

SITE A WILLOW WAY, SYDENHAM

FRAMEWORK EMPLOYMENT TRAVEL PLAN

PROJECT NO. 22/089 DOC NO. TP02

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1 INTRODUCTION

1.1 APPOINTMENT

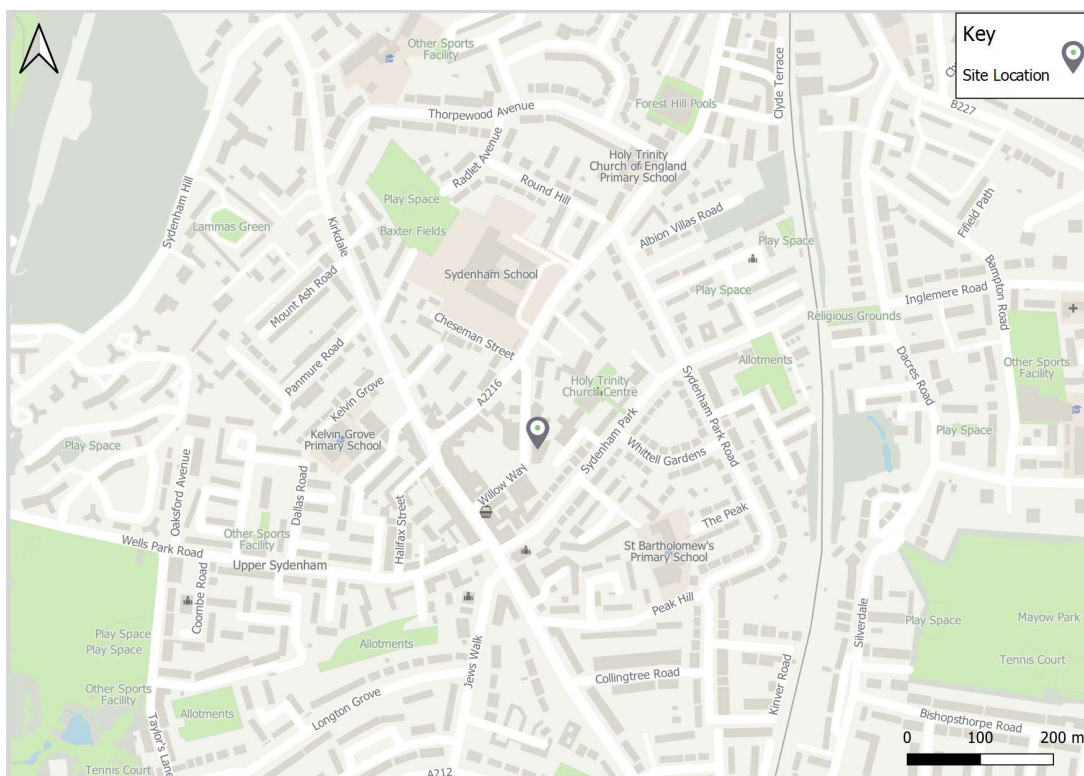
- 1.1.1 Velocity Transport Planning (VTP) has been commissioned by Kitewood Estates Ltd. (the Applicant) to prepare a Framework Employment Travel Plan (FETP) in support of a Full Planning Application for the redevelopment of an existing employment site at 21-57 Willow Way, SE26 4QP (the Site), within the London Borough of Lewisham (LBL).
- 1.1.2 The Proposed Development comprises the demolition of existing buildings and redevelopment to provide employment floorspace (Use classes E(g)(i)(ii)(iii)) and residential dwellings including affordable housing and amenity space.
- 1.1.3 This FCTP should be read in conjunction with the Transport Assessment (TA) and Framework Residential Travel Plan (FRTTP), also submitted as part of the planning application.

1.2 SITE LOCATION

- 1.2.1 The Site is located off Willow Way in Sydenham, South London. Willow Way is approximately equidistant from Forest Hill Train Station and Sydenham Train Station, approximately 0.6 miles from the Site.
- 1.2.2 The existing site comprises three businesses currently operating, including a vehicle repair / garage, storage / warehouse catering business and a drinks machine repair / servicing business. The sites contain a mix of single storey and double storey buildings with areas of hardstanding, parking, yard areas and shipping containers interspersed between the buildings.
- 1.2.3 The Site is bounded by Willow Way to the west, residential developments to the north and south, and William Wood House Care Home to the east.
- 1.2.4 **Figure 1-1** shows the location of the Site and its local surroundings.



Figure 1-1: Site Location Plan



1.3 PROPOSED DEVELOPMENT

1.3.1 A full planning application is being submitted for the following:

Demolition of existing buildings and redevelopment to provide employment floorspace (Use classes E(g)(i)(ii)(iii)) and residential dwellings including affordable housing and amenity space.

