

RAVENS COURT PARK

FORMER ROYAL MASONIC HOSPITAL



TRANSPORT PLANNING ASSOCIATES

FRAMEWORK TRAVEL PLAN

2206-037 / TP01 November 2023

A Planning Application by
TT GROUP

In respect of
**Ravenscourt Park Hospital,
LONDON, W6 0TN**

Framework Travel Plan

November 2023



Document Management

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Issued by:

Bristol
 Cambridge
London
 Oxford
 Welwyn Garden City

Transport Planning Associates
 1 Giltspur Street
 London
 EC1A 9DD

020 7119 1155
 london@tpa.uk.com
 www.tpa.uk.com

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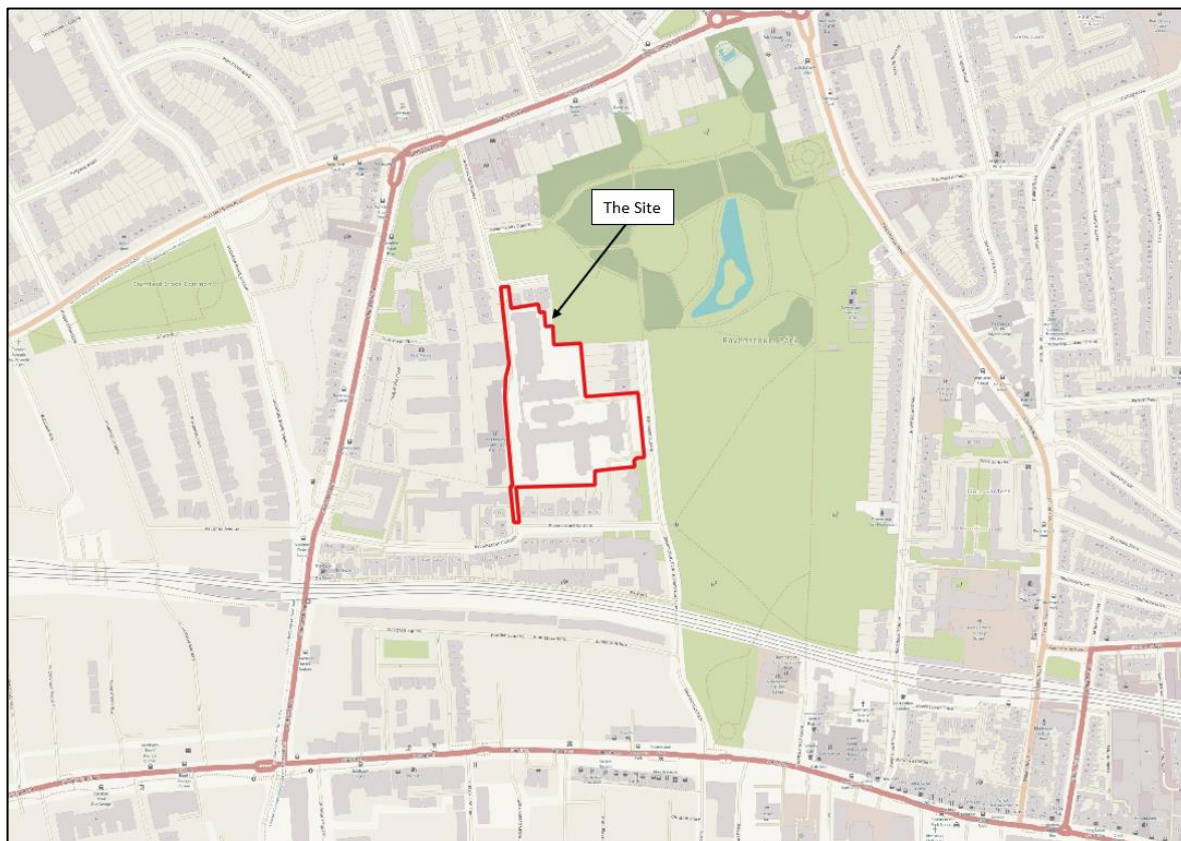
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1 Introduction

1.1 Transport Planning Associates has been appointed by TT Group to provide transport planning consultancy services in relation to its proposed redevelopment of Ravenscourt Park Hospital, Hammersmith, West London, W6 0TW (the site). The location of the site is shown at **Figure 1.1** below.

Figure 1.1 Site Location



Source: © OpenStreetMap contributors and QGIS

1.2 The site, approximately 1.56ha, has been vacant since 2006, when the hospital use on the site ceased. To the immediate east is Ravenscourt Park (the road and the Park itself), while Ravenscourt Square, a private road under the applicant’s ownership, is to the west.

1.3 Ravenscourt Park and Stamford Brook London Underground Stations, both situated on the District Line, are approximately five minutes’ walk to the south east and to the south west respectively. The building, now vacant, is a Grade II* listed building with typical Art-Deco architecture designed in the 1930’s. There is potential for demolition and redevelopment of part of the property, with the remainder being refurbished, converted and extended.

Travel Plan Structure

1.4 This Framework Travel Plan (FTP) has been prepared in support of the planning application. The report has mainly been produced as a Residential Travel Plan with other elements including a care home and community uses. An FTP is a crucial aspect of a comprehensive transportation strategy. When executed effectively, they promote the use of environmentally sustainable forms of transportation and discourage reliance on private vehicles. The aim of a residential travel plan is to reduce the reliance on private cars, promote healthier travel options, and reduce the environmental impact of commuting.

1.5 This Travel Plan will be structured as follows:

- **Chapter 2:** Baseline Transport Conditions;
- **Chapter 3:** The Emerging Masterplan;
- **Chapter 4:** Aims and Objectives;
- **Chapter 5:** BREEAM;
- **Chapter 6:** Targets;
- **Chapter 7:** Measures and Initiatives;
- **Chapter 8:** Monitoring Strategy; and
- **Chapter 9:** Delivering the TP.

2 Baseline Transport Conditions

The Site

- 2.1 The site is currently vacant and has been since 2006; its previous use was a hospital with five blocks operating within use class C2. The existing GIA of the hospital across all blocks is 19,215sqm.

Figure 2.1 Existing site frontage on Ravenscourt Park



Source: TPA (November 2022)

- 2.2 The site is located to the west of Ravenscourt Park. The property is well placed for access to Ravenscourt Park, which itself boasts 21 acres of green space which includes tennis and basketball courts, a bowling green, cafes, a walled garden and a number of play areas.
- 2.3 The current hospital is arranged in five blocks, over basements, ground and four upper floors. Blocks A, B, C and D form the original building, whilst Block E and its elevated walkway are a later addition set over ground and first floor.

Figure 2.2 Car parking areas on site



Source: TPA (November 2022)

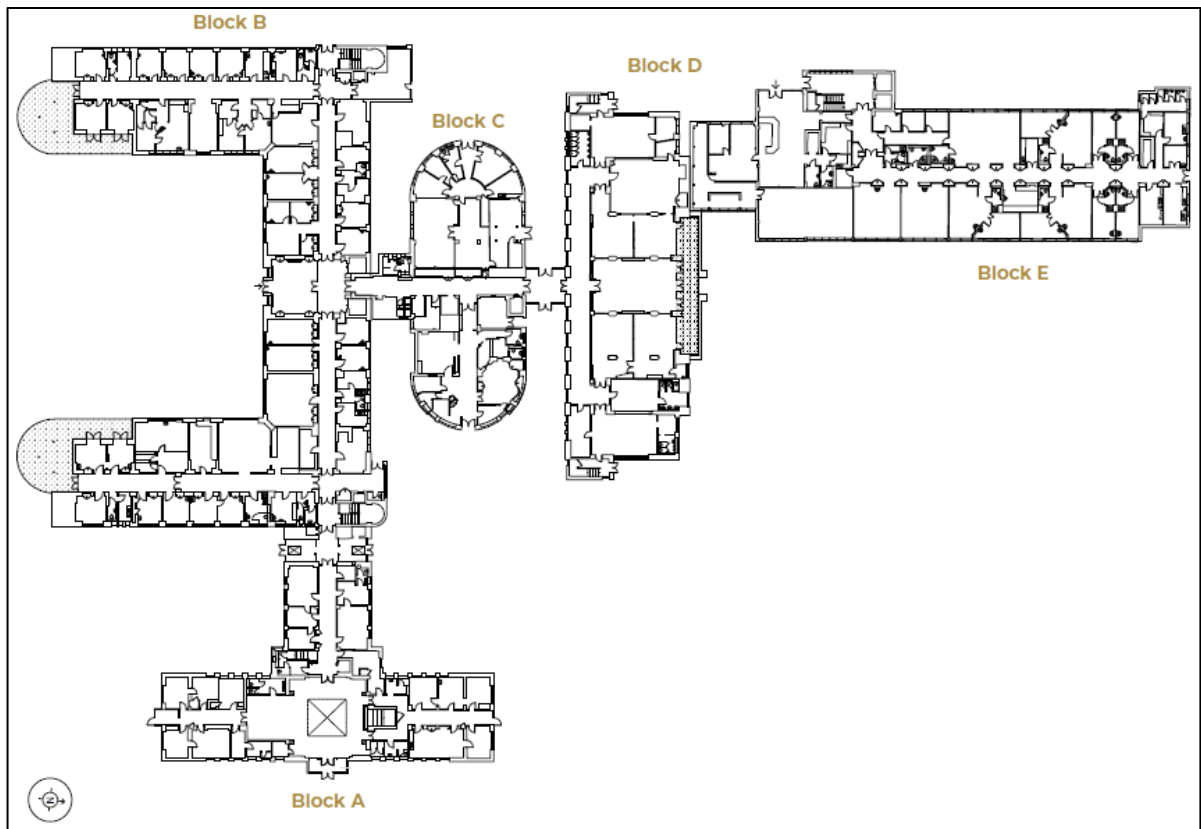
Figure 2.3 On street car parking on Ravenscourt Square



Source: TPA (November 2022)

2.4 The site is accessible by all modes of transport, including walking, cycling and public transport. The site’s accessibility by all modes will be set out in the remainder of this Chapter.

