



Proposed Redevelopment of Welling United
FC
Park View Road Football Stadium and 1-3
Park View Road, Welling DA16 1SY

Stadium Travel Plan

For

Woolwich Road Limited

Document Control Sheet

Proposed Redevelopment of Welling United FC

Park View Road Football Stadium and 1-3 Park View Road, Welling DA16 1SY

Woolwich Road Limited

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1.0 Introduction

- 1.1 This workplace and events Travel Plan (TP) has been prepared by Motion on behalf of Woolwich Road Limited for the redevelopment of Welling United Football Club, located at Park View Road Football Stadium and 1-3 Park View Road, Welling DA16 1SY (herein referred to as 'the site').
- 1.2 The site is located to the east of Welling town centre and benefits from close proximity to the A207, A221 and A2 as well as a number of bus stops and Welling railway station. The site falls within the administrative boundary of the London Borough of Bexley (LBB), who act as both the planning and highways authority.
- 1.3 The proposal seeks planning permission for the following mixed-use scheme consisting of:
- ▶ 104 New homes;
 - ▶ New sports facility for Welling United FC & Academy;
 - ▶ Multi-Purpose 3G Pitch - FIFA Approved;
 - ▶ Approximately 4,000 Ground capacity - combination of seating and standing;
 - ▶ New hospitality areas (for hire) and classrooms for community use;
 - ▶ New club shop/ticket space;
 - ▶ New changing, physio and admin/ management areas;
 - ▶ 6x Blue Badge spaces on site, with a further 2x Blue Badge spaces on the highway;
 - ▶ Introduction of a Car Club with two spaces; and
 - ▶ Independent grade level commercial space.
- 1.4 This TP sets out the strategy for the promotion of active and sustainable travel to site occupants through implementation measures managed by a Travel Plan Co-ordinator (TPC), supported by a monitoring, reviewing, and reporting programme, designed to achieve Plan targets within the Plan lifetime.
- 1.5 The TPC will implement the monitoring programme through which site-specific travel data will be collected. Those data will be used to derive site-specific targets to be achieved through implementation of the TP. Appropriate liaison with LBB will be undertaken by the TPC to illustrate progress towards and achievement of the TP targets, ultimately resulting in sign-off of the TP commitments.
- 1.6 A TP has also been completed for the residential units proposed within this development.
- 1.7 Following this introduction, this TP comprises the following;
- ▶ Section 2 describes the policies and objectives relating to this TP;
 - ▶ Section 3 summaries the existing conditions of the site and the wider accessibility of it;
 - ▶ Section 4 sets out the management strategies of the TP;
 - ▶ Section 5 presents the TP measures that will be implemented;
 - ▶ Section 6 details the ways the TP will be communicated to staff and the general public;
 - ▶ Section 7 outlines the TP targets;
 - ▶ Section 8 details the monitoring, reviewing, and reporting process; and,
 - ▶ Section 9 supplies the summary Action Plan for this TP.

2.0 Policy and Guidance

2.1 The key documents that set out the travel planning context of this development are;

- ▶ National Planning Policy Framework – September 2023;
- ▶ National Design Guide – October 2019;
- ▶ Planning Practice Guidance – March 2014;
- ▶ Working Together to Promote Active Travel – May 2016;
- ▶ Planning for Walking – April 2015;
- ▶ Planning for Cycling – October 2014;
- ▶ London Plan – March 2021; and,
- ▶ Bexley Local Plan – Adopted April 2023.

National Policy

National Planning Policy Framework (NPPF)

- 2.2 The NPPF sets a presumption in favour of sustainable development, requiring that social, environmental and economic matters be considered in concert.
- 2.3 Paragraph 104 of the NPPF promotes the incorporation of sustainable transport development proposals with paragraph 105 stating that there is a need to for a genuine choice of transport modes offered to the public.
- 2.4 Paragraph 113 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 ensures that a TP is required for this proposed development.
- 2.5 The NPPF states that a Travel Plan is *"A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed"*.

National Design Guide (NDG)

- 2.6 The NDG sets out the characteristics of well-designed places and demonstrates what good design means in practice. It forms part of the Government's collection of planning practice guidance and should be read alongside the separate planning practice guidance related to design process and tools.
- 2.7 With respect to consideration of 'movement' in the design of new development, the NDG promotes assessment of existing and delivery of new features that result in developments being accessible and easy to move around within and between by all applicable transport modes, with priority being place on active and / or sustainable modes.

Planning Practice Guidance (PPG)

- 2.8 PPG supports delivery of the principles set out in the NPPF.
- 2.9 Paragraph 3 describes TPs as *"long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding"*

streets” and goes on to argue that a TP should be “*considered in parallel of the development proposals and readily integrated into the design*”.

- 2.10 Paragraph 5 goes on to argue that the primary purpose of a TP is to promote the sustainable forms of travel accessible from a proposed site so as to reduce the demand for less sustainable travel methods to be undertaken.

Planning for Walking and Planning for Cycling

- 2.11 Public Health England has issued a briefing for Local Authorities containing their latest research findings relating to active travel:

- ▶ *“Physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to businesses and wider society;*
- ▶ *The growth in road transport has been a major factor in reducing levels of physical activity;*
- ▶ *Building walking and cycling into daily routines are the most effective ways to increase physical activity;*
- ▶ *Short car trips (under 5 miles) are a prime area for switching to active travel and to public transport; and,*
- ▶ *Health-promoting transport systems are pro-business and support economic prosperity. They enable optimal travel to work with less congestion, collisions and pollution, and they support a healthier workforce.”*

- 2.12 The Chartered Institution of Highways and Transportation released two documents, ‘Planning for Walking’ in April 2015 and ‘Planning for Cycling’ in October 2014. The documents provide an insight into the sustainable methods of transport, including:

- ▶ *“Across Britain about 80% of journeys shorter than 1 mile are made wholly on foot...but beyond that distance cars are the dominant modes”* (Planning for Walking, 2015).
- ▶ *“Majority of cycling trips are used for short distances, with 80% being less than five miles and with 40% being less than two miles”* (Planning for Cycling, 2014).

