

GURNELL LEISURE CENTRE

FULL PLANNING APPLICATION



RESIDENTIAL TRAVEL PLAN

DECEMBER 2018

GURNELL LEISURE CENTRE, EALING RESIDENTIAL TRAVEL PLAN



SYSTRA

GURNELL LEISURE CENTRE, EALING

RESIDENTIAL TRAVEL PLAN

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TABLE OF CONTENTS

1.	INTRODUCTION	5
1.1	GENERAL	5
1.2	EXISTING SITE & PROPOSED DEVELOPMENT	5
1.3	REPORT SCOPE	5
1.4	TRAVEL PLAN STRUCTURE	6
2.	BASELINE CONDITIONS	7
2.1	GENERAL	7
2.2	SITE LOCATION & DESCRIPTION	7
2.3	EXISTING SITE	8
2.4	HIGHWAY NETWORK	8
2.5	ON-STREET PARKING	9
2.6	PUBLIC TRANSPORT ACCESSIBILITY & SERVICES	9
2.7	PEDESTRIAN & CYCLE ACCESS	11
3.	DEVELOPMENT OVERVIEW	12
3.1	GENERAL	12
3.2	DEVELOPMENT PROPOSALS	12
3.3	ACCESS STRATEGY	12
3.4	PARKING	13
3.5	DELIVERY & SERVICING	14
4.	AIMS, OBJECTIVES AND TARGETS	15
4.1	GENERAL	15
4.2	AIM	15
4.3	TRAVEL PLAN POTENTIAL	15
4.4	OBJECTIVES	15
4.5	TARGETS	15
4.6	PREDICTED TRAVEL PATTERNS AND MODE SHARE TARGETS	16
5.	TRAVEL PLAN MEASURES	19
5.1	GENERAL	19
5.2	GENERAL SITE MEASURES	19
5.3	RESIDENT MEASURES	20
5.4	PEDESTRIAN MEASURES	21
5.5	CYCLE MEASURES	21
5.6	PUBLIC TRANSPORT MEASURES	22
5.7	CAR SHARING	23

5.8	MARKETING AND PUBLICITY	23
5.9	TRAVEL EVENTS	23
5.10	PROMOTION OF SUSTAINABLE AND HEALTHY TRAVEL	24
5.11	REDUCING THE NEED TO TRAVEL	24
5.12	SUMMARY	25
6.	MONITORING STRATEGY	26
<hr/>		
6.1	GENERAL	26
6.2	TARGETS	26
6.3	MONITORING	26
6.4	FREQUENCY & REPORTING	26
6.5	ENFORCEMENT	28
7.	ACTION PLAN	29
<hr/>		
7.1	GENERAL	29
7.2	FUNDING	29
8.	SUMMARY	31
<hr/>		
APPENDIX A: PTAL REPORT		32

LIST OF FIGURES

Figure 1.	Application Site Context	7
Figure 2.	Ruislip Road East Bus Stop	10

LIST OF TABLES

Table 1.	Residential Unit Size Split	12
Table 2.	Objectives and Targets	16
Table 3.	Method of Travel to Work Data for Residents	17
Table 4.	Residents Modal Split Targets	18
Table 5.	Action Plan - Residential Element of Site	30

1. INTRODUCTION

1.1 General

1.1.1 SYSTRA Ltd (SYSTRA) has been commissioned to provide transport and highways advice in relation to a Proposed Development at Gurnell Leisure Centre, Ruislip Road East, London, W13 0AL

1.1.2 This document has been prepared by SYSTRA on behalf of BE:HERE EALING LIMITED (“the Applicant”) in support of a Full Planning Application for the demolition of the existing Gurnell Leisure Centre (“the Application Site”) and the construction of a new leisure centre alongside enabling residential uses.

1.1.3 The Local Planning Authority and Highways Authority is the London Borough of Ealing (LBE). The Site is located in close proximity to the A40, which is part of the Transport for London Road Network (TLRN) and maintained by TfL. The Site itself is set within an area of Metropolitan Open Land (MOL).

1.1.4 The Site is bordered by the River Brent to the north and west, Argyle Road to the east and Ruislip Road East to the south. Pearl Gardens cul-de-sac is also located to the east of the Site, west of Argyle Road.

1.2 Existing Site & Proposed Development

1.2.1 Gurnell Leisure Centre currently occupies the Site to the southwest with ground level on-site car parking to the southeast. Located further north between the leisure centre and car park is a BMX track, concrete skate park and children’s play area; there is a sports field in the north of the Site. A public right of way follows the bank of the River Brent within the site to the west. Access to the leisure centre and car park is from Ruislip Road East, where a new Quietway has recently been constructed along the northern footway.

1.2.2 This planning application for the redevelopment of the Application Site seeks full planning permission for:

“Demolition of all existing buildings and re-provision of leisure centre, car and coach parking, BMX track and skate park, alongside enhancements and access to the existing park; and the erection of up to 498 sqm retail floorspace (Class A1-A3) and 615 residential units, with associated landscaping, playspace, cycle and car parking, refuse storage, access and servicing.” (The Proposed Development).

1.3 Report Scope

1.3.1 This Travel Plan (TP) has been prepared in accordance with the Communities and Local Government Planning Practice Guidance and the general requirements of the Transport for London (TfL) ‘Travel Planning Guidance’, Transport for London (2013) and local policy.

1.3.2 The TP aims to demonstrate a commitment to creating a sustainable development which promotes the use of walking, cycling and public transport and will reduce reliance on the private car.

1.3.3 It should be noted that this TP will cover the residential elements of the Site. The TP will be updated upon completion of the project in order to include the results of the baseline surveys undertaken at the Site.

1.4 Travel Plan Structure

1.4.1 Following this introduction, the TP is structured as follows:

- **Section 2: Baseline Conditions** – Provides an overview of the existing transport conditions prevailing at the site and in the immediate surrounding area;
- **Section 3: Development Overview** – Describes the development proposals at the Site;
- **Section 4: Aim, Objectives & Targets** – Outlines the aim, objectives and targets associated with the TP, as well as the existing travel patterns;
- **Section 5: Travel Plan Measures** – Outlines the proposed measures that will be implemented for the residential Site elements;
- **Section 6: Monitoring Strategy** – Describes how the success of the TP will be monitored over time;
- **Section 7: Action Plan** – Sets out the Action Plan for delivering the TP; and
- **Section 8: Summary and Conclusions** – Outlines the main conclusions drawn from the TP.