Figure 2.4 Existing Buildings



SPPARC

Access

- 2.5 Pedestrian access to the site is via a number of entrances, on all sides of the building, although the main access point is from Ravenscourt Park, on the eastern side. Car parking is available both on site and additional parking is available on street. Circa 40 spaces are currently provided within the red line, some of which now barely distinguishable due to overgrown vegetation or debris. A further circa 35 spaces are available on Ravenscourt Square, a private street to the west of the site, which are shared with the existing Chiswick Nursing Centre.

Pedestrian Infrastructure

Walking

- 2.6 The site sits in a predominantly residential area and pedestrian infrastructure in its vicinity is generally of good quality. Ravenscourt Park, immediately to the east of the site, is supported by footways on either side of the carriageway, ranging in width between circa 1.8 m – 2.2 m. These footways are shown in **Figure 2.5**.

Figure 2.5 Ravenscourt Park



TPA (November 2022)

2.7 Ravenscourt Gardens, situated to the south of the site, has a similar quality of pavements, which are approximately 2m in width. A raised table is provided at the junction with the A402 Goldhawk Road.

Figure 2.6 Ravenscourt Gardens



TPA (November 2022)

2.8 Ravenscourt Square is a private access road, currently serving the existing Chiswick Nursing Centre and a few residential properties (all outside the red line). It is a shared space environment, which is considered suitable in the context of the very low volumes of traffic (and pedestrians) along the road, even before the Hospital was closed.

Figure 2.7 Ravenscourt Square

TPA (November 2022)

- 2.9 Local footways help link the site to the wider area including to local services, facilities, bus stops and London Underground stations. Crossing points along the local roads generally benefit from dropped kerbs and tactile paving.

Cycling

- 2.10 The site is served by a good network of cycling infrastructure with designated cycles located along Kings Street, part of Cycleway 9. There are also further local routes which can be seen in **Figure 2.14**.
- 2.11 Cycleway 9 supports the Mayor's Transport Strategy (MTS) and Healthy Streets Approach by encouraging walking, cycling and using public transport. It provides a continuous, largely segregated route between Kensington Olympia and Brentford town centre, via Hammersmith and Chiswick.

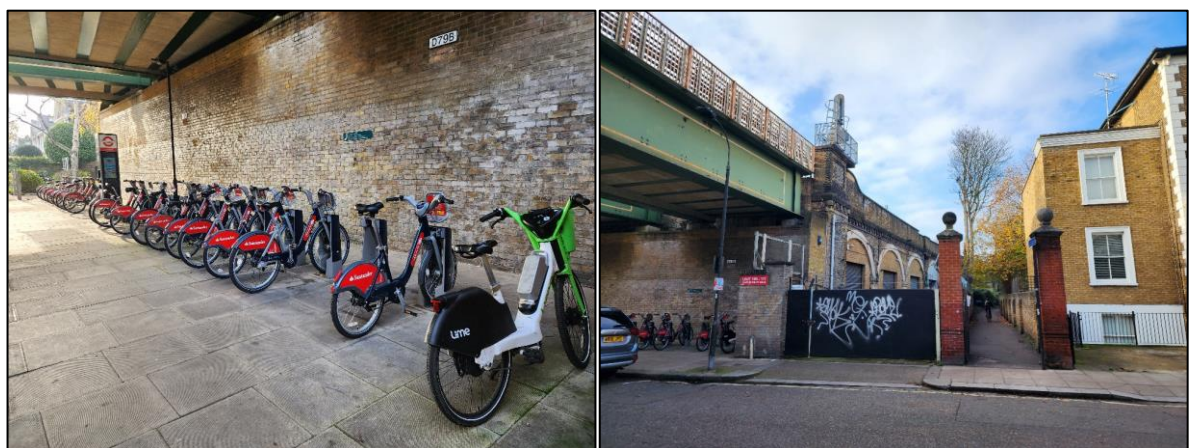
Figure 2.8 Local Cycle Network



Source: OpenStreetMap contributors

2.12 In addition, there is a Santander Cycle docking station located within a short walk of the site, approximately 350 m to the south east, outside Ravenscourt Park Station. This docking station is situated on the western boundary of the allocated hiring area in London. Electric bicycles and scooters can also be hired, which allow cyclists more freedom in this area.

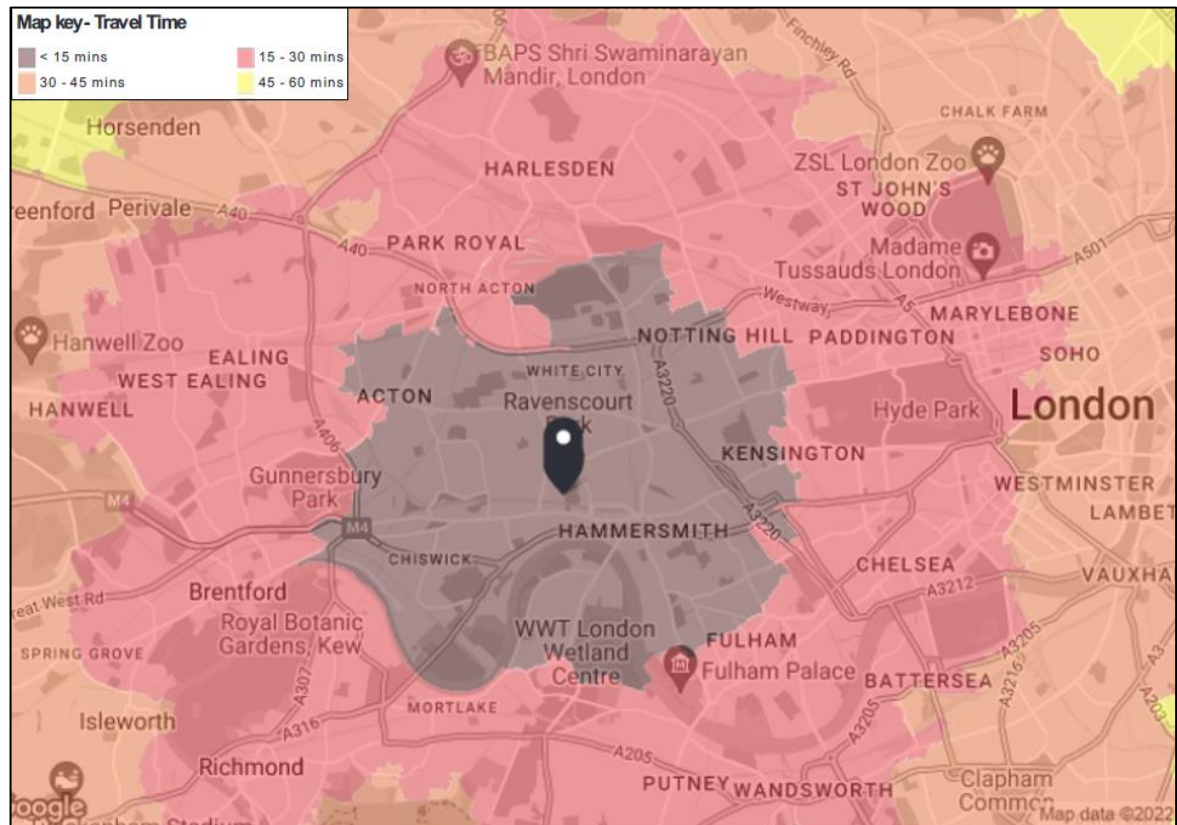
Figure 2.9 Cycle Docking Station outside Ravenscourt Park Station and the eastern entrance to the Park



TPA (November 2022)

2.13 The presence of cycle routes in the immediate vicinity of the site means that a wide area in western London, including Hammersmith, Shepherd’s Bush, White City, Barons Court, Notting Hill, Acton, Chiswick and Earl’s Court can be reached by within a 15-minute cycle, and a much wider area, including central London, within 30-45 minutes. This is illustrated in TfL’s cycle time isochrone plan outlined in **Figure 2.10**.

Figure 2.10 Cycle Isochrones



Source: TfL – Note: from Site, 2021, AM peak

Access to Amenities and Services

2.14 Reflecting the site’s location in a residential area, and within proximity to Hammersmith District Centre, the site benefits from excellent accessibility by walking and cycling. Many services and facilities are available within a short walking distance (schools, shops, employment, other services and facilities) and good quality walking and cycling infrastructure is provided.

2.15 The (then) Institution of Highways & Transportation publication ‘Providing for Journeys on Foot’ identifies the desirable, acceptable and preferred maximum walking distances to various amenities. The distances in **Table 2.1** below are taken from **Table 3.2** of that publication and set out the thresholds considered appropriate for local services and amenities.

