

Figure 3.3: Local Cycle Network Plan

3.6.2 A plan presenting 30-minute cycling isochrones from the site can be seen in Figure 3.4.

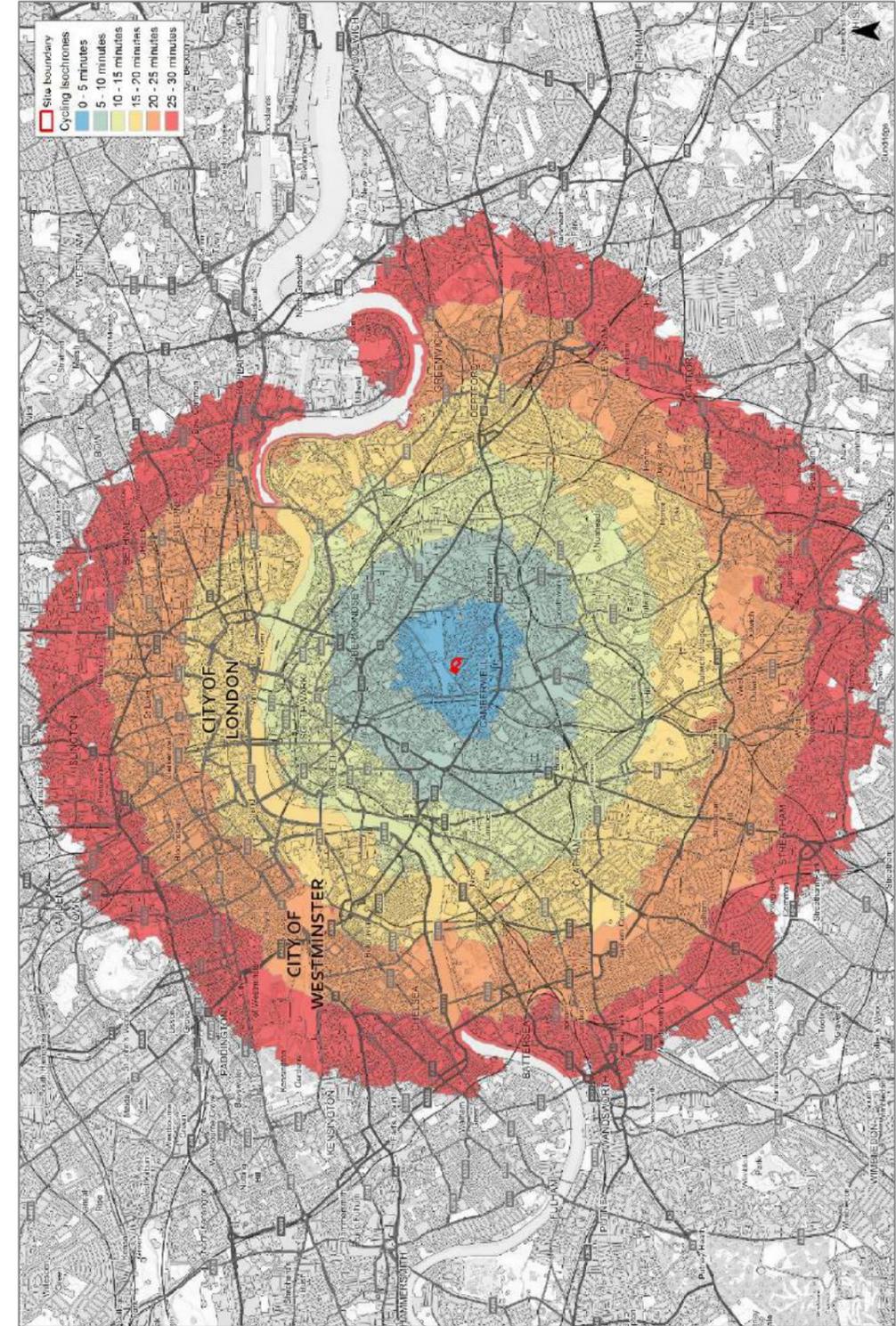


Figure 3.4: 30-minute Cycling Isochrones

3.7 Highway Network

- 3.7.1 Southwark is a 20mph borough meaning that all borough roads, including those referenced below, have a speed limit of 20mph. The site is situated within a controlled parking zone (CPZ) enforced weekdays between 08:30 and 18:30.
- 3.7.2 It is understood that parking surveys were undertaken as part of the nearby 21-23 Parkhouse Street planning application (planning ref.: 17/AP/1723), which has not yet been determined. These surveys will be reviewed in the context of this proposed development.
- 3.7.3 Parkhouse Street which borders the site to the north, is a one-way single carriageway aligned east-west providing connection between Wells Way and Southampton Way. The road is mostly double yellow lined with intermittent speed humps with the exception of approximately eight pay and display (P&D) bays, 10 resident permit parking spaces and a disabled bay. Both the P&D and permit parking are operational Monday to Friday between 08:30 and 18:30, with a maximum stay in the P&D of two hours.
- 3.7.4 Wells Way borders the site to the east and has recently undergone improvements to enhance the public realm and safety of pedestrians and cyclists. This comprised introducing a contra-flow cycle lane with a protected cycle right-turn ghost island the Wells Way junction with Southampton Way. The footway has been widened and the radii of Parkhouse Street junction narrowed to reduce vehicle speeds and reduce the width of the junction for pedestrians. Furthermore, sinusoidal humps have replaced the speed humps on Wells Way.