2. BASELINE CONDITIONS

2.1 General

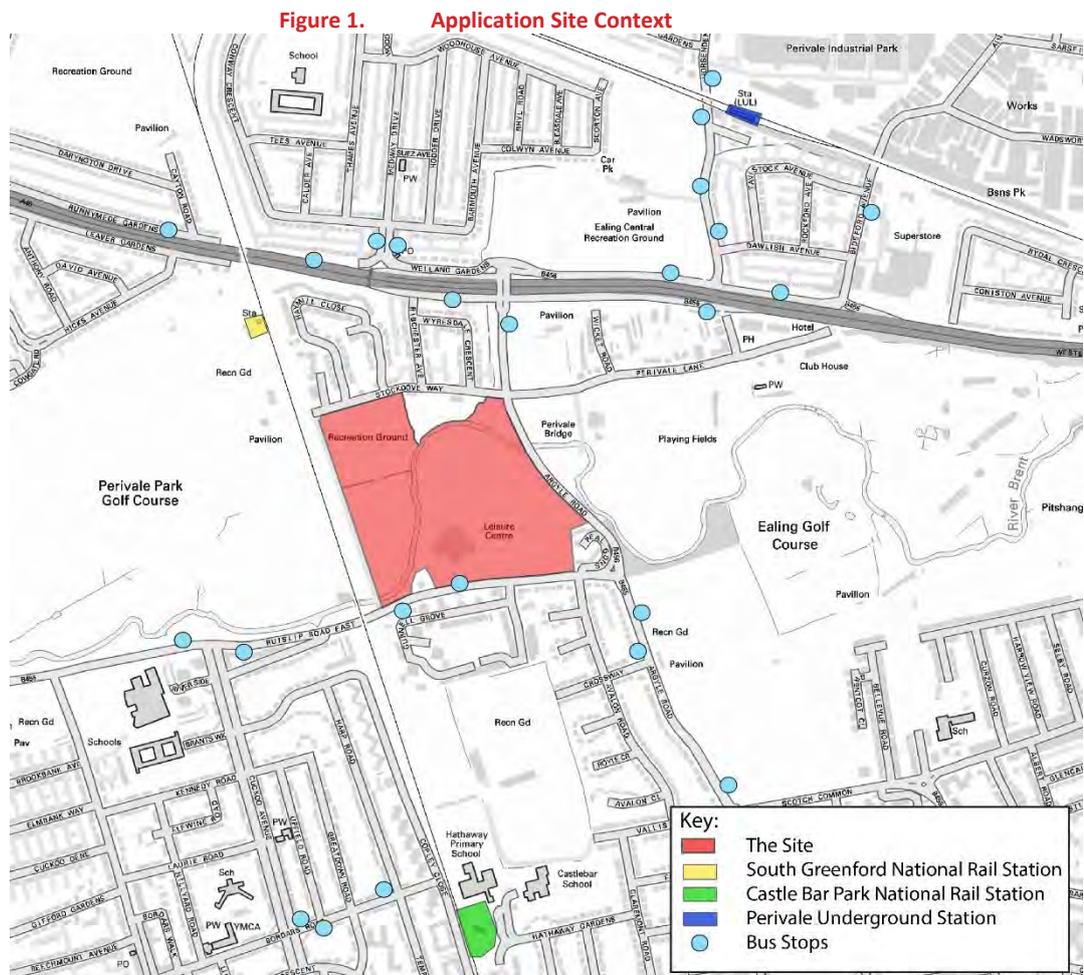
2.1.1 This section of the TP describes the existing or baseline conditions currently prevailing at the Site and in the surrounding area.

2.1.2 Baseline conditions are needed to accurately establish and fully understand the context of the Proposed Development and associated traffic and transport implications.

2.2 Site Location & Description

2.2.1 The Application Site is located within the London Borough of Ealing, between Greenford to the west and Perivale to the east. The Application Site is bound to the north by Stockdove Way and the River Brent, to the west via the footpath adjacent to the Greenford Railway line, to the east via Argyle Road (B456), as well as residential dwellings on Pearl Gardens to the south east. Playing fields and Ealing golf course are located further east. Ruislip Road East (B455) forms the southern boundary of the Application Site with residential dwellings beyond.

2.2.2 A map showing the Site location in context can be seen in **Figure 1** below.



2.3 Existing Site

- 2.3.1 The Site is currently occupied by Gurnell Leisure Centre towards the south west with ground level car parking in the south east corner. There is also a BMX track, concrete skate park and children’s play area and sports field to the north of the existing Site.
- 2.3.2 The Leisure Centre is approximately 8m above existing ground levels and has the provision for a 50m six lane Olympic swimming pool, 25m recreation pool, sauna and steam rooms, exercise studios, gym, changing rooms and staff facilities. There are also three outdoor football pitches, one 11-a-side, one 9-a-side and one 7-a-side. It currently accommodates 45 staff members.
- 2.3.3 The leisure centre is open 06:30-22:00 Monday to Friday and 08:00-20:00 on Saturday and Sunday.

Cycle Parking

- 2.3.4 There are currently 15 cycle parking spaces on Site, situated in clusters adjacent to the leisure centre and skate park facilities. The next nearest available cycle parking is located at Castle Bar Park to the south of the Site.

Car Parking

- 2.3.5 There are two car parks present at the existing Site, the main public car park has 175 parking spaces as well as four coach bay spaces. The second private car park, for staff, permit holders and deliveries only, has 19 car parking spaces as well as two turning areas.

Access

- 2.3.6 Pedestrian and vehicular access to the Site is from the south off Ruislip Road East. There are two vehicular access points, one into the main public car park and one for staff use only. It is noted that the staff only access is shared by a residential dwelling to the west. Surveys were undertaken of the existing access points to assess the current demand for parking, the results can be seen below.

2.4 Highway Network

Ruislip Road East

- 2.4.1 Ruislip Road East (B455) is a single carriageway two-way street which provides main access to the Site. The road widens to provide two eastbound lanes directly outside the leisure centre for approximately 330 metres. The speed limit is 30mph and there is car parking along the southern edge of the road in front of residential properties.
- 2.4.2 In September 2017 the Ruislip Road East Quietway was installed, narrowing the available carriageway. It runs from Clifton Road to Argyle Road, improving the opportunity for active travel through the area. This is a shared cycle route for pedestrians and cyclists and runs directly outside Gurnell Leisure Centre and past the two access points.

Argyle Road

- 2.4.3 Argyle Road (B456) is a 30mph, single carriageway road with flares on the approach to the junction with Ruislip Road East.
- 2.4.4 It connects Ruislip Road East with the A40 to the north of the Site. To the south, Argyle Road connects the Site to Ealing Town Centre as well as West Ealing Station and Ealing Broadway.

2.5 On-Street Parking

- 2.5.1 Parking is limited along the stretch of Ruislip Road East directly in front of the Site owing to double yellow lines. The Site is not located within a CPZ and is unrestricted outside residential properties on the south side of the carriageway.
- 2.5.2 The Site is not located within a Controlled Parking Zone (CPZ).

