

September 2020

SYON GARDENS

HOMEBASE BRENTFORD SITE, TW7 5QE

RETAIL TRAVEL PLAN

Consultant: Royal Haskoning DHV



HASKONINGDHV UK LTD.

2 Abbey Gardens
Great College Street
London
SW1P 3NL
Transport UK
VAT registration number: 792428892

+44 207 2222115 **T**
info.london@uk.rhdhv.com **E**
royalhaskoningdhv.com **W**

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Author(s): Amin Fouladi

Drafted by: Amin Fouladi

Checked by: Chris Slack

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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 Workplace Travel Plan (WTP) in association with a proposed development at Homebase, Brentford, in the London Borough of Hounslow (LBH). The planning application that forms the topic of this report is associated with the following:

“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”

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 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;
- 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.

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 hectares (ha). The site is developed with a large Homebase store (4,180sqm) and associated surface car parking.

1.1.6 The site is located in the Great West Corridor Opportunity Area, as defined by the Intend to Publish (ItP) version of the London Plan.

1.1.7 The redevelopment of Homebase, Brentford with a Tesco store unlocks the wider strategic development potential and release of the 5.45ha Tesco Osterley site for comprehensive redevelopment. While the Tesco store would be re-provided from Tesco Osterley to the Homebase Brentford site, the Petrol Filling Station (PFS) associated with the existing Tesco will not be re-provided as part of the proposed scheme at the site.

- 1.1.8 This WTP relates specifically to the proposed Tesco retail store which replaces the existing Tesco Osterley store to the north of the Gillette Corner junction on Syon Lane. This WTP will focus on the movement of Tesco staff.
- 1.1.9 A site location plan can be seen in **Insert 1.1**

Insert 1.1: Site Location Plan



- 1.1.10 This document has been prepared subsequent to pre-application consultation with the London Borough of Hounslow (LBH), the Greater London Authority (GLA) and Transport for London (TfL). The WTP has been formulated with reference to the following good practice guidance on the preparation of Travel Plans:
- Department for Transport (DfT) 'Delivery Travel Plans through the Planning Process' (2009);
 - LBH Local Implementation Plan and Westrans guidance
 - Transport for London (TfL) Travel Planning Guidance (2019)

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 a WTP is prepared to inform this application, and this document is aimed at influencing the travel choices of customers and employees associated with the Tesco store.

- 1.2.2 Further to the above, reference is made to travel plan thresholds contained within the TfL Planning Guidance which stipulate for 'Food Retail' uses, all sites with equal or more than 1,000 sq.m of floor space are required to provide a 'full Travel Plan'.
- 1.2.3 Proposed commercial development that is ancillary to the Tesco store will fall well below the threshold required for a Travel Plan (137sq.m), and this document therefore focuses on the operation of the Tesco store.
- 1.2.4 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 employees settle into their travel patterns, and it is envisaged that the plan will be monitored and reviewed periodically.
- 1.2.5 With particular consideration of the proposed development it is noted that, as a leading UK retailer, Tesco is committed to reducing its environmental impacts as part of an ongoing programme of Corporate Responsibility. To this end, the TP is supported by the company, not only within the store but also at the corporate level.
- 1.2.6 Recent Tesco Corporate Responsibilities publications¹ indicate that Tesco has reduced the carbon intensity of stores and distribution centres and are making progress towards their 2020 targets: to halve carbon emissions per square foot of stores and distribution centres and a 25% reduced rate. The development and maintenance of this WTP can support Tesco's overarching environmental targets.
- 1.2.7 Further to considerations relating to reducing the environmental impact of travel, it is noted that the successful implementation of the WTP will have a range of benefits to Tesco as a business, its employees, customers and the local community and the environment. Key benefits that can arise from the implementation and management of the WTP are:
- Health benefits for Tesco staff;
 - Possible reduction in the cost of travel for staff and customers;
 - Potential reduction in time spent travelling;
 - Reduction in car parking stress and reduced burden of management of car parking facilities; and
 - Improving the environmental credentials of Tesco as a company.
- 1.2.8 It is assumed that this WTP will be finalised and formalised as part of a condition attached to any planning consent at the site.

1.3 Report Structure

- 1.3.1 With consideration of the good practice guidance referenced above, and the proposed land use types, following this introduction, the WTP 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;

¹ An update on our Corporate Responsibility commitments (Tesco Plc, November 2016)

- **Section 3** provides an overview of the site location and the local highway context, whilst providing a review of site accessibility with a specific focus on non-car modes of travel;
- **Section 4** details the development proposals of the site;
- **Section 5** presents an initial estimated (pre-survey) baseline position of travel to/from the proposed development;
- **Section 6** details the aims and objectives of the WTP;
- **Section 7** discusses the proposed modal shift targets of the WTP;
- **Section 8** sets out the Travel Plan measures;
- **Section 9** presents a management strategy which discusses funding, monitoring and update of the Plan;
- **Section 10** discusses a promotional strategy for the WTP;
- **Section 11** provides an Action Plan; whilst
- **Section 11** provides a summary.

2 Policy Review

2.1 Preface

2.1.1 This section provides an overview of 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 regard 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 on 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 published online by central government and is accompanied by “Planning practice guidance”, which defines Travel Plans as being:

“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 Travel Plan and the associated Transport Assessment are provided to support the development proposal.

2.3 Regional Policy

Adopted London Plan, March 2016

2.3.1 This section refers to the London Plan 2016, the spatial development strategy for London, consolidated with alterations since 2011. The London Plan forms part of the development plan for the development.

2.3.2 The London Plan advocates the use of Travel Plans for the promotion of sustainable modes of transport. In paragraph 6.8 the London Plan states that “*travel plans can help reduce emissions by promoting alternatives to the car.*”

2.3.3 In paragraph 6.14, the London Plan identifies that ‘*the use of travel plans and addressing freight issues may all help reduce the impact of development on the transport network and reduce emissions of gases that contribute to climate change.*’

2.3.4 In paragraph 6.42, the plan requires that ‘travel plans for major developments should give details of proposed measures to improve non-car based access, reduce parking and mitigate adverse transport impacts’.

2.3.5 In the London Plan Policy 6.3 ‘Assessing Effects of Development on Transport Capacity’, Part C requires that, ‘*workplace and/or residential travel plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL Guidance.*’

TfL Travel Planning Guidance (November 2013)

2.3.6 In November 2013 Transport for London (TfL) 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. New travel planning guidance and tools are to be published TfL and further updates of this Plan will be informed by up-to-date guidance material.

2.3.7 TfL’s guidance includes thresholds beyond which a site occupier should prepare a Travel Plan or Travel Statement. For a retail 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 Plan Statement	Criteria for a Travel Plan
A1 (Food/Non-Food Retail)	More than 20 staff but less than 1,000sqm	Equal or more than 1,000sqm

2.3.8 As outlined in **Section 1**, in respect of the thresholds presented in

- 2.3.9 **Table 2.1**, the preparation of a full TP is required for the proposed Tesco store development. Any other ancillary commercial development on the site would fall below the threshold of the preparation of a full Travel Plan or a Travel Statement.
- 2.3.10 The structure and content of this WTP have been informed by guidance contained within TfL's guidance document, which identifies the essential elements of a Travel Plan to be:
- **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 identification 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.

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

- 2.3.11 The ItP London Plan has been the subject of public consultation and has incorporated further changes published in December 2019.
- 2.3.12 The document provides a focus on the creation of Healthy Streets, and this is 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.*

2.4 Local Policy

London Borough of Hounslow Local Plan 2015 to 2030 (September 2015)

- 2.4.1 Hounslow Local Plan 2015 to 2030, provides a 15-year plan that provides spatial policies, development management policies and site allocations to guide and manage developments in the borough up to 2030.
- 2.4.2 The LBH Local Plan sets out a number of policies with regards to new development and transport considerations. The council's over-arching transport objective is to *"enable all those who live in or visit the area to travel safely and conveniently, whilst supporting environmentally sustainable economic growth and improving health"*.
- 2.4.3 Policy EC2 sets out the boroughs aims to develop an increasingly sustainable local transport network. This will be achieved by:
- *"Promoting 'car-free' or 'low car' development where appropriate, as well as car clubs and car-sharing schemes;*
 - *Promoting the active management of car parking and travel demand in the borough*
 - *Using the standards established in the London Plan for car parking, cycle parking, motorcycle parking, coach parking, and electric vehicle charging (or as updated by alterations to the London Plan)."*
- 2.4.4 New developments will also need to demonstrate that they:
- *'are located appropriately with regard to public transport accessibility and capacity, road capacity and access to good quality walking and cycling networks.*
 - *Demonstrate that adverse impacts on the transport network are avoided*
 - *Developments should provide a minimum number of cycle parking spaces and an appropriate maximum number of car parking spaces consistent with the standards in the London Plan*
 - *Incorporate design measures and facilities to promote cycling, in line with the London Plan."*

Great West Corridor Local Plan (October 2017)

- 2.4.1 The Draft Great West Corridor (GWC) Plan Local Plan, published by LBH in October 2017, has been developed in order to facilitate specific consideration of the Great West Corridor Opportunity Area, as identified in 2016 London Plan, within the context of the Hounslow Local Plan.
- 2.4.2 In reference to Policy GWC5 Transport and Connectivity, the council has outlined a number of key improvements in order to support sustainable development and growth along the Great West Corridor:
- *“Actively supporting and facilitating the delivery of new transport interchange sites. This could include safeguarding land for future station development proposed at i. Golden Mile Station: Brentford - Mainline to Southall Crossrail Link ii. Lionel Road Station: Old Oak Common - Hounslow Overground Link.*
 - *Improving cycling infrastructure throughout the area, specifically along the A315 (Cycle Superhighway 9) and other ‘quietway’ routes*
 - *Working in partnership with TfL and bus service providers to improve the frequency and efficiency of the bus network to and through the Corridor*
 - *Improving connectivity to the London Underground network through supporting the development of better links to the Piccadilly line, for example through the ‘Boston Manor Boardwalk’.*
 - *Actively encouraging walking and cycling through the provision of an attractive public realm that helps to link the Great West Corridor and surrounding neighbourhoods such as Brentford Town Centre, Brentford East and the River Brent Quarter better for those travelling on foot or by bike.”*
- 2.4.3 The Local Plan also includes commitments to support the expansion of bus services along and across the corridor. A key issue noted is the existing reliance on limited bus services into the area, with the exception of Brentford, Chiswick and Brentford East town centres. Increased bus services would help to reduce private vehicle traffic and increase the Public Transport Accessibility Levels (PTAL). Consultations between LBH and TfL are ongoing as part of the development and implementation of the GWC Local Plan.

Great West Corridor Masterplan and Capacity Study (March 2019)

- 2.4.4 The Great West Corridor Masterplan and Capacity Study (March 2019) sets out a vision and spatial framework for the Great West Corridor. Chapter 7 of the document considers ‘transport and movement’.
- 2.4.5 The Masterplan has been produced with reference to the TfL Healthy Streets Approach, with reference to the healthy streets indicators made throughout the Masterplan.
- 2.4.6 To support the Masterplan two rail improvement projects have been identified which include:
- Golden Mile Rail Link – A link between the Crossrail station at Southall and a new station on the Great West Road.
 - West London Orbital – A new overground service creating a route linking Crossrail and HS2. The route would serve Syon Lane and Brentford Station.

