1 The applicant's ambition is to create an environment that is suitable for recreational activity, and this will mean a low car environment that has a focus on the movement of people through the site on foot, and by cycle.

5.9.2 The Mayor's Transport Strategy (March 2018) sets a target for 80 per cent of all journeys to be made on foot, by cycle or using public transport by 2041. The development's public realm has been designed with this in mind, and the site's low car environment will endeavour to ensure that the Mayor's key 'Healthy Streets' indicators are met, which are:

- People choose to walk, cycle and use public transport
- Pedestrians from all walks of life
- Easy to cross
- Shade and shelter
- Places to stop and rest
- Not too noisy
- People feel safe
- Things to see and do
- People feel relaxed
- Clean air

5.9.3 It is considered that the development will fully adhere to the Mayor's policy on the development of Healthy Streets.

5.10 Complementary Development

5.10.1 While this document focuses on the site's residential land use the wider development scheme is a mixed use development. The development of the Bolder Academy School adjacent to the Tesco, Osterley site (planning application number P/2017/1417), and the provision of retail facilities within the demise of the site will remove the need to travel longer distances for some journeys.

5.11 s106 Financial Contributions

5.11.1 In terms of off-site measures, TfL will request financial support for local bus services. It is envisaged that the level of funding would be c. £1.7 million.

5.12 Funding

5.12.1 All 'hard' RTP measures will be funded by the applicant.

5.13 Soft Travel Plan Measures

5.13.1 The TPC will be able to select 'soft' RTP measures that they consider will have the best opportunity to influence resident travel. These measures will be promoted by the TPC with the intention of influencing travel behaviours, in line with the objectives of this document. Measures could include, but are not limited to, the following:

- The use of promotional events throughout the life time of the Travel Plan, which could include – 'Bike week', 'Bike2work week', 'National Liftshare day', 'World environment' day, or 'walk to work week'.
- Pop-up cycle maintenance or promotional events - <http://www.bikeworks.org.uk/mobile-bicycle-maintenance/>
- The promotion of car sharing (<https://liftshare.com/uk>)
- Making residents aware of the cost savings available to frequent users of London's bicycle hire scheme (<https://www.tfl.gov.uk/modes/cycling/barclays-cycle-hire>)
- Highlight the health benefits associated with walking or cycling to/from work (<http://www.tfl.gov.uk/cdn/static/cms/documents/improving-the-health-of-londoners-transport-action-plan.pdf>).
- The measures devised to encourage sustainable travel patterns to and from the development will be in addition to the measures that will be in-built.
- It is envisaged that Travel Plan Surveys (refer to Section 6.3) will be used to understand what 'soft' measures could be introduced as a means to encourage non-car travel.
- It is envisaged that 'soft' RTP measures will be funded through the site's management company and the associated residential service charges.

5.14 Measures to Manage Car Use

- 5.14.1 A key method for reducing car use by residents is to limit the availability of dedicated parking facilities. This principle has been considered in developing the proposed scheme; this in itself is considered to be an effective measure in limiting car use by residents from the outset.
- 5.14.2 A dedicated car parking area with controlled access is provided for residents at the second tier of the proposed two-storey on-site car parking facility. A total of 105 residential car parking spaces will be provided for the proposed 473 residential units (inc. Car Club and visitor parking), meaning that the majority of the site's residential units will be car free.
- 5.14.3 This low car environment will be supported by local on-street car parking controls. Parking in the local area is managed through the LBH operated Controlled Parking Zone SLS, which allows permit holders only to park on-street in defined areas from 09:00 to 18:00, Monday to Friday. It is not envisaged that any residents at Syon Gardens will be eligible to obtain an on-street car parking permit.
- 5.14.4 Electric vehicle car charge points will be provided for 20% of all parking spaces on first site occupation. Passive provision will be made so that all remaining residential car parking spaces have the ability to access a car charge point in the future.
- 5.14.5 The allocation of parking spaces to residents will be considered in line with the requirements of the ItP London Plan, which stipulate:
- *All parking spaces to be leased rather than sold;*
 - *Disabled persons parking bays associated with residential development not to be allocated to specific dwellings; and*
 - *At least one designated disabled persons parking bay per dwelling, for 3% of all dwellings, to be available from the outset.*
- 5.14.6 Further detailed information regarding the proposed on-site car park management strategy is provided in the associated Transport Assessment, submitted as part of the planning application as a standalone document.