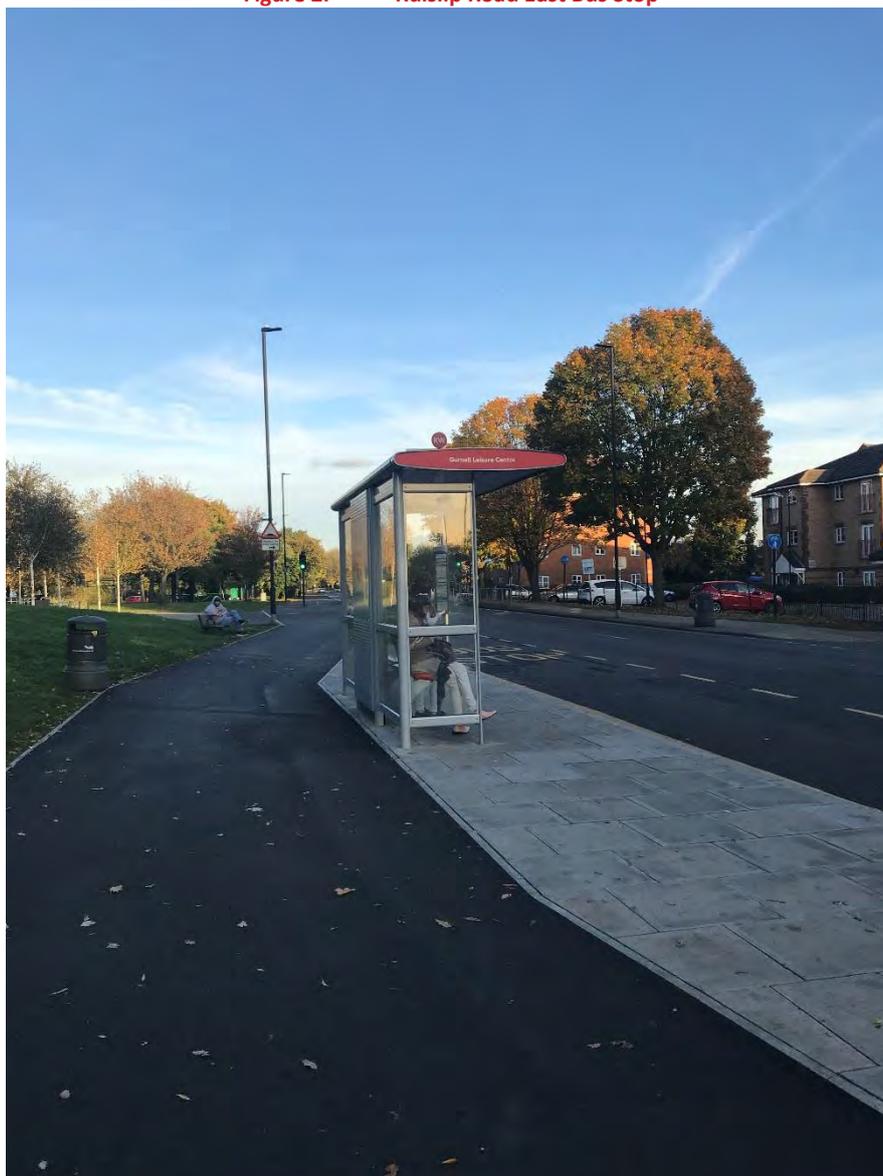
2.6 Public Transport Accessibility & Services

- 2.6.1 Public Transport Accessibility Levels (PTALs) are ‘a detailed and accurate measure of the accessibility of a point to the public transport network, taking into account walk access time and service availability. The method is essentially a way of measuring the density of the public transport network at any location within Greater London’ (TfL; Measuring Public Transport Accessibility Levels, April 2010). The ratings range from 1a (very poor) to 6b (excellent).
- 2.6.2 The PTAL rating for the Site has been calculated using the TfL “WebCAT assessment tool. The Application Site is located within a PTAL area of 2 - 3, with the development itself wholly within PTAL 3 land which is classified as ‘Moderate’ and reflects the range of public transport services present in the vicinity of the Site. The full PTAL report can be found at **Appendix A**.

Bus Services

- 2.6.3 The nearest bus stops to the Site are approximately 65 metres away on Ruislip Road East and serve routes E2, E9, E5, E10 and E7 with a frequency per hour of 8, 5, 5, 4 and 5 respectively. The next available bus stops are located 490 metres away and serves route 297 with a frequency of 6 vehicles per hour. The nearest stop on Ruislip Road East can be seen in **Figure 2**.

Figure 2. Ruislip Road East Bus Stop



National Rail Services

- 2.6.4 Castle Bar Park National Rail Station is located to the southwest of the Site, approximately a 10 minute walk, providing direct trains to Greenford and West Ealing which is operated by Great Western Railway. These stations then go on to provide direct access to London Paddington.
- 2.6.5 South Greenford National Rail Station is located to the north of the Site, approximately a 20 minute walk. It is served by Great Western Railway and serves the same lines as Castle Bar National Rail Station. It is located within zone 4 of London's Travelcard zones.

Elizabeth Line (Crossrail)

- 2.6.6 A new Crossrail station is currently being constructed at West Ealing National Rail Station, approximately a 25 minute walk or seven minute bus journey away. This will provide connections into Central London (Bond Street) in approximately 12 minutes along with Heathrow and Berkshire. It is located within zone 4 of London's Travelcard zones. The upgrade is due to be opened for December 2019.

London Underground Services

- 2.6.7 Perivale underground station is located approximately a mile to the north of the Site and serves the central line on the West Ruislip branch. It is located within zone 4 of London's Travelcard zones. Bus 297 from Perivale station enables drop off at Ruislip Road East, a six minutes walking distance from Gurnell Leisure Centre.

2.7 Pedestrian & Cycle Access

- 2.7.1 A new cycle lane has been implemented along Ruislip Road East, which forms part of the Ruislip Road East Quietway. This is a shared segregated route for pedestrians and cyclists and runs from Clifton Road to Argyle Road. From Clifton Road the cycle route connects to residential streets and routes to the north toward Greenford; from Argyle Road cyclists can join routes through Pitshanger Park toward Hangar Lane and Park Royal.
- 2.7.2 There is a Santander Cycle docking station located at Castle Bar Park; this is within a 10 minute walk from the Site.
- 2.7.3 Public cycle parking is provided on Site with a total of 15 cycle parking spaces. The nearest cycle parking outside the Site is located at Castle Bar Park.
- 2.7.4 Pedestrian access to the Site is excellent with footways along all roads in the locality. Footways appear to be of good quality, particularly fronting the Site. Gurnell Leisure Centre, which is located on Metropolitan Open Land (MoL), also has a number of public rights of way connecting to the north, providing pedestrians with high quality green routes through the Site.

3. DEVELOPMENT OVERVIEW

3.1 General

3.1.1 This section of the report sets out the context of the Proposed Development including the landuse, access and parking proposals of the development.

3.1.2 It is noted that there are currently several existing public rights of way interacting with the Site, most notably the public footpaths through the Metropolitan Open Land (MoL) and the Ruislip Road East Quietway at the access points. Throughout the design process careful consideration has been given to their retention and, any rights of way associated with this scheme or any future scheme have been considered in the access design.

3.2 Development Proposals

3.2.1 The Proposed Development comprises:

“Demolition of all existing buildings and re-provision of leisure centre, car and coach parking, BMX track and skate park, alongside enhancements and access to the existing park; and the erection of up to 498 sqm retail floorspace (Class A1-A3) and 615 residential units, with associated landscaping, playspace, cycle and car parking, refuse storage, access and servicing.”

Residential Tenure

3.2.2 The development will provide private “for sale” units across a range of sizes (from studio to three bed), the percentage split of the units can be seen in Table 1 below.

Table 1. Residential Unit Size Split

UNIT SIZE	NUMBER OF UNITS	%
Total		
Studio	61	10%
1Bed	276	45%
2 Bed	243	40%
3 Bed	35	6%
Total	615	100%

3.3 Access Strategy

Vehicular Access

3.3.1 The existing vehicular accesses into the Site will be retained in their current locations as part of the development. The eastern access includes some widening to accommodate coach manoeuvres when exiting the Site, with the majority of the widening being on the eastern side of the access junction given that coaches only exit from this junction.