- 2.4.7 The Masterplan also proposes significant improvements to bus services along the Great West Corridor.
- 2.4.8 Cycle improvements are also included within the Masterplan. The new Cycle Superhighway 9 would require improved cycle connections along the Great West Corridor. The Masterplan proposes cycle improvements along the A4, with consideration of the following:
- Improved surfacing;
 - Improved crossing facilities and cycle priority; and
 - The use of planting or barriers to mitigate air/noise pollution.
- 2.4.9 The Masterplan sets out the need for all new streets and public realm to consider cycle routes and for secure cycle parking to be provided within areas of public realm.
- 2.4.10 To create places that are considered walkable, the Masterplan proposes to use the Healthy Streets approach. With respects to improving walking connections along the Great West Corridor the GWC Masterplan considers the following interventions:
- Clean air routes parallel to the A4;
 - New bridge links across the railway and River Brent;
 - New walking route across the West cross Quarter, linking the Golden Mile Station to Syon Lane;
 - New walking route from Boston Manor Station to the Sky campus;
 - Better integration and enhancement of the Grand Union Canal Walk;
 - New connection from the Grand Union Canal Walk with Boston Manor Station;
 - Internal connections within the Brentford Stadium Quarter;
 - Improved access into Gunnersbury Park from the Brentford Stadium Quarter.

3 Site Context and Accessibility

3.1 Preface

- 3.1.1 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 developed with a large single level Homebase store (4,180sqm) and a surface level car park.
- 3.1.2 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.
- 3.1.3 The surrounding area comprises a mix of uses including commercial and residential development. There are semi-detached houses on the western side of Syon Lane, opposite the site. Along the Great West Road, there is a variety of commercial and industrial uses as well as some residential uses, and further, along Syon Lane, the use is predominantly residential.
- 3.1.4 Syon Lane Rail Station is situated approximately 100m to the south of the site along Syon Lane. The station provides National Rail services direct to London Waterloo, Richmond and Weybridge. Furthermore, Osterley Station provides access to the Piccadilly line service and is within 2km of the site.

3.2 Highway Context

Syon Lane

- 3.2.1 Syon Lane is a local distributor road, which in the vicinity of the site has a north-west/ south-east alignment. Syon Lane is a single carriageway two-way road which extends between Osterley Park in the north and the A315 London Road at its southern extent. In the vicinity of the site, a 30 miles per hour (m.p.h.) speed restriction operates on Syon Lane.
- 3.2.2 The site is afforded a single point of vehicular access from Syon Lane.
- 3.2.3 In the vicinity of the site access, Syon Lane carriageway widens to around 13m in width. A turning lane for traffic turning right into the site from Syon Lane is provided, and two ahead traffic lanes are provided for northbound vehicles. North and southbound bus stops are provided in the vicinity of the access, and Syon Lane is sufficiently wide to allow a car to navigate around a waiting bus.
- 3.2.4 The Homebase Brentford site access is located between Syon Lane Station and the A4 Great West Road, which are separated by around 220m. In this section of Syon Lane carriageway, two traffic signal controlled pedestrian crossings are provided. A direct crossing is provided directly to the north of Syon Lane Station, approximately 100m from the site, and a staggered signalised pedestrian crossing is provided some 30m north of the Homebase Brentford site access junction.
- 3.2.5 The site access road provides a carriageway width of approximately 14m at its junction with Syon Lane and includes a central reservation segregating inbound and outbound traffic which incorporates dropped-kerbs and tactile paving.

- 3.2.6 On the western side of Syon Lane, opposite the Homebase Brentford site, there is resident permit holder parking, operating from Monday – Friday, 9am-6pm. This is part of the Controlled Parking Zone (CPZ).
- 3.2.7 A CPZ is also enforced at the Wyke Estate, between Tesco Osterley and Nishkam School. The hours of operation are Monday – Friday 9.30am-5:30pm.

Great West Road (A4)

- 3.2.8 The A4 Great West Road is a two-way dual carriageway road, which forms part of the Transport for London Road Network (TLRN). The A4 Great West Road connects with the M4 at Brentford, and routes towards Central London to the east, and with Heathrow Airport to the west.
- 3.2.9 There are wide, level footways provided on both sides of the Great West Road. Both flanks of the A4 are provided with street lighting.
- 3.2.10 A segregated cycleway connects Osterley station to the junction of Syon Lane/Great West Road (Gillette Corner). A segregated cycleway is also provided on the southern side of the Great West Road, and these cycleways extend to the eastern side of the junction. While the cycleways are located to the east and west of Gillette Corner, the cycleways do not extend through Gillette Corner, and instead, they terminate and recommence either side of the junction.
- 3.2.11 Pedestrian crossing facilities are provided across the Great West Road at Gillette Corner. On the eastern side of the junction, an underpass is provided to allow pedestrians safe crossing.
- 3.2.12 A staggered toucan crossing is provided to the north-west of the site which facilitates a north-south crossing of the A4 for pedestrians and cyclists.
- 3.2.13 At the north-east corner of the site, at the junction of the Great West Road (A4) and Harlequin Avenue, a traffic signal junction is provided that incorporates a staggered traffic signal controlled Toucan crossing across the A4. This junction also incorporates a signalised pedestrian crossing for east-west movements at the northern side of the junction, across Harlequin Avenue.
- 3.2.14 Approximately 400m to the east of the site, a pedestrian footbridge with stepped access only is provided across the A4 Great West Road, providing access to Transport Avenue on the northern side of the carriageway.
- 3.2.15 A 40m.p.h. speed limit operates at the A4 in the vicinity of the site.

Syon Gate Way

- 3.2.16 Syon Gate Way is a privately managed access road which routes along the southern perimeter of the site. This road provides access to parking facilities associated with commercial properties that are situated to the east of the site.
- 3.2.17 Syon Gate Way forms a junction with Syon Lane at a point some 90m south of the existing Homebase Brentford site access junction. The intersection of Syon Gate Way and Syon Lane forms a simple priority junction.
- 3.2.18 Syon Gate Way provides a carriageway width of around 5.5m.

Northumberland Avenue

- 3.2.19 Northumberland Avenue is a two-way single carriageway road which junctions with Syon Lane on its western side, between Gillette Corner and the existing Homebase Brentford site access. Northumberland Avenue operates with a 20m.p.h. zone and incorporates on-street car parking. Keep Clear road markings are provided on Syon Lane at its junction with Northumberland Avenue.
- 3.2.20 There are wide, level footways provided on Northumberland Avenue. Both sides of the carriageway are provided with street lighting. Northumberland Avenue forms part of the controlled parking zone.

London Road (A315)

- 3.2.21 The A315 London Road is an arterial road that routes with an approximate east-west alignment some 500m south of the site. To the east London Road connects to the A205 at Kew Bridge, and provides a connection with the M4 and A406 North Circular Road at Chiswick Roundabout. To the east, the A315 extends some 14km to Staines-upon-Thames and connects to the A30 and A308.

Car Dealership Access Road

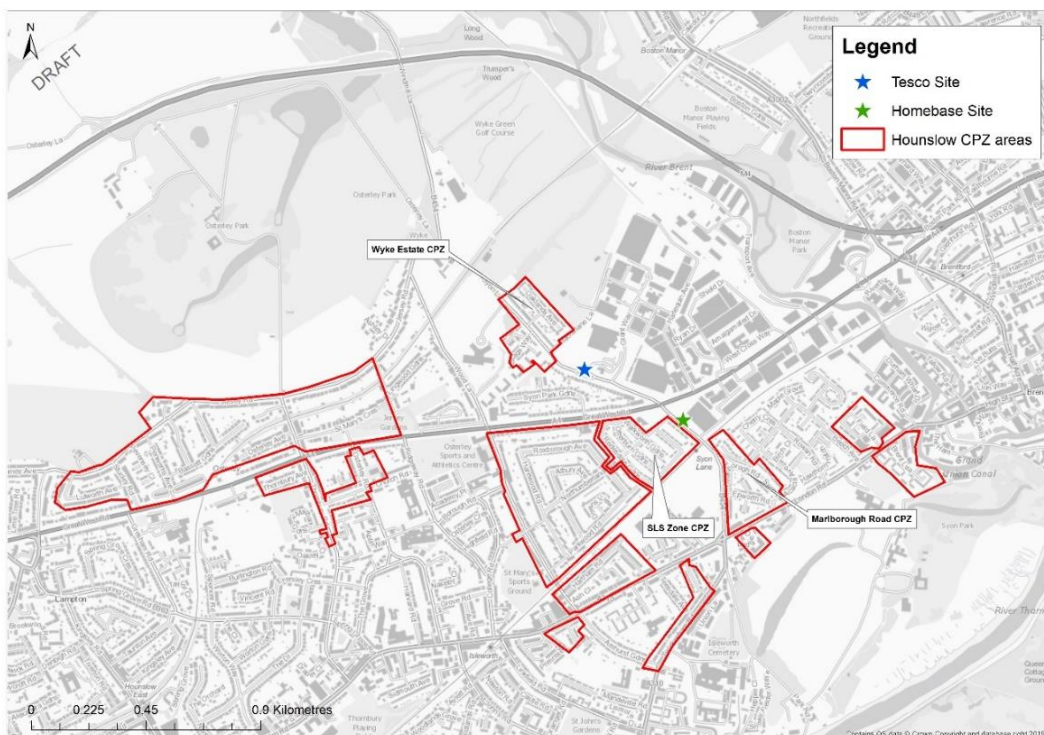
- 3.2.22 A Skoda car dealership operates immediately to the east of the site, which is served by a two-way access from the A4, Great West Road. The access road flanks the eastern perimeter of the Homebase Brentford site. The access road forms a priority junction with the westbound carriageway of the A4 and operates as a left-in and left-out junction.

On-street Parking (Waiting) Restrictions

- 3.2.23 The site is surrounded by various categories of road, including strategic highway (A4), distributor road (Syon Lane) and residential access roads (Northumberland Avenue). Parking (waiting) restrictions are in place on some roads locally and these either prevent parking from taking place in areas that are not appropriate for this purpose, or they control who is permitted to park on-street.
- 3.2.24 The A4 Great West Corridor (GWC) forms part of TLRN and is therefore a 'red route' which is subject to 'no stopping at any time'.
- 3.2.25 Syon Lane (B454), from the junction with A4 up to Northumberland Avenue, forms part of the A4 'red route' and is hence subject to the same parking (waiting) restrictions as A4.
- 3.2.26 To the south-east of Northumberland Avenue, parking on Syon Lane is controlled by a mixture of double yellow line waiting restrictions, zig-zag markings associated with the pedestrian crossings, bus stops or defined parking bays in the residents parking zone SLS (on the western side of the carriageway only).
- 3.2.27 To the south, from the railway bridge, Syon Lane is not provided with on-street parking (waiting restrictions), however the carriageway width and traffic volume make it impractical to park on the carriageway during the day.