Regional Policy

London Plan

- 2.13 The Mayor of London published the new London Plan in March 2021, which identified the spatial development strategy for London and set out an integrated economic, environmental, and social framework for the development of London over the next 20 – 25 years.
- 2.14 Travel Plans are cited in Policy T4, ‘Assessing and mitigating transport impacts’, in terms of them being required as set out in Transport for London guidance, and the role they can play in bringing about positive outcomes from development proposals.

Local Policy

Bexley Local Plan

- 2.15 Paragraph 6.65 of the LBB Local Plan states that *“all development proposals likely to generate significant amounts of movement should be supported by a transport assessment or transport statement and a travel plan.”*
- 2.16 Paragraph 6.71 goes on to argue that the TP is generated to ensure that the local transport network is used in an efficient manner so as to reduce the use of private vehicles for travel.

- 2.17 There are policies within the Local Plan which relate to sustainable transport within the Borough which are relevant to this TP.
- 2.18 Policy SP10: Bexley's Transport Network states that *"The Council will work to achieve a comprehensive, high-quality, safe, integrated and sustainable transport system, which makes the most of existing and proposed transport infrastructure within the borough"*.
- 2.19 Policy SP10 then goes on to state actions that will be taken which are all focused around promoting and increasing the utilisation of sustainable transport methods and the subsequent reduction in the use of the private car.
- 2.20 Policy DP22: Sustainable Transport is linked to Policy SP10 and identifies actions needing to be taken to ensure that sustainable transport provisions can be incorporated within the Borough.

Aim

- 2.21 The aim of this TP is to reduce the number of vehicles travelling to the site on a daily basis and, where possible, encourage staff and the general public to travel using more sustainable modes of transport. In doing so, the aim is to raise awareness of sustainable travel modes and encourage their uptake.

Objectives

- 2.22 In order for the TP to meet the above aim, it has to set a number of objectives that will be used as steps to meet the overall aim. These comprise:
- ▶ Reduce the number of single occupancy vehicles travelling to and from the site each day;
 - ▶ Promote and endeavour to maximise the use of non-car modes of transport to the site such as walking, cycling, and public transport. It is acknowledged that the location may limit some options, although the TP will draw on those modes that provide the greatest benefit;
 - ▶ Promote the health and environmental benefits associated with travel by foot and by bicycle;
 - ▶ Establish the management of the TP by appointing a TPC who will be responsible for the operation of the TP, its day to day running, and the monitoring of its progress;
 - ▶ Assist in meeting the aims set out by the Council to reduce road traffic and congestion; and,
 - ▶ Set appropriate targets in consultation with the Council to encourage the reduction of single occupancy vehicle trips and car use based upon results obtained from a staff travel survey and general public travel surveys completed on event days.

3.0 Baseline Conditions

Overview

3.1 So that the context of the site can be established, a review of the study area has been undertaken. The following text provides a summary of the results of this review and makes reference to the location of the site and current use of the site.

Site Details

3.2 The site is located to the east of Welling town centre, approximately 1.4km from Welling railway station. The surrounding area can be characterised as mainly residential in nature, with a number of local amenities within a short walk from the site. The location of the site is shown in Figure 2.1 below.

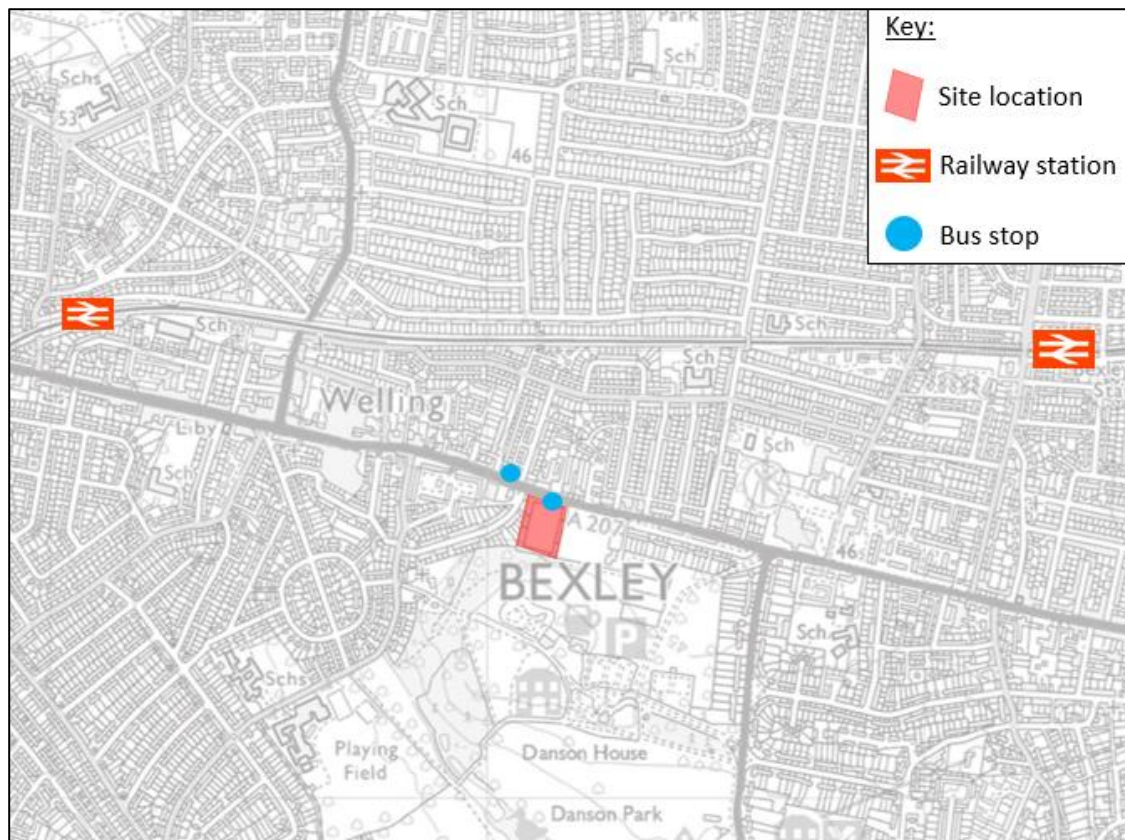


Figure 3.1: Site Location Plan

Existing Highway Network

3.3 Park View Road is a two-way single carriageway subject to 30 miles per hour speed limit. Park View Road connects west to Welling town centre and east to Bexleyheath.