- 3.3.2 The western access has been widened to accommodate coaches turning into the Site and to allow two-way movement of vehicles through this access junction (coaches are prohibited from exiting via the eastern access). The majority of widening has occurred on the eastern side of the access junction to avoid conflict with the existing zebra crossing on the western side of the access junction on Ruislip Road.
- 3.3.3 The vehicle access and egress movements throughout the Site are shown in **Figure 3** below.
- 3.3.4 The eastern access junction is two-way operation and will be the main point of entry for the Site. This access serves entry and exit from the basement car park serving both the residential and leisure centre land uses. Additionally, coaches enter via the eastern access and exit via the western access via a one-way route through the Site, enabling drop-off within the designated drop-off zone. Refuse collection for the leisure centre and deliveries can also occur within the drop-off zone utilising the eastern access junction for entry and the western access junction for exit.
- 3.3.5 The western access junction is two-way operation providing the entry and exit for residential servicing including refuse collection, drop off and deliveries. Additionally, as stated above, coaches exit the Site via the western access junction.

Pedestrian Access

- 3.3.6 Pedestrian access to the Site will be gained from Ruislip Road East for both residents and leisure users. Paths will be created through the MoL, guiding site users to their destination and providing an attractive route for members of the public wishing to access the MoL to the north.

3.4 Parking

Car Parking

- 3.4.1 There will be a total of 344 car parking spaces on Site, 175 for staff/visitors and 169 for residents. The basement parking will provide space for 335 parking spaces and 9 are located at ground level. This provision is lower than the maximum residential car parking standards specified in the New Draft London Plan 2018.
- 3.4.2 The New Draft London Plan with minor suggested changes (August 2018) requires 3% of the total residential unit numbers to be provided with a parking space for the disabled, with 615 units this equates to 19 spaces for the disabled. Additionally, to accommodate changing needs in the future, there is a requirement for a future adaption strategy to allow an additional 7% of dwellings to be provided with a designated disabled persons parking space in the future if the demand did arise, equating to 43 additional parking spaces for the disabled.
- 3.4.3 In addition, car parking for disabled users (“blue badge parking”) for the leisure centre should be determined according to usage of the sports facility. Sport England’s publication “Accessible Sports Facilities 2010” recommends a minimum of 8 spaces or 8% of the total provision.
- 3.4.4 In line with Sport England policy 15 parking spaces for the disabled will be located in the centre basement car park (8%).

Cycle Parking

- 3.4.5 Cycle parking stores will be located on the ground floor of the residential building and the leisure centre, they will be secure, covered and are highly accessible by being located at ground floor with level access.
- 3.4.6 Based on minimum standards stipulated within the London Plan, the Site is required, and is providing, the following cycle parking:
- **C3 Residential (615 dwellings)** = 1,031 Long Stay and 17 Short Stay Spaces;
 - TOTAL = 1,048 spaces;
 - **D2: Sports (11,354 sqm and 45 staff)** = 6 Long Stay and 114 Short Stay;
 - TOTAL = 120 spaces.
 - **Total Spaces** = 1,037 Long Stay Spaces and 131 Short Stay.

3.5 Delivery & Servicing

- 3.5.1 All delivery and servicing activity will be accommodated on-site via the western access for the leisure centre and via the eastern access for residential land uses. The internal roads have been designed to a sufficient width to enable these movements to occur. Deliveries for the leisure centre can occur within the drop-off zone outside the leisure centre. Residential deliveries will occur via the drop-off zone in proximity to residential entrances. The zones will allow for multiple small delivery vehicles (3.5t) or 3 larger rigid delivery vehicles (7.5t) to service the development simultaneously.

Refuse Strategy

- 3.5.2 Ealing's SPG 4 'Storing Waste for Recycling and Disposal' states that "stands and enclosures must be located not more than 25m from the nearest access point for the collection vehicle, and wheeled refuse containers not more than 10m away from the vehicle access point, preferably on a level surface". Part H of the Building Regulations (2000) states that residents should not be required to carry waste more than 30m horizontally and waste collection vehicles should be able to get within 25m of the storage point.
- 3.5.3 All refuse activity will take place off-street, with refuse collection for the leisure centre taking place on the western loop within the coach parking bays.
- 3.5.4 Refuse collection for the residential uses will take place on the eastern loop with the refuse vehicle entering via the eastern access. A managed solution will be in place to move the bins on collection day from individual refuse stores within each block to the larger bin store located within Block E in order to ensure that the distances in paragraphs 5.4.2 remain true. To ensure the refuse collection can occur within 10m of the main bin store at Block E, the refuse vehicle will reverse to the southern side of Block E. As the route to the south side of Block E is not a primary vehicle route, no conflict with other vehicles will occur.

4. AIMS, OBJECTIVES AND TARGETS

4.1 General

- 4.1.1 This section of the TP sets out the aims and objectives for the Site. The objectives of the TP are in accordance with TfL and LBE goals, as well as contributing to the London Plan's aims of developing:

"...A city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities with an efficient and effective transport system that actively encourages more walking and cycling... and supports delivery of all the objectives of this Plan"

4.2 Aim

- 4.2.1 The aim of this TP is to support the essential travel needs of the residents of the Proposed Development, and to encourage all users to adopt healthy and sustainable travel choices through walking, cycling and public transport, and subsequently reduce single occupancy vehicle trips.

4.3 Travel Plan Potential

- 4.3.1 The benefits of a well-managed TP will extend beyond Site users and contribute to improvements to local air quality, noise and vibration reduction, congestion and journey times. A reduction in car usage especially single occupancy vehicles, has a role in the wider health agenda to reduce public obesity levels and associated illnesses caused by sedentary lifestyles.
- 4.3.2 The objectives set therefore relate to all these benefits associated with the development of a TP.

4.4 Objectives

- 4.4.1 Objectives are the high-level aims of the TP. They help to give the TP direction and provide a clear focus. The specific objectives that focus this TP are:
- To raise awareness of sustainable 'smarter travel' modes available to all residents of the Site;
 - To encourage active modes of travel, particularly walking and cycling, and to emphasise the health and financial benefits of these modes;
 - To reduce the amount of single occupancy car trips to/from the Site; and
 - To encourage good urban design that increases the permeability and vitality of the Site in order to improve the environment for walking and cycling.

4.5 Targets

- 4.5.1 Targets are measurable goals by which the progress of the TP will be assessed. Targets are essential for monitoring progress and success of the TP. Targets should be 'S.M.A.R.T' (Specific, Measurable, Achievable, Realistic and Time-bound) and are widely adopted in travel planning good practice.

4.5.2 The monitoring and review programmes will enable progress of the plan to be checked, but progress must be assessed in the context of specific targets, both short term and longer term increases in active travel by Site users. **Table 2** sets out the objectives and targets for the residential element of the Site.

Table 2. Objectives and Targets

OBJECTIVE NO.	OBJECTIVE	TARGETS
1	To raise awareness of sustainable 'smarter travel' modes available to all residents of the Site.	Ensure all residents are made aware of the TP through a resident welcome pack and public information.
2	To encourage active modes of travel, particularly walking and cycling, and to emphasise the health benefits of these modes.	Ensure welcome packs have a cost calculator and weight loss calculation for travel modes such as walking and cycling.
3	To reduce the amount of single occupancy car trips to/from the Site.	Reduce single occupancy vehicle use from its current mode share, and increase levels of public transport, walking and cycling use within the first five years of the TP.
4	To encourage good urban design that increases permeability and vitality of the Site in order to improve the environment for walking and cycling.	Implement the proposed public realm improvements within and around the Site.