- 3.2.28 The Northumberland Estate road network; of which Northumberland Avenue forms its main distributing road, located to the south of the site from Syon Lane, is predominantly subject to single yellow line road markings that restrict waiting between the hours of 9:00am to 6:00pm Monday to Friday. Double yellow lines are provided to the entry of Northumberland Avenue and all its branches prohibiting waiting at any time.
- 3.2.29 Syon Gateway, to the east of the site, is a private road and incorporates double yellow line-markings at its intersection with Syon Lane.
- 3.2.30 The site is not located within an existing Controlled Parking Zone (CPZ) but is situated within the immediate adjacencies of an existing CPZ which, combined with the red route restrictions operational at the A4 and Syon Lane, significantly limit opportunities for on-street (kerbside) parking in the vicinity of the site.
- 3.2.31 A CPZ (Zone SLS) is operated by Hounslow Council between 9:00am-6:00pm Monday to Friday on streets to the south of Syon Lane, within Northumberland Estate 'area'. Parking within this zone consists of resident permit holder bays. On the western edge of Syon Lane, opposite the site, there is resident permit holder parking that forms part of the SLS Controlled Parking Zone (CPZ).
- 3.2.32 A CPZ (Marlborough Road Zone) is enforced to the south of the site, in the area surround the southern section of Syon Lane. The hours of operation are Monday – Friday 9.30am-5.30pm.
- 3.2.33 A CPZ is also enforced at the Wyke Estate, between Tesco Osterley and Nishkam School. The hours of operation are Monday – Friday 9.30am-5:30pm.
- 3.2.34 There are also CPZs enforced in the area surrounding Osterley station. A map of relevant CPZ restrictions is shown in **Insert 3.1**.

Insert 3.1: Local CPZ Map



3.2.35 There is no on-street 'pay and display' parking scheme in operation in the vicinity of the site, and no public car parks are provided locally, other than those serving the Homebase and Tesco development sites.

3.2.36 Free parking on-site at Homebase Brentford is restricted to a maximum of two hours, and free parking within the Tesco development is restricted to a maximum of three hours.

Loading and Weight Restrictions

3.2.37 Kerbside road markings such as double or single blips that restrict loading are not provided on the streets surrounding the site.

3.2.38 An existing restriction on vehicles that weigh in excess of 5T is in operation on Syon Lane and Northumberland Avenue, between the hours of 6:30pm and 8am.

Existing Site Access

3.2.39 The site is provided with a dedicated site access from Syon Lane. The site access currently operates with priority control (a give-way junction) and two exit lanes are provided from Homebase Brentford, accommodating left and right turning movements respectively.

3.2.40 Pedestrian access to the Homebase Brentford site is also primarily taken from the site vehicular access at Syon Lane. Additionally, a pedestrian access point is available at the northern perimeter of the site which accommodates access from the footway on the Great West Road.

3.2.41 Service vehicles are currently using the site's only vehicular access, sharing this access with customer traffic. Service vehicles are provided with a dedicated on-site service yard.

3.3 Site Accessibility by Non-Car Modes of Travel

3.3.1 The planning process at the national and local level aims to ensure that development sites are accessible by a range of sustainable transport modes. In this instance, the site is well-positioned in terms of proximity to public transport services, as well as access to good pedestrian and cycle infrastructure.

3.4 Accessibility by Walking

3.4.1 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 document suggests that the 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.

3.4.2 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.

- 3.4.3 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.
- 3.4.4 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 3.2** 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 3.2: NTS Data –Journeys to Stations on Foot, as Part of a Multi-Stage Trip



- 3.4.5 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.
- 3.4.6 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.
- 3.4.7 A summary of local services, facilities and likely points of interest is provided within
- 3.4.8
- 3.4.9

3.4.10 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	1,800m
Marlborough School	Syon Lane	800m
Syon Park	London Road	650m
Nishkam School	Syon Lane	850m
West Middlesex Hospital	Twickenham Road	1,000m
Sky Campus	Syon Lane	550m
Brentford Town Centre	High Street	1500m

3.5 Accessibility by Cycling

- 3.5.1 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.
- 3.5.2 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.
- 3.5.3 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 connected 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.
- 3.5.4 To the south of the site, a stretch of London Road (A315), approximately 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*".
- 3.5.5 Syon Lane Rail Station incorporates cycle parking facilities in the form of sheltered and unsheltered stands provided at the platforms.

- 3.5.6 Brentford neighbourhood centre is considered to be a key destination for cyclists and the main route along London Road has cycle lanes and cycle/bus lanes present, separating cyclists from traffic.
- 3.5.7 Construction of Cycle Superhighway 9 is planned to start in 2019 with the route expected to be completed by 2021, providing a 7 kilometre (km) section of cycleway between Kensington Olympia and Brentford. The new cycle superhighway will provide a prominent and attractive cycling link from the development sites towards Central London.
- 3.5.8 Furthermore, a cycle track from Syon Lane to Boston Manor Road Cycle track has been approved. 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.

3.6 Public Transport Accessibility

Public Transport Accessibility Levels (PTAL)

- 3.6.1 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.
- 3.6.2 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 stop within an 8-minute walk (640m), with the PTAL assessment being undertaken using the AM peak hour operating patterns of existing public transport services.
- 3.6.3 An Equivalent Doorstep Frequency (EDF) is calculated for each of the public transport services accessible from the site based on the criteria described above. These individual EDF values are then weighted to provide an accessibility index (AI) value for each service accessible from the Site. The sum of the AI's for each mode is then aggregated to provide a single measure of accessibility.
- 3.6.4 The total AI value is then compared against the PTAL bands given in **Table 3.2**.

Table 3.2: PTAL Banding

PTAL Score	Range of Index (AI)	Description
1a	0.01-2.50	Very Poor
1b	2.51-5.00	Very Poor
2	5.01-10.00	Poor
3	10.01-15.00	Moderate
4	15.01-20.00	Good
5	20.01-25.00	Very Good
6a	25.01-40.00	Excellent
6b	>40.01	Excellent

3.6.5 Based on the TfL PTAL calculator, the site has a PTAL AI of 6.84, which equates to a '**Poor to Moderate**' public transport accessibility of **2/3**. The southern part of the site falls into a PTAL 3 area, due to its proximity to bus services on London Road.

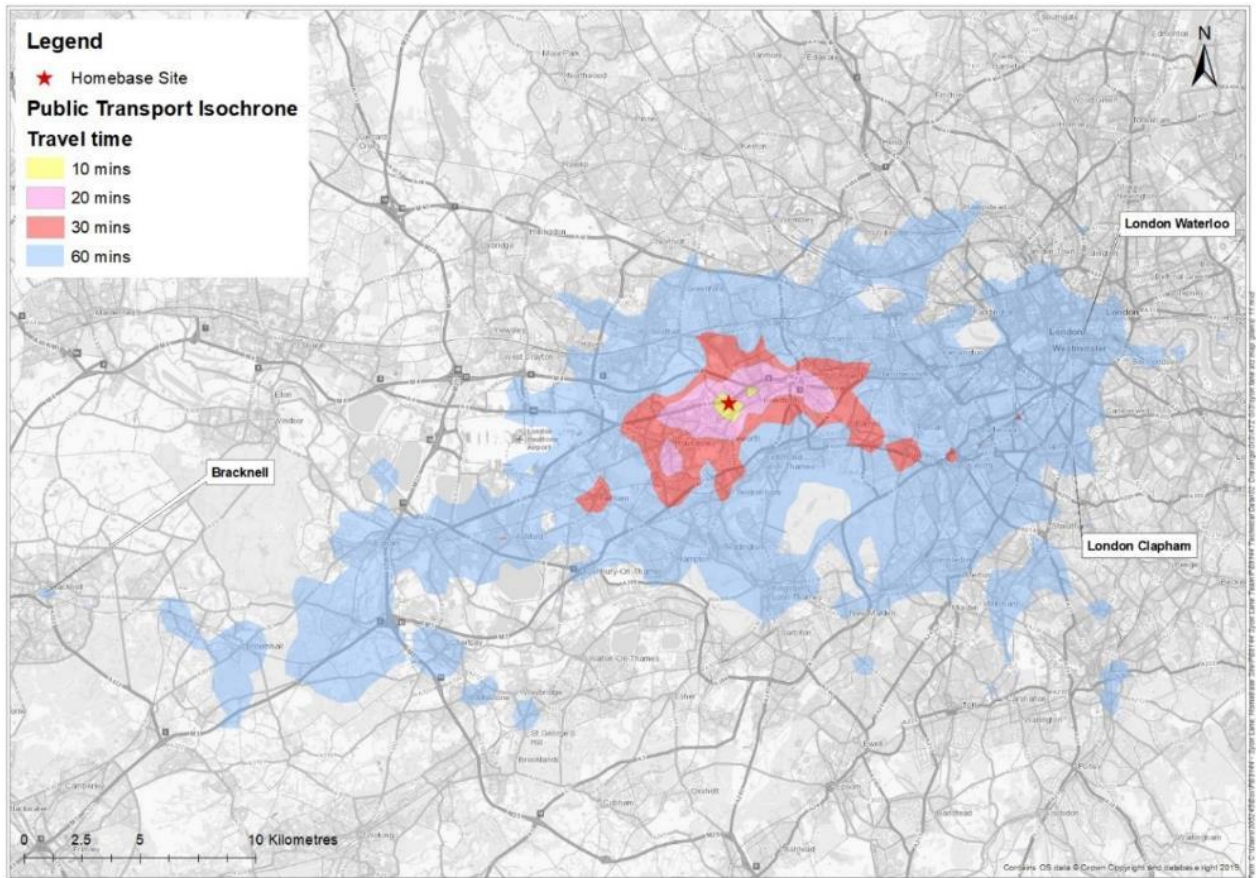
3.6.6 In addition, with the emerging public transport improvements expected in the local area as part of the Golden Mile masterplan, accessibility to the site is only expected to improve over time.

Public Transport Connectivity

3.6.7 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.

3.6.8 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



3.6.9 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.

Bus Accessibility

3.6.10 There are a number of bus stops in close proximity to the site. The key stops and their destinations are presented in **Table 3.3**.