- 3.7.5 Cottage Green provides the northbound part of the gyratory with Southampton Way and Wells Way. The Cottage Green approach with the Wells Way junction has been simplified to reduce approach lanes from two to one; reducing the junction width.
- 3.7.6 Southampton Way borders the site to the west and is a two-way single carriageway road typified by on-street parking either side of the carriageway. Southampton Way connects with Peckham Road to the south-east and Camberwell Road to the west. Peckham Road forms part of the Strategic Road Network (SRN) and Camberwell Road forms part of the TfL Road Network (TLRN).

Local Car Club Provision

- 3.7.7 There are approximately 25 car club vehicles within 1.5 kilometres of the site. Several spaces are within 500 metres, approximately a 10-minute walk, located on the following roads:
- Benhill Road
 - Sansom Street
 - Rainbow Street
 - Portland Street
 - Bradenham Close
 - Sam King Walk (van)
- 3.7.8 It is understood that the planning application at 21-23 Parkhouse Street (planning ref.: 17/AP/1723), which was recently withdrawn by the Applicant, safeguards a parking space within the site for a car club. However, it is not made clear within the application documents whether a car club operator would support the provision of a space with such low visibility to the wider community.

3.8 Existing Travel Patterns

- 3.8.1 The site is split between two middle layer super output areas (MSOAs), the boundary of which is formed by Parkhouse Street. The north/west of Parkhouse Street is Southwark 017 MSOA and to the south/east is Southwark 020 MSOA. A plan of the MSOAs is provided at Figure 3.5.