Car Park Management Plan

- 5.14.7 Further to the above, a dedicated Car Parking Management Plan (CPMP) has been prepared by RHDHV as in respect of the proposed development that forms the topic of this RTP. The CPMP includes measures and initiatives that aim to primarily limit car park use for residents of those that use the private car as a necessity; this can include mobility-impaired users.
- 5.14.8 CPMPs are tools to manage the supply and demand of parking spaces. The CPMP includes the following types of general measures that can influence car travel to/from the site. The measures in general consider the instilling the following principles:
- Parking will be limited to authorised residents that are legible to park at the facility based on a formally agreed approach;
 - Clear marking, and monitoring use, of disabled parking spaces;
 - The car park will be well-signed to assist the correct and legal use of the parking

spaces; and

- The car park will be actively managed to avoid misuse and long-term parking.

5.14.9 The CPMP forms part of the planning application as a standalone document.

6 Targets, Monitoring and Reporting

6.1 Travel Plan Targets

- 6.1.1 TfL guidance requires Travel Plan targets to be set over a minimum five-year time frame, with interim targets set at year one and year three. The full RTP will set out measurable outputs and targets which will be monitored to determine if the measures set out are having a positive influence in terms of encouraging sustainable travel patterns.
- 6.1.2 The purpose of Travel Plan targets are to provide a benchmark against which the performance of the Travel Plan can be judged.
- 6.1.3 The ultimate targets that would be set could accord with an acronym identified by TfL and endorsed by the DfT, namely 'SMART' targets. These are targets that are:
- I. Specific
 - II. Measurable
 - III. Achievable
 - IV. Realistic
 - V. Timed
- 6.1.4 Targets should relate directly to the objectives of the RTP, which in this case are to encourage sustainable travel, maximise the use of non-car modes of travel and to promote the health benefits of travelling to the development on foot or by cycle (refer to Section 3). A suitable indicator of the success of a Travel Plan is therefore travel modal split.
- 6.1.5 Preliminary targets can be determined from the data provided in Section 4.2 of this report, which estimates the travel patterns and the modal split of trips by future site residents. However, it is recommended that targets are formally adopted once a travel survey of resident travel is undertaken, post site occupation.
- 6.1.6 It is proposed that preliminary targets give consideration to the 'car driver' mode share, as the level of car use can be considered to be a benchmark for judging the site's take up of sustainable modes of travel; the ambition being to encourage the 'car driver' mode share to be as low as possible.
- 6.1.7 It is also considered that the predicted 'cycle' mode share, as defined in Section 4.2, is lower than might be expected in the future, given TfL's long term ambitions for cycling, and the investment that is being made in infrastructure throughout Greater London to support cycling. An increase in the proportion of journeys made by cycle represents a genuine opportunity to increase sustainable travel patterns by site residents. It is therefore proposed that a 'cycle' mode share is adopted in associated with this RTP.
- 6.1.8 The RTP's preliminary targets are therefore as follows:

RTP Preliminary Target – 5 Years post full site occupation

- No more than 10% of trips by site residents to be undertaken by private car.
- A minimum of 10% of trips undertaken by site residents to be undertaken by cycle.

6.2 Travel Plan Monitoring

6.2.1 In order to understand how effective the measures within the RTP are in terms of their influence on travel patterns, regular monitoring should be undertaken.

6.2.2 Monitoring surveys will be undertaken as soon as practicable in Year 1 following the site's occupation, but not before 100 dwellings are occupied. This is in order to determine the base position against which the implementation of the RTP measures can be judged. The monitoring process will be repeated in Year 3 and Year 5 such as to facilitate ongoing scrutiny and examination of travel patterns in order to assess the relative success or shortcomings of the RTP.

6.2.3 A target response rate of 50% is proposed for any monitoring exercise.

6.2.4 It is suggested that monitoring takes place in the form of residential questionnaires, which should be compliant with the iTRACE methodology (<http://london.itrace.org.uk>). It is recommended that as a minimum surveys should establish:

- The main mode of travel to/from work by residents;
- Any alternative sustainable modes of travel residents would consider using;
- What could influence those who drive to switch to an alternative travel mode.