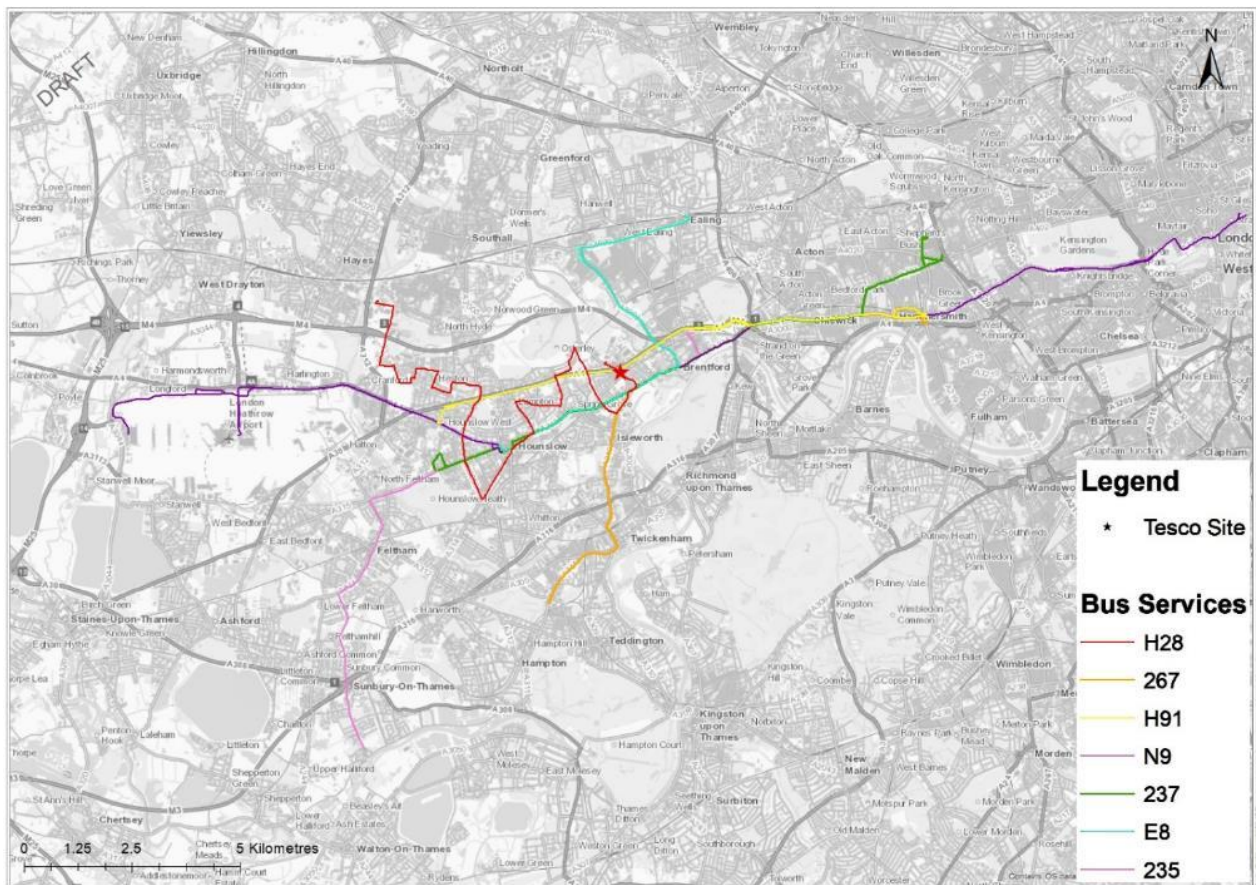
Table 3.3: Key Local Bus Services (Frequency per hour – ph)

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

3.6.11 There are seven regular bus services within walking distance of the site. The H28 bus route runs along Syon Lane and stops and turns around at Tesco Osterley. The H91 can be accessed from the A4 at bus stops K/C respectively, while the 235, 237, 267, E8 and N9 bus routes 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, routes 235, 237 and E8, provide seven services per hour.

3.6.12 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

3.6.13 Syon Lane station is situated approximately 100m to the south of the site. Syon Lane Station is served by frequent services connecting the site with Central London and key destinations in west London and Surrey. During typical weekday operation, there are approximately 7 trains per hour to London Waterloo and London Richmond respectively, with a further 3 trains per hour from Syon Lane to Weybridge.

3.6.14 Syon Lane railway station is on the Brentford loop of the South Western Railway network. Regular services run between Syon Lane and London Waterloo railway stations, with an average journey time of 42 minutes. The fastest journey time from Syon Lane to London Waterloo is 32 minutes.

3.6.15 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.

3.6.16 Key destinations to the west of Syon Lane railway station include Reading and London Heathrow Airport.

Table 3.4: Syon Lane Rail Services - Destinations and Frequencies

Destination	First Train	Last Train	Frequency	Approximate Journey Time (mins)
London Waterloo	05:36	23:21	7ph	35m
Weybridge	06:55	23:55	3ph	44m
Mortlake	05:36	23:21	7ph	33m

3.6.17 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.

3.6.18 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.

3.6.19 With respect to future travel to/from the site, it is noted that a number of proposed rail improvements are been planned in the local area and these are:

- **Southall Rail Link (Golden Mile Station)** - Provide a strategic interchange to Transport for London's (TfL) Elizabeth Line and interchange to the Great Western Mainline.
- **Southern Rail to Heathrow Airport** - The London Borough of Hounslow supports proposals for a new rail line to Heathrow Airport that includes a new station serving Bedfont, connecting to Feltham and London Waterloo.
- **West London Orbital (WLO)** Overground line expansion - connecting Hounslow with Cricklewood and Hendon via Old Oak, Neasden and Brent Cross. This would create a new route linking Crossrail and HS2 with the area.
- **Piccadilly Line** - Piccadilly Line Improvements Signalling improvements and new stock will allow faster trains, increasing capacity and frequency. 2023 delivery.

4 Proposed Development

4.1 Preface

4.1.1 The proposed development forms the topic of a planning application that seeks permission for the following:

“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”

4.1.2 For information purposes this includes:

- 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;
- 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.

4.1.3 It is proposed 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 Car Club and visitor parking). The primary vehicular access to the car parking area would be taken from Syon Lane, approximately 7 metres to the south (centre to centre) from the current access.

4.1.4 Proposed on-site servicing facilities are located at the southern perimeter of the site. Additionally, a servicing layby is proposed at the site interface with Syon Gateway.

4.1.5 **Insert 4.1** below presents an overview of the proposed ground floor layout indicating key features relating to access and servicing.

Insert 4.1: Proposed Ground Floor Layout Overview



4.1.6 Homebase Brentford site would be redeveloped in parallel with redevelopment proposals for the Tesco, Osterley site, to facilitate the relocation of the operational Tesco, Osterley store which is situated 550m north of the proposed development site along Syon Lane. This provides an opportunity to unlock the wider strategic development potential and release of the 10.6 acres Tesco Osterley site for comprehensive redevelopment.

4.2 Proposed Retail Land Use

4.2.1 The proposed Tesco Store comprises circa 10,550 sqm (GIA) of food retail use.

4.2.2 The provision of this proposed Tesco use is considered within the context of the proposed removal of the Tesco Osterley store situated 550m north of the site on Syon Lane. The existing Tesco Osterley site is provided with 11,582sq.m GIA and is served by 625 dedicated on-site car parking spaces. Additionally, a petrol filling station (PFS) operates as part of the Tesco Osterley site which will not be re-provided as part of this proposed development.

4.2.3 In addition to the Tesco store, 137 sqm (GIA) of flexible retail floorspace (Use Class E) is proposed.

4.2.4 Given that the flexible retail floorspace is limited in terms of scale and the number of staff that will be employed, this WTP does not define specific requirements in respect of this ancillary commercial development.

4.3 Proposed Access Strategy

4.3.1 The proposed scheme has been developed with access opportunities on all frontages. The focal point for the Tesco store access is provided at the north-western corner of the site adjacent to Gillette Corner (junction of Great West Road (A4) and Syon Lane) which experiences a high pedestrian footfall.

4.3.2 In addition to the prominent frontages at Syon Lane and Great West Road, Syon Gateway provides a quieter and more controlled environment for servicing access whilst the formation of an emergency access route at the eastern perimeter of the site allows for further permeability within the adjacencies of the proposed development.

4.3.3 The key access functions of the site frontages are summarised as follows:

- Syon Lane (western frontage):
 - Car parking vehicular access;
 - Tesco Store pedestrian access;
 - Pedestrian access to two residential cores
 - Café access (via Tesco entrance);
 - Retail unit pedestrian access;
 - Concierge.
- Great West Road (northern frontage):
 - Tesco Store pedestrian access (northern approach);
 - Pedestrian access to two residential cores;
 - Means of escape.
- Syon Gate Way (southern frontage):
 - On-site service yard vehicular access;

- Pedestrian access to a residential core;
- Dedicated on-street loading bay.
- Syon Gate Lane (eastern frontage):
 - Pedestrian access to two residential cores
 - Means of escape.

Pedestrian Access

- 4.3.4 As outlined above, the main focal point for pedestrian access will be at the north-western frontage of the site at the junction of Syon Lane and A4 Great West Road (Gillette Corner). Stepped and ramped approaches are provided at both the Syon Lane and Great West Road frontages.
- 4.3.5 Pedestrian access routes to residential cores are provided at all four frontages of the site distributing pedestrian access/egress patterns across the peripheries of the site.
- 4.3.6 The proposed scheme provides public realm improvements in the adjacencies of the site which result in an attractive pedestrian environment for future users of the site as well as pedestrians that traverse the site frontages as part of local access routes. The public realm improvements have also been proposed with consideration of the wider aspirations presented within the Great West Corridor Local Plan which encourages designers and developers to “*actively encouraging walking and cycling through the provision of an attractive public realm*”.

Cycle Access

- 4.3.7 The proposed development includes improvements to an existing cycle route operating along the A4 at the northern perimeter of the site. At present, the off-road cycle lane merges with the vehicular traffic immediately to the east of the site, and as such, requires cyclists to use the main carriageway at Gillette Corner. The proposed cycle infrastructure improvements provide a continuous link across the northern frontage of the site, behind existing Bus Stop C, guiding cyclists to the front of the stop lines at the signalised junction of Great West Road and Syon Lane (Gillette Corner).
- 4.3.8 Cycle parking facilities for the retail staff are discussed in further detail below. Cycle access for the Tesco Store staff is primarily taken from the back of house entrances via the Syon Gateway/Emergency Access Road.
- 4.3.9 The level of cycle parking incorporated within the proposed retail scheme has been developed in respect of cycle parking standards contained within the ItP London Plan, which identifies the London Borough of Hounslow as an area where higher minimum cycle parking standards apply. Accordingly, **Table 4.1** presents the minimum cycle parking standards in respect of land uses that are of relevance to this WTP.

Table 4.1: Draft New London Plan Minimum Cycle Parking Standards

Use Class	Description of use	Long-stay (e.g. for residents or employees)	Short-stay (e.g. for visitors or customers)
A1	Food retail	From a threshold of 100 sqm: 1 space per 175 sqm gross external area (GEA)	From a threshold of 100 sqm: First 750 sqm: 1 space per 20 sqm; thereafter: 1 space per 150 sqm (GEA)
	Non-food retail	From a threshold of 100 sqm: first 1,000 sqm: 1 space per 250 sqm. Thereafter: 1 space per 1,000 sqm (GEA)	From a threshold of 100sqm: First 1,000 sqm: 1 space per 60 sqm; thereafter: 1 space per 500 sqm (GEA).
A2 - A5	Financial / professional services; cafés & restaurants; drinking establishments; takeaways	From a threshold of 100 sqm: 1 space per 175 sqm (GEA)	From a threshold of 100 sqm: 1 space per 20 sqm (GEA).

- 4.3.10 With reference to the above, presents the proposed cycle parking provisions associated with the retail/commercial uses that form part of the proposed scheme.
- 4.3.11 The development will provide 204 cycle parking spaces associated with the retail development, which would include both a long and short stay provision.
- 4.3.12 The substantial cycle parking provisions that are considered by the ItP London Plan formalise an intrinsic measure to encourage future users at the site to cycle.

4.4 Proposed Retail Car Parking

- 4.4.1 The proposed development incorporates an on-site, two-storey car park that is accessed via a two-way ramped access situated at the site of the existing site entrance from Syon Lane. The proposed car parking facilities makes provision for 400 retail car parking spaces that are associated with the Tesco use. Further parking spaces are proposed at the second tier of the car parking structure which will be segregated and dedicated to the proposed residential use.
- 4.4.2 The proposed quantum of on-site car parking has been developed in discussion with LBH and TfL. In this regard, it is noted that the proposed Tesco car parking provision equates to a net reduction of 225 car parking spaces when compared to the existing Tesco Osterley store that will be removed in parallel to this planning application.
- 4.4.3 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 WTP. The CPMP includes measures and initiatives that aim to limit car park use for the retail use to those trips that are made for a 'large shop' or the 'main weekly shop'. Where relevant the measures considered within the CPMP are discussed later in this WTP.