4.6 Predicted Travel Patterns and Mode Share Targets

4.6.1 In order to understand the likely travel patterns of the daytime population at the Site, Census data has been used to provide a baseline modal split. The 2011 Census 'Travel to Work' dataset has been interrogated to obtain data for the Middle Super Output Area (MSOA) 'Ealing 016' where the Site is located.

4.6.2 The predicted modal split data for residents of the Proposed Development, extracted from the 2011 Census, is shown in **Table 3**.

Table 3. Method of Travel to Work Data for Residents

MODE	%
Underground, Metro, Light Rail, Tram	20%
Train	8%
Bus, Minibus or Coach	22%
Taxi	0%
Motorcycle, scooter or moped	1%
Driving a car or van	37%
Passenger in a car or van	2%
Bicycle	3%
On Foot	7%
Total	100%

Source: www.nomisweb.co.uk

- 4.6.3 It can be seen from **Table 3** that around a third of the population in the area surrounding the Site currently travel to work by driving a car or van (37%). Commuting by bus and London Underground are popular choices, at 22% and 20% of the population respectively. Cycling to work (3%) and traveling on foot (7%) make up relatively small proportions of the modal split.
- 4.6.4 It should be noted that while the above data provides a good indication of likely travel patterns, a full travel survey will be undertaken upon occupation of 50% of the residential units becoming occupied. Nevertheless, interim targets have been set based on the above data taking into account the Site's location and sustainable travel characteristics.
- 4.6.5 The interim targets for years 1, 3 and 5 are shown in **Table 4** for the residents at the Site.

Table 4. Residents Modal Split Targets

MODE	CENSUS DATA	YEAR 1	YEAR 3	YEAR 5
Underground, Metro, Light Rail, Tram	20%	20%	20%	20%
Train	8%	8%	9%	9%
Bus, Minibus or Coach	22%	23%	23%	24%
Taxi	0%	0%	0%	0%
Motorcycle, scooter or moped	1%	1%	1%	1%
Driving a car or van	37%	35%	34%	32%
Passenger in a car or van	2%	2%	2%	2%
Bicycle	3%	4%	4%	4%
On Foot	7%	7%	7%	8%
Total	100%	100%	100%	100%

- 4.6.6 Table 4 shows targeted increases of shows targeted increases of public transport usage as well as walking and cycling levels for the future residents of the Site, away from car and van use over the first five years of the TP.
- 4.6.7 A 5% reduction in car or van use will be targeted in line with Objective 3 of this TP, in favour of a 2% increase to commuting by bus, and a 1% increase in train usage, cycling and walking to work. Increases in commuting by bus and train have been included due to the Site's accessibility to several services and stations, and that they are already established as popular modes of travel within the borough (Objective 1). Nominal increases to cycling and walking levels are also included, which coincides with Objectives 2 and 4 of this TP.
- 4.6.8 The targets represent what is considered to be an achievable increase in sustainable travel as a result of the introduction of the TP, along with the proposed measures as outlined in Section 5.
- 4.6.9 The targets also acknowledge that the baseline year will be the year where most modal shift gains can be made, due to the fact that the best time to influence travel behaviour at a new site is from the outset.

5. TRAVEL PLAN MEASURES

5.1 General

5.1.1 The aim of the TP is to provide information and to increase awareness of the options for travel available to residents of the Site, and to secure and promote incentives that encourage all Site users to actively choose sustainable travel wherever practical.

5.2 General Site Measures

Travel Plan Co-ordinator

5.2.1 All Travel Plans are dependent on a nominated individual being allocated the time and resources for successful implementation. The role will not require full time involvement and would therefore be combined with the individual's other day to day activities.

5.2.2 The Travel Plan Co-ordinator (TPC) for the development will be a named individual, and LBE will be contacted at least six months prior to first occupation with the chosen person's contact details. The TPC is expected to be a member of the managerial staff for the Site, which will allow them to provide a consistent approach to implementation of the TP across the employment elements of the Site.

5.2.3 The TPC will act as the day-to-day point of contact for enquiries, helping to develop and implement the measures proposed in this TP, and taking a lead role in the monitoring process.

5.2.4 The TPC will specifically be responsible for:

- Delivering TP initiatives across the Proposed Development;
- Reviewing data such as use of cycling facilities;
- Arranging for the submission of the full TP and TP reviews in years 1, 3, and 5.
- Reporting the findings of the travel surveys to LBE and for updating and refreshing the TP to take account of travel survey results; and
- Provision of information to residents prior to occupation (through the sales office/estate agent or similar); at occupation through the welcome pack; and throughout the duration of the TP by way of regular newsletters and noticeboard displays informing residents of local travel arrangements, road works, travel events etc.

5.2.5 It is not expected that the time spent by the TPC will be uniform throughout the lifespan of the TP, with the time varying from pre-occupation through to the organisation of travel planning activities and monitoring of the TP.

5.2.6 The provision of ongoing support and management are critical, and the provision of information and guidance to support sustainable travel choices will be an important element of the TPC's role.

Site-Wide Public Realm

5.2.7 To ensure that the Proposed Development can be considered sustainable it is critical that sustainable transport principles are incorporated into the development strategy from the outset.

5.2.8 The Proposed Development will therefore benefit from an attractive, well-lit and high quality public realm around the Site in order to encourage walking and cycling trips both during the day and at night.

5.2.9 Good transport infrastructure provides the foundation on which the remainder of the development is built. In addition to the provision of efficient public transport network, good cycle routes and pedestrian connectivity around the Site are paramount to encourage walking and cycling throughout the Site and to nearby services and amenities.

Notice Board

5.2.10 A notice board will be provided on Site specifically for disseminating information relating to sustainable travel promotion and the TP. The notice board will be placed within a communal area of the residential part of the Site to ensure visibility.

5.2.11 This measure will help ensure that Site users are continually made aware of the TP and its objectives, which will assist with meeting the mode share targets set for the Site. The regular updating of the notice boards by the TPC will be crucial to ensuring the information remains relevant.

Newsletter

5.2.12 The TPC will produce a Travel Plan newsletter annually which will be distributed electronically and in paper format to residents of the Site.

5.2.13 The newsletter will detail the progress of the Travel Plan, including against targets when travel surveys have been undertaken. The newsletter will also provide an opportunity to:

- Further encourage residents to travel sustainably;
- Promote upcoming travel events;
- Inform residents of any promotional offers and discounts;
- Make residents aware of any scheduled changes to public transport services, scheduled road works etc.; and
- Make residents aware of any new or improved sustainable travel facilities in the area.

5.3 Resident Measures

Open Day

5.3.1 The TP will also affect the existing residents in the immediate vicinity of the Site. In order to engage and consult with them, an open day will be arranged at a local centre to promote the measures identified in the TP. Any identified future residents of the Site will also be welcome to attend.

Welcome Packs

5.3.2 A resident's welcome pack will be developed which will be issued to all new residents. The TPC will provide travel information to be included. Providing this information in advance ensures that residents become aware of the various modes of transport and existing services that are available to them at the earliest opportunity.

5.3.3 It is anticipated that the packs would include the following information:

- Awareness of the health, economic and environmental benefits of walking and cycling;
- Safe and secure walking and cycling route maps, which will also highlight the walking distances from local public transport interchanges;
- Promotion of local cycle incentives: information about the availability of local cycle shops and any discounts or offers that may be available; and
- Information on third party car share and car club schemes, and links to websites.