6.2.5 Based on the outcome of the monitoring procedure, changes to the RTP can be made to ensure that the 'measures' implemented are those which are most effective in securing the objectives of the Plan. An example Questionnaire is provided in **Appendix C**.

6.2.6 It is anticipated that the RTP monitoring will coordinate with any monitoring requirements associated with the site's 'Delivery and Servicing Plan' and 'Car Park Management Plan'.

6.3 Remedial Action

6.3.1 Should the RTP targets not be met, the TPC would be required to consider the implementation of additional 'measures' designed to encourage travel to and from the site by sustainable modes.

6.4 Reporting

6.4.1 The outcome of the monitoring process should be reported to the Borough Council. If the survey has been undertaken in line with iTRACE, then the reporting can be undertaken on-line through the iTRACE web-page. The Borough Council may be able to provide log-in details to enable on-line reporting to be undertaken.

6.4.2 The information required in the reporting process will include:

- The number of respondents to the questionnaire, and the overall number of residents that were invited to take part in the survey.

- The number of respondents to the questionnaire travelling by each mode of travel (to allow the calculation of the modal split of trips).
- The number of cycle and car parking spaces available to site occupiers when the survey was undertaken.
- How the RTP is operating with regard to pre-defined modal split targets; and
- How the RTP would be adapted, should the pre-defined RTP targets not be met.

6.4.3 The results of the monitoring process should enable a review of the RTP to be undertaken, the purpose being to ensure that the adopted measures are being effective.

7 Action Plan

7.1.1 The TfL guidelines on the preparation of Travel Plans require an Action Plan to be prepared. The purpose of the Action Plan is to identify a package of achievable tasks and process that can be carried out in developing the RTP, which can be refined over time. The proposed Action Plan for this RTP is provided below.

Table 8.1: Action Plan

Action	Responsibility	Timescale	Notes
Appoint a Travel Plan Coordinator	Site Landlord	Prior to first residential site occupation.	The Travel Plan Coordinator is to be provided a copy of this RTP.
Communicate the objectives of the Travel Plan to residents and initiate 'measures' designed to encourage sustainable travel patterns	Travel Plan Coordinator	On first site occupation – this could be undertaken as part of a Residential Welcome Pack, given to all new site residents.	'Hard' RTP measures will be in place on first site occupation. Some 'soft' RTP 'Measures' can be initiated from first site occupation.
Initiate Car Club	Zipcar Car Club operator/Travel Plan Coordinator	Provision of one vehicle from first site occupation.	When the first vehicle achieves utilisation 15% above the fleet average, for a period of 8 weeks, a second vehicle will be added.
Year 1 of site occupation - Monitor travel demand and travel mode split	Travel Plan Coordinator	To be undertaken within 3 months of the occupation of the 100 th unit on-site. The content of the monitoring questionnaire (or alternative form of monitoring) is to be agreed with the Borough Council, but should be iTRACE compliant.	Circulate a Travel Questionnaire to residents to establish their existing travel patterns and mode split. This could be undertaken via an on-line survey or a written questionnaire.
Year 1 of site occupation - Report outcome of Travel Plan monitoring to the Borough	Travel Plan Coordinator	Within 3 months of the Travel Plan Survey being issued to site residents.	Prepare a short report identifying the results of the questionnaire survey, how the RTP is performing with regard to adopted targets, and confirming the 'measures' that have been undertaken to encourage sustainable travel patterns.
Travel Plan Review	Travel Plan Coordinator	On-going, and further to RTP monitoring procedure.	The TPC will be able to review the 'measures' undertaken as part of the RTP, so that only effective measure are utilised as a means to encourage sustainable travel.
Every 2 Years (up to 5 years post full site occupation) - Monitor travel demand and travel mode split.	Travel Plan Coordinator	Monitoring should be undertaken at time of year which is broadly consistent with the timing of the Year 1 travel survey.	Circulate a Travel Questionnaire to residents to establish their existing travel patterns and mode split. This could be undertaken via an on-line survey or a written questionnaire.