Accessibility of the Site by Non-Car Modes

3.4 It is generally accepted that walking and cycling provide important alternatives to the private car and should be encouraged to form part of longer journeys via public transport. The Chartered Institution of Highways and Transportation released two documents, 'Planning for Walking' in April 2015 and 'Planning for Cycling' in October 2014. The documents provide an insight into the sustainable methods of transport, including:

- ▶ "Across Britain about 80% of journeys shorter than 1 mile are made wholly on foot...but beyond that distance cars are the dominant modes" (Planning for Walking, 2015).
- ▶ "Majority of cycling trips are used for short distances, with 80% being less than five miles and with 40% being less than two miles" (Planning for Cycling, 2014).

3.5 The NPPF recognises that "the transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel". Furthermore, Manual for Streets identifies 'walkable neighbourhoods' as "having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot".

3.6 Within Manual for Streets, it is noted that 800 metres is not considered the maximum walking distance for pedestrians, highlighting that walking can replace short car trips, particularly those under 2 kilometres. The National Travel Survey 2020 (NTS) also noted that "81% of all trips under one mile are walks", making it the most frequent mode of travel for very short distances.

Accessibility on Foot and by Cycle

3.7 The site is accessible on foot via footways on both sides of the A207 providing a continuous lit route to both Welling and Bexleyheath town centres. There are dropped curbs and tactile paving are present at crossing points to aid with accessibility. A pedestrian refuge crossing is provided approximately 24 metres East of the site entrance with dropped curbs and tactile paving. An additional pedestrian refuge crossing is provided 90 metres West of the site entrance with tactile paving and dropped curbs.

3.8 The GIS software TRACC has been used to calculate the possible walking distance over a 25-minute period utilising the average adult walking speed of 4.8 kmh. This is shown in **Appendix A** and highlights the accessibility of the local area by foot.

3.9 There are on-road cycle lanes provided on Park View Road across the site frontage. The local highway network is also considered suitable for cycling due to the relatively low speed limit and flat topography. National Cycle Route 1 is located 7 kilometres north of the site along the Thames Path. The London Cycle Network Route 19 is located north of the site upon Westbrooke Road running parallel to Park View Road.

3.10 The GIS software TRACC has been used to show the 5km radius of which it is deemed an average adult would cycle to access a place. This is shown in **Appendix B** and highlights the accessibility of the surrounding area by cycle.

Accessibility by Public Transport

3.11 As illustrated in Figure 3.1 the nearest bus stops are located on Park View Road approximately 50 metres (1 minute walk) east and west of the site. A summary of the frequent bus services from these stops are displayed in Table 3.1 below.

| Service | Destinations Served | Approximate Frequency | | |
|-----------------|--|---------------------------------------|--------------------|--------------------|
| | | Mon-Fri | Sat | Sun |
| 89 | Lewisham – Blackheath – Vanbrugh Park – Welling – Bexleyheath – Barnehurst – Slade Green | 1 every 15 minutes | 8 an hour | 1 every 20 minutes |
| 96 | Bluewater Shopping Centre – Dartford – Bexleyheath – Welling – Plumstead – Woolwich | 1 every 10 minutes | 1 every 10 minutes | 1 every 11 minutes |
| 486 | North Greenwich – Greenwich – Woolwich – Welling – Bexleyheath | 1 every 10 minutes | 1 every 15 minutes | 1 every 15 minutes |
| B16 | Bexleyheath – Welling – Falconwood – Eltham – Blackheath | 1 every 15 minutes | 1 every 15 minutes | 2 an hour |
| N89 (Night Bus) | Trafalgar Square – Covent Garden – Temple – Blackfrairs – Elephant and Castle – Walworth – Camberwell – Peckham – Deals Gateway – Lewisham – Blackheath – Welling – Bexleyheath – Barnehurst – Slade Green – Erith | Night Bus service between 23:45-04:45 | | |

Table 3.1 – Local Bus Services

3.12 Welling railway station is the nearest train station located approximately 1.4 kilometres (18 minute walk) west of the site. Welling railway station benefits from 28 cycle spaces, located in a secure lockable cycle storage and 117 car parking spaces with 2 accessible spaces. A summary of the direct rail services is shown below in Table 3.2.

| Service | Destinations Served | Approximate Frequency | | |
|----------------------|---|-----------------------|------------------|------------------|
| | | Weekday AM | Weekday PM | Saturday Daytime |
| Dartford | Welling – Bexleyheath – Barnehurst – Dartford | 5 an hour | 5 an hour | 5 an hour |
| Dartford | Welling – Bexleyheath – Barnehurst – Slade Green – Dartford | Every 30 minutes | Every 30 minutes | Every 30 minutes |
| London Victoria | Welling – Falconwood – Eltham – Kidbrooke – Blackheath – Lewisham – Nunhead – Peckham Rye – Denmark Hill – London Victoria | Every 30 minutes | Every 30 minutes | 1 every hour |
| London Bridge | Welling – Falconwood – Eltham – Kidbrooke – Blackheath – Lewisham – St Johns – New Cross – London Bridge | No service | No service | 1 every hour |
| London Cannon Street | Welling – Falconwood – Eltham – Kidbrooke – Blackheath – Lewisham – St Johns – New Cross – London Bridge – London Cannon Street | Every 30 minutes | Every 30 minutes | Every 30 minutes |
| London Charing Cross | Welling – Falconwood – Eltham – Kidbrooke – Blackheath – Lewisham – London Bridge – London Waterloo (East) – London Charing Cross | Every 30 minutes | Every 30 minutes | 1 every hour |
| Woolwich Arsenal | Welling – Bexleyheath – Barnehurst – Slade Green – Erith – Belvedere – Abbey Wood – Plumstead – Woolwich Arsenal | Every 30 minutes | Every 30 minutes | Every 30 minutes |