Table 2.1 IHT suggested Walking Distance Thresholds

	Town Centres (m)	Commuting / School / Sight-seeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred maximum	800	2,000	1,200

Source: Table 3.2 of *Providing for Journeys on Foot (IHT)*

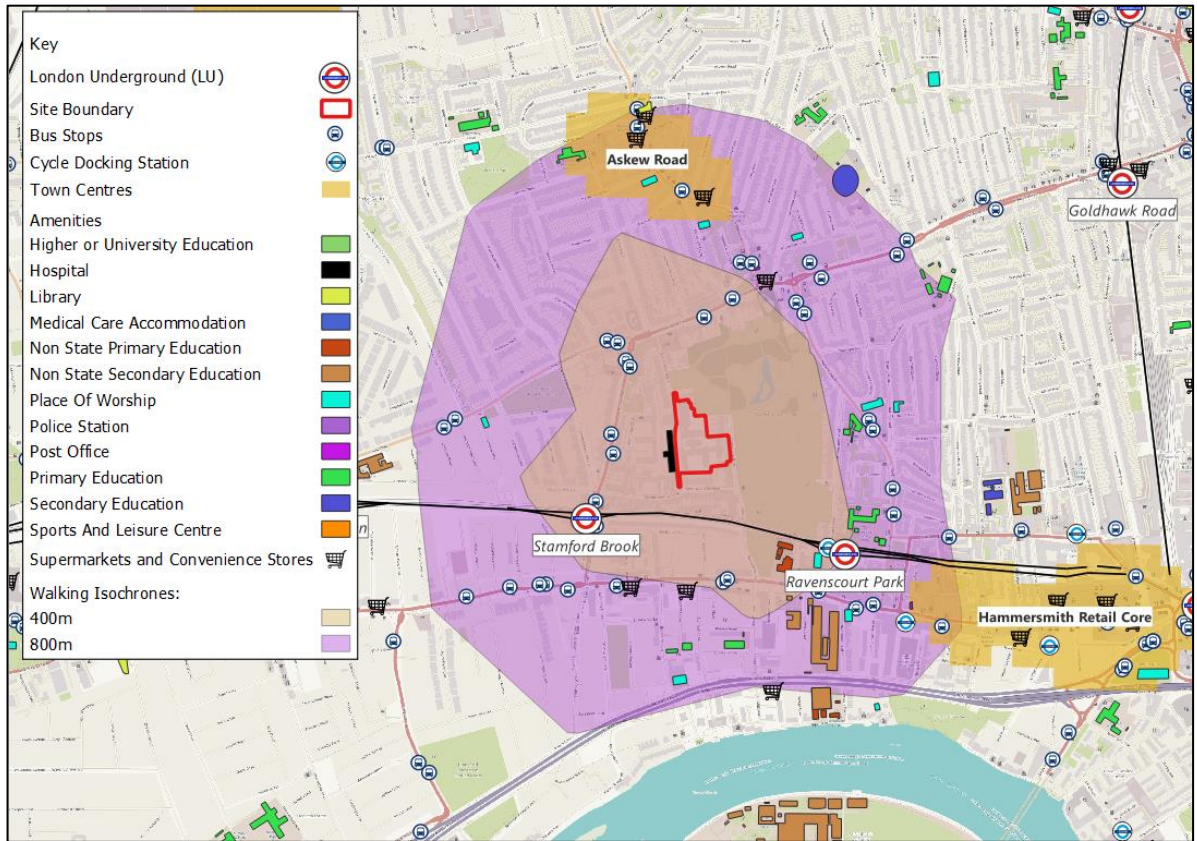
2.16 In addition, *Building Sustainable Transport into New Developments* (DfT, 2008) gives the following advice on pedestrian catchment areas:

“Walking neighbourhoods are typically characterised as having a range of facilities within 10 minutes’ walking distance (around 800 metres)”. This is further stressed in CIHT guidance “Planning for Walking” (2015) and in Manual for Streets¹.

2.17 The site is within desirable or acceptable walking distances from a multitude of services and facilities. **Figure 2.11** outlines those facilities and amenities that are available within approximately 800m of the site.

¹ Paragraph 4.4

Figure 2.11 Local Services and Amenities within Walking Distance



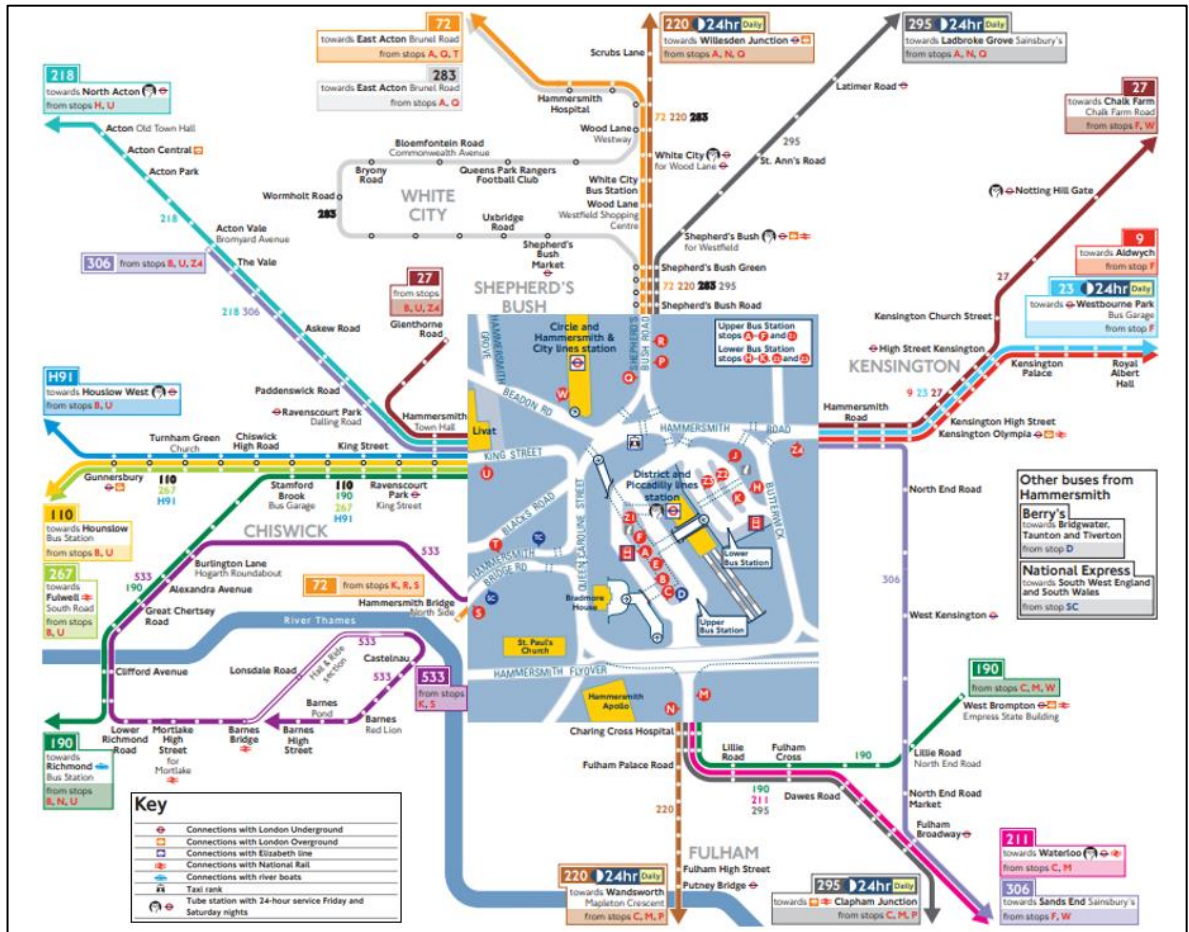
Source: Mapping from OpenStreetMap contributors, Data provided from OS Open data

Bus

- 2.18 The closest bus stops to the site are situated on Goldhawk Road to the west of the site, approximately 260 metres walk from the site boundary. Service 237 operates from these stops, providing connections to Hounslow and Shepherds Bush.

- 2.19 Kings Road also has a number of bus services; the nearest stop being located between Hamlet Gardens and Ravenscourt Park. They are of good quality with shelters, seating and timetabling information provided. The stops that head eastbound and westbound are approximately 400 m to the south of the site. Five bus routes operate from these stops, providing services that connect the site to a range of other locations including Hounslow, Brentford, Hammersmith, Heathrow Airport and Fulham.