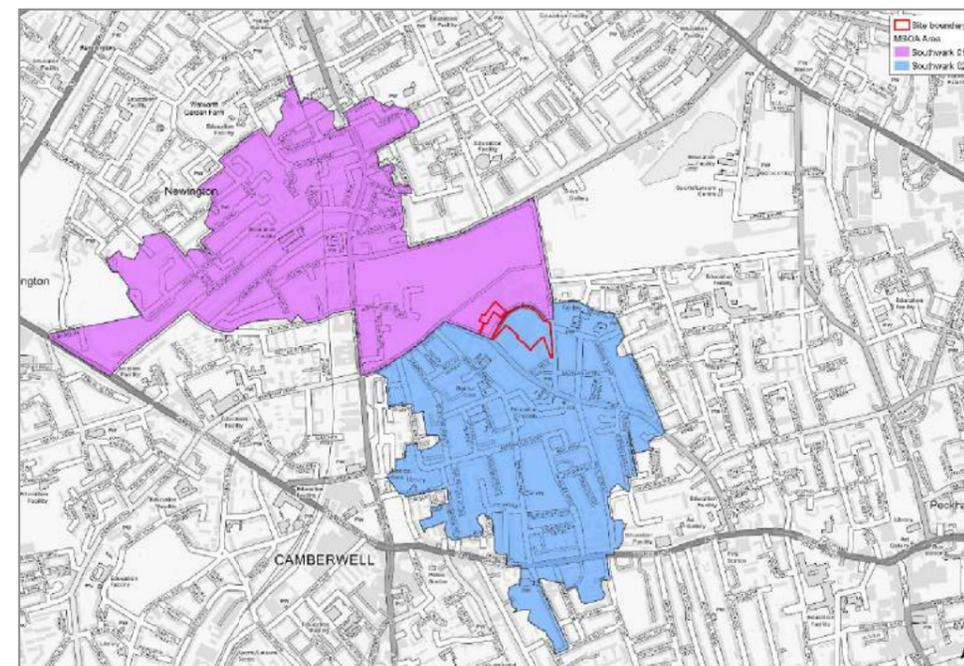


Figure 3.5: MSOA Plan

- 3.8.2 There is no residential development within the existing site therefore the 2011 Census data has been assessed for the two relevant MSOAs to the site. Table 2.6 sets out the information for the site as the origin, e.g. existing residents within the two MSOAs. An average of the two has been taken and will be referenced in this Travel Plan, as was used throughout the TA.

3.8.3 A large proportion (67%) of existing residents within the local area travel to work by public transport with 21% travelling by active modes such as walking and cycling. 10% travel to work as car drivers.

Table 3.4: Method of Travel to Work (2011 Census) – Site as Origin

Mode	Southwark 017 MSOA	Southwark 020 MSOA	Average
Underground	20%	12%	16%
Train	6%	6%	6%
Bus	42%	47%	44%
Taxi	0%	0%	0%
Motorcycle	1%	1%	1%
Driving a Car or Van	9%	12%	10%
Passenger in a Car or Van	1%	1%	1%
Bicycle	10%	10%	10%
On Foot	11%	11%	11%
Other	0%	0%	0%
Total	100%	100%	100%

3.9 Forecast Trip Generation

3.9.1 The approach to determining future residents' mode share is fully set out in the TA. The residential mode share that has been assumed throughout the assessment is that of the average of the two relevant MSOAs to the site; Southwark 017 and Southwark 020.

3.9.2 In accordance with TfL guidance, the baseline mode share assessment also includes an assessment of development person trip numbers to accompany the forecast baseline mode share assessment above. Development person trips applied in the TA are summarised in Table 3.5.

Table 3.5: Residential Person Trip Rates and Person Trip Generation

	AM Peak (08:00-09:00)			PM Peak (17:00-18:00)			Daily (07:00-19:00)		
	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot
Trip Rate (per unit)	0.067	0.362	0.429	0.238	0.123	0.361	1.994	2.083	4.077
Trip Generation (505 units)	34	183	217	120	62	182	1,007	1,052	2,059

4 Objectives & Targets

4.1 Introduction

4.1.1 This section sets out the overarching Objectives and Targets of the Residential Travel Plan for the proposed development. The objectives are supported by a set of quantified SMART (Specific, Measurable, Achievable, Realistic and Timed) Targets so that progress towards achieving them can be measured.

4.2 Objectives

4.2.1 The objective of this Travel Plan is:

“To encourage residents and visitors of Burgess Business Park to travel using sustainable modes”

4.2.2 To support the realisation of this overarching objective, the following sub-objectives have been set out:

- Ensure the site is accessible to all and responds to the needs of vulnerable groups, e.g. those with mobility problems.
- Increase awareness of the Travel Plan and its constituent measures.
- Encourage greater use of sustainable transport modes, particularly active modes such as cycling and walking.
- Encourage the most efficient use of cars and other vehicles.
- Reduce the need to travel overall and in peak times.
- Improve the health of residents and minimise the development impacts on the environment.

4.2.3 Details on how the Travel Plan will deliver these objectives are considered as part of the measures proposed in Chapter 5.