Table 3.2 – Local Rail Services

Access to Local Amenities

3.13 A number of local facilities are available within the surrounding area of the site and are accessible by foot or cycle. Both Welling and Bexleyheath town centres accommodate a large number of chain and independent shops, cafes and restaurants as well as a selection of food retail stores. There is also doctor's surgeries, pharmacies, dentists, opticians, as well as a number of schools available within walking distance of the site.

3.14 Table 3.3 below sets out the educational facilities located within an acceptable walking distance of the site.

| Amenity | Distance from Site (metres) | Walking Time from Site (minutes) | Cycling Time from Site (minutes) |
|--------------------------------------|-----------------------------|----------------------------------|----------------------------------|
| ALP Parkview Academy | 110 metres | 1-minute | 1-minutes |
| The Bexley Day Nursery | 280 metres | 4-minutes | 1-minute |
| Foster's Primary School | 550 metres | 7-minutes | 3-minutes |
| Aspire Academy Bexley | 550 metres | 8-minutes | 3-minutes |
| Learning and Enterprise College | 850 metres | 11-minutes | 4-minutes |
| Bexley Grammar School | 850 metres | 11-minutes | 4-minutes |
| Monkey Puzzle Welling Day Nursery | 1,000 metres | 13-minutes | 3-minutes |
| St Stephen's Catholic Primary School | 1,000 metres | 14-minutes | 3-minutes |
| Welling School | 1,100 metres | 15-minutes | 3-minutes |

Table 3.1: Educational Amenities

3.15 Table 3.4 below sets out the food retail facilities located within an acceptable walking distance of the site.

| Amenity | Distance from Site (metres) | Walking Time from Site (minutes) | Cycling Time from Site (minutes) |
|-----------------------------|-----------------------------|----------------------------------|----------------------------------|
| Tesco Superstore | 500 metres | 7-minutes | 1-minute |
| Morrisons | 650 metres | 9-minutes | 2-minutes |
| Lidl | 800 metres | 11-minutes | 4-minutes |
| Sainsbury's Local | 1,400 metres | 19-minutes | 5-minutes |
| Co-op Food – Pickford Lane | 1,500 metres | 21-minutes | 6-minutes |
| Asda Bexleyheath Superstore | 1,800 metres | 24-minutes | 5-minutes |

Table 3.2: Food Retail Amenities

3.16 Table 3.5 below sets out the healthcare facilities located within an acceptable walking distance of the site.

| Amenity | Distance from Site (metres) | Walking Time from Site (minutes) | Cycling Time from Site (minutes) |
|--------------------------------|------------------------------------|---|---|
| Second Sight Opticians | 550 metres | 7-minutes | 1-minute |
| Welling Corner Dental Practice | 650 metres | 9-minutes | 2-minutes |
| Welling Medical Practice | 750 metres | 10-minutes | 3-minutes |
| Hook Lane Dental Care | 800 metres | 11-minutes | 4-minutes |
| Bexley Group Practice | 1,000 metres | 13-minutes | 3-minutes |
| Ingleton Avenue Surgery | 1,400 metres | 18-minutes | 5-minutes |
| Lloyds Pharmacy | 1,600 metres | 22-minutes | 6-minutes |
| Browne's Chemist | 1,800 metres | 25-minutes | 10-minutes |

Table 3.3: Healthcare Amenities

- 3.17 Tables 3.3 – 3.5 emphasise the accessibility of amenities to the site. Attached as **Appendix A** is a full amenities plan which illustrates the wider local amenities within the proximity of the site.

4.0 Management

- 4.1 The Stadium/Workplace Travel Plan will be heavily linked with the accompanying Event Management Plan, which will deal with managing spectators on event days. Welling United Football Club will also operate a Travel Plan Co-ordinator (TPC) in association with the residential element of the proposals, which is anticipated to overlap with this stadium/workplace TP. Either the current TPC or a new TPC will be appointed by Welling United Football Club to take on the role of the TPC for the full development.
- 4.2 Contact details for the TPC will be provided to LBB upon appointment, and updated contact details will be provided, at the time, should the named appointee change during the life of this TP.
- 4.3 The TPC will carry out the following responsibilities during the lifetime of the TP:
- ▶ Be the point of contact for travel-related queries at the site throughout the life of the TP;
 - ▶ Implement the measures in this TP;
 - ▶ Administer TP related documentation;
 - ▶ Market and promote this TP to site users;
 - ▶ Liaise / negotiate with external stakeholders;
 - ▶ Deliver the monitoring programme detailed in this TP; and,
 - ▶ Use the monitoring results to review the TP and update as necessary.
- 4.4 A third-party survey company will be commissioned to undertake the multi-modal surveys required for delivery of the TP monitoring programme.
- 4.5 Information within Table 4.1 below summarises the management activities, the party responsible in each instance, and an approximation of the time required for each action. In all instances the source of funding is the site operator or their appointed representative / successor in title.