8 Summary

8.1.1 Royal HaskoningDHV (RHDHV) has been instructed by St Edward Homes Limited (a joint venture between M&G Investments and Berkeley Group) to prepare a Residential Travel Plan (RTP) in association with the proposed redevelopment of the existing Homebase Brentford retail store at Syon Lane in the London Borough of Hounslow (LBH). The planning application that forms the topic of this report can be described as:

“Full planning application for the demolition of existing building and car park and erection of buildings to provide residential units, a replacement retail foodstore, with additional commercial, business and service space, and a flexible community space, and ancillary plant, access, servicing and car parking, landscaping and associated works”

8.1.2 St Edward Homes Limited is bringing forward the redevelopment of both the Tesco Osterley and Homebase Brentford sites. The existing Tesco store would be re-provided on the Homebase Brentford site as part of a mixed-use development with residential above, which releases the opportunity to deliver a comprehensive residential-led mixed-use development on the Tesco site.

8.1.3 For information purposes, the Homebase Brentford redevelopment would include:

- Delivery of up to 473 high quality homes;
- 38% affordable housing (on a habitable room basis);
- A new and modern Tesco retail store of circa 10,550 sqm (GIA);
- 137 sq.m (GIA) of flexible commercial, business and service space;
- Up to 400 retail car parking spaces;
- 100 residential car parking spaces;
- 3 residential visitor car parking spaces and 2 car club spaces and
- A new community space of 200 sqm.

8.1.4 The Homebase Brentford site is a rectangular plot of land located on the corner of Syon Lane and the Great West Road at Gillette Corner. It has an area of approximately 1.4 ha. The site is currently occupied by a large Homebase store (4,180sqm) and associated surface car parking.

8.1.5 The Mayor’s Transport Strategy (March 2018) sets a target for 80 per cent of all journeys to be made on foot, by cycle or using public transport by 2041. The development’s public realm has been designed with this in mind, and the site’s low car environment will endeavour to ensure that the Mayor’s key ‘Healthy Streets’ indicators are met.

8.1.6 This RTP is associated with all 473 proposed residential units. A separate Workplace Travel Plan (WTP) has been prepared with consideration of the proposed Tesco foodstore, and ancillary retail units, staff and customer travel.

8.1.7 The development site is accessible on foot, by cycle, by bus, by mainline rail, and by London Underground services as part of a multi-modal trip.

8.1.8 While the site is currently well located for access to public transport services, the development scheme will seek to enhance the site’s sustainable transport credentials through the delivery of public realm enhancements that improves site accessibility on foot and by cycle.

- 8.1.9 In the wider context, initiatives developed to support the Great West Corridor Opportunity Area, in which the site is located, will make Syon Gardens more accessible by non-car modes of travel.
- 8.1.10 The development will include up to 473 residential units, with up to 105 on-site car parking spaces (approximately 0.21 spaces per dwelling), including Car Club and visitor parking. This low car parking ratio, in combination with on-street parking controls, will act to restrain car ownership and car travel. As a result, a car driver mode split of below 11% is anticipated in association with the residential development.
- 8.1.11 In order to maximize the benefits of the RTP a Travel Plan Coordinator (TPC) will be appointed to manage the Plan.
- 8.1.12 Post site occupation, understanding residential travel patterns and mode share should be one of the first tasks conducted as part of the RTP's implementation. The main criteria for the development of this baseline position are:
- Surveys should be conducted as soon as possible once an agreed level of site occupancy is reached; and
 - The surveys should conform to guidance set out in this RTP.
 - The RTP will adopt 'hard' and 'soft' measures designed to encourage sustainable travel patterns. Hard measures will include:
 - The provision of long and short stay cycle parking;
 - The provision of Car Club vehicles on-site;
 - Site access controls that allow free access by pedestrians and cyclists, but which restrict access by motor car;
 - A high quality public realm, that addresses the Mayor's Healthy Streets indicators; and
 - The provision of complementary development (non-residential land uses), that reduce the need to travel.
- 8.1.13 The measures are designed to meet the RTP's objective, which are as follows:

Travel Plan Objectives

- i. To encourage residents and visitors travelling to/from the site to do so in a sustainable way;
- ii. To endeavour to maximise the use of non-car modes of transport to the site, such as walking, cycling and public transport; and
- iii. In encouraging walking and cycling, to promote the associated health and environmental benefits.

- 8.1.14 The RTP includes a mechanism for monitoring, and preliminary RTP targets have been set. These targets focus on the 'car driver' and 'cycle' modal share, as follows:

RTP Preliminary Target – 5 Years post full site occupation

- No more than 10% of trips by site residents to be undertaken by private car.
- A minimum of 10% of trips undertaken by site residents to be undertaken by cycle.