4.3 Targets

4.3.1 In the absence of development-specific resident travel surveys, an interim baseline mode share has been derived as per Chapter 3. It is not possible to develop final targets at this pre-occupation stage and therefore, interim targets are considered below in Table 4.1.

4.3.2 Final targets will be agreed with LBS alongside the final baseline mode share for the Residential Travel Plan following the completion of the Baseline Household Travel Survey when travel patterns are both known and established. These surveys will be conducted within 6 months of occupation of the first unit or after 75% of the residential units are occupied, whichever is sooner.

4.3.3 In order to derive a suitable single occupancy car travel reduction target, TfL Travel Planning Guidance (Figure 3.1) has been consulted along with DfT's 'Making Smarter Choices Work' (2005). The latter contains the results from intensive personalised travel planning programmes conducted worldwide and, therefore, provide a robust evidence base upon which to set 'SMART' targets for this Residential Travel Plan.

- 4.3.4 The site is providing only 18 blue badge parking spaces for residential use and consequently has a very low car parking ratio of 0.04 spaces per unit. This, coupled with its proximity to public transport and interim car driver mode share of 10%, mean that a reduction of around 2% over the five-year period is deemed realistic. Interim targets are therefore proposed at Years 1, 3 and 5 as shown in Table 4.1.
- 4.3.5 It is envisaged that the reduction in car driver mode share could be accommodated by increases in the cycling mode share, particularly given the expected residents of the proposed development and the limited spare capacity on the local bus network, according to TfL.

Table 4.1: Interim Residential Travel Plan Targets

Mode	Baseline Mode Share	Year 1		Year 3		Year 5	
		Interim % Split	Net % Change	Interim % Split	Net % Change	Interim % Split	Net % Change
Underground	16	16	0	16	0	16	0
Train	6	6	0	6	0	6	0
Bus, Minibus or Coach	44	44	0	44	0	44	0
Taxi	0	0	0	0	0	0	0
Motorcycle	1	1	0	1	0	1	0
Driving a Car or Van	10	9	-1	9	0	8	-1
Passenger in a Car or Van	1	1	0	1	0	1	0
Bicycle	10	11	+1	11	0	12	+1
On Foot	11	11	0	11	0	11	0
Total	100	100	-	100	-	100	-

5 Travel Plan Measures

5.1 Introduction

- 5.1.1 Having outlined the aims and objectives of the Travel Plan and examined the baseline transport opportunities presented by the development site, there are potentially a wide range of different measures that can be implemented to meet them.
- 5.1.2 This chapter outlines the range of measures that will be implemented as part of this Residential Travel Plan to influence resident travel.
- 5.1.3 These measures are deemed appropriate to the scale of development as well as having the greatest potential for encouraging the use of sustainable modes of travel.

5.2 Measures to Encourage Walking & Cycling

- 5.2.1 The following site-wide measures will be implemented to promote cycling and walking within and beyond the development:
- The public realm within the site and its connectivity to the local area and Burgess Park, some of which are safeguarded routes pending development of adjacent sites, will be identified through wayfinding measures and visual cues such as gateway features.
 - Cycle parking will be provided in accordance with the London Plan, including short-stay parking for visitors and long-stay parking for staff. Cycle parking will be conditioned as part of any planning permission, to be confirmed prior to first occupation when occupiers are known.
 - A contribution is to be made by the Applicant towards a Cycle Hire docking station adjacent to the proposed development which would offer residents an alternative means of travel.
 - It is expected that the nature and scale of the proposed development would justify events such as Dr Bike, cycle maintenance classes and regular cycle promotion days. This is especially likely given the proposed bike shop within the development.

5.3 Measures to Encourage Public Transport Use

- 5.3.1 As part of the Travel Information Pack issued to each dwelling the following will be included:
- Maps presenting local bus routes, bus stops and timetable information.
 - Information on public transport fares, discounts and travelcards.
 - Key destination travel information for services from nearby rail and Underground stations.

5.4 Measures to Encourage Sustainable Car Use

Car Sharing

- 5.4.1 The proposed development has very low parking provision, with parking only for disabled motorist residents. For this reason, there is limited opportunity for car sharing to be a worthwhile measure in encouraging sustainable car use.