4.5 Servicing Facilities

- 4.5.1 Proposed on-site servicing facilities are located at the southern perimeter of the site. Additionally, a servicing layby is proposed at the site interface with Syon Gateway. To this end, Syon Gateway will serve as the point of access for all servicing vehicles accessing the site. The junction of Syon Gateway with Syon Lane takes the form of a simple priority junction.

- 4.5.2 A dedicated Delivery and Servicing Plan (DSP) has been developed in respect of the proposed development and accompanies the planning application as a stand-alone document. The DSP, where possible, considers the integration of monitoring and review responsibilities for management of deliveries and servicing with that of the TP. Furthermore, the DSP includes measures and initiatives that aim to limit and reduce servicing trips generated by the proposed development once operational. Where relevant the measures considered within the DSP are discussed later in this WTP.

5 Baseline Travel Demand

5.1 Preface

5.1.1 At this stage, in order to provide a basis upon which the TP targets can be formulated, this section of the WTP provides the estimated travel patterns for the consented development during the typical morning (08:00-09:00) and evening (17:00-18:00) peak times of travel demand. The methodology adopted in the assessment of future travel demand has been based on the trip generation exercise contained with the Transport Assessment that accompanies the planning application.

5.1.2 During the operational phase of the development, the travel pattern of retail staff and visitors at the site will be established through travel surveys that will be undertaken at an appropriate time which is to be agreed with LBH and TfL.

5.2 Tesco Operations

5.2.1 Prior to deriving an estimate of the travel patterns associated with the proposed development, it is relevant to note general Tesco operations in respect of employment and working practices.

5.2.2 In general, Tesco stores trade independently of one another, however, there are general practices which are common to the operation of all the stores. There is an overall aim to ensure that employed staff are representative of the local communities that the stores serve.

5.2.3 In respect of the hours of operation, it is noted that the majority of Tesco foodstores are now open over extended trading periods and many are open for the full 24 hour period. Outside of the stores formal trading hours there are still people employed on-site re-stocking shelves, managing deliveries, carrying out maintenance, cleaning and maintaining security. Due to the nature and hours of operation, Tesco store staff have a variety of shift patterns and flexible working hours are generally encouraged.

5.2.4 Part-time or temporary contracts are prevalent amongst store staff who again are more likely to work more irregular and flexible shift patterns.

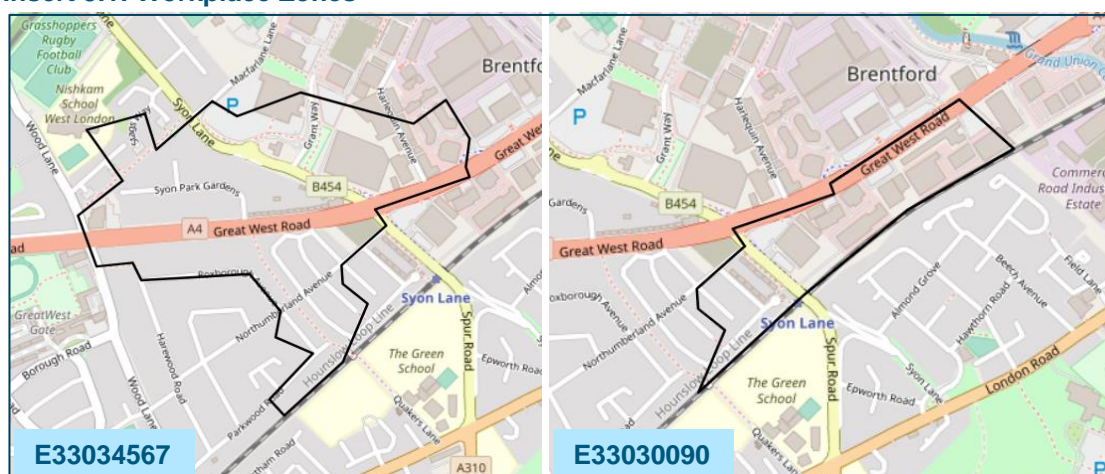
5.3 Mode Split

5.3.1 The modal split of staff and customer travel to/from the site provides a key indicator of sustainable travel use at the site and facilitates a suitable measure against which to set tangible targets for the WTP.

Staff Mode Split

5.3.2 In order to formulate an estimate of the method of travel for people that commute to and from the locality within which the site is situated, reliance has been made upon 2011 Census data. The Census 'Workplace Population by Method of Travel to Work' data has been interrogated in respects of Workplace Zone E33030090, containing the proposed development site, and E33034567 which contains the Tesco Osterley site that currently operates 450m north of the site. **Insert 5.1** indicates the geographic bounds of the two Workplace Zones that have been considered in this analysis.

Insert 5.1: Workplace Zones



5.3.3 **Table 5.1** below provides a comparative summary of the modal split for travel to work associated with the identified Workplace Zones.

Table 5.1: Workplace Population by Method of Travel to Work – Mode Split Summary

Method of Travel to Work	E33030090 (Containing Proposed Development Site)	E33034567 (Containing Tesco Osterley Site)
Underground, metro, light rail, tram	4%	11%
Train	8%	14%
Bus, minibus or coach	11%	18%
Taxi	0%	0%
Motorcycle, scooter or moped	1%	2%
<i>Driving a car or van</i>	65%	40%
A passenger in a car or van	1%	3%
Bicycle	3%	3%
On foot	7%	8%
Total	100%	100%

5.3.4 As can be observed from **Table 5.1**, Workplace Zone E33030090, which contains the proposed development site, demonstrates travel patterns that are more heavily skewed towards car travel. From the observation of the sites and land uses contained within Workplace Zone E33030090 it is evident that developments contained within this strip of land to the south of the A4 are predominantly large wholesale retailers that are provided with generous on-site parking provision for staff and customers. It is considered that the existing sites contained within this Census data Workplace Zone are not representative of the proposed development as the scheme that forms the topic of this WTP does not make provision of retail staff car parking, other than that required for disabled users.

- 5.3.5 In view of the above, it is anticipated that the travel patterns for the proposed scheme will be more similar in nature to that of Workplace Zone E33034567 which contains the currently operating Tesco Osterley site. Considering that due to the absence of on-site staff car parking, and limited opportunities for parking in the adjacent road network, or within the LBH operated CPZ 'SLS' to the south of the site, and staff travel to/from the site by car will be limited to disabled staff and those that are picked up or dropped off. **Table 5.2** provides an estimate of the baseline mode split for staff travel to/from the proposed retail use.

Table 5.2: Estimated Retail Staff Travel – Mode Split

Method of Travel to Work	Estimated Retail Staff Travel Mode Split
Underground, metro, light rail, tram	11%
Train	28%
Bus, minibus or coach	36%
Taxi	0%
Motorcycle, scooter or moped	2%
Driving a car or van	10%
A passenger in a car or van	2%
Bicycle	3%
On foot	8%
Total	100%

- 5.3.6 As outlined at the beginning of this Section, these estimates will be replaced by surveyed travel data that will be obtained during the operational phase of the proposed development.

Customer/Visitor Mode Split

- 5.3.7 In seeking to formulate an estimate of the modal split for customer travel to/from the proposed Tesco store existing travel survey data has been obtained. **Table 5.3** provides surveyed person trips, by all modes of travel, based on a cordon count at the car park boundary. The majority of the people counted in and out of the site will be existing Tesco customers.

Table 5.3: Tesco Osterley – Multi-modal Trip Attraction (Tesco Foodstore)

	Arrivals	Departures	Modal Split	Arrivals	Departures	Modal Split
Pedestrian	936	821	10.9%	1428	1218	18.8%
Cycle	46	55	0.6%	44	42	0.6%
Bus (H28)	104	100	1.3%	82	799	1.1%
Vehicle Driver	4849	4661	58.8%	42356	4101	57.8%
Vehicle Passenger	2295	2253	28.1%	1589	1570	21.7%
Motorcycle	27	29	0.3%	20	26	0.3%
Total	8257	7919	100%	7419	7116	100%

- 5.3.8 What the survey has established is that 'car driver' trips by customers is predominant, with circa 58% of the modal share. Given the relatively close proximity of the Tesco Osterley site to the proposed development site, it is considered that the travel profile of that site will provide an indication of the future travel patterns to be expected at the proposed Tesco facility.
- 5.3.9 Notwithstanding the above, it is considered that the Tesco Osterley differs from the proposed development site in respect of travel characteristics due to the significantly larger car park supply of the Osterley site compared to that of the proposed scheme. Furthermore, the proximity of the proposed development site to Syon Lane Rail Station is likely to encourage a level of public transport usage that is not readily applicable to the Osterley site. It is also significant to note that the provision of 473 residential units within immediate proximity of the proposed Tesco Store will induce a notable proportion of 'internal' shopping trips within the proposed development.

5.4 Trip Attraction

- 5.4.1 Due to the wider development of the Tesco Osterley and Homebase Brentford sites, the relocation of Tesco is not expected to have an adverse impact on the local highways.
- 5.4.2 It is envisaged that the new Tesco store at the Homebase Brentford site would be provided with up to 400 customer car parking spaces, which would be significantly fewer than currently provided at the existing Tesco Osterley store (625 spaces).
- 5.4.3 As a result of the development proposals, both existing Homebase Brentford traffic and the existing dedicated Tesco petrol filling station traffic would be removed, which in turn, would remove the associated vehicle trips from the local highway network. The potential traffic attraction of a new retail occupier, on the Homebase Brentford site, would also be removed as a consequence of the proposed development.
- 5.4.4 With regard to customers, the success of this Travel Plan can be measured with reference to the traffic movements associated with the existing Tesco Osterley store.

5.4.5 **Table 5.3** presents traffic movements to and from the store's existing customer car park.