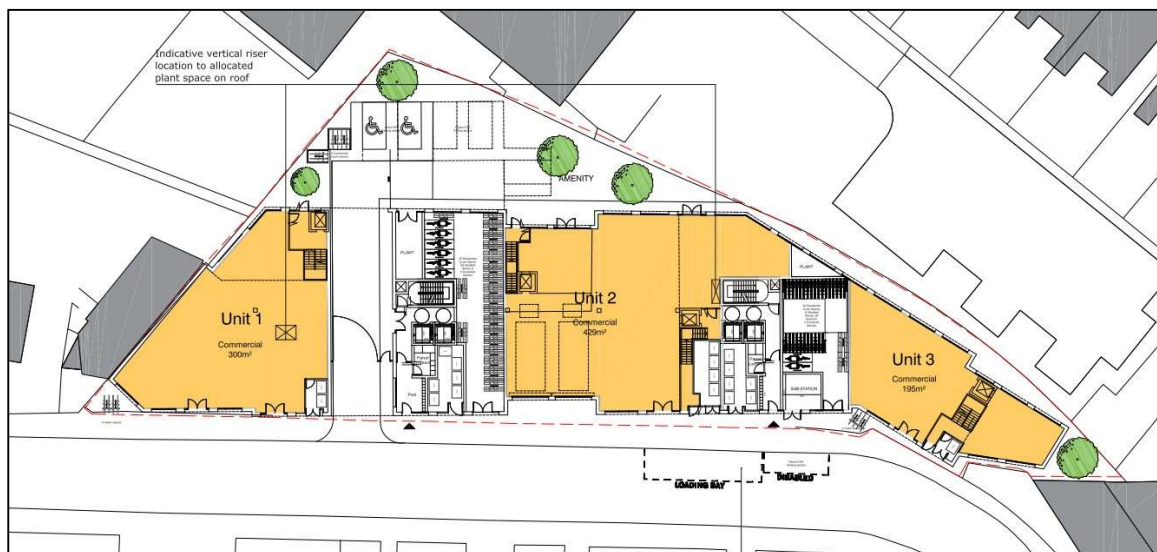
1.3.2 Details of the Proposed Development relevant to this TP are summarised in **Table 1-1**.

Table 1-1: Proposed Development Accommodation Schedule

LAND USE	UNIT	FLOOR SPACE (GIA) / UNITS
B2	Site A	1,401 sqm
	Total	1,401 sqm

1.3.1 The ground floor plan is illustrated in **Figure 1-2**.

Figure 1-2: Proposed Ground Floor Layout



1.4 OVERVIEW

- 1.4.1 Travel Plans assist with managing the travel demands and impacts of new developments. Transport for London (TfL) defines a Travel Plan as *"a long term management strategy which encourages sustainable travel for new and existing developments. It sets out transport impacts, establishes targets and identifies a package of measures to encourage sustainable travel."*
- 1.4.2 A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design, and proximity to facilities create the conditions to make sustainable travel a preferred choice, communicating these opportunities to occupiers is critical to the success of the Travel Plan.
- 1.4.3 This FCTP sets out a series of objectives, targets and measures, and is intended to establish the overarching mechanisms to manage the Travel Plan and monitor its effectiveness for influencing travel choices in accordance with the agreed targets.
- 1.4.4 A Travel Plan Co-ordinator (TPC) will be appointed prior to occupation to implement the Travel Plan. Given that separate Travel Plans will be developed for the residential and employment occupiers, the TPC will be responsible for co-ordinating the operation and management of each Travel Plan, with tenant representatives being responsible for their individualised occupier Travel Plan on a day-to-day basis. The TPC will report periodically to the LBL Travel Plan officers.
- 1.4.5 It is anticipated that a planning condition will be imposed requiring the monitoring of this Travel Plan Statement. The Travel Plan and TPC will initially be funded by the developer.
- 1.4.6 This Travel Plan has been produced in accordance with current Department for Transport (DfT) and TfL Travel Plan guidance, including:
- ◉ National Planning Policy Framework (NPPF);
 - ◉ Regional Policy, namely the London Plan and Mayor's Transport Strategy; and
 - ◉ Local Policy, including the Lewisham Core Strategy 2011.

- 1.4.7 In November 2013, TfL published guidance on travel plans, entitled “Travel Planning for New Development in London”. The guidance notes that the type of Travel Plan required should be considered in the context of a range of circumstances. Relevant thresholds are set out in **Table 1-2** which identify the type of Travel Plan that is required.

Table 1-2: Travel Plan Thresholds

LAND USE	TRAVEL PLAN STATEMENT	FULL TRAVEL PLAN
B2 (Industrial)	More than 20 staff but less than 2,500sqm	Equal or more than 2,500sqm

- 1.4.8 On this basis, a Travel Plan Statement has been prepared. On Travel Plan Statements, the guidance states:
- “It may not be appropriate to set specific targets within these plans. However, a set of positive measures promoting sustainable transport should be included, together with an action plan for their implementation.”*



2 BASELINE CONDITIONS & SITE ACCESSIBILITY

- 2.1.1 This section provides information on the Site's existing connectivity to the local transport network before and after the Proposed Development becomes operational.

2.2 WALKING

- 2.2.1 Willow Way features footpaths on both sides throughout the majority of the road, which, while showing signs of wear in some places, are considered to be in a good condition generally. On-street parking by vehicles throughout Willow Way, and bollards designed to control on-street parking, reduce the footway width however, which may hinder pedestrian movement. Vehicle crossovers generally feature dropped kerbs, but tactile paving is not present along Willow Way except for at the junction with the A2216 Dartmouth Road, which also features a raised table crossing.
- 2.2.2 The A2216 Dartmouth Road has high-quality footpaths along both sides of the carriageway, and a pelican crossing near the junction with Willow Way to facilitate movement. Crossovers generally have tactile paving and dropped kerbs in the vicinity of the Site, and there is a continuous footpath across the entrance to Sandown Court.

2.3 CYCLING