Car Club

- 5.4.2 LBS requested that the feasibility of providing a 'Zipvan' be reviewed to serve the proposed commercial uses and therefore car club operators have been engaged to understand their willingness to offer such provision at the proposed development.
- 5.4.3 Zipcar has an existing van nearby and it is understood that its usage is below that at which they would consider introducing additional vehicles to the area. Enterprise Car Club also indicated that it would be interested in implementing a van offer.
- 5.4.4 This aspect of the scheme will be conditioned to be resolved prior to first occupation, though it is expected that there would be some financial incentives for occupiers to use car clubs.

5.5 Marketing and Promotional Strategy

- 5.5.1 Providing travel information and raising awareness of the benefits of sustainable travel are key objectives of this Travel Plan. The Travel Plan Coordinator will be responsible for leading on the marketing and awareness component of the Travel Plan across the site. The marketing and awareness will be built upon two major components:

Travel Information Pack

- 5.5.2 The Travel Information Pack will be the primary initial means of informing residents of the site about their travel options. The guide will include the following:
- Information on walking, including local walking maps to local destinations with walking times and distances provided.
 - Information on cycling, including information about local cycle routes, the development's cycle parking, local cycle shops, information on cycle training and cycle safety.
 - Information on local public transport, including route information, timetables and ticket information.
- 5.5.3 The Pack will also include contact information for the Residential Travel Plan Coordinator and will be sent to each dwelling upon occupation to help increase the awareness of sustainable travel options.

6 Management, Monitoring and Review

6.1 Introduction

- 6.1.1 The Travel Plan will serve as an overarching document that sets out how the travel demand management strategy for the residential element of the development will be implemented.
- 6.1.2 An integral component of the travel demand management strategy will be the on-going improvement and evolution of the Residential Travel Plan measures. This chapter sets out the management structure for implementation as well as the ongoing regular monitoring and review programme.

6.2 Travel Plan Coordinator

- 6.2.1 The Travel Plan will be the responsibility of the Applicant who will identify a Travel Plan Coordinator on occupation. This Coordinator will manage both Travel Plans.
- 6.2.2 The Travel Plan Coordinator will be appointed by the Applicant prior to occupation of the first dwelling on site and will be responsible for the Residential Travel Plan's ongoing implementation and review. It is envisaged that the Travel Plan Coordinator will be an existing member of staff employed by the developer within the residential sales office on site.
- 6.2.3 This role will be funded by the Applicant and the name and contact details of the post holder will be notified to the relevant travel plan officer at LBS with funding terminating upon completion of the five-year review and submission of the final Year 5 FTP Monitoring Report.
- 6.2.4 The role and responsibilities envisaged for the Travel Plan Coordinator are set out below and will be kept under review, in keeping with the evolving nature of the 'living document' nature of the Travel Plan:
- Training sales office reception staff to promote the Travel Plan to potential new residents from the outset.
 - Establishing contacts within the local community including public transport operators, cycle shop owners, local planning and highway authorities.
 - Leading on the implementation of all Travel Plan measures.
 - Communicate information to residents regarding relevant national, regional and local initiatives related to the promotion of sustainable travel.
 - Conducting baseline mode share collection survey within 6 months of first occupation or after 75% of the residential units are occupied, and agreeing targets with LBS.
 - Conducting Household Travel Surveys at the end of Years 1, 3 and 5 and submission of Year 1, 3 and 5 Travel Plan Monitoring Report to LBS. These results will also be reported by the Travel Plan Coordinator to a Travel Plan Steering Group to be set up and chaired by the Travel Plan Coordinator with representatives from the local authorities, public transport groups and resident's representatives.