- 8.1.15 Monitoring procedures will be undertaken to establish the success of the RTP, measured against pre-determined targets. The outcome of the monitoring process will be reported to the Borough Council.
- 8.1.16 Monitoring will be undertaken in Year 1 of site occupation. However, it is also recognised that to make the survey representative a minimum level of site occupation will be required. It is therefore proposed that the survey of the site's baseline position is undertaken when a minimum of 100 residential units on-site are occupied. A target response rate of 50% is proposed for any monitoring exercise.
- 8.1.17 An Action Plan has presented, to outline the timetable for the implantation of the RTP. The timetable identifies a need to monitored travel patterns every two years, up to 5 years post full site occupation.
- 8.1.18 In overall summary, this RTP has been prepared in accordance with TfL's best practice guidance on the preparation of Travel Plans for new development in London. The document, and the associated development, has sought to adhere with policies promoted in the Draft New London Plan, and policies that have been developed by the London Mayor on issues associated with Healthy Streets.

Appendix A – Car Club Proposal



Homebase – Syon Lane
London Borough of Hounslow
Royal HaskoningDHV

Proposal: November 2019

David Lang
UK Property Developments

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dlang@zipcar.co.uk

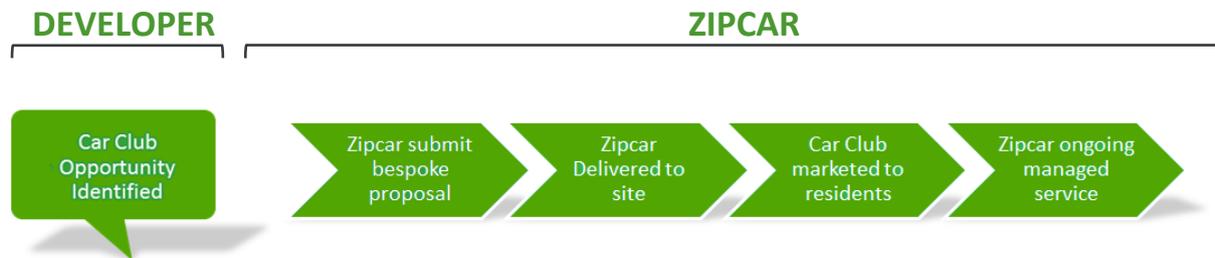


Zipcar & Property Developments

Zipcar works with an ever increasing number of Property Developers, Transport Consultants and Housing Associations across the UK to:

- ✓ Increase the likelihood of gaining planning permission on a site.
- ✓ Addressing specific Section 106 or Travel Plan requirements.
- ✓ Reducing the need to provide costly private parking.
- ✓ Act as a useful marketing tool to help sell properties with a limited parking provision.

Working with Zipcar – 5 Simple Steps



What is Zipcar?

Zipcar is a pay-as-you-go car club designed to provide members with access to cars and vans as quickly and conveniently as possible with the least amount of hassle. Our team is passionate about bringing this innovative concept to every urban street as a simpler, more efficient, more sustainable way to use a car.

2010

Zipcar merged with Streetcar and is the World's largest car-sharing club

Over 1,000,000 members
worldwide

6 UK cities

London, Bristol, Cambridge, Oxford, Glasgow & Edinburgh

London is the largest UK network with 1,500 bays; 5 times more locations than Starbucks!

Zipcar users are **ABC1** adults aged between **25-44 yrs old**.

71% use Zipcar for **leisure/spontaneous & activities**.

Zipcar users are **urban-dwellers** that like to **explore the city & jump at the chance to engage with nature and the outdoors**.

Members use **Zipcar** as an **alternative to the costs and hassles of owning or hiring a car**.

Best of both worlds

Zipcar is the only operator that give residents access to both a flexible per minute hire and long term hourly and daily model. Residents can just pick and choose whichever suits their trip. The Flex model has launched in six boroughs and we are looking to roll this across the city over the next 18 months.

Roundtrip

Perfect for longer trips that go full circle. Need to lug some flat-pack back from Ikea? Or escaping to the country for a weekend? A Roundtrip is the easy way to do it. Book a vehicle, drive and return to the bay you picked it up from.