Table 5.3: Tesco Osterley Traffic Attraction

Time Period	Wed 3rd July 2019		Thurs 4th July 2019		Fri 5th July 2019		Sat 6th July 2019		Sun 7th July 2019		Mon 8th July 2019		Tues 9th July 2019	
	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs	Arrivals	Departs
00:00-01:00	0	0	1	0	2	2	0	1	0	0	0	0	0	0
01:00-02:00	0	0	0	0	0	0	0	1	0	0	0	0	0	0
02:00-03:00	4	0	8	5	4	1	2	1	0	0	4	0	4	0
03:00-04:00	6	4	0	0	2	2	0	0	3	3	4	1	1	0
04:00-05:00	6	7	6	6	4	1	3	3	4	2	5	8	6	5
05:00-06:00	10	4	13	5	10	7	15	4	3	0	11	6	9	3
06:00-07:00	32	22	37	15	40	21	39	10	10	6	33	17	36	13
07:00-08:00	189	116	152	96	134	96	160	92	17	9	172	123	148	95
07:45-08:45*	252	198	230	165	252	176	244	172	15	13	236	170	252	179
08:00-09:00	253	209	249	177	287	197	269	179	15	15	277	175	282	183
09:00-10:00	431	223	387	227	439	284	378	312	206	22	426	237	407	212
10:00-11:00	346	310	383	330	380	355	489	393	517	330	383	295	368	280
11:00-12:00	359	328	392	368	437	426	522	507	555	535	375	402	354	370
12:00-13:00	414	476	407	476	430	452	503	496	587	588	444	501	430	484
13:00-14:00	404	426	386	385	445	442	481	481	579	579	416	466	403	445
14:00-15:00	398	360	376	391	402	425	489	484	533	563	436	394	413	389
15:00-16:00	360	433	394	396	357	382	417	472	468	600	375	448	376	412
16:00-17:00	358	407	366	428	377	418	413	420	70	305	399	421	349	435
17:00-18:00	380	383	338	357	429	398	382	425	10	24	383	418	381	386
18:00-19:00	351	428	357	365	385	412	346	400	0	2	422	406	345	410
19:00-20:00	343	353	324	353	296	349	319	358	1	1	348	421	328	344
20:00-21:00	271	326	302	331	313	350	247	292	2	1	236	316	222	281
21:00-22:00	160	230	174	278	172	260	134	243	19	13	147	190	165	228
22:00-23:00	17	74	23	79	16	78	15	52	7	5	17	69	15	57
23:00-24:00	0	0	0	0	2	1	1	3	3	2	0	0	1	0
23:00 - 07:00	58	37	65	31	64	35	60	23	23	13	57	32	57	21
07:00 - 19:00	4243	4099	4187	3996	4502	4287	4849	4661	3557	3572	4508	4286	4256	4101
07:00 - 23:00	5034	5082	5010	5037	5299	5324	5564	5606	3586	3592	5256	5282	4986	5011
06:00 – 24:00	5066	5104	5047	5052	5341	5346	5604	5619	3599	3600	5289	5299	5023	5024
24-Hour	5092	5119	5075	5068	5363	5359	5624	5629	3609	3605	5313	5314	5043	5032

6 AIMS AND OBJECTIVES

6.1 Aims

- 6.1.1 The aim of the TP is to create a more sustainable and community-driven environment for staff, which promotes a range of lifestyle and travel choices and reduces the reliance on the private car.
- 6.1.2 This will be achieved by bringing forward a package of measures which focus on promoting access to the site by sustainable modes of transport as an alternative to the private car.
- 6.1.3 As outlined in the introduction, Tesco is a major employer and at corporate level acknowledges the significance of staff travel and its impact on the local infrastructure and environment. In light of this, by developing and implementing TPs Tesco aim to influence their staff towards using sustainable means of travel and, where possible, introducing initiatives that aim to encourage customers away from private car use for shopping trips.

6.2 Travel Plan Objectives

- 6.2.1 In view of the aims set out above, and within the context of national, regional and local policy, the TP objectives are set out below:

Objectives

- To understand the likely travel patterns for an employee at the site
- To encourage greater use of sustainable transport in preference to the use of the private car, including walking and cycling;
- To reduce the amount of single-person car trips;
- To reduce CO² emissions;
- To promote and improve awareness of the TP process;
- To protect and enhance the environment in and around the site;
- To promote a lifestyle to employees, which includes healthy, sustainable living; and
- To continually develop, implement, monitor, evaluate and review the progress of the TP strategy.

7 TARGETS

7.1 Preface

7.1.1 WTPs should have measurable targets against which the progress of the TP can be monitored. A suitable indicator of the success of any Travel Plan is the mode split of travel.

7.1.2 The aim of the WTP is to reduce vehicle trips to and from the site while encouraging the use of sustainable travel modes. The targets should thus aim to achieve a realistic and practical reduction in car driver trips over the first five years of the site being occupied.

7.1.3 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

7.1.4 There are two main types of targets associated with a WTP. Action targets act as a checklist to ensure that the appropriate measures are being carried out within a set time frame. Aim targets are quantitative targets which set a percentage allowance for people using a certain mode of transport.

7.2 Modal Split Targets

7.2.1 Definitive modal shift/ share targets will only be set once baseline surveys have been undertaken. These targets will seek to reduce the proportion of employees that access the site via car journeys, resulting in a commensurate increase in travel via more sustainable modes. A typical preliminary suggested target may, therefore, be as follows:

- To reduce car trips amongst staff by 5% (as measured from the baseline survey) by year 5 of the Plan;
- To increase cycle trips amongst staff by 5% (as measured from the baseline survey) by year 5 of the Plan.

7.2.2 It is evident that there is an opportunity to further increase mode share by public transport and cycling due to proposed improvements in the local area as well as the cycle parking facilities to be provided on-site.

7.3 Site Action Targets

7.3.1 Further to the modal share targets discussed above, a number of actions will be set out that are required to be achieved over specific time periods to ensure the effective implementation and management of the TP.

7.3.2 Targets should relate directly to the objectives of the Travel Plan, which in this case are to encourage sustainable travel, maximise non-car use and promote the health benefits of travelling to the development on foot or by bicycle. As considered by the quantitative targets discussed above, a suitable indicator of the success of a Travel Plan is, therefore, the mode-split of travel.

7.3.3 **Table 7.1** identifies action targets and the relevant timescales of such. Those responsible for each action are identified.

Table 7.1: Action Targets

Timescale	TP Action Target	Responsibility	Target Date
Prior to Occupation	Identify likely development timelines to LBH	LBH & the Applicant	Imminently
	Implementation of physical TP measures (cycle parking, car parking)	The Applicant	During Construction
	Appoint TP coordinator (TPC)	Future Operator	3 months prior to the first available occupation
	Establish a timeline for the implementation of soft measures	Future Operator – TP Coordinator	Prior to initial occupation
Upon completion and throughout the life of the TP	Launch of TP	Future Operator – TP Coordinator	On Construction
	Provision of information to staff	Future Operator – TP Coordinator	On completion
	TPC to undertake a 'meet and greet' with new staff	Future Operator – TP Coordinator	Upon occupation
	Provide staff with starter packs indicating required information	Future Operator – TP Coordinator	Upon purchase
	Implementation of TP measures	Future Operator – TP Coordinator	Upon opening
	An initial survey of staff travel patterns	Future Operator – TP Coordinator	Upon occupation
	Submission of results of 1 st travel survey to client / Council	Future Operator – TP Coordinator	Within 1 month of receiving the survey results.
	Review of findings with Council and setting of modal share targets	Future Operator – TP Coordinator	Within 1 month of the council receiving the monitoring report.
	Repeat travel surveys	Future Operator – TP Coordinator	Years 1 and 5
	Submission of results and discussion with LBH on progress.	Future Operator – TP Coordinator	1 month after receiving each set of survey results.

8 Travel Plan Measures

8.1 Introduction

8.1.1 The headline modal shift targets would typically be focused on staff travel to and from the site. However, the principles can be applied to all users of the site. As a result, travel plan measures will be targeted at both staff and customers.

8.1.2 The TP 'measures' will take the form of:

- 'hard' infrastructure measures on and around the site that will help to achieve the TP'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 staff to park a car on-site and a pricing/authorisation system that will favour those that are carrying out the 'main weekly shop' over lighter shopping trips that could more readily be carried out by non-car modes.

8.1.3 It is relevant to highlight that the end operators or tenants of the flexible retail unit/s, at the time of writing, are yet to be identified. Furthermore, the measures assumed for the Tesco Store are based on examples of similar sites. As such, the following measures have therefore not formally been adopted by any future operator but do however represent 'standard' TP measures which can reasonably be implemented by Tesco and any other operator(s).

8.2 Hard Measures

8.2.1 The proposed development has been designed to accord with the policies of the ItP London Plan (December 2019). This will mean that measures, such as cycle parking and electric car charge points, have been considered in line with currently developing policy and those that will be adopted once the proposed scheme is operational.

8.2.2 In particular, hard measures are related to physical infrastructure that will be implemented as part of the proposed development, and are tangible and readily available from the outset. The proposed scheme provides public realm improvements in the adjacencies of the site which result in an attractive environment for pedestrians and cyclists accessing the development.

Pedestrian Infrastructure Improvements

8.2.3 Walking provides a healthy alternative to the private car for journeys under 2km, and also typically forms a component of many journeys made by public transport and car. High-Quality pedestrian infrastructure is key in encouraging people to walk.

8.2.4 Proposed improvements to pedestrian and cycle routes along Syon Lane, the Great West Road and Syon Gate Way, in the vicinity of the site will enhance the pedestrian environment. The proposed landscaping features provide a soft buffer to the 'hard' highway infrastructure at Gillette Corner whilst rationalising pedestrian streams for those entering the site from those that are passing by.

- 8.2.5 The proposed provision of Syon Gate Lane at the eastern perimeter of the site is supplemented by high-quality paving that will increase pedestrian permeability and facilitate direct pedestrian access between Great West Road at the northern frontage of the site and the southern frontage of the site at Syon Gateway.
- 8.2.6 The implementation of the above improvements prior to the occupation of the site will provide a pedestrian-friendly context for outbound and inbound journeys that can instil a culture of 'pedestrian-centric' travel in an area that is currently dominated by vehicular traffic.
- 8.2.7 The hard measures that are incorporated into the design of the proposed public realm (described above) will be complemented by a number of pedestrian infrastructure improvements which are planned in the local area. The Boston Manor Link, for example, would use a boardwalk to provide a direct pedestrian and cycle link to the Great West Corridor from Boston Manor station (Piccadilly line). Two pedestrian footbridges have also been proposed either side of Brentford railway bridge, passing over the River Brent to mitigate severance.

Cycle Infrastructure Improvements

- 8.2.8 The proposed development includes improvements to an existing cycle route operating along the A4 at the northern perimeter of the site. At present, the off-road cycle lane merges with the vehicular traffic immediately to the east of the site and as such use the main carriageway at Gillette Corner. The proposed cycle infrastructure improvements provide a continuous link across the northern frontage of the site, behind existing Bus Stop C, guiding cyclists to the front of the stop lines at the signalised junction of Great West Road and Syon Lane (Gillette Corner).
- 8.2.9 The proposed cycle infrastructure discussed above will mean that users accessing or egressing the site by bicycle can do so via off-road facilities that provide direct access to the site frontage. This feature can encourage less confident cyclists that would otherwise find it daunting to join the heavily-trafficked carriageway at the A4.

Cycle Parking

- 8.2.10 With regard to cycling, the site's facilities will include installing suitable bicycle parking facilities that offer secure storage for users. The level of provision will be in line with the minimum standards contained in the Draft New London Plan which considers long and short term parking for staff working on-site, and customers/visitors.
- 8.2.11 Long-stay cycle parking for staff will be provided in secured and covered areas. Short-stay cycle parking for customers and visitors is incorporated in well-lit areas that benefit from a high level of natural surveillance.
- 8.2.12 In encouraging uptake of cycle use, consideration has been given to the proximity and ease of use of the proposed cycle parking facilities. Westtrans cycle parking standards provides guidance that short-stay parking should be adjacent and no further than 15m from the main entrance. In accordance with this guidance, the proposed design considers that as a general rule it should be closer than the nearest non-disabled car parking bay or adjacent to the entrance. It should be clearly signed and covered.