6.3 Monitoring & Review Framework

- 6.3.1 A programme of monitoring and review will be implemented by the Travel Plan Coordinator to evaluate the effectiveness of the Travel Plan measures. This will include:
- **Baseline Mode Share Travel Survey** – Conducted of all households no later than 6 months after first occupation or after 75% of the dwellings are occupied.
 - **Year 1, 3 and 5 Travel Survey** – Conducted 1, 3 and 5 years following the baseline travel surveys.
 - **Year 1, 3 and 5 Travel Plan Monitoring Report** – Compiled by the Travel Plan Coordinator to summarise the bi-annual household travel survey results, report on the implementation status of the measures and performance of the Travel Plan in relation to the mode shift targets. A copy of this monitoring report will be submitted to the local planning and highway authorities, as well as to residents.
- 6.3.2 Monitoring will be undertaken during neutral months where possible, not summer months or during the school holiday period, and will be carried out at a similar time during the year.
- 6.3.3 All surveys conducted will be TRICS and iTRACE compliant and funding will be provided by the Applicant as required by LBS to cover the cost of this monitoring.

6.4 Ownership, Duration & Handover

- 6.4.1 The Travel Plan Coordinator will be appointed by the Applicant. It is envisaged that the individual will be an existing member of staff employed by the Applicant; possibly within the residential sales office on site.
- 6.4.2 The ownership of the role will be maintained by the Applicant for the duration of the construction phase and throughout the life of the Travel Plan.
- 6.4.3 Following submission of the final Travel Plan Monitoring report, and assuming the targets have been met, the Travel Plan Coordinator role **will be passed on to a sustainable travel 'champion'** who will be a resident within the development.

6.5 Securing the Travel Plan & Enforcement

Securing the Plan

- 6.5.1 The implementation of this Travel Plan will be secured by planning condition or obligation, as determined by LBS.
- 6.5.2 The travel survey results and travel plan reviews will be submitted to LBS. The surveys will be TRICS and iTRACE compliant. The ownership of the Travel Plan and the commitment to provide a Travel Plan Coordinator are set out above.

Enforcement

- 6.5.3 The Travel Plan Coordinator will seek support and guidance as necessary from the LBS travel plan officer, in addition to reporting on the Travel Plan monitoring reviews, to ensure that the Travel Plan is effective in meeting its objectives.

Remedial Measures

- 6.5.4 If the proposed Year 5 targets are not achieved, measures and initiatives will be further developed and a new travel survey and review undertaken at a later date.
- 6.5.5 The Travel Plan Coordinator will prepare proposals for contingency measures designed to meet the agreed outcomes with LBS over an agreed period of time.
- 6.5.6 These measures would be targeted towards specific modes where the targets are not being met and will be implemented by the Travel Plan Coordinator and may include:
- provision of further cycle parking.
 - discounted public transport tickets for a limited period of time.
 - increased travel behaviour change initiatives such as travel awareness campaigns.
- 6.5.7 The Travel Plan Coordinator will review the measures proposed and make recommendations to LBS, who will help make the decision as to which contingency measures should be pursued.
- 6.5.8 In keeping with TfL requirements that remedial measures be proposed in the event that the mode share targets are not met within five years of first occupation, funding for the contingency measures will be provided by the Applicant, although the precise sum would need to be agreed with LBS.

6.6 Travel Plan Funding

- 6.6.1 The Travel Plan will be resourced by the Applicant as follows:
- All 'hard' **infrastructure measures required for provision** within the curtilage of the residential development during construction/pre-occupation including cycle parking.
 - The appointment of a Travel Plan Coordinator including the allocation of 2-3 hours per week to the post on the understanding that there will be a higher level of input at review times. It is envisaged that this will be an existing member of staff based in the on-site sales office.
 - All other measures within the Travel Plan will be met in full by the Applicant.

7 Action Plan

7.1 Introduction

7.1.1 This chapter outlines the implementation programme for the Travel Plan. It also details who is responsible for each measures.

7.2 Implementation Action Plan

7.2.1 An Action Plan is provided in Table 7.1. The main aim of the Action Plan is to identify individual initiatives that can assist the residents in reducing single occupancy private vehicle trips.

7.2.2 Table 7.1 sets out the benefits of various measures and the timescales for their implementation. They are grouped by measures that will meet the Travel Plan sub-objectives. Measures relating to servicing and deliveries are included within the separate Outline DSP.