Flex

Ideal for spontaneous one-way journeys. Pick up a Flex vehicle from the home zone and your friends enroute. Dashing to a meeting across town? Flex it in no time.

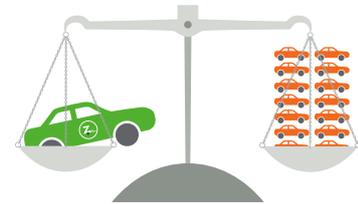
Current Flex Home Zone



A Sustainable Transport Solution

A large proportion of your future residents may have a private vehicle, but may not really need one. They may commute to work using public transport and just have a car for occasional use. A relationship with the world’s largest car sharing club would definitely assist in reducing the carbon footprint of your residents, provide a convenient and easily-used service, and save them a substantial amount of money.

Every Zipcar takes an average of 10-15 privately owned cars off the roads of the UK, because members often sell (or don't replace) a car when they join.



Zipcar is a service that benefits the whole community. We have found that car club members choose to drive a car less after joining Zipcar; the average car club member only actually clocks up between 403 and 414 miles a year which is significantly less than private vehicle owners. This is because they both make better use of public transport and think much harder about their transport options according to what they need to achieve and the cost associated with that decision.

Not only this but car club vehicles are typically between 10% and 33% more efficient in terms of carbon dioxide emissions per KM travelled, in comparison to the average car, because operators chose new and fuel efficient models.



Using Zipcar

The Zipcar process has been designed to provide simplicity and little administration – there are no depots or deposits involved (headaches typically found with regular car hire). Once the person has become a member there is no further form filling required to hire a vehicle anywhere in the world.



join



reserve



unlock



drive

Development Viability

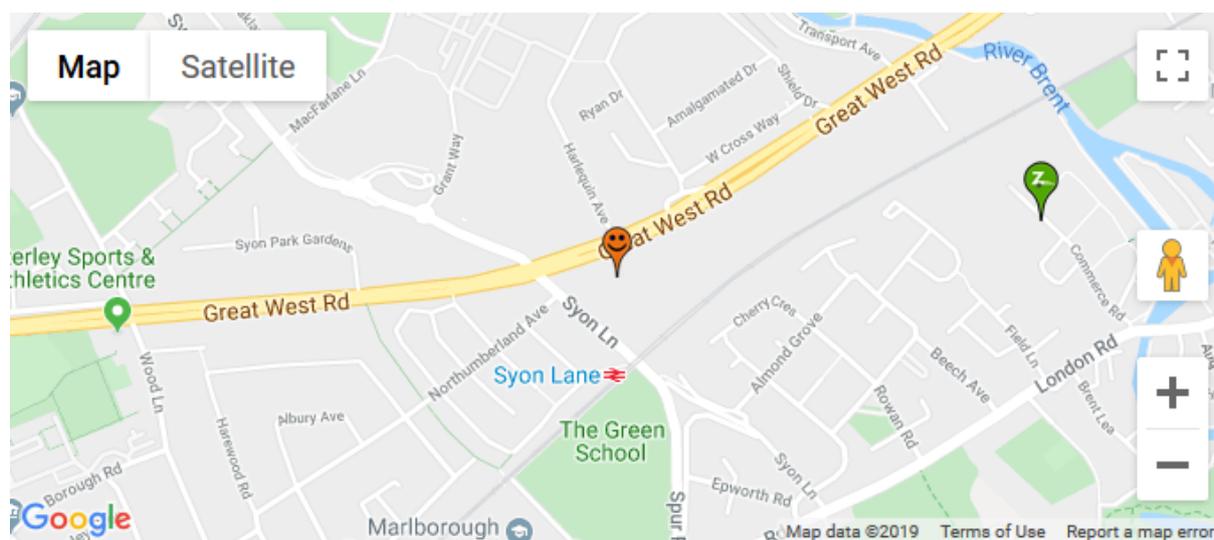
Zipcar has been operating in the borough of Hounslow since 2006 and is now working in partnership with the council to provide car clubs on-street to residents. We currently have 42 vehicles in the borough and over 4,045 members. The cars are performing well, being used approximately 8-10 hours a day.

In our opinion a car club could work well at this location given support from the developer in the early phases of the development. The low parking on site should ultimately ensure good uptake of the car club. We normally rely on a parking ratio of less than 0.7 to guarantee car club success.