5.3.4 The TPC will ensure that the above travel information is provided to each new resident through their welcome pack and the cost of this will be borne by the Client.

5.4 Pedestrian Measures

Site Infrastructure

5.4.1 Walking is a relaxing and enjoyable way to keep healthy, meet others and avoid the stress associated with car journeys. Through provision of route information, maps, personal travel planning and promotion of walking events, the TPC will promote the use of the local footway and public rights of way networks. Walking will be promoted as a way to access local facilities within Ealing and further afield including local recreation areas and other attractions which are not easily accessible on foot.

5.4.2 The Proposed Development has been designed to retain the Metropolitan Open Land and public rights of way surrounding the Site, and this will ensure attractive routes for pedestrian movement are maintained.

Information provision

5.4.3 The www.walkit.com walking route planner is an extremely useful tool and can plot a journey from postcode to postcode using a 'direct' or 'less busy' option. Route maps also include journey time, calorie burn, step count and carbon saving.

5.4.4 The TPC will promote national and international events such as Walk to Work week and World Car Free Day. These events would highlight the benefits of travelling via alternative modes to the car.

5.5 Cycle Measures

5.5.1 Regular cycling can help weight loss, stress reduction and improvements to fitness levels. Cycling is also one of the easiest ways to fit exercise into the daily routine. As a mode of transport it is the third most popular recreation activity in the UK according to NHS Choices. It is a low impact exercise which is better for joints than running or other high-impact aerobic exercise.

Cycle Parking

5.5.2 Secure cycle parking will be provided for residents at the Site. A key issue for cyclists is the safe and convenient storage of bicycles, and therefore this measure aims to meet this and encourage greater use of this mode.

Bicycle Purchase Schemes

5.5.3 The TPC will contact local bicycle shops to investigate opportunities for discounts on cycle equipment. Halfords, located near Ealing Broadway station, operate a tax-free Cycle2Work scheme which could be advertised to residents.

5.5.4 Residents will be informed about international and national events specifically related to cycling by the TPC.

Cycle Training

5.5.5 LBE offers up to 4 hours of free cycle training through www.cycletraining.co.uk for those who live, work or study in the borough. The scheme is available to beginners, advanced cyclists and families and is designed to give cyclists the skills and confidence to ride their bikes on local roads.

5.5.6 Dr Bike sessions also run throughout Ealing to check that people's bikes are roadworthy by looking at the brakes, gears and air pressure. Dates of the sessions can be found on the website.

TfL Cycle Maps

5.5.7 TfL produce free local cycling guides which show different types of cycle routes, all of which have been ridden and recommended by cyclists. The colours on or beside the roads and paths show the different route types.

5.5.8 A copy of Local Cycle Guide 6 which covers the Site and surrounding areas will be made available to all residents via the welcome pack. A link will also be provided by the TPC so that people can order additional guides.

TfL Journey Planner

5.5.9 The Site is located in close proximity to cycle routes, public transport options and amenities within comfortable walking and cycling distance.

5.5.10 TfL has developed a journey planner which can be filtered by mode: walk/cycle/drive/public transport, and also by speed: direct/flattest/quietest routes.

5.5.11 The journey planner gives point to point directions, approximate journey time, and step-free access information. The journey planner is located at www.tfl.gov.uk/plan-a-journey.

5.5.12 A link to the journey planner will be provided in the resident welcome pack and notice board.

5.6 Public Transport Measures

5.6.1 Publicity, marketing and promotion of the public transport services will inform residents of the benefits of travelling by bus and train in preference to private car. The TPC will ensure that residents are aware of bus routes and train timetables for public transport services operating in the vicinity of the development.

5.6.2 As outlined in Section 2, the Site is located within walking distance of six bus services. In addition, the TPC will seek to maximise the use of public transport in the following ways:

- Seek information from residents using public transport on ways in which services may be improved and feed this back to the service provider and the local authority through the regular liaisons which form part of the TPC's role.

- Obtain public transport ‘taster’ tickets in order to allow residents to test different travel options for free. This will seek to demonstrate the convenience of public transport options to residents who would normally drive to work.

5.7 Car Sharing

5.7.1 Whilst the TP includes objectives and targets to achieve an increase in travel by more sustainable travel modes, there will always be a proportion of journeys for which sustainable travel modes do not provide a suitable alternative and for which car-based travel is necessary. Accordingly, the TPC will promote car sharing for these journeys, meeting the objective for reducing single-occupancy car journeys from the development.

5.8 Marketing and Publicity

5.8.1 Sustainable travel information will be prominently displayed in the development. Maps will be displayed on the travel notice board showing the sustainable travel routes and opportunities available from the development along with the benefits of sustainable travel to residents. Thus, residents will be encouraged to be engaged with the TP and sustainable travel from first contact with the development.

5.8.2 Marketing and publicity will be undertaken by the TPC to:

- Raise awareness of the health and environmental benefits associated with the use of sustainable modes of travel;
- Promote local and national sustainable travel events and encourage residents to get involved;
- Promote the measures within this TP;
- Draw attention to improved sustainable travel routes, facilities, maps and timetables available in the local area; and
- Maintain awareness of the TP objectives and targets and the progress being made towards these.

5.8.3 The TPC will be responsible for devising suitable marketing materials and campaigns in order that the development makes progress towards the objectives and targets outline within the TP.

5.9 Travel Events

5.9.1 Travel events are a way of encouraging residents to try alternative modes of transport that they may not currently use – specifically walking and cycling. A well promoted travel event can encourage sustainable modal shift away from public transport towards active modes of travel which is in line with TfL policy.

5.9.2 The TPC will contact LBE for information on events happening in the local area and promote these to Site users. The following events are some that will be promoted:

Walk to Work Week

5.9.3 Walk to Work Week is a nationwide event developed by Living Streets which takes place annually in May. Living Streets has developed a website and a Commuter Challenge interface for Walk to Work Week, which is hosted at www.walktoworkweek.org.uk.

5.9.4 The TPC will also encourage uptake of Walk to Work Week Commuter Challenge.

Bike Week

5.9.5 TfL's Bike Week takes place as part of the National Bike Week annually in June. The 2017 event featured the following free events: bike breakfasts, Dr Bikes, bike marking and cycling classes to promote cycling in the borough.

5.9.6 The TPC will promote events being held during Bike Week. The TPC will register with Bike Week as an event organiser. Once registered, the TPC will be able to download Bike Week promotional material and access event organiser guides.

5.9.7 The TPC will promote the annual Bike Week to all Site users via TfL publicity documents, the welcome pack and the travel notice board.

Ealing Women on Wheels ('WOW')

5.9.8 LBE has launched a campaign to encourage more women to cycle as part of its new WOW campaign. The campaign features women who live and work in the borough who love to cycle. Activities include women-only cycle rides, cycle maintenance classes, free cycle training, social rides and free bike health checks across the borough.

5.10 Promotion of Sustainable and Healthy Travel

5.10.1 The Travel Plan Co-ordinator should make residents aware of contact telephone numbers and websites which provide information on access to the Site by non-car modes of travel. The main relevant websites are listed below:

- www.tfl.gov.uk: offerings information on travel choices and public transport journey planning;
- www.traveline.org.uk: national travel helpline to provide up to date public transport information; and
- www.networkrail.co.uk: provides the full mainline rail timetable and will provide journey times and will plan your mainline rail journey from origin to destination;
- www.thetrainline.com: permits rail tickets to be purchased over the internet;
- www.liftshare.com: free car-sharing and transport information service. The online matching service to find travel companions;
- www.travelwise.org.uk: background information on the content and operation of Travel Plans and safe travel to school;
- www.cyclecityguides.co.uk: this site hosts a cycle map database, which will enable residents to find cycle maps available for the chosen area.