- 8.2.13 In respect of long-stay parking, it is noted that the internal design of the retail units will be finalised at later stages of design in order to take consideration of individual operator requirements. This will mean that the staff cycle parking facilities are not in a strictly defined location at this stage. It is however noted that the good practice guidelines advise that long-stay cycle parking should be no further than 50m from entrances; furthermore, it should be closer than the nearest non-disabled car parking bay. Cycle parking should be no more than one floor from the ground floor and well signposted. All long-stay cycle parking must be covered and secure.

8.3 Soft Measures

- 8.3.1 Soft measures predominantly involve informing users of sustainable travel opportunities and communicating travel planning principles such as to influence travel choices. Travel information will be tailored for staff and visitors.
- 8.3.2 Marketing information will be in place from the outset which will promote the Travel Plan and the benefits of travelling in a sustainable manner. Section 10 discusses the promotional and marketing strategy for the TP in greater detail.

Travel Plan Notice Boards

- 8.3.3 Notice boards will be used across the site, including within the retail store. They will be present as soon as the store is opened. These notice boards will display information such as maps showing the local cycle network, information on public transport and contact details of the TPC. They will also include information on any promotions regarding sustainable travel or any events organised by the TPC or other local partners.

'Welcome to Your Store' packs

- 8.3.4 The formulation and distribution of a 'Welcome to Your Store' pack amongst local residents in the surrounding wards can provide an opportunity to encourage local shoppers to travel to the proposed store by sustainable means of travel.
- 8.3.5 In order to raise awareness of the TP principles and to help achieve the objectives of the TP, the pack would contain information on existing and planned sustainable travel choices, including local cycle route maps, walking routes, details of travel awareness events and benefits of walking and cycling. The pack could also contain discount vouchers for the store.

Staff Travel Packs or 'New Starter' packs

- 8.3.6 All new staff will be provided with a 'Starter Pack' to introduce the associated sustainable travel initiatives of the development, this will contain the following information:
- Information on local bus routes;
 - Information on the on-site car club;
 - Walking routes to nearby facilities;
 - Location of on-site cycle parking facilities;
 - Location of shower and changing facilities;
 - Local cycle routes;
 - Information on the Travel Plan and its measures; and

- The health and financial benefits of sustainable travel.

8.3.7 The packs will also include contact information for the TPC as well as a feedback survey to help the TPC gather information on perceived travel choices by staff. These promotions should be coordinated with wider Tesco marketing schemes based on healthy living promotions and raising awareness of the health benefits of travelling by active modes.

8.3.8 The above accords with Tesco's Key Performance Indicators (KPIs), of which both reducing carbon emissions and promoting ways to improve the mental and physical wellbeing are key pillars.

8.4 Soft Measures - Walking

Marketing Incentives

8.4.1 Information on key walking routes with distances displayed in terms of time required to reach the destination and possible quiet routes could be displayed on notice boards. They may also be included in welcome packs for new staff and in 'Welcome to your store' packs for local residents. In addition, information regarding the mental and physical health benefits of exercise could be distributed by the same means.

8.4.2 The TPC would promote participation in local and national walking events. During such events, free accessories, such as pedometers and backpacks will be distributed to staff, customers and residents.

8.5 Soft Measures - Cycling

8.5.1 Cycling provides an alternative to car journeys up to 5km and offers an environmentally friendly and healthy travel option.

Marketing Incentives

8.5.2 The TPC will offer a large range of incentives to actively promote and encourage cycle use.

8.5.3 Information on cycle routes, local area cycle maps and local cycle shops will be posted at notice boards throughout the site. This information would also be included in the welcome packs for new staff and as part of the 'Welcome to your store' pack distributed to customers.

8.5.4 The TPC will promote participation in site-wide events, such as 'Cycle to Work Day'. Participation in such events should be encouraged by posting information throughout the site, sales on cycle accessories and giveaways on the days of the events.

8.5.5 The 2018 Tesco Cycle to Work Day was organised by Cyclescheme (www.cyclescheme.co.uk)

8.5.6 This colleague benefit could help save up to 39% savings on bikes and accessories. These benefits should be widely advertised to staff in the future as well.

8.6 Soft Measures - Public Transport

- 8.6.1 The development will promote public transport by providing timetables and route planning information on shop notice boards. This would be included in 'New Starter' and 'Welcome to our store' packs.
- 8.6.2 While the site will be in close proximity to a number of bus services and Syon Lane Station, signposting will be installed to direct people to public transport.
- 8.6.3 The Tesco store will consider the following initiatives:
- Offer a concierge service that provides customers with assistance with carrying their shopping.
 - Undertake discussions with TfL to establish the feasibility of selling Oyster cards and other tickets inside the store.
- 8.6.4 Furthermore, the Travel Plan Coordinator (discussed at Section 9) would be responsible for keeping the public transport service information up to date, especially with a number of emerging public transport improvements planned in the local area (discussed in TA). Improvements to the accessibility would be advertised to staff and visitors of the site in order to allow personal journey planning considerations to develop from an early stage.

8.7 Measures to Manage Car Use

- 8.7.1 Despite a number of alternatives to the car journeys, some people will rely on their private car as their means of transport, for example, if they have a disability or in undertaking a significant shop with bulky items. Therefore, it will be necessary to manage car parking in a way that does not encourage car usage, but still supports users of the site who will continue to rely on this mode to travel to and from the site.

Car Park Management Plan

- 8.7.2 As discussed previously, a dedicated Car Parking Management Plan (CPMP) has been prepared by RHDHV in respect of the proposed development that forms the topic of this WTP. The CPMP includes measures and initiatives that aim to limit car park use for the retail use to those trips that are made for a 'large shop' or the 'main weekly shop'.
- 8.7.3 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 instilling the following principles:
- Staff will not be provided with dedicated parking spaces;
 - Clear marking, and monitoring use, of disabled parking spaces;
 - The car park will be well-signed with time-limits clearly visible; and
 - The car park will be actively managed to avoid misuse and long-term parking.
- 8.7.4 In addition to the general measures summarised above, the CPMP facilitates the implementation of specific measures such as parking pricing structures that favour shoppers that are carrying out the 'main weekly shop' and deter car use by shoppers that are purchasing fewer items which may in itself not necessitate/justify car use. It is considered that these types of measures can be effectively used to reduce car use in time such that the availability of car parking does not incentivise shoppers to drive to the Tesco Store.

8.8 Freight and Delivery Measures

8.8.1 As outlined in Section 4, a dedicated DSP has been prepared by RHDHV in respect of the proposed development. The DSP includes measures and initiatives that aim to limit and reduce servicing trips generated by the proposed development once operational. Of note, the following measures are in line with the general objectives of the TP in reducing vehicular trips, and the environmental impact of such, at the site:

- Implementation of a booking system that is used to manage, and influence the frequency of, deliveries and collections at the site;
- Consolidation and back-loading of deliveries;
- Encouraging best practice amongst suppliers -in particular giving preference to those that use a low-emission or 'green' fleet of vehicles.

8.8.2 Further to the considerations outlined above, Tesco's approach to Corporate Responsibility (CR) is based upon the principles of sustainable development and integrates many elements of the company activities including transport and the environment. In this regard, it is noted that Tesco uses a large fleet of vehicles for its distribution system between its depots and stores. Tesco are committed to improving the fuel efficiency of their vehicles to reduce the CO2 emissions per mile travelled every year.

8.8.3 Tesco are committed to employing new and constantly improving ordering and distribution systems, to ensure that a minimum number of HGVs visit the stores. These systems, such as Isotrak (an in-cab system providing real-time vehicle location used to control transport operation to maximise vehicle use and minimise mileage and unproductive time), have resulted in improvements in the distribution fleet fuel efficiency by 23%. Tesco efficiency data suggests that the volume of goods delivered per litre of fuel is increasing, reducing mileage, emissions and congestion. One of the ways in which Tesco have achieved this is by directing delivery vehicles that are returning from stores to collect goods from suppliers via distribution centres.

8.8.4 With regard to existing measures that Tesco implement in reducing servicing trips, it is noted that, where practicable, HGVs that have made deliveries to stores are reloaded with empty cages, waste and packaging to return to the depot for recycling. The use of such delivery schedules will ensure that no unnecessary HGV trips are made and that disruption to the local community is minimised.

8.8.5 Tesco provides training for their drivers to improve efficiency by accelerating smoothly, using the highest possible gear and where practicable maintaining a relatively constant speed. The maximum speed of the Tesco vehicle fleet has also been reduced to 50mph which results in benefits in fuel consumption as well as reducing associated risks to road safety.

9 Management and Monitoring Strategy

9.1 Preface

9.1.1 This section discusses the management of the Plan and responsibilities with regards to the practical implementation of the TP.

9.1.2 Further to the above, a strategy for monitoring and update of the Plan is presented below.

9.2 Management and Funding Strategy

9.2.1 Tesco would be responsible for implementing the management strategy and measures set out within this report. This document is intended to provide an outline strategy only and Tesco could adopt an alternative strategy and set of measures as appropriate.

9.2.2 With respects to the ancillary retail, café and kiosk use the implementation and funding of the TP will be formalised once a tenancy structure has been defined.

9.2.3 The responsibility of funding the day to day implementation of the Travel Plan, as well as the formal monitoring requirements, would lie with Tesco.

9.3 Travel Plan Coordinator (TPC)

9.3.1 From the outset, a Travel Plan Coordinator (TPC) will be appointed to oversee the day to day management of the Plan. The TPC will communicate the objectives of the Travel Plan to staff and be charged with the responsibility of implementing measures and initiatives that will encourage sustainable travel choices amongst customers and visitors.

9.3.2 Further to the above, the TPC will act as the point of communication between the occupier and the Borough Council.

9.3.3 A TPC will be required for each of the businesses operating within the development which fulfil the previously identified criteria. For all employers on-site this role is likely to be undertaken by a member of staff.

9.3.4 Each TPC on-site will be able to utilise their own methods for communicating the Travel Plan's objectives to the staff. This will allow organisations to operate their Travel Plan within their company's wider management processes, which will vary throughout the development. Tools that can be used by the TPC for the communication of information to staff could include:

- Provision to Travel Information Packs to staff – these could include public transport maps and timetables and information on cycle routes;
- Travel Plan noticeboards to display up to date information related to travel; or
- Staff intranet or company website.

9.3.5 The TPC's duties could consist of the following:

- Be a contact point and 'face' of the Travel Plan;
- Ensure their contact details are within the main information sources (discussed later within this document), these being the travel packs, development website and notice

boards;

- Ensure they are aware of all the sustainable travel options to and from the site;
- Ensure that they are fully up to date with the current sustainable travel initiatives provided by the Council so that these can be promoted throughout the site;
- Organise the student and staff monitoring questionnaire surveys and compile a review report.

9.4 Monitoring

9.4.1 The effectiveness of the Travel Plan will be measured through on-going monitoring. The monitoring process will also allow for a review and update of TP measures and initiatives. Monitoring and updates will allow the Travel plan to adapt in response to travel data that is collected as part of monitoring surveys that will provide the basis for assessing whether targets are being met.

9.5 Monitoring Surveys

9.5.1 Monitoring surveys will be undertaken in the form of a staff and customer questionnaire survey. This questionnaire survey would be used to establish the main mode of travel for staff and customers attending the site.