| Activity | Party Responsible | Time Allocation (Estimated) |
|---|-------------------------------|---------------------------------|
| Produce travel information | TPC | 5 days |
| Distribute travel information | Site owner / operator | 2-3 days |
| Arrange baseline surveys with staff and event day users | TPC and site owner / operator | 1.5 days per survey |
| Arrange anniversary surveys | TPC and site owner / operator | 1.5 days per survey |
| Undertake surveys | Third part survey company | 1.5 days per survey |
| Analyse and report surveys | TPC and site owner / operator | 3.5 days per survey |
| Review and update TP after each monitoring survey | TPC and site owner / operator | 3.5 days per survey |
| Identify need for safeguarding measures | TPC and site owner / operator | 3.5 days per survey |
| Implement safeguarding measures | TPC and site owner / operator | In line with measure(s) pursued |
| Administer sign-off for TP and negotiate ongoing measures | TPC and site owner / operator | 1-2 days |

Table 4.1: Travel Plan Management

5.0 Measures

Overview

- 5.1 This section sets out a package of TP measures that will be implemented by Welling United Football Club, involving Woolwich Road Limited, LBB, and Transport for London as appropriate.
- 5.2 The measures for staff and event days will be similar due to both requiring access to the site. For event days, the accompanying Events Management Plan document will be utilised to ensure that access to the site is managed so that the safety of the general public and staff can be maintained.
- 5.3 Measures will also be aimed at other football related activities not involving the first team, which may include youth matches or reserve team games.

Encouraging and Supporting Walking

- 5.4 The TPC will provide staff with mapping of local walking routes to and from the site.
- 5.5 These walking routes will also be provided on Welling United's website for general public access for event day travel as well as providing these walking routes within physical documents provided to the general public. This ensures that those without access to the internet are not unintentionally discriminated against.
- 5.6 Information will also be distributed to parents in association with youth players travelling to and from the site.
- 5.7 Directional signage will be placed within the vicinity of the stadium and from Welling railway station to inform the general public accessing the site to inform them of the best route to take when entering and exiting the site.
- 5.8 Staff will be advised of the health benefits of active travel, how to incorporate even a small amount of active travel into daily routines, and how to adopt active travel safely.
- 5.9 The TPC will make use of workplace-related resources available from Living Streets, the charity promoting active travel (<https://www.livingstreets.org.uk/workplaces>).
- 5.10 Staff will be encouraged and supported to identify colleagues with whom the walk to and from work could be shared, for the benefit of companionship and safety.
- 5.11 The general public will be encouraged to do similar but this will be achieved mostly through soft communication strategies (social media, marketing emails etc.).
- 5.12 Liaison will be undertaken as appropriate with the appropriate parties responsible for public walking and cycling network, to best support and deliver improvements for staff commuting via active travel method. Comments received through the staff and general public travel surveys will inform and be used in this liaison process.

Encouraging and Supporting Cycling

- 5.13 Maps will be provided to staff by the TPC detailing the local cycle routes to and from the site.
- 5.14 These cycling routes will also be provided on Welling United's website for general public access for event day travel as well as providing these cycling routes within physical TPs provided to the general public. This ensures that those without access to the internet are not unintentionally discriminated against.
- 5.15 Information on the health benefits of cycling will be provided to staff.

- 5.16 The improved cycle storage included within the development proposals will be advertised to staff and the general public to encourage the uptake of the provision. Staff will also be informed of the changing facilities and equipment storage provided to them as part of the provision.
- 5.17 The staff and general public surveys, as well as parking surveys of the provision, will show the use of the cycle storage. Should demand exceed supply, or other deficiencies be identified in the site-based cycling infrastructure, the potential for improvements will then be explored within the site.
- 5.18 The experience of staff and the general public of using the local cycling infrastructure, generated through the staff and general public surveys, will be fed back to LBB and Transport for London as the parties responsible for this provision.
- 5.19 Staff will be encouraged and supported to identify colleagues with whom the cycle to and from work could be shared, for the benefit of companionship and safety.
- 5.20 The general public will be encouraged to cycle to the site through online communication strategies (social media, marketing emails etc.). Should there be enough demand, Welling United Football Club will look into providing supporter cycling groups for those who access the site from certain areas to encourage group cycling for the benefit of companionship and safety.
- 5.21 The TPC will liaise with relevant companies to investigate for 'Doctor Bike' events to be held on site, through which cycle maintenance and repair services would be provided. This would give staff the opportunity to have their cycle repaired / maintained, and to potentially learn some cycle repair and maintenance tips.
- 5.22 If possible, these 'Doctor Bike' events would be provided to the general public. This would allow users of the site to have their cycle maintained as well as members of the wider community ensuring that cycling is encouraged within the local area too.
- 5.23 Financial support will be considered in the form of Welling United Football Club participating in the Central Government 'Cycle to Work' scheme, through which staff can benefit from the tax-free purchase of cycle(s) and /or cycling equipment (<https://www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance>).
- 5.24 Staff will be supported to consider using and / or buying an e-cycle, through the supply of information such as that available from Cycling UK – the national cycling charity.

Encouraging and Supporting Public Transport

- 5.25 Public transport timetables and information will be made available to staff, and retained as current, by the TPC supplying such information within Travel Information Packs and upon on-site noticeboards.
- 5.26 These timetables will also be provided to the general public through on-site noticeboards and with links to the relevant webpages within the Welling United Football Club website.
- 5.27 Details of how to use journey planners and travel alerts to assist with commuting by public transport will be provided to staff by the TPC.
- 5.28 Any discount fares available from local public transport operators will be provided to staff. This will include the provision of use of the 'Oyster Card' scheme and the possibility of utilising railcards for rail travel.
- 5.29 The experience of staff members and the general public, collected within the relevant surveys, will be fed back to LBB and Transport for London as the parties involved in such provision.

Encouraging and Supporting Lift-Sharing

- 5.30 Staff will be encouraged to use the national www.liftshare.com scheme to offer themselves as a driving lift-share partner and / or as a lift-share passenger. This scheme will be marketed to staff by emphasising the benefits in relation to cost-savings (i.e., car ownership, car maintenance, car insurance, road tax, MOT, parking tolls, and fuel), ease of travel, and companionship available through lift-sharing.
- 5.31 Collaboration could also be entered with other companies based in Welling or Bexleyheath for staff to more easily find lift-share partners (both as drivers and passengers).
- 5.32 Supporters will be encouraged to share lifts through online communication strategies. This will be tied in with the Event Management Plan.