5.11 Reducing the Need to Travel

Broadband Provision

5.11.1 All residential units will be provided with the appropriate infrastructure for enabling a broadband connection. This will ensure that residents have the option of working from home where appropriate.

Home Shopping Delivery

5.11.2 The TPC will promote home shopping delivery in order to reduce the number of vehicular trips made by users of the Site. This will also ensure that residents who are less mobile, or require large items, are able to have these delivered without relying on use of a private vehicle. The Delivery and Servicing Plan that accompanies this TP sets out the proposed management strategy for accommodating deliveries at the Site.

5.12 Summary

5.12.1 The measures outlined above are provided in order to encourage modal shift towards walking, cycling and public transport use through providing appropriate and attractive infrastructure, information provision and initiative promotion.

6. MONITORING STRATEGY

6.1 General

- 6.1.1 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 a continually evolving process.
- 6.1.2 Regular monitoring and reviewing 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.

6.2 Targets

- 6.2.1 The success of the TP will be determined by whether it succeeds in meeting its stated targets. The predicted modal split has been extracted from the 2011 Census Method of Travel to Work Data, and has been discussed in **Section 4**. Targets will be updated following the baseline travel survey detailed below.

6.3 Monitoring

- 6.3.1 For the TP to be fully successful, its effects need to be recorded and assessed over time. The Client has agreed to pay the monitoring fee contributions required by LBE to cover officer time spent reviewing monitoring reports.
- 6.3.2 A methodology for the monitoring of the TP is detailed below.
- 6.3.3 The approach is in accordance with the TfL Travel Planning Guidance 2013 which states that:

'A clear monitoring programme should be provided detailing what and how frequently surveys will be undertaken (usually a baseline survey, and at years one, three and five), who will be responsible and how this information will be reported.'

Baseline Travel Survey

- 6.3.4 Monitoring surveys will be undertaken within three months of 50% of the residential units being occupied using either a face-to-face or online travel survey. This will be the responsibility of the TPC.
- 6.3.5 The format, timing and results of the survey will be agreed in advance and reported to the LBE Travel Planning officers.
- 6.3.6 The surveys will be analysed in order to establish the effectiveness of the TP in achieving the aims and targets stated within it and will be used to identify any required modifications.

6.4 Frequency & Reporting

Repeat Surveys

- 6.4.1 As emphasised previously, TP monitoring is an important process to check that the TP is effective and progressing. Sufficient time and resources will be allocated to carry out the necessary surveys and the Client commits to arranging the monitoring surveys as and when necessary. The baseline survey will be conducted within three months of full occupation of the Site.

- 6.4.2 Further monitoring will take place in years 3 and 5 after the year 1 baseline in order to assess changes in accordance with TfL methodology. Further monitoring surveys will take place in the same month as the year 1 monitoring in order to ensure consistency.
- 6.4.3 The results of these TP monitoring surveys will be submitted to LBE through reports for review. These results will be submitted immediately following analysis of the data for each survey period.
- 6.4.4 It is noted that surveys can be undertaken using the iTRACE or TRICS methods, outlined below, TRICS surveys are usually appropriate for larger and more complex sites where the borough considers that the absolute numbers of vehicles coming onto site may be as important as the mode split. All developments for which a full TP is required should have a TRICS compliant monitoring survey, and TfL recommend that all other TPs should have iTRACE compliant surveys. The type of survey should be agreed at planning and will be specified in the Section 106 or planning condition.

iTRACE

- 6.4.5 iTRACE is an online tool, supported by TfL, which contains a range of online tools and standardised reports covering a range of topics from project management to performance monitoring. iTRACE compliance means that the following activities must be undertaken as part of the TP:
- An iTRACE compliant baseline survey (usually within six months of first occupation or at 75% occupancy if end user is unknown, whichever is sooner) to establish the baseline modal split. For developments where the end occupier is known at application stage, iTRACE compliant surveys should be undertaken where possible (eg where a workforce from the same company exists at a different site) to inform the travel plan to be submitted as part of the planning application;
 - Periodic (one, three and five years post implementation) iTRACE compliant monitoring surveys. This enables modal shift to be identified;
 - An organisation may wish to develop its own tailored questionnaire to meet the specific requirements of its site. This is acceptable as long as main mode data is collected. The main mode of travel is the mode that the respondent uses for the longest distance on any journey leg. So, while respondents may be asked to provide information for all legs of their journey, and to record time spent travelling on each leg, this is not a prerequisite to ensure compliance;
 - The answers to the main mode question should be used to identify the mode split for the site;
 - Other data collected might include:
 - Personal information such as home postcode, job type, nature of work and working hours
 - Reasons for choice of travel mode and barriers to travel by sustainable modes
 - Attitudinal information about measures which are likely to encourage a switch to sustainable alternatives
 - The amount of business travel undertaken during the working day and opportunities for switching to alternatives
 - Surveys should ideally be undertaken at a similar time each year and in a 'neutral' month, avoiding school holidays
- 6.4.6 Surveys may be undertaken online or via hardcopy and organisations should aim to achieve a response rate of at least 30% to provide assurance to the local authority that the same is representative.

TRICS

- 6.4.7 TRICS is the national standard system of trip generation and analysis in the UK and Ireland and contains over 6,500 directional transport surveys at over 110 types of development. It is recommended by TfL as the standard method of measuring the likely trips generated by new developments.
- 6.4.8 Inclusion of travel plan monitoring information in TRICS will enable future transport assessments to incorporate more accurate predictions. This may clarify the impact that a travel plan will have on trip generation when introduced as part of a development proposal, such as the influence of the specific travel plan measures on mode shift.

6.5 Enforcement

- 6.5.1 The TP will be secured via a S106 Agreement or planning condition for the Proposed Development. The TPC will monitor the success of the TP through the results of the TP monitoring surveys. In the case of the TP not meeting the modal shift targets set out in Section 4, the TPC will adopt further measures for increasing sustainable and active travel to work.

7. ACTION PLAN

7.1 General

7.1.1 This section draws together the proposals for 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 come forward and how measures will be prioritised. Details of those responsible for each action and when they are due are also provided.

7.2 Funding

7.2.1 Sufficient budget and funding streams have been identified to carry out the measures in this TP, including the TPC post and monitoring programme. This will be fully funded by the Client.