Figure 2.12 Local Bus Network



Source: TfL

2.20 A summary of the bus routes and their destinations are outlined in **Table 2.2** below.

Table 2.2 Bus Routes

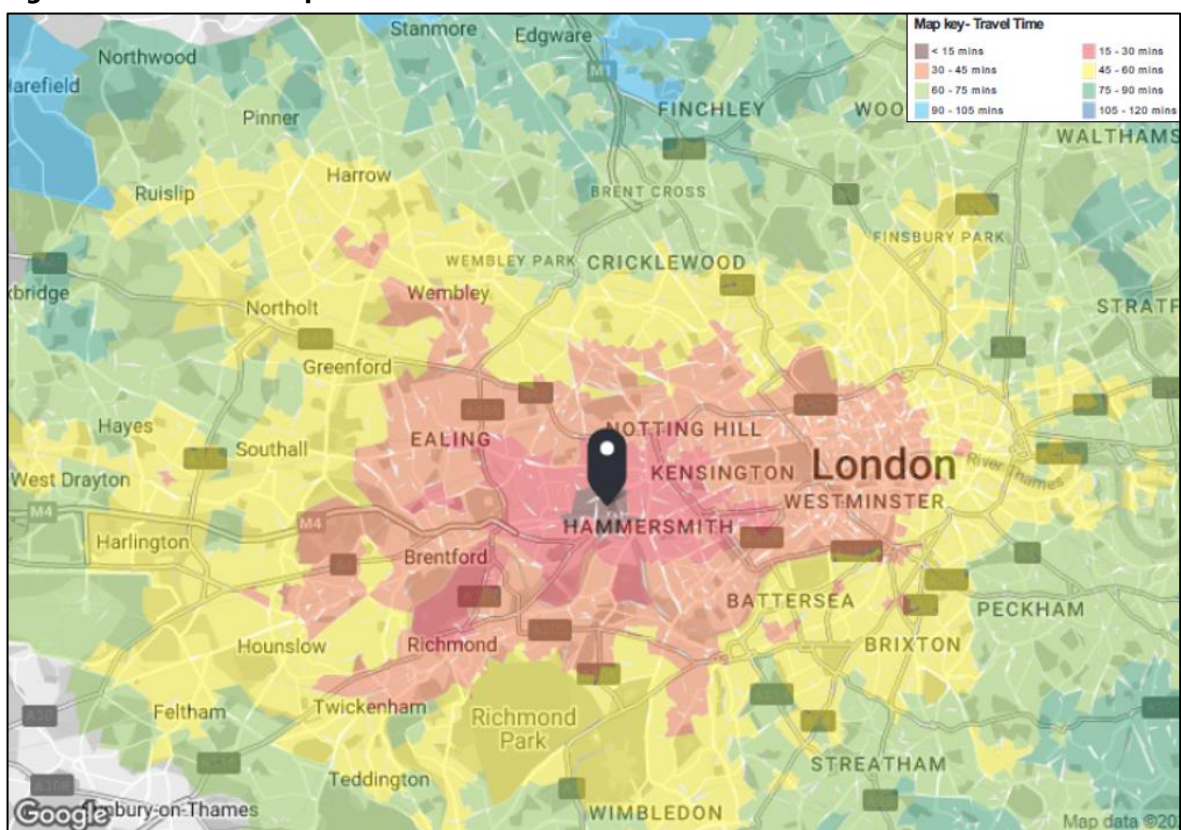
Route	Nearest stops	Destinations
237	Goldhawk Road	Hounslow – Isleworth – Syon – Brentford – Gunnersbury – Ravenscourt Park – Shepherds Bush
110	Kings St, Hamlet Garden	Hounslow, Bus Station - Whitton - St Margarets - Richmond - Kew Gardens - Chiswick High Road - Hammersmith
190		Richmond - Hammersmith - West Brompton
267		Hammersmith - Brentford - Fulwell
N9		Aldwych - Hounslow - Heathrow Airport
N11		Ealing Broadway - Acton Town - Chiswick - Hammersmith - Fulham - Victoria - Liverpool Street
H91		Hounslow West - Osterley Station - Great West Road - Gunnersbury - Turnham Green - Stamford Brook - Hammersmith

Source: TfL

London Underground

- 2.22 As noted, Ravenscourt Park and Stamford Brook London Underground Station are approximately 350-400 m east and west of the site, respectively, equating to a 5-minute walk. They are served by the District line which runs to Ealing and Richmond in the west, Wimbledon in the south and Paddington and Upminster to the east, via central London.
- 2.23 Hammersmith Underground Station is situated approximately 1,200 m to the east, approximately 16-minutes walking distance from the site, and can also be accessed via the District line. The Piccadilly, Circle and Hammersmith and City lines also run from this station, offering additional services to central London as far as Barking in East London and Cockfoster, to the north.
- 2.24 In light of the numerous services available, and reflecting its excellent public transport accessibility, a wide area of London can be reached in less than an hour, with a large part of the central employment, commercial and residential areas being reachable within 15 to 30 minutes, as shown in **Figure 2.13**.

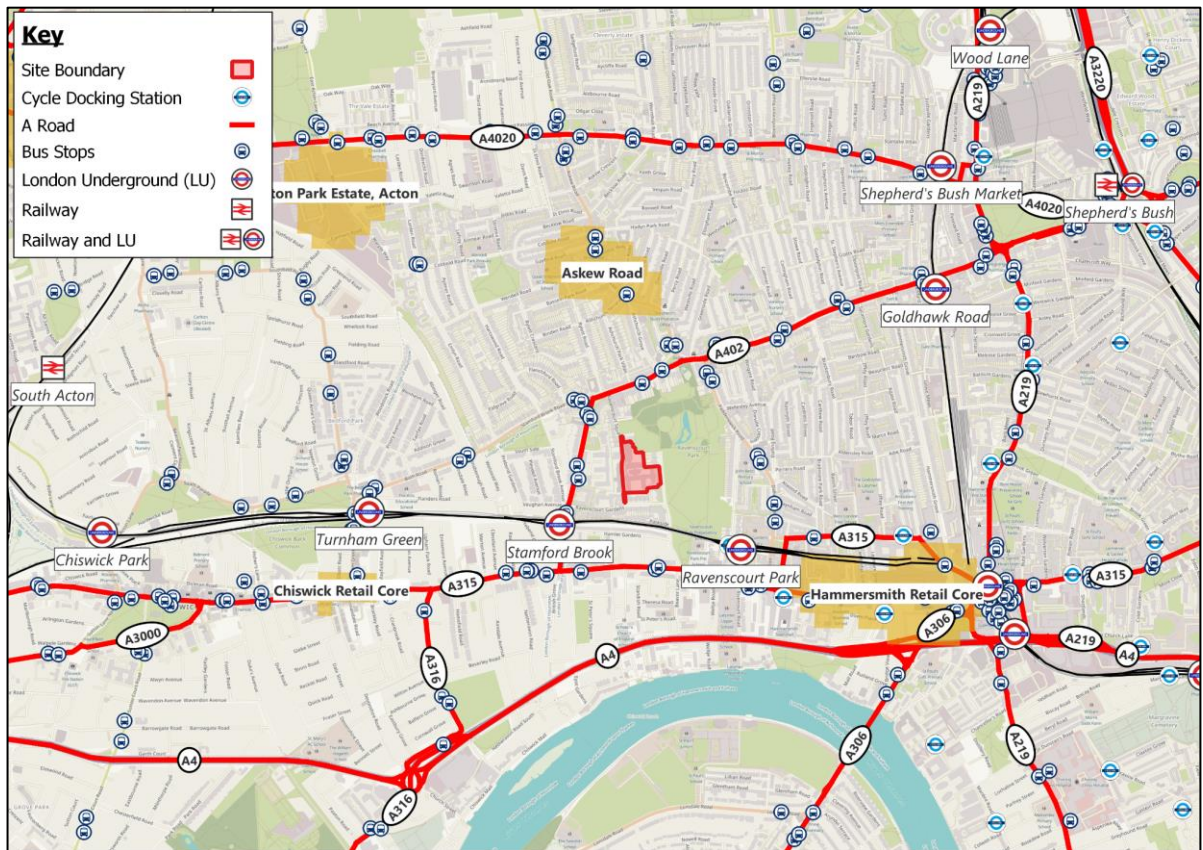
Figure 2.13 Public Transport Isochrones



TfL – Note: from Site, 2021, AM peak

- 2.25 **Figure 2.14** shows the local transport network close to the site, including cycle docking stations, bus stops, London Underground, railway stations and major roads.

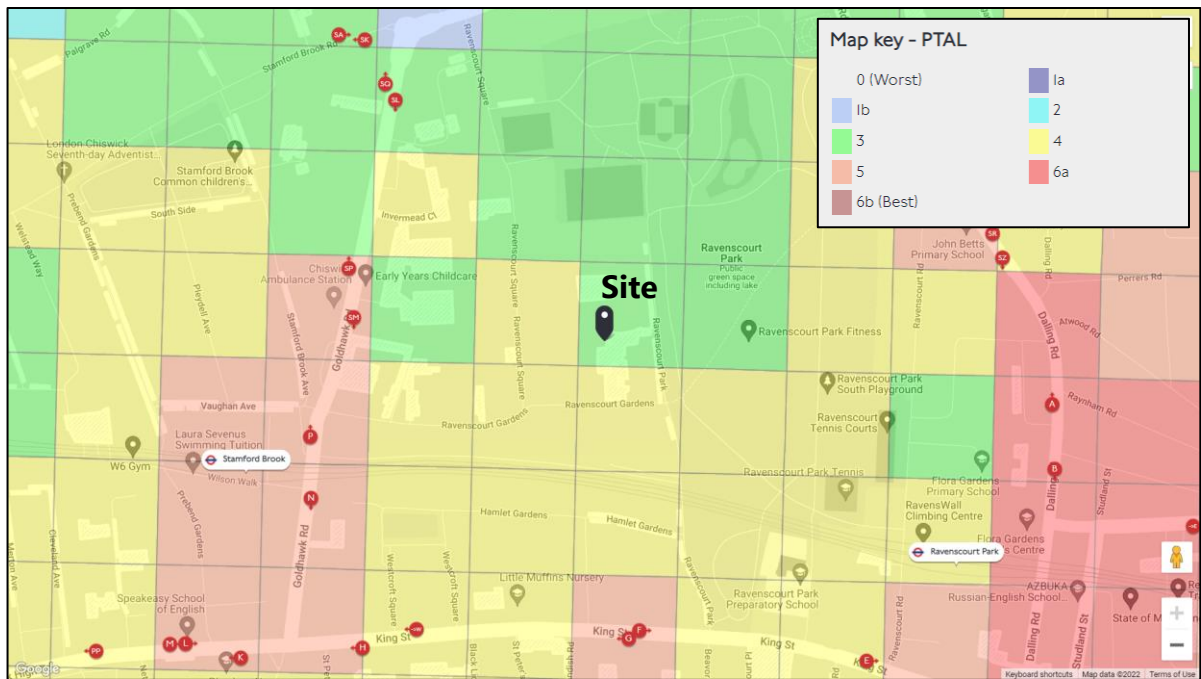
Figure 2.14 Local Transport Network



Public Transport Accessibility Level

- 2.26 Within London, the accessibility to public transport of any location can be defined by using the Public Transport Accessibility Level (**PTAL**) methodology, which calculates an Accessibility Index in order to quantify how accessible a site is by public transport services. PTAL is considered to be an accurate measure of the accessibility of a point to the public transport network, taking into account walking distances and service frequencies, albeit without considering the actual destination of the routes.
- 2.27 PTAL is a function of the distance and the frequency of bus services available within 640 m and of underground / railway services available within 960 m. Accessibility is defined by a score between 0 and 6a/6b, where 0 denotes no accessibility to services within TfL thresholds and 6a/6b denotes excellent accessibility.
- 2.28 The site falls predominantly in a PTAL cell of 3 which has been agreed by the highway officer in response to the Scoping Note. This can be seen outlined in **Figure 2.15** below, demonstrating that the site benefits from good accessibility to public transport.