Encouraging and Supporting Off-Site Car Park Use

- 5.33 This measure only exists for event days and is included within the Events Management Plan.
- 5.34 Due to a lack of on-site car parking provision and limited on-street provision within the immediate vicinity of the site, off-site car parking will be provided within the local area through partnerships with local schools and colleges.
- 5.35 This will be marketed to the general public through online communication strategies and will include the provision of incentives to encourage use such as a free drink when at the site.
- 5.36 These sites will be secure and managed through booking systems ensuring that a parking space reserved for users. This information will be provided to the general public to further encourage the use of this provision.
- 5.37 It is proposed that away supporter and team coaches are also parked within these sites. This information will be provided to the organisers of this transport as well as the relevant football clubs to prevent coaches parking on-street for the duration of a football match.

Measures Relating to Weekday School/Community Use

- 5.38 the majority of the daytime Monday-Friday is utilised by various schools or the general public, alongside the Welling Academy. The use of the site during the week for academy players is not anticipated to change, however there will be an increased use of the stadium by the wider community including local schools. This would be managed to minimise additional traffic flow and control how any by what means academy players and in particular schools travel to the site.
- 5.39 Measures to manage travel and encourage non-car modes will include:
 - ▶ The TPC will provide visitors with mapping of local walking routes to and from the site. Information will also be distributed to parents in association with youth players travelling to and from the site via email or online;
 - ▶ Maps will be provided to staff by the TPC detailing the local cycle routes to and from the site. Improved cycle storage will be advertised to visitors to encourage the uptake of the provision. Staff will also be informed of the changing facilities and equipment storage provided to them as part of the provision;
 - ▶ Public transport timetables and information will be made available to parents and schools;
 - ▶ Lift sharing will be encouraged, with visitors paired with potential lift share partners; and
 - ▶ Schools will be informed of suitable locations for parking minibuses having dropped off children, which would likely include Danson Park. However the use of mini-buses will be discouraged since local schools will largely be within a suitable walk distance of the stadium.

6.0 Communication Strategies

Overview

- 6.1 This section will discuss the ways in which the TP for staff and the general public will be communicated to the relevant groups.

Communication to Staff

Travel Information Pack

- 6.2 A Travel Information Pack (TIP) will be provided by the TPC to staff members upon their commencement of employment at Welling United Football Club.
- 6.3 The TIP will be reviewed, updated as necessary, and re-issued to staff annually during the TP monitoring period.
- 6.4 The TIP will include the following;
- ▶ Contact details for the TPC;
 - ▶ Promotion of staff members' opportunities to get actively involved in the TP programme through the participation of travel surveys and through engaging with the designated TPC;
 - ▶ A site location plan highlighting how to access local public transport services on foot and by cycle;
 - ▶ Details of public transport routes and timetables;
 - ▶ Mapping show walking and cycling routes to the site;
 - ▶ The health, environmental, and economic benefits of travelling via active and / or sustainable transport methods;
 - ▶ Details of the on-site provision for cycles;
 - ▶ Responsible sharing of highway space by all users;
 - ▶ Reference to the more efficient form of car use through lift-sharing; and,
 - ▶ Details of companies selling cargo bikes, tricycles, recumbent cycles, hand-operated cycles, and electric cycles.

Noticeboard

- 6.5 A noticeboard will be installed in staff only areas on which travel information will be displayed.
- 6.6 The TPC will maintain the information as current and appropriate throughout the TP monitoring period.

Communication to the General Public

Travel Information Pack

- 6.7 A condensed TIP will be created for the general public users of the site. This will be provided to the general public through a selection of methods.
- 6.8 The general public TIP will be reviewed, updated as necessary, and re-issued annually during the TP monitoring programme.
- 6.9 The TIP will include the following;
- ▶ The promotion of general public travel surveys;

- ▶ A site location plan highlighting the accessibility of the site to sustainable transport methods;
- ▶ Details of public transport routes and timetables;
- ▶ Maps showing the local walking and cycling routes to the site;
- ▶ The health, environmental, and financial benefits of active / sustainable transport methods; and
- ▶ Details of the off-site parking provision.

Noticeboard

- 6.10 Noticeboards will be installed in a variety of different areas such as the clubhouse so as to display travel information upon.
- 6.11 The TPC will maintain the information as current and appropriate throughout the duration of the TP monitoring period.

Website

- 6.12 The Welling United Football Club website will include the key aspects of the TP as readily available information for the general public to access.
- 6.13 This information will provide links to public transport operators, as maps showing the walking, cycling, and public transport routes from which to access the site, and marketing of the cycle parking provision provided on-site.
- 6.14 The off-site car parking provision and access to an online booking forum will be marketed upon the website.
- 6.15 The information provided upon the website will be maintained by the TPC to ensure it is current and appropriate.

Social Media and Emails

- 6.16 The TPC will be responsible for providing travel information and marketing for social media use to be posted online before each event.
- 6.17 Similarly, the TPC will be required to provide travel information and marketing that can be sent via email for supporters who opt in to that communication strategy prior to an event day.

'Away Fans Travel Guide'

- 6.18 The TPC will be responsible for creating a generalised travel guide for away supporters.
- 6.19 This will include information of the provisions available within the site (off-site car parking and cycling parking provisions), links to public transport operators, walking, and cycling routes to and from the site.
- 6.20 This will be provided to opposing football clubs to post within their social media and website pages to promote sustainable travel to Welling United Football Club.
- 6.21 The TPC will create this prior to each season and will update this information where necessary within a season to ensure that it remains current and appropriate.

7.0 Objectives and Targets

Overview

- 7.1 Travel Plans should have measurable outputs against which the progress of the TP can be monitored and having regard to the TP objectives. The targets set should be specific, measurable, achievable, realistic, and timed.