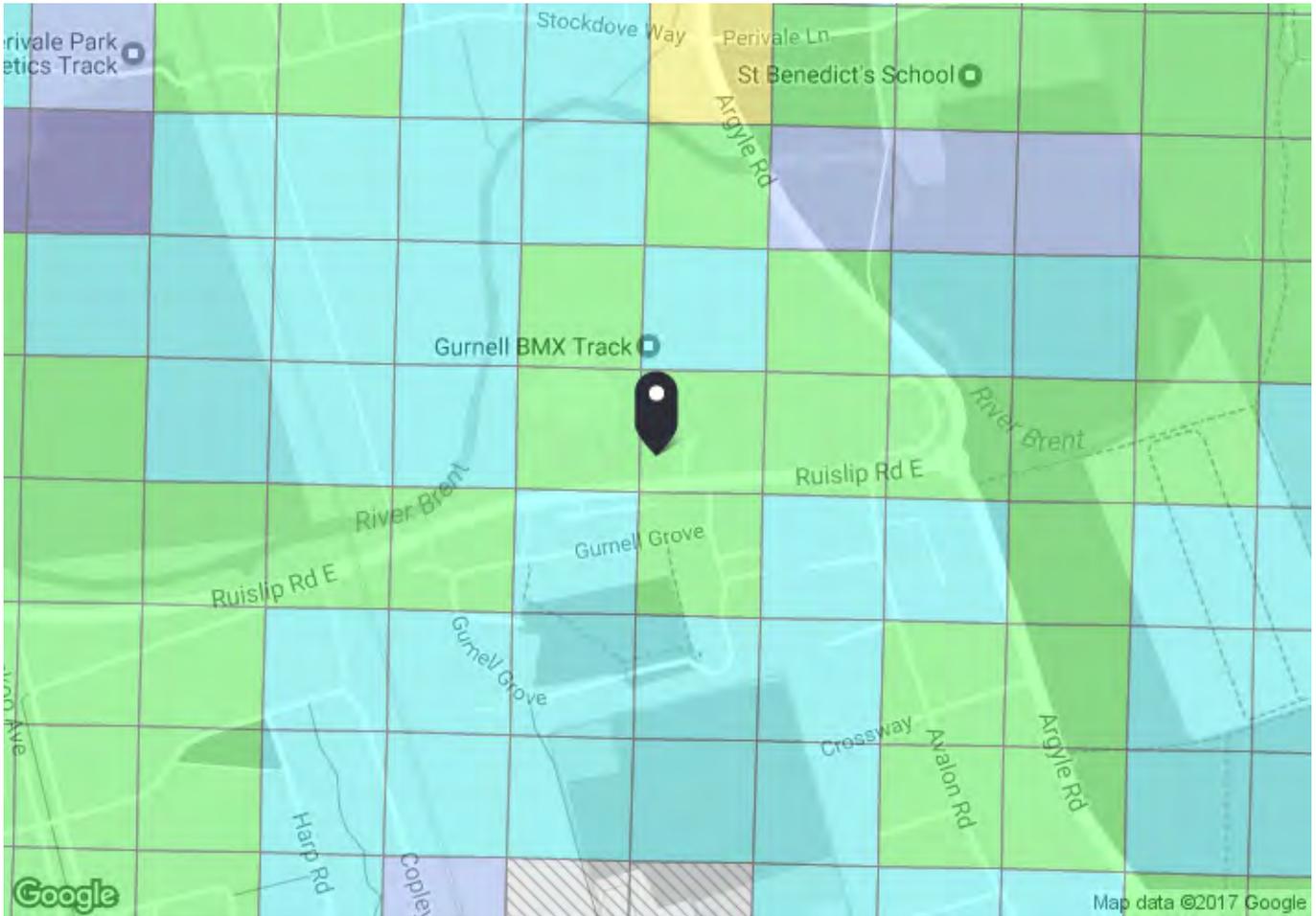
7.2.2 The Action Plan for the residential parts of the Site is detailed in **Table 5**.

Table 5. Action Plan - Residential Element of Site

ACTION REF.	MODE	MEASURE	TASK	WHEN	BY WHOM
R1	All	Travel Plan Co-ordinator	Identify and appoint a Travel Plan Co-ordinator for the residential element of the Site to carry forward all tasks within the Action Plan.	Pre-occupation	Client
R2	All	Welcome Pack	Collate travel information (cycle maps, timetables, routes and fares etc.) for all sustainable modes of transport and put into a welcome pack for all new residents.	Pre-occupation	TPC
R3	Cycling	Cycle Parking Provision	Provide long-stay cycle parking for residents.	Pre-occupation	Client
R4	Car	Car Share Scheme	Promote existing car club and car share schemes to residents.	Upon occupation	TPC
R5	All	Notice Board	Provide and install a travel notice board in a visible area of the residential building.	Upon occupation	TPC
R6	All	Travel Events	TPC to arrange promotion of annual travel events including Bike Week, Walk to Work and TfL Commuter Challenge.	Upon occupation and annually thereafter.	TPC
R7	All	Baseline Monitoring and TP update	Undertake monitoring over a period of five years.	Within 3 months of 50% of the residential dwellings becoming occupied.	TPC

8. SUMMARY

- 8.1.1 This document has been prepared by SYSTRA on behalf of BE:HERE EALING LIMITED (“the Applicant”) in support of a Full Planning Application for the demolition of the existing Gurnell Leisure Centre (“the Application Site”) and the construction of a new leisure centre alongside enabling residential uses.
- 8.1.2 The Proposed Development comprises the “demolition of all existing buildings and re-provision of leisure centre, car and coach parking, BMX track and skate park, alongside enhancements and access to the existing park; and the erection of up to 510 sqm retail floorspace (Class A1-A3) and 615 residential units, with associated landscaping, playspace, cycle and car parking, refuse storage, access and servicing.”
- 8.1.3 This Framework Travel Plan covers the residential elements of the Site, and aims to demonstrate the commitment to creating a sustainable development in Ealing which promotes the use of walking, cycling and public transport. The measures contained in the TP should remain implemented at all times.
- 8.1.4 The TP has been prepared in accordance with national, regional and local policies by seeking to ensure sustainable transport to and from the Site is possible.
- 8.1.5 Targets have been set for each mode of transport based on the predicted modal split of the Site. The actual baseline mode share will be determined following travel surveys that will take place within three months of 50% of the residential units becoming occupied. The targets will need to be revised in light of these surveys and agreed with the LBE Travel Planning Team.
- 8.1.6 A package of measures has been developed to ensure the targets can be met. The measures will include travel information to be included in a resident welcome pack, cycle parking, regular promotion of sustainable travel options and events via newsletter and a travel noticeboard, and a Travel Plan Co-ordinator.
- 8.1.7 The TP’s progress will be monitored in accordance with LBE requirements.



PTAL output for Base Year

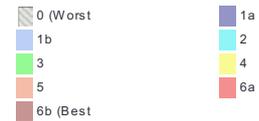
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31 Ruislip Rd E London W13 0HT UK
Easting 515911 Northing 182422

Grid Cell 90270

Report generated 03/04/2017

Map key - PTAL



Map layers

 PTAL (cell size 100m)

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	20
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

Calculation data

Mode	Stop	Route	Distance (metres)	Frequency(vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	RU SLP RD ESWM POOL	E2	158.31	8	1.98	5.75	7.73	388	1	388
Bus	RU SLP RD ESWM POOL	E9	158.31	5	1.98	8	9.98	301	0.5	15
Bus	RU SLP RD ESWM POOL	E5	158.31	5	1.98	8	9.98	301	0.5	15
Bus	RU SLP RD ESWM POOL	E10	158.31	4	1.98	9.5	11.48	261	0.5	131
Bus	RU SLP RD ESWM POOL	E7	158.31	5	1.98	8	9.98	301	0.5	15
Bus	ARGYLE RD RU SLP R EAST	297	388.47	6	4.86	7	11.86	253	0.5	127
Total Grid Cell AI:										10.96

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