A developer funded marketing package will help ensure demand for the car club on site; the more we are able to incentivise people to try the service, the more people will use it and consequently the time taken to reach commercial viability will be minimised. We anticipate up to two car club vehicles should be required. The first vehicle would be installed from the date of first occupations and the second vehicle would be added to meet demand. When the first vehicle achieves a utilization 15% above the fleet average, for a period of 8 weeks, a second will be added. If possible Zipcar would prefer the car club vehicles to be situated in dedicated bays in an accessible location – either privately off-street, or in conjunction with the Local Authority on-street (any Traffic Management Order costs associated with an on-street bay need to be met by the developer). This enables local residents to access the service easily whilst still providing a convenient option for the residents of the development.

Wherever possible the car club location must not be underground as phone signal is required to operate the service. If the bay is a private off-street space, we will require that the bay is either enforceable via permits or a managing agent. If that is not possible, an alternative solution is to install a bollard to prevent rogue parking from other residents or members of the public.

Existing Network



Homebase – Syon Lane Proposal

Zipcar recommends installing up to two vehicles. Zipcar will provide a fully managed service, which includes the following:

- Procuring and maintaining the vehicles for the duration of the contract
- Offering three years' membership to all 450 homes
- Designing all marketing collateral for the development communications team
- Managing the sign-up process (including licence and insurance eligibility processes)
- Monitoring resident and development queries and providing reports (if required as part of S106 requirements) post launch

This comes to a total contribution of **£21,000 +VAT**. This sum is to be paid prior to the date of first occupation.

In exchange Zipcar would commit to a contractual obligation to run the car club operation at the development for a minimum of three years. Each resident that signs up during the three years will receive three years' free membership and Zipcar will offer £50+VAT driving credit per unit at no further cost to the developer. A contribution of **£22,500 +VAT from Zipcar**.

Zipcar will provide 1 year's free business account (usually £119) for any commercial entity operating from or in conjunction with the site at no further cost to the developer.

The Zipcar development product

Zipcar have over 14 years of experience working with developers, travel planners and local authorities and have met the car club commitment on over 600 sites, ranging from ten to thousands of new homes. You will have dedicated support from our London based development specialists and we will support you from planning stage, through to installation and activation at the development.

Zipcar will create bespoke marketing collateral for the development managers and residents and work with our marketing partners to deliver a package that will create awareness of the car club on-site. Where required, Zipcar's operation team will install signage and branding for the Zipcar bays at no further cost to the developer.

Post launch, Zipcar will ensure that there are vehicles in the area to support development trip requests, not a feature of the standard product. We will also provide any necessary reporting data that is required to discharge any reporting clauses of the S106.

Marketing Proposal

A free membership to Zipcar is an excellent marketing tool to utilise with prospective buyers who, due to low parking ratios and parking restrictions, are unable to have their own vehicle on site. We would market the free memberships as a benefit paid for by the developer that provides residents with a cheaper, greener more convenient alternative to private car ownership. In this way Zipcar

adds real value to the development and is an excellent solution to the recurring problem of prospective residents not being able to have their own vehicle on site due to a lack of space.

Developer communication

It is vital that the development's communications team promotes and supports the growth of the car club on site. Having a presence online either on the development website or through the residents' portal will ensure that all residents are aware of the transport modes and offers available to them and speed up uptake. Historically we have found most residents will use the service either to move into the property or for the subsequent furniture run within the first three months of occupation. Our marketing team will be able to provide copy or banners for the site, all of which will direct residents to a bespoke landing page educating them about the service.

Bespoke marketing material: This would outline the offers your residents are entitled to. We find that this is crucial in generating early interest in the scheme; these would be part of each residents' welcome pack. Additionally we would recommend that a mail shot is sent at a later date reminding residents of the service.

The Zipcar Fleet

Zipcar has a vehicle type for every occasion. This will ensure that your residents get the best possible service, and can find a vehicle to suit their needs. Zipcar membership also includes Zipvan membership – providing our members with convenient access to larger vehicles when required.

Our vehicles are best in class from an emissions perspective. A Zipcar lives in the fleet for a maximum of eight months, ensuring our members are driving the most modern and efficient fleet in any car club across the world.

Model	Weekday	Weekend
	Hourly / Daily	Hourly / Daily
Hyundai i20 / Ford Fiesta	£6 / £54	£7.50 / £65
VW Golf / Ford Focus	£7 / £64	£8.50 / £75
VW GTE (PHEV)	£7 / £64	£8.50 / £75
Audi A3	£8 / £74	£9.50 / £85
Ford CMAX (7 Seater)	£10 / £94	£11.50 / £105
VW Transporter	£10 / £89	£11.50 / £105

Fuel, insurance and 60 free miles per 24 hours are included. Additional miles are 25p per mile (29p for premium vehicles and vans).

Appendix B – Sample Questionnaire

A request to complete the survey, their purpose and data protection.
Prize draw?

1. Please provide your address

House number

Street name

* 2. Please indicate how many people live in your household?

* 3. How many cars or vans are owned, or available for use, by one or more members of your household?

- None
 1
 2
 3 or more

* 4. How many bicycles are owned, or available for use, by one or more members of your household?

- None
 1
 2
 3 or more

* 5. What is your employment status? (if you are not currently in employment/ education please proceed to Question 16)

- | | |
|--|--|
| <input type="checkbox"/> Full-time | <input type="checkbox"/> Student part-time |
| <input type="checkbox"/> Part-time | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Student full-time | <input type="checkbox"/> Retired |

6. Please give us a postcode of your usual place of work/ study?

* 7. How far do you live from your regular place of work/ study?

- less than 2 miles
- 2-5 miles
- 6-8 miles
- 9-15 miles
- Over 15 miles

8. How long is your usual journey to your usual place of work/ study?

- 0-15 minutes
- 16-30 minutes
- 31-45 minutes
- 46-60 minutes
- over 60 minutes

* 9. What is your main mode of transport for travelling to work/ education centre (the one you use most often, for the longest part of your journey by distance)?

- | | |
|----------------------------------|--|
| <input type="checkbox"/> Bus | <input type="checkbox"/> Taxi |
| <input type="checkbox"/> Train | <input type="checkbox"/> Car alone |
| <input type="checkbox"/> Bicycle | <input type="checkbox"/> Car with others |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Motorbike |

Other (please specify)

10. How often do you use the following methods of travel to get to your regular place of work/ study?

	Bus	Car alone	Car with others	Cycle	Motorbike	Park and Ride	Train	Walking	Work at home	Work off-site (no usual place of work)
Daily	<input type="checkbox"/>									
More than once a week	<input type="checkbox"/>									
Once a week	<input type="checkbox"/>									
Once every two weeks	<input type="checkbox"/>									
Once per quarter	<input type="checkbox"/>									
Never	<input type="checkbox"/>									

11. Why do you use a car to travel to work/ education centre? (please choose all that apply)

- Car necessary to perform my job
- Childcare duties
- Sharing a journey with my partner
- Health reasons
- Lack of alternatives
- The cost of next best alternative
- Other (please specify)
- Journey reliability
- Personal comfort
- Personal safety
- Quicker than alternatives
- I don't use car

12. Which of the following would encourage you to use alternative modes of transport for your journey to work / education centre?

- Local travel information
- Travel group
- Voucher to purchase cycle equipment
- Voucher to purchase bus ticket
- Home office equipment
- Travel information webiste
- More cycle paths
- Improved local bus service
- Bus stop near your home locations
- Reduced car parking availability at your destination
- Cycle parking at your destination
- Motorcycle parking at you destination
- Cycle/ walking routes signage
- Personal Travel Planning
- Other

13. Would you be prepared to car share?

- Yes
- No
- Already car share

14. Which of the following improvements would encourage you to car share?

- Help in finding partners
- Free lift home if let down by driver
- Reserved parking for car sharers
- Reduced or free parking charges

15. If the above improvements were made, how often would you consider car sharing on your journey to work / education centre?

- Daily
- 3-4 times per week
- 1-2 times per week
- Occasionally

16. We offer a Personalised Travel Planning service where we review your travel options in context to your regular journeys and everyday requirements. Would you be interested in discussing your travel requirements with us? (If yes, please provide us with your contact details and our Travel Plan Coordinator will contact you)

- No
- Yes

17. Please use the following space to provide any comments you wish to make in relation to travel in the local area. Alternatively please email Development.Name@rhdhv.com