Objectives

- 7.2 The objectives listed below for this TP have been derived from the policies and guidance set out in this report. The objectives are;
- ▶ Promote health travel such as walking, running, and cycling in order to increase the use of these active and sustainable modes of travel;
 - ▶ Promote more efficient forms of car travel such as the sharing of resources through lift-sharing; and,
 - ▶ Raise the site users; awareness of the opportunities to adopt active and / or sustainable travel through the provision of information.

Aim Targets

- 7.3 The aim targets set out within the TP will be linked to the reduction in private car usage and the subsequent increase in the utilisation of sustainable transport methods.
- 7.4 The 2021 Census data for Bexley for 'method used to travel to work' is shown below in Table 7.1 with a modal split for the method of travel shown.
- 7.5 The utilisation of data from the Bexley ward is suitable for these targets as it can be reasonably expected that the majority of the staff accessing the site on a daily base will live within the wider Borough.

| Method Used to Travel to Work | Bexley |
|--------------------------------------|--------|
| Underground, metro, light rail, tram | 4% |
| Train | 16% |
| Bus, minibus, coach | 10% |
| Taxi | 1% |
| Motorcycle, scooter, moped | 1% |
| Driving a car or van | 55% |
| Passenger in a car or van | 3% |
| Bicycle | 1% |
| On foot | 7% |
| Other method of travel to work | 2% |

Table 7.1: Modal split of travel to work data for Bexley

- 7.6 Table 7.1 demonstrates that currently 57% of people within Bexley commute to work by car. This figure needs to be reduced.
- 7.7 The aim of this TP is to reduce the number of staff members commuting by private car by 10% of the Census data, and increase the number of staff members commuting to the site via sustainable transport methods.

8.0 Monitoring, Reviewing, and Reporting

Overview

- 8.1 To track delivery of the TP measures, collect survey data, and undertake a review of progress towards achievement of the TP targets, a monitoring, reviewing, and reporting programme will be implemented.
- 8.2 This programme of collecting site-specific travel data will begin with a baseline staff survey one month after the development is completed as well as a baseline general public survey completed one month after the development is completed. This programme will conclude five years later if the TP targets are met, or later as necessary through agreement with LBB.
- 8.3 The monitoring programme will be undertaken to ensure that;
- ▶ Progress can be tracked towards achieving the TP targets;
 - ▶ TP implementation measures can be reviewed and tailored accordingly; and,
 - ▶ Use of the site-related facilities can be recorded and assessed.

Monitoring – Travel Surveys and Site Audits

- 8.4 Site-specific travel data will be collected within one month of the development being completed. This will involve a staff survey and a general public survey. Those completing the survey will be advising upon their;
- ▶ Main transport mode regularly used for commuting;
 - ▶ Regular times accessing the site;
 - ▶ Home location (as indicated through their postcode);
 - ▶ Use of on-site facilities or those provided by Welling United Football Club on event days;
 - ▶ Use of journey planning tools and other sources of travel information to inform their commuting choices;
 - ▶ Satisfaction / dissatisfaction with the local walking, local cycling, and local public transport network to better understand what works well and what they would like to see improved; and,
 - ▶ Additional comments regarding site-related travel.
- 8.5 A site audit will be undertaken at the time of each travel survey to record the site operation (i.e., opening hours, number of staff, number of spectators, etc.), layout, and facilities. Up to date information will also be recorded regarding the public transport services available at the time of each survey. This will inform consideration of the effectiveness of measures supporting use of active and / or sustainable transport methods.
- 8.6 The survey and site audit process will be repeated annually for 5 years, with the ambition that the TP targets will be met by the time of the fifth survey. Should the targets not have been met by that time, the reviewing process will be used to consider and agree any appropriate mitigation measures.

Reviewing

- 8.7 After each round of monitoring, the data will be used to:
- ▶ Inform consideration of progress towards achieving the TP targets;

- ▶ Review the TP measures to retain and / or enhance those that are positively supporting active and / or sustainable travel, and to amend or abandon those that are not, with suitable measures being substituted as appropriate; and,
- ▶ Update the TP Action Plan in light of the above information.

Reporting

- 8.8 Data from the baseline surveys will be used to set out the 'aim targets' in the first Monitoring Report, alongside:
- ▶ The survey questions;
 - ▶ A presentation of the survey responses;
 - ▶ Discussion of the survey findings in relation to the TP aims, objectives, and targets;
 - ▶ Points to note about the use of journey planning tools and other sources of travel information by site users;
 - ▶ Feedback surrounding the satisfaction / dissatisfaction with the local walking, local cycling, and local public transport networks;
 - ▶ Any considerations to note from additional comments made surrounding site-related travel;
 - ▶ The status of implementation measures (i.e., completed deleted, modified, forthcoming etc.); and,
 - ▶ An updated Action Plan summarising achievements to date, forthcoming actions, parties responsible for each action, and a delivery timeline.
- 8.9 Each Monitoring Report will be submitted to LBB within 1 month of receipt of survey data, for approval by the Council. The content of Monitoring Reports will also be fed back to staff via internal communications.