Figure 2.15 PTAL



TfL PTAL

Summary

2.29 The site is in a sustainable location, with good access to local amenities, pedestrian and cycle infrastructure. It also benefits from very good public transport accessibility, in the form of bus and rail services available within a short walk from the site.

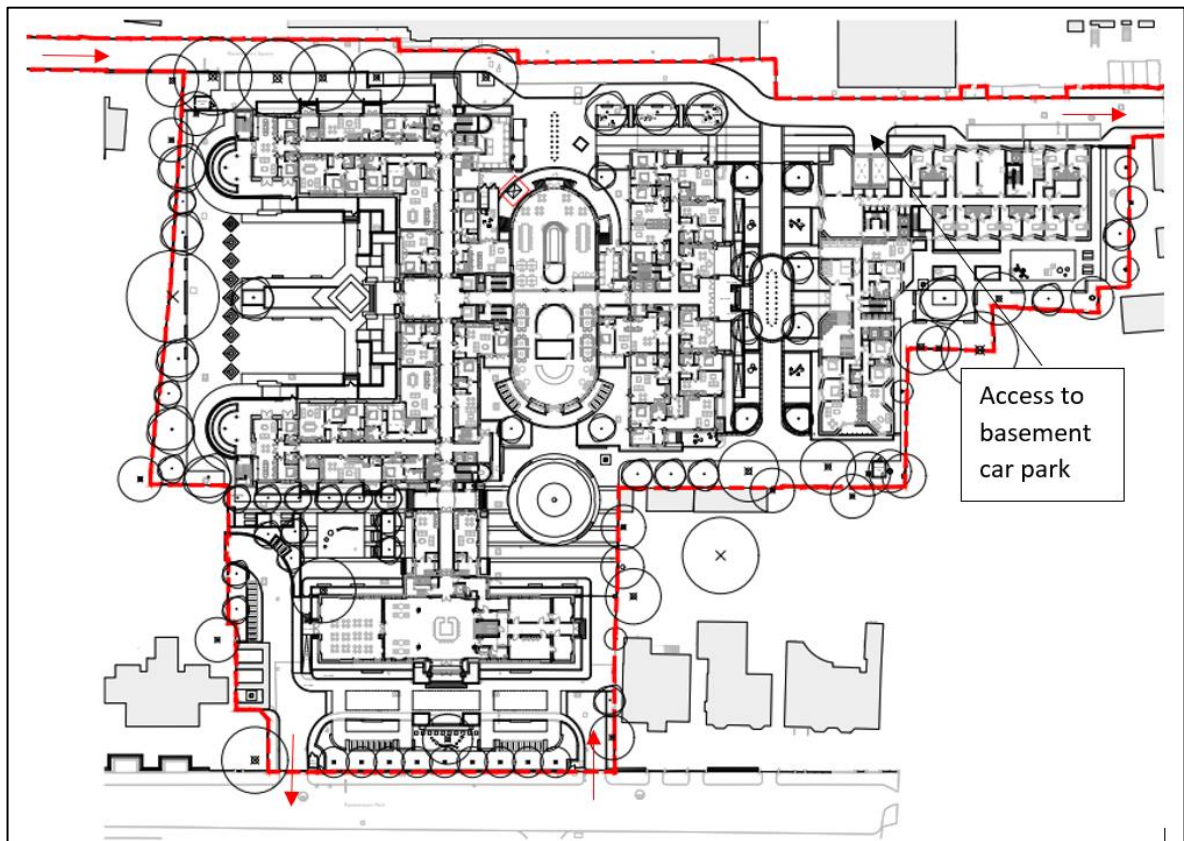
3 The Proposals

- 3.1 As noted in the introduction, the proposed redevelopment of the site is expected to comprise a residential led scheme, with 140 dwellings, together with a Care Home facility (of 65 units) and around 2,000 m² (GEA) of community space.

Access

- 3.2 As noted, the location is highly accessible by all modes of transport and the accessibility by active travel modes will be key to its success. The site will be accessible from all sides, creating a permeable network of routes.
- 3.3 With regard to vehicles, the access strategy is illustrated in **Figure 3.1**. The existing access arrangement from Ravenscourt Park will be retained, but a new access (via car lifts) to a basement underneath Block E will be created on Ravenscourt Square. The one-way (northbound) route on Ravenscourt Square will be retained too, similar to the access to the Chiswick Centre (unaffected).
- 3.4 Similarly, access to the existing car park to the south of Block A will be retained and will not be affected by the proposals.

Figure 3.1 Masterplan: Vehicular Access Strategy

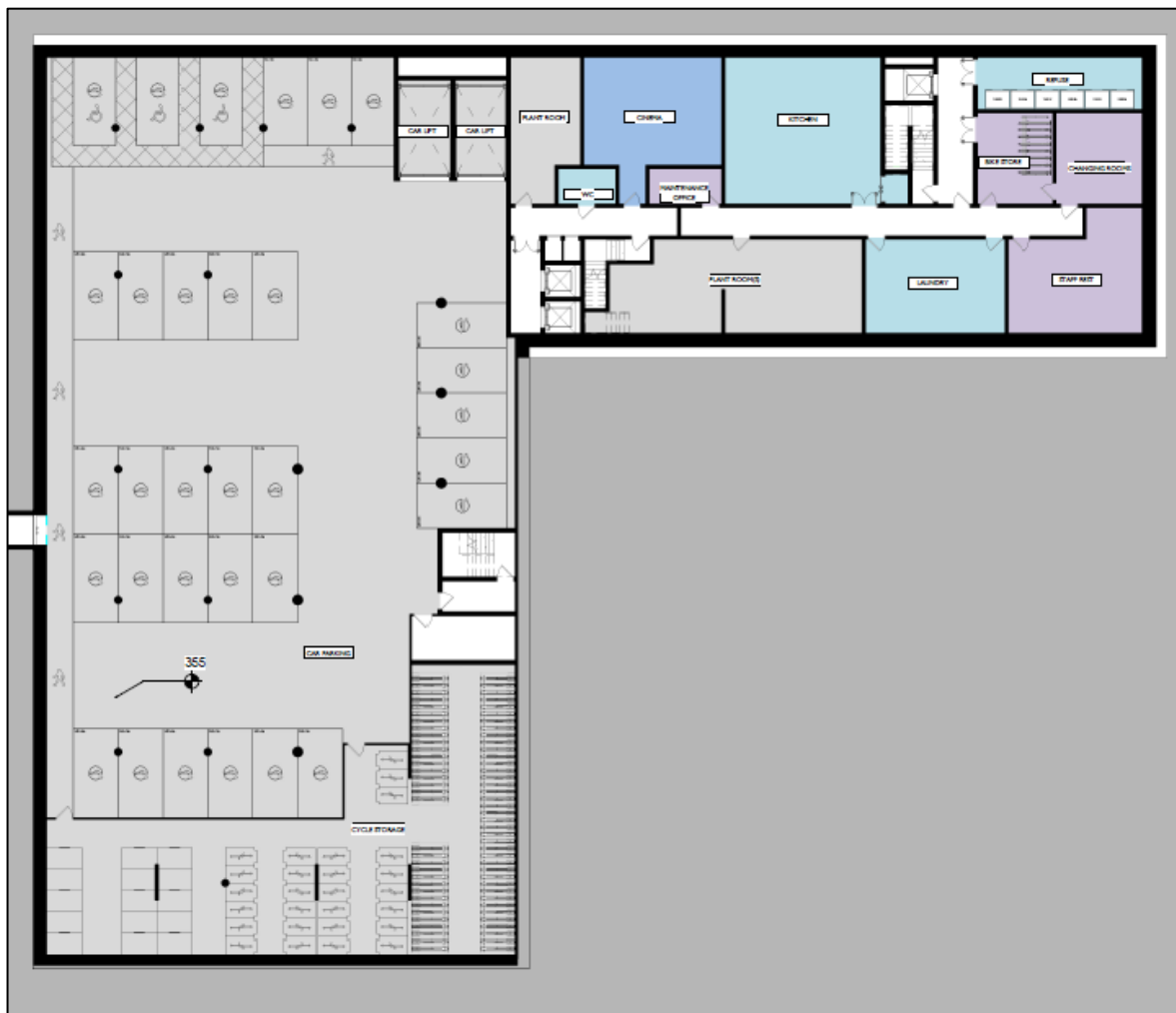


Source: SPPARC

Parking

- 3.5 The majority of the proposed dwellings will be car free, in line with all policies and best practice principles for sites in accessible locations. A total of 35 car parking spaces will to be provided in the new basement under Block E for the residential component of the scheme. As can be seen in **Figure 3.2** the car park situated under Block E will be accessible via two car lifts.

Figure 3.2 Masterplan: Basement Car Park



Source: SPPARC

- 3.6 Cycle parking will be provided in line with current standards included in the London Plan. Cycle parking will be in sheltered secure locations for both residents and visitors to the development and comprise long stay and short stay. As seen in **Figure 3.2**, residential long stay cycle parking will be located in the basement of the development.
- 3.7 In consideration of the breakdown of the units, the scheme will provide in excess of 258 cycle parking spaces for the residential element which includes 253 long stay and 5 short stay. There will be 5 for the care home, 4 of which are short stay and 1 long stay. A total of 66 spaces will be provided for the for the community/ commercial use, which includes 59 short stay and 7 long stay. A provision of 5% of the total of each element will cater for adapted/larger cycle parking.
- 3.8 Disabled parking will be provided in line with the requirements set out in the London Plan. The scheme will provide 3% (of the total dwellings) disabled space from the outset; this equates to five spaces (rounded up from $140 \times 0.03 = 4.2$), of which three in the basement and two at ground floor level, next

to Block A. As seen in **Figure 3.2** above three disabled bays are proposed to be provided in the basement below Block E.

4 Aims and Objectives

- 4.1 This section of the FTP will outline the aims and objectives for a Travel Plan that could be adopted following the refurbishment of the existing building. These are intended to facilitate a reduction in the use of the private car when travelling to the site.

Aims

- 4.2 The aims of this TP are:

- To mitigate against any potential transport impacts which could result from the development;
- To create a safer, more sustainably driven environment for residents and staff accessing the site; and
- To encourage the use of sustainable transport modes to reduce the need for trips to be undertaken to the development in a private car.

Objectives

- 4.3 Objectives are the high-level aspirations of the TP. They help to focus the TP and ensure that the TP remains within the remit of its overarching Aims. The specific objectives set out for this TP include;

- To raise awareness of sustainable, active, and healthy modes of travel (e.g. walking and cycling) available to staff;
- To reduce the congestion in the neighbouring streets by discouraging car use;
- To remove the barriers, both perceived and actual, to walking, cycling and using public transport;
- To educate staff on road safety and alternative means of travel;
- To increase the number of staff cycling to work and using sustainable modes of travel; and,
- To increase the number of staff choosing 'active travel' options over the private car.

- 4.4 The measures that will assist in achieving these objectives are outlined later in this FTP.

5 BREEAM

- 5.1 BREEAM is “the world’s first sustainability rating scheme for the built environment and has contributed much to the strong focus in the UK on sustainability in building design, construction and use. BREEAM is now an international standard that is locally adapted, operated and applied through a network of international operators, assessors and industry professionals”².
- 5.2 The development proposals have been assessed against the transport credentials set out in the BREEAM New Construction 2023 UK document. As noted in the introduction, the proposed redevelopment would comprise residential use as its primary as well as providing care home facilities. This is classed as Building Group 5: ‘Multi-Residential’, for the primary use, and Building Group 4: ‘Healthcare’.
- 5.3 With regard to transport related matters, the BREEAM assessment contains two sections, namely Tra 01 and Tra 02 and these are considered in turn below.

Tra 01 - Transport Assessment and Travel Plan

- 5.4 In accordance with the requirements set out in Tra 01 of the BREEAM New Construction 2023 UK document, **2 transport credits** can be awarded for the preparation of a Transport Assessment and a Travel Plan. As noted in Chapter 3, this FTP, together with a Transport Assessment has been prepared to support the planning application.
- 5.5 Tra 01 includes 3 elements, namely
- Transport Assessment and Travel Plan;
 - Calculation of the public transport Accessibility Index; and
 - Travel Plan measures.

Transport Assessment and Travel Plan

- 5.6 The BREEAM guidance in relation to the provision of a Transport Assessment and Travel Plan notes that:

² www.breeam.com

"A transport assessment is required where a proposed development is likely to have transport and related environmental impacts. The study area for a transport assessment should be determined in discussions between the developer and appropriate authorities.

A transport statement is required if the proposed development is unlikely to have a significant impact on local transport networks or related environmental impacts. A transport statement can demonstrate compliance with BREEAM if relatively low numbers of trips or traffic flows, with minor transport impacts, are expected from the proposed development."

- 5.7 In that regard, a Healthy Streets Transport Assessment has been prepared to support the proposed scheme.
- 5.8 The criteria set out in Tra 01 for the FTP and Transport Assessment are set out in Table 5.1 below, together with commentary in relation to which criteria have been met or are applicable.

Table 5.1 Tra 01 Criteria

BREEAM Criteria	Evidence
1. No later than Concept Design stage, undertake a site-specific transport assessment and draft travel plan, which can demonstrably be used to influence the site layout and built form	Sustainable transport measures have been incorporated into site design including cycle parking and electric vehicle charging spaces.
2a. If relevant, travel patterns and attitudes of existing building or site users towards cycling, walking and public transport, to identify relevant constraints and opportunities.	As the site is being redeveloped, this is not relevant.
2.b: Predicted travel patterns and transport impact of future building or site users.	Thus far census data has been used to gauge travel patterns. Travel surveys will be carried out as part of a full TP. These will capture the true travel patterns and attitudes of residents and staff at the proposed site.
2.c: Current local environment for pedestrians and cyclists, accounting for any age-related requirements of occupants and visitors.	The existing conditions for cyclists and pedestrians within the vicinity of the site are set out in Chapter 2.
2.d: Reporting of the number and type of existing accessible amenities within 500 m of the site.	These are detailed within Appendix A
2.e: Disabled access accounting for varying levels and types of disability, including visual impairment.	Chapter 3 confirms that an appropriate number of disabled car parking spaces are to be provided in line with the parking standards, this includes suitable access into and around the site. In addition, measures will be in place for the visibly impaired to assist access to the site, through improved wayfinding
2.f: Calculation of the existing public transport Accessibility Index (AI)	The site's AI calculation is presented in Appendix A , together with a PTAL plot in Appendix B
2.g: Current facilities for cyclists.	Existing provision for cyclists has been included in Chapter 2. Cycle parking will also be provided as part of the development.
3 Following a transport assessment, develop a site-specific travel plan that provides a long-term management strategy which encourages more sustainable travel. The travel plan includes measures to increase or improve more sustainable modes of transport and movement of people and goods during the building's operation	The proposed package of sustainable measures is set out in Chapter 8.
4 If the occupier is known, involve them in the development of the travel plan.	The occupiers are not currently known.
5 Demonstrate that the travel plan will be implemented and supported by the building's management in operation.	The ongoing development and monitoring of the Travel Plan is set out in Chapter 9.

Calculation of public transport Accessibility Index

5.9 A public transport Accessibility Index (AI) has been calculated for the site, based on the availability of bus and rail services within walking distance of the site (i.e. 640 m for bus stops and 960 m for rail stations). The resulting AI was calculated as 13.58. The accessibility index calculation can be found in **Appendix A**.

Proximity to Amenities

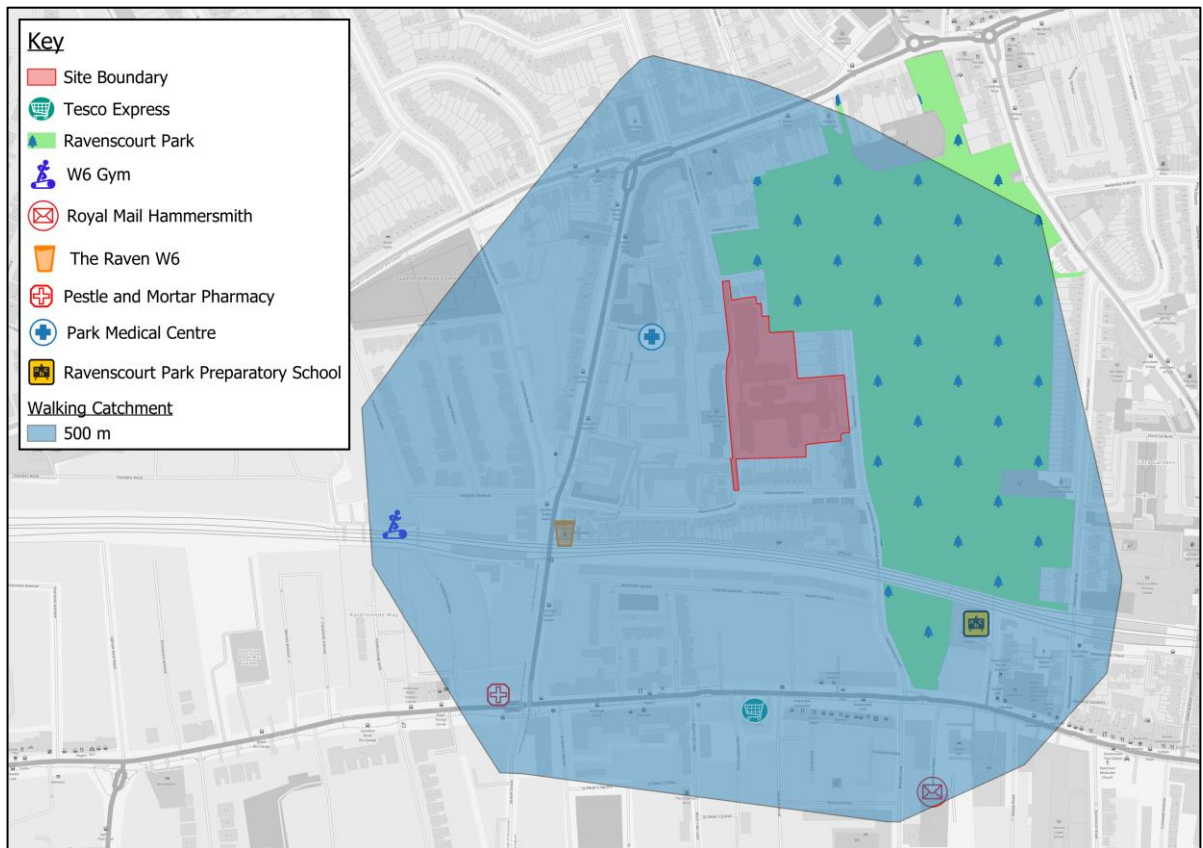
5.10 Table 5.2, below, illustrates the availability of facilities and amenities within 500 m walking distance of the site entrance. Further to the information presented in **Chapter 2**, the existing facilities and amenities have been reviewed in accordance with Tables 7.1 and 7.6 in Tra 01.

Table 5.2 Existing Facilities and Amenities (Building Type 5)

Amenities (Building Type 5)	Amenities within 500m Walking Distance of Site	Amenity Location*
Appropriate food outlet	✓	Tesco Express
Access to cash	✓	Tesco Express
Access to an outdoor open space	✓	Ravenscourt Park
Access to a recreation or leisure facility for fitness or sports	✓	W6 Gym
Publicly available postal facility	✓	Royal Mail Hammersmith
Community facility	✓	The Raven W6
Over the counter services associated with a pharmacy	✓	Pestle & Mortar Pharmacy
Public Sector GP surgery and general medicine centre	✓	Park Medical Centre
Child care facility or school	✓	Ravenscourt Park Preparatory School

5.11 Table 5.2 demonstrates that all of the amenities required by BREEAM for Building Type 5 are available within a 500 m walking distance of the site. The location of these facilities are shown at **Figure 5.1**

Figure 5.1 Local Facilities within 500 m of the site



Source: © OpenStreetMap contributors

Travel Plan measures

5.12 Tra 01 identifies a range of measures that should be considered in a Travel Plan. These are set out in the following table, together with a commentary on which criteria are applicable in relation to this proposed application.

Table 5.3 Sustainable Public, Private and Active Transport Measures

Criterion	Commentary
Negotiation with local bus, train or tram companies an increase in the local service provision for the development	Not relevant given the location of the site and the nature of the scheme
Provision of a public transport information system in a publicly accessible area	✓
Provision of electric recharging stations	✓
Provision of parking priority spaces for car sharers	N/A
Consultation with the local authority on the state of the local cycling network and on improvements	✓
Provision of dedicated and convenient cycle storage	✓
Provision of cyclists’ facilities	✓
Lighting, landscaping and shelter to create pleasant pedestrian and public transport waiting areas	New landscaping and public realm improvements within the site ✓
Restrictions or charging for car parking	N/A
Pedestrian and cyclist friendly (for all types of user regardless of the level of mobility or visual impairment) with the provision of cycle lanes, safe crossing points, direct routes, appropriate tactile surfaces, good lighting and signposting to other amenities, public transport nodes and adjoining off-site pedestrian and cycle routes	Not relevant given the location of the site and the nature of the scheme
Provision of suitable taxi drop-off or waiting areas	✓
Ensure rural buildings have appropriate access to transport to serve the local community adequately (where procured to do so, e.g. community centre)	N/A

Tra 02 - Sustainable Transport Measures

- 5.13 A prerequisite to the award of credits against Tra 02 is achieving items 3 to 5 of Tra 01, as set out in Table 5.1 above.
- 5.14 Credits can be awarded in relation to the AI rating of the site. In this instance, an AI rating of 13.58. is less than 25 points as identified in Table 7.3 of Tra 02. Based on that, the site can be awarded up to 10 credits by providing a number of sustainable public, private and active transport measures. in accordance with Table 7.4 of Tra 02.
- 5.15 The transport measures that are anticipated to be achieved by the proposed development are summarised below in Table 5.4.

Table 5.4 Tra 02 Transport Measures Achieved

Transport Measures	Credits Awarded
The existing AI calculated in Tra 01 achieves the following: ≥ 4 for prison or MOD sites, rural location sensitive buildings, and other building group 3 ≥ 8 for all other building types	1
Provide a public transport information system in a publicly accessible area, to allow building users access to up-to-date information on the available public transport and transport infrastructure. This may include signposting to public transport, cycling, walking infrastructure or local amenities.	1
Provide electric recharging stations of a minimum of 7kW for at least 10% of the total car parking capacity for the development.	1
During preparation of the brief, the design team consults with the local authority (LA) on the state of the local cycling network and public accessible pedestrian routes, to focus on whichever the LA deems most relevant to the project, and how to improve it.	2
Install compliant cycle storage spaces to meet the minimum levels set out in Table 7.5.	1
If the above measure is achieved - provide at least two compliant cyclists' facilities for the building users, (including pupils where appropriate to the building type): <ul style="list-style-type: none"> ▪ Showers ▪ Changing facilities ▪ Lockers ▪ Drying spaces. 	1
At least three existing accessible amenities are present	1
Implement one site-specific improvement measure, not covered by the options already listed in this issue, in line with the recommendations of the travel plan. Submit this for review by BRE. <ul style="list-style-type: none"> - Improved wayfinding across the site with tactile paving and signage for the visually impaired. 	1-3
Total Credits	9 Credits*

Source: BREEAM Tra 02: Table 7.4 Sustainable public, private and active transport measures

*points per BRE review

5.16 The measures outlined above in relation to Tra 01 and Tra 02 could be implemented to achieve a total of **11 credits**.

6 Targets

6.1 This section of the Travel Plan identifies Targets that may be defined within the *Post-Occupation Travel Plan*, which will be agreed with London Borough of Hammersmith and Fulham (**LBHF**) at a later stage, when the residential composition is identified more clearly. At this point, baseline mode share data has been derived from Census Data and generic targets are proposed for future reference, until such a time when these targets can be agreed.

Targets

6.2 Targets are measurable goals that allow assessment of the Travel Plan progress. Targets are essential for monitoring the progress and success of the TP. Targets should be “SMART” – specific, measurable, achievable, realistic, and time-bound:

- **Specific** – The target defines a specific overall reduction in SOV trips associated with the site, which the site will achieve by developing realistic Travel Plan measures.
- **Measurable** – The TPC will monitor the number of SOV based trips against the targets on a regular basis. The TPC will investigate further initiatives and measures and pursue them should the site not meet these targets.
- **Achievable** – The TPC will implement the Travel Plan measures and monitor their effectiveness to ensure all site users can achieve them.
- **Realistic** – The Travel Plan bases realistic targets upon a reduction of trips the TPC will measure at 75% occupancy.
- **Time-bound** – The TPC will review the targets biennially to clarify whether the site is achieving them.

6.3 This Travel Plan derives the suggested targets for the site from the mode split found within the 2011 Census data in the absence of any baseline surveys. Transport Planning Associates obtained the Census data from the NOMIS website for the ‘E02000379 : Hammersmith and Fulham 008’. This is a suitable proxy for the mode split of future residents (prior to occupation of the site).

6.4 Table 6.1 includes the anticipated mode split from the ‘WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)’ search, as well as the future mode split targets.

6.5 The indicative targets set for the first, third, and fifth years of occupation within Table 6.1 are considered to be realistic and challenging and focus on Car Drivers only. This table refers to residents only.

Table 6.1 Mode Split Targets

Mode of Travel	Baseline Mode Share (%)	5 Year Target (Percentage Change)	Year 1 (%)	Year 3 (%)	Year 5 (%)
Car driver	27	-5	26	25	22
Underground, metro, light rail or tram	19				
Train	7				
Bus, minibus or coach	13				
Motorcycle, scooter or moped	2				
Passenger in a car or van	1				
Bicycle	7				
On foot	25				
Total	100				

Source: Baseline year taken from the E02000379 : Hammersmith and Fulham 008 Nomis Census Data 2011

Notes: Any arithmetic errors due to rounding

6.6 A similar reduction in mode share for the employees of the care home and community uses will be committed to, whilst noting they are car-free and therefore would be more appropriately set following the first baseline survey.

Baseline Survey

6.7 The actual baseline mode share and final targets will be determined following the first travel surveys. The TPC will undertake the first travel surveys at 50% occupancy, or six months after first occupation (whichever occurs first). The targets set out in **Table 6.1** will be revised in light of these surveys and agreed with LBHF.

Monitoring

6.8 The TPC will conduct biennial travel surveys to monitor progress and function as an indicator of whether the site is achieving the targets and whether adjustment is necessary. **Chapter 7** outlines the monitoring strategy.

Travel Plan Coordinator

6.9 A Travel Plan Coordinator (**TPC**) will be appointed and will be responsible for implementing this TP and to lead the strategy for meeting its objectives. It is envisaged that the role of the TPC will comprise the following activities:

- Lead the strategy for meeting the TP's objectives;
- Set up and co-ordinate management groups made up of employees, funded by the developer, that can dictate or influence the strategies, as required;
- Coordinate data collection to develop the TP;
- Act as point of contact for residents requiring additional information and a point of contact for the local highway authority, when required;
- Be responsible for the submission of monitoring reports;
- Ensure all information regarding cycle routes and bus service time tables are kept up to date and readily available; and,
- Be responsible for the maintenance of the community notice board.

6.10 In the absence of a TPC at pre-planning stage, contact details for a member of the project team can be found below. These details will be updated once the site appoints a TPC, with contact details being supplied to LBHF as appropriate.

Richard Morrison

Associate

Transport Planning Associates

1 Giltspur Street | London | EC1A 9DD

020 7119 1159

richard.morrison@tpa.uk.com

www.tpa.uk.com

6.11 In the event that the existing TPC can no longer maintain the role, it will be transferred to another suitable person and LBHF officers will be informed. The TPC will nominate a deputy to minimise disruption during succession.

7 Measures and Initiatives

- 7.1 This Travel Plan sets out a range of measures for each transport mode that aim to encourage the use of more sustainable modes and a reduction in travel by SOVs to/from the site. The actions are specific to the development and support the sustainable access strategy, but are focused at residents only due to the car-free nature of the community and care home uses.
- 7.2 The initiatives fall into four areas (Short, Medium, Long, and Ongoing) depending on the length of time they will take to complete. The TPC will review the initiatives following each biennial survey:
- Short (S) = the site can achieve the initiative within six months of travel plan implementation;
 - Medium (M) = the site can achieve the initiative within eighteen months of travel plan implementation;
 - Long (L) = the site can achieve within two to three years of travel plan implementation; and
 - Ongoing (O) = no set timescale as they will be an ongoing process.

Travel Information Point

- 7.3 It is important to ensure that all residents are aware of the travel options available to them and can find this information with relative ease. Therefore, an online travel information point will be provided. The Travel Information Point will include relevant travel information, initiatives, and up-to-date public transport timetables.

Initiative 1: Create an online Travel Information Point, including information such as marketing information, bus timetable information, and local cycle maps. The TPC will keep the information point up to date undertaking quarterly reviews as a minimum. (S)

Travel Awareness and Promotions

- 7.4 It is important to ensure that all relevant information and opportunities to help a change in travel behaviour are available to those considering sustainable travel. This will enable them to make an informed decision as to their mode of travel. The TPC should therefore promote web links and mobile phone travel apps to travel sites such as Citymapper, Sustrans, and Traveline. The TPC will also promote Travel Awareness Raising website campaigns such as national Liftshare days, walking and cycling events and initiatives, and health or environmental related initiatives. The TPC will consult with LBHF to obtain advice on initiatives.
- 7.5 The TPC will advertise information in prominent locations including the Travel Point to influence residents.

- 7.6 The TPC could focus on health links and supply materials such as calorie maps which show local facilities and the estimated calories burnt if travelled by walking or cycling.

Initiative 2: The TPC will supply information on sustainable travel such as links to travel websites, mobile phone travel apps, national travel events, and public transport timetables. The TPC will supply this in prominent locations to encourage mode transfer to sustainable travel. (O)

Initiative 3: The TPC will encourage residents to regularly send 'good news' stories of sustainable travel (such as walking, public transport or car sharing etc.) which they can display at the Travel Information Point to encourage others to use these modes. The TPC will set challenges to incentivise modal shift. (O)

Welcome Pack

- 7.7 Each resident will receive a Welcome Pack by email that will provide travel information by mode to increase awareness of available transport modes near the site. The Welcome Pack will include information on sustainable travel options such as current details of bus and train times, bus stop locations, and local walk and cycle routes.

- 7.8 The information pack will hold news of any forthcoming green transport initiatives such as National Walking Month. The TPC will update the information contained in the pack throughout the year and the site will have a live electronic version.

Initiative 4: The TPC will develop a Welcome Pack and distribute to all residents at the point of first occupancy. (S)

Walking

- 7.9 Walking is the most sustainable means of travel, although residents can overlook its benefits when faced with the time benefits of SOV. The TPC will raise awareness of walking's health benefits and highlight SOV use financial costs and environmental issues to generate an increase in the proportion of residents walking.

Initiative 5: The TPC will promote the health benefits of walking through information provided at the Travel Information Point and in the Welcome Pack. (S)

Initiative 6: The TPC will consult with LBHF to encourage the upgrade of local walking routes. (S)

Initiative 7: The TPC will consult with LBHF to encourage the improvement of existing footpaths in the area, also encouraging the council to invest in new facilities for pedestrian e.g. pedestrian crossings, open space. (O)

Initiative 8: The TPC will consult with LBHF to seek improved signage in the area to make people more aware of suitable walking routes. (O)

Cycling

7.10 Cycling is one of the most sustainable modes of transport and studies show that it offers health benefits such as an improved immune system, reduction in heart attack risk, and weight loss. There is significant scope to increase the proportion of residents cycling.

7.11 Cyclists cite excellent quality facilities and secure parking as the most persuasive factors to cycling. To encourage residents to cycle to and from the site. The plans include an abundance of cycle parking for both visitors and residents which are in line with the London Plan.

7.12 The TPC will review the demand for the spaces through the TP monitoring process and should demand call for it, the site will supply more spaces.

Initiative 9: The TPC will supply details of local cycle routes, safe cycling corridors, and local events such as 'bike week' through information provided at the Travel Information Point and in the Welcome Packs. (S)

Initiative 10: The developer will provide cycle parking in line with the consented development. (S)

Public Transport

7.13 The TPC will encourage residents to use of public transport in the form of bus, rail, or taxis by providing:

- Frequency;
- Operating times; and
- Stops and interchanges.

7.14 The TPC will be familiar with these services to aid residents in their use. The Information Point will detail any public transport service changes.

Initiative 11: The TPC will supply plans showing distance to the nearest bus stops and railway stations and the services. The Travel Information Point and Welcome Packs will hold the plans. (S)

Initiative 12: The Travel Information Point and Welcome Packs will promote the use of public transport. (S)

Initiative 13: The Travel Information Point and Welcome Packs will promote mobile phone accessible real-time bus information. (S)

Initiative 14: The TPC will investigate the potential for transport fare discounts. (S)

8 Monitoring Strategy

- 8.1 An important part of the TP is the continual monitoring and review of its effectiveness. It is essential that a TP is not a one-off event, but rather is a continually evolving process. As such regular monitoring and reviewing of the process will help to gauge progress towards targets and objectives, and, if necessary, enable the TP to be refined and adapted in order to improve its progression.
- 8.2 As noted in the previous section, the effectiveness of the various measures identified will also be monitored, and reviewed if necessary to ensure that the aims and objectives of the TP are appropriately supported.

Stages

- 8.3 Monitoring will be carried out at the following stages during the occupation of the development;
- An initial survey directed at staff will be undertaken within 3 months after full occupation; and
 - Surveys will be repeated in years 1, 3 and 5.

Procedure and Review

- 8.4 It is recognised that the TP needs to remain as a living document and will therefore be subject to regular monitoring and review. Monitoring the TP will ensure initiatives are being promoted and that resources such as cycle parking, are in line with demand.
- 8.5 It is recommended that monitoring surveys are undertaken in close liaison with the Local Authority. This ensures comparable and standardised survey results. The surveys will be made up of either online or paper questionnaire recording such things as 'mode of travel to work', 'mode of travel from work' 'measures which could encourage residents to travel to work by public transport, cycling or walking' and 'typical arrival and departure times to/from the site'. This will provide attitudinal information about measures which are likely to encourage a switch to sustainable alternatives.
- 8.6 Once the surveys have been completed, the TPC would then assess the results against the targets of the TP, to establish whether they have been achieved or not. The TP would then be updated accordingly, and appropriate mitigation measures identified should the targets be observed to have not been achieved.
- 8.7 The results of these TP monitoring surveys will be assessed by the TPC and potentially submitted to LBHF during the review process if requested.

9 Delivering the TP

- 9.1 This section draws together the proposals for the TP implementation, monitoring and review. The actions which will be undertaken are summarised in the Action Plan, which indicates how the various elements of the plan will be drawn together and how measures will be prioritised.

Action Plan

- 9.2 The TPC will produce a TP Implementation Action Plan that provides details of the initiatives that form part of this TP. Included is the name of those responsible for each action and the date or timetable by which each action is due to be implemented. Wherever possible the measures will be implemented once the site becomes operational. Where this is not possible (e.g. promoting annual travel events), these will be promoted as and when required.
- 9.3 It is recognised that whilst some measures will be short term (e.g. Travel Information packs), some will be longer term on-going measures that will need to be regularly reviewed and amended where appropriate in order to maximise their appeal.

Funding

- 9.4 The TP is to be funded by the developer for a period of five years. This includes the cost of the following elements:
- Costs of annual monitoring; and
 - Costs of implementing the measures outlined above.

APPENDIX A

WebCAT PTAL Report											
=====											
Site Details											

Grid Cell: 72907											
Easting: 522245											
Northing: 178952											
Report Date: 15/11/2023											
Scenario: Base Year											
Calculation Parameters											

Day of Week: M-F											
Time Period: AM Peak											
Walk Speed: 4.8 kph											
Bus Node Max Walk Access Time (mins): 8											
Bus Reliability Factor: 2.0											
LU Station Max Walk Access Time (mins): 12											
LU Reliability Factor: 0.75											
National Rail Station Max Walk Access Time (mins): 12											
National Rail Reliability Factor: 0.75											
Mode	Stop	Route	Distance (metres)	Frequency (vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI	
Bus	KING ST HAMLET GARDENS		190	416.36	4	5.2	9.5	14.7	2.04	0.5	1.02
Bus	KING ST HAMLET GARDENS		391	416.36	6	5.2	7	12.2	2.46	0.5	1.23
Bus	KING ST HAMLET GARDENS		27	416.36	8	5.2	5.75	10.95	2.74	1	2.74
Bus	KING ST HAMLET GARDENS		267	416.36	6	5.2	7	12.2	2.46	0.5	1.23
Bus	KING ST HAMLET GARDENS	H91		416.36	6	5.2	7	12.2	2.46	0.5	1.23
Bus	STAMFORD BROOK STATION		237	511.49	7.5	6.39	6	12.39	2.42	0.5	1.21
LUL	Stamford Brook	'Upminster-EalingBwy '		530.69	5	6.63	6.75	13.38	2.24	0.5	1.12
LUL	Stamford Brook	'EalingBwy-TowerHill '		530.69	0.33	6.63	91.66	98.29	0.31	0.5	0.15
LUL	Stamford Brook	'EalingBwy-Barking '		530.69	1.33	6.63	23.31	29.94	1	0.5	0.5
LUL	Stamford Brook	'Upminster-Richmond '		530.69	6	6.63	5.75	12.38	2.42	1	2.42
LUL	Stamford Brook	'Richmond-DagEast '		530.69	0.67	6.63	45.53	52.16	0.58	0.5	0.29
LUL	Stamford Brook	'DagEast-EalingBwy '		530.69	0.67	6.63	45.53	52.16	0.58	0.5	0.29
LUL	Stamford Brook	'EalingBwy-HighStrKen'		530.69	0.33	6.63	91.66	98.29	0.31	0.5	0.15
Total Grid Cell AI: 13.58											
PTAL: 3											

APPENDIX B

Map key - PTAL

0 (Worst)	1a
1b	2
3	4
5	6a
6b (Best)	