Table 7.1: Action Plan

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Managing the on-going development and delivery of the Travel Plan with future residents					
Adoption of the Travel Plan	Support and buy-in from residents will ensure that the Travel Plan is an active, living document.	Encourage local residents to adopt the Travel Plan.	This will ensure future commitment to the development of the Travel Plan.	On Occupation	Travel Plan Coordinator
Travel Plan Coordinator	A Travel Plan Coordinator will be responsible for managing the on-going development, delivery and promotion of the Travel Plan.	Appoint a Residential Travel Plan Coordinator for the site.	This will ensure that the Travel Plan is taken forward and results are delivered.	Prior to Occupation	Applicant
Establish Steering Group	The Steering Group should include a range of residents within the development.	Establish and work alongside the Steering Group.	This will ensure that the Travel Plan is taken forward and results are delivered.	On Occupation	Travel Plan Coordinator
Travel Plan Coordinator to chair Steering Group	Meetings with the Steering Group will enable the discussion of site-wide issues and the exchange of Travel Plan progress/information.	Work with the Travel Plan Coordinator and Steering Group to meet on a regular basis.	This will ensure that key site-wide issues are addressed and Travel Plan progress/information is exchanged.	On Occupation	Travel Plan Coordinator
Increasing awareness of the Travel Plan and its constituent measures					
Travel Information Pack	To provide Travel Information Packs to each residential unit on occupation.	To provide information on sustainable ways to travel around the area and the local services and facilities available.	Residents will be provided with a high level of information to inform their travel choices, including information on local facilities and their proximity.	On Occupation	Travel Plan Coordinator

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Feedback to Residents	Promote the Travel Plan and achievements made.	Feedback to residents on progress against Travel Plan targets.	This feedback will keep the residents involved and aware of the Travel Plan. It will also help residents remember their travel choices.	Annually after occupation	Travel Plan Coordinator
Provision of Travel Information to Prospective Residents	Provide travel information in the marketing suite and / or show homes.	Provide information on all modes in the marketing suite and / or show homes and have trained sales / marketing staff to give information on the options available.	Residents will be provided with a high level of information to inform their travel choices before agreeing to occupy the units.	When the marketing suite / show home is opened	Travel Plan Coordinator
Encouraging greater use of sustainable transport modes					
Cycle Facilities	The development will provide secure cycle parking, cycle routes and information on cycle facilities.	To provide secure cycle parking spaces. An information leaflet on cycle facilities available will be given to residents.	Provision of cycle facilities will encourage residents to use cycles as a mode of travel.	To be implemented when development is completed	Applicant
Pedestrian Facilities	Creating better pedestrian links to the wider area.	To develop good pedestrian links to the wider local area and public transport facilities. Wayfinding to be located within the public realm.	Improved pedestrian links will encourage visitors and employees to walk and provide a pleasant and safe environment.	Pre-occupation depending on phasing	Applicant / Local Authority
Encouraging the best use of cars and other vehicles					
Parking	Limit the number of parking spaces for residents.	To provide an appropriate level of car parking for the development.	By limiting parking provision, the residents will be encouraged to rationalise their car use and use sustainable travel modes.	With Development	Applicant

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Car Club	Encourage the use of the on-site and local car clubs.	To publicise the car clubs and any associated incentives available to residents.	By providing the residents with access to a car when they need it, and rationalising personal car use / ownership.	With Development	Applicant
Reducing the need to travel					
Development Location	The proximity of the public transport links combined with the accessibility of local services by high quality pedestrian and cycle links will help reduce trips in private vehicles.	The facilities in the local area will be promoted to all residents of the site.	The location of the development within close proximity to local amenities and the proposal for provision of retail and community facilities on-site will help reduce the need for residents to travel.	N/A	Travel Plan Coordinator
Internet Connectivity	All leading supermarkets offer delivery service for groceries which can reduce the need to travel by car to supermarkets.	To allow for internet connections to be made available in each residential unit and promote the merits of online grocery shopping.	Residents can order shopping online and reduce the need to travel by car to their local supermarket.	Ongoing post-occupation	Applicant