9.0 Action Plan

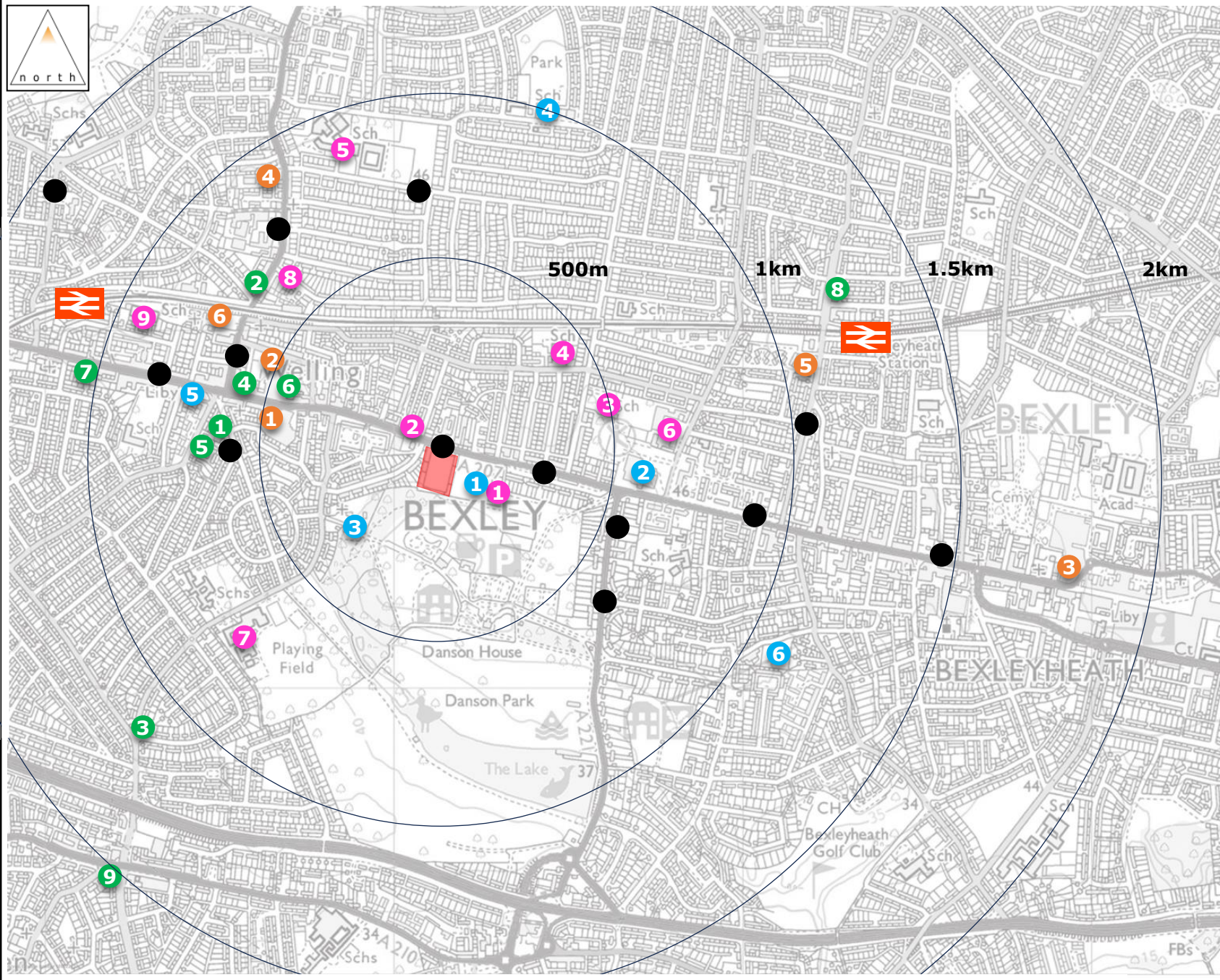
9.1 A summary of the TP measures is provided in the Action Plan shown below in Table 9.1 alongside the parties responsible in each instance and an indicative delivery timeline.

| Action | Parties Responsible | Indicative Timeline |
|--|---------------------------|---|
| Install noticeboards throughout the site | Welling United FC | During redevelopment of the stadium |
| Produce Travel Information Pack (TIP) for staff and condensed general public TIP | | |
| Display travel information upon noticeboards | | Prior to the completion of the redevelopment of the stadium |
| Supply TIP to staff | | Upon commencement of employment |
| Appoint TPC | | Within 1 week of the development being completed |
| Undertake baseline travel surveys | TPC | Within 1 month of the development being completed |
| Produce Monitoring Report and submit to LBB | | Within 1 month of receiving the survey data |
| Update and re-issue TIP for staff and condensed version | | During TP monitoring period |
| Maintain travel information displayed on noticeboards as current | | |
| Liaise with LBB and TfL | | |
| Create 'Away Fan Travel Guide' and distribute to opposition teams | | |
| Undertake travel surveys | | On anniversary of baseline survey for 4 years |
| Produce Monitoring Reports and submit to LBB | | Within 1 month of receiving each set of survey results |
| Approve Monitoring Reports | LBB | Following receipt of each Report |
| Secure approval and final sign-off of TP process | Welling United FC and LBB | Upon agreement that the TP targets have been achieved |


































Table 9.1: Action Plan

Appendix A

Amenities Plan



Legend

-  Site Location
-  Railway Station
-  Bus Stops
- Schools**
-  1 The Bexley Day Nursery
-  2 ALP Parkview Academy
-  3 Aspire Academy Bexley
-  4 Foster's Primary School
-  5 Welling School
-  6 Learning and Enterprise College
-  7 Bexley Grammar School
-  8 Monkey Puzzle Welling Day Nursery
-  9 St Stephen's Catholic Primary School
- Supermarkets**
-  1 Tesco Superstore
-  2 Morrisons
-  3 Asda Bexleyheath Superstore
-  4 Co-op Food - Pickford Lane
-  5 Sainsbury's Local
-  6 Lidl
- Health Facilities**
-  1 Welling Medical Practice
-  2 Bexley Group Practice
-  3 Ingleton Avenue Surgery
-  4 Welling Corner Dental Practice
-  5 Hook Lane Dental Care
-  6 Second Sight Opticians
-  7 Steven Harris Opticians
-  8 Lloyds Pharmacy
-  9 Browne's Chemist
- Other Amenities**
-  1 Bexleyheath Sports Club
-  2 Crook Log Leisure Centre
-  3 Danson Park
-  4 St Michael's Community Centre
-  5 Welling Library
-  6 National Trust - Red House

Park View Road, Welling
Not to Scale