9.5.2 The questionnaire survey would allow the modal split of journeys to the development to be determined and as such would allow assessment of targets in order to gauge whether the aims and objectives of the TP are being met. This should be undertaken in Year 1 of the site's occupation in order to determine the base position, against which the implementation of TP measures can be judged. The monitoring should be repeated in Year 3 and Year 5 of the site's occupation so that an assessment can be made in terms of the TP's success. The outcome of the monitoring procedure allows the TPC to understand if the TP is being effective in meeting adopted targets.

9.5.3 The form of monitoring procedure can be agreed with LBH. It is anticipated that as a minimum, a survey compliant with the iTRACE methodology will be required for full TPs (<https://london.itrace.org.uk/>). It is recommended that as a minimum, surveys should seek to establish:

- The main mode of travel undertaken to/from work by employees.
- Any alternative 'sustainable' modes of travel that staff use or would consider using.
- What could influence car drivers, and in particular single occupancy car drivers, to car share to change to an alternative travel mode.

9.5.4 Based on the outcome of the monitoring procedure, changes to the TP can be made to ensure that the 'measures' implemented are those which are most effective in securing the objectives of the TP.

9.5.5 The initial travel survey will take place in the first year of the development once the trigger point has been reached. This trigger point would be agreed with LBH subsequent to granting of planning consent. A typical trigger point is three months after the opening of the store.

9.6 Reporting

- 9.6.1 The outcome of the monitoring process should be reported to LBH. If the survey has been undertaken in line with iTRACE, then the reporting can be undertaken on-line through the iTRACE web-page. The information required in the reporting process will include:
- The number of respondents to the questionnaire, and the overall number of staff 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 bicycle and car parking spaces available to site occupiers.
- 9.6.2 The results of the monitoring process should enable a review of the TP to be undertaken, the purpose being to ensure that the measures adopted in the TP are being effective.

10 Promotional Strategy

10.1 Preface

10.1.1 This section presents measures that seek to ensure that the WTP and sustainable transport opportunities at the site receive suitable levels of exposure. Some of these measures have been considered in **Section 8**, however, this Section gives consideration to the branding of the TP and methods to instil a culture of sustainable travel amongst staff.

10.1.2 The WTP will be suitably branded across the site and will as such be familiar to all staff members. This process is designed to increase the exposure and understanding of the TP and its aims.

10.1.3 With regards to influencing local residents, that may form the main crux of the customer patronage, the formulation of 'Welcome To Your Store' pack is discussed which can be distributed amongst local residents.

10.2 Staff Travel Pack (STP)

10.2.1 A Staff Travel Pack (STP) will be provided to staff working at the proposed Tesco store.

10.2.2 As the Plan develops the STP may take the form of a 'New Start' travel pack which contains similar information and is provided to any new staff that join the workforce.

10.2.3 The STP or 'New Starter' packs will include the following:

- A mission statement detailing the objective of the TP;
- Contact details of the TP Coordinator and a brief introduction about them. The duties the TPC will undertake will also be detailed;
- Site location plan highlighting its proximity to local facilities and public transport services;
- Health, environmental and economic benefits of travelling via sustainable modes;
- Public transport routes, spider maps and timetables;
- Details of cycle routes and cycle hire schemes within the local area;
- Details of cycling initiatives provided by LBH and TfL;
- Details of car share databases and local car clubs; and,
- Details of local taxi services.

10.3 Notice Board

10.3.1 Notice board(s) will be provided within the Site, located in central areas of the industrial units that are frequented by employees at the site. The notice board will include all relevant TP information as previously listed in addition to the following:

- Details of cycle training information and contact details to register interest; and,
- Promotional material relating to London's public bicycle scheme and other cycling initiatives put forward by LBH (much of which can be obtained from the internet) and local promotional events.

10.4 Local Customers - 'Welcome to Your Store' Packs

- 10.4.1 As outlined in Section 8, the distribution of a 'Welcome to Your Store' pack amongst local residents in the surrounding wards can provide an opportunity to encourage local shoppers to travel to the proposed store by sustainable means of travel.
- 10.4.2 In order to raise awareness of the TP principles and to help achieve the objectives of the TP, the pack would contain information on existing and planned sustainable travel choices, including local cycle route maps, walking routes, details of travel awareness events and benefits of walking and cycling. The pack could also contain discount vouchers for the store.

10.5 Summary

- 10.5.1 This above section highlights the variety of communication sources that will be used in promoting the principles of the TP. This will ensure maximum exposure of the TP, its aims and initiatives. It will strengthen its ability to 'self-market' itself throughout the site and the locality, in particular ensuring that it is highly visible to all staff members.

11 Action Plan

11.1.1 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 TP, which can be refined over time. The proposed Action Plan for this TP is provided in **Table 11.1**.

Table 11.1: Action Plan

Action	Responsibility	Timescale	Notes
Appoint a TPC	Site Occupier	Within 3 months of first occupation	TPC is provided with a copy of this TP.
Prepare a full WTP for submission to LBH	TPC	Agree on the content of the Workplace Travel Plan with Borough Council within 6 months of site trigger occupation.	The commitment made within the document should be in context with the level of travel demand anticipated.
Communicate objectives and measures of WTP to Tesco staff	TPC	On-going.	Measures can be initiated in advance of agreeing on the content of the Workplace Travel Plan with Officers.
Monitor travel demand and mode split	TPC	Within 9 months of occupation.	Circulate a Travel Questionnaire
Report on outcome of WTP monitoring (1-year) to the Council	TPC	Within 12 months of trigger occupation.	Prepare a short report identifying the results of the questionnaire survey, and confirming the travel initiatives that are currently being undertaken to encourage sustainable travel patterns.
WTP review	TPC	On-going.	Review of measures to encourage sustainable travel based on surveys.
Year 3 and 5 site occupation – travel demand and mode split	TPC	Undertaken at similar timing in relation to Year 1 survey.	Circulate a Travel Questionnaire - should allow a comparison to be made with the result of the Year 1 survey.
Year 3 and 5 of site occupation – report outcomes of TP monitoring to LBH.	TPC	Within 3 months of Year 3 or Year 5 travel survey.	Prepare a short report identifying the results of the questionnaire summarising the observed travel patterns in respect to the targets. Outline travel initiatives that are currently being undertaken to encourage sustainable travel patterns.

12 SUMMARY AND CONCLUSION

12.1 Summary

12.1.1 Royal HaskoningDHV (RHDHV) has been instructed by St Edward Homes Limited (a joint venture between M&G Investments and Berkeley Group) to prepare a Workplace Travel Plan (WTP) in association with a proposed development at the site of the existing Homebase Brentford site on Syon Lane, in the London Borough of Hounslow (LBH) to make provision. The planning application that forms the topic of this report is associated with the following:

“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”

12.1.2 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 developed with a large single level Homebase store (4,180sqm) and surface car parking.

12.1.3 The proposed development would provide a new Tesco store at ground floor level with circa. 473 residential units above. It is envisaged that the Tesco store would be provided with 400 customer car parking spaces, with the residential development provided with up to 105 parking spaces (inc. Car Club and visitor parking). The Homebase Brentford site, Syon Lane, is being developed in parallel with redevelopment proposals for the Tesco, Osterley site, to facilitate the relocation of the operational Tesco, Osterley store which is currently situated approximately 550m north of the proposed development site.

12.1.4 This document sets out how future staff members will be encouraged to travel to and from the development by modes other than the private car. This document has indicated that these opportunities, as well as accompanying benefits, will be set out within marketing material which will be prepared in respect of this development.

12.1.5 This WTP has been prepared with direct reference to current TfL guidance.

12.1.6 This document should be read with reference to the associated Transport Assessment, also prepared by RHDHV. A separate Residential Travel Plan has been prepared in association with the development's 473 residential units.

12.1.7 A review of the existing pedestrian and cycling facilities and the local pedestrian network has demonstrated that 'active' modes of travel are realistic and attractive options as part of a daily travel to/from the site. The proposed development site is well served by local cycle routes. A shared cycleway/footway is provided along the northern perimeter of the site operation along the A4. Existing pedestrian facilities in the immediate vicinity of the site, and at Gillette Corner provide safe and varied crossing options that connect the site to local facilities/amenities and public transport services.

- 12.1.8 The site has a PTAL of 2/3, which equates to a 'Poor to Moderate' public transport accessibility. The southern part of the site falls into a PTAL 3 area, due to its proximity to bus services on London Road.
- 12.1.9 Frequent and varied bus services operate from two bus stops in the immediate vicinity of the site at Syon Lane and Great West Road (A4). A variety of rail services are accessible via Syon Lane Rail Station, situated approximately 100 metres south of the site, meaning that rail travel can also be a realistic option for daily trips to/from the site. Piccadilly line LUL services are also accessible from Osterley station which is within 2km of the site.
- 12.1.10 With respect to future travel to/from the site, it is noted that a number of proposed rail improvements are being planned in the local area which will further increase the accessibility of the site by public transport modes.
- 12.1.11 The site has good highway links enabling easy access to a number of strategic routes. Car parking, including disabled car parking spaces, are proposed in line with the London Plan standards, and future employees at the Site will be encouraged to make use of the active-travel and public transport network operating throughout the local area.
- 12.1.12 The proposed scheme provides public realm improvements in the adjacencies of the site which result in an attractive pedestrian environment for future users of the site as well as pedestrians that traverse the site frontages as part of local access routes. The proposed improvements include cycle infrastructure improvements provide a continuous link across the northern frontage of the site, behind existing Bus Stop C, guiding cyclists to the front of the stop lines at the signalised junction of Great West Road and Syon Lane (Gillette Corner).
- 12.1.13 A baseline travel position has been established with reference to Census 'Workplace Population by Method of Travel to Work' for the local Workplace Zone. A travel survey will be undertaken upon occupation of the Site. This will then establish a baseline modal split from which formal targets can be set in conjunction with LBH. A monitoring and review process will be undertaken in line with the timescales to be agreed with LBH.
- 12.1.14 In order to achieve the Travel Plan's aims and objectives, 'measures' will be adopted to encourage sustainable travel patterns.
- 12.1.15 'Hard' infrastructure measures will be funded by the applicant, and 'soft' travel initiatives will be funded by the unit occupiers.
- 12.1.16 Following initial travel surveys that will be carried out subsequent to the occupation of the site, targets will be established against which the performance of the Travel Plan can be judged.
- 12.1.17 The Travel Plan will be managed by a Travel Plan Coordinator (TPC) and will be funded by Tesco. The modal shift targets will be achieved through a range of measures to encourage active travel modes.
- 12.1.18 A system of monitoring and review will be undertaken in Year 1, Year 3 and Year 5 of this site's occupation. Monitoring is likely to take the form of a questionnaire survey, in line with the requirements of iTRACE.
- 12.1.19 In overall summary, this WTP has been prepared with reference to TfL's best practice guidance, and in doing so has sought to adhere with policies contained within the London Plan (2016), the

Draft New London Plan (2019), the London Borough of Hounslow Local Plan, Local Implementation Plan and Westtrans guidance.

- 12.1.20 It is considered that this WTP is sufficiently robust to give confidence to LBH that sustainable transport will be promoted at the proposed development. At the same time, this draft maintains a degree of flexibility to enable the WTP to respond to changing circumstances and continue to deliver more sustainable transport choices into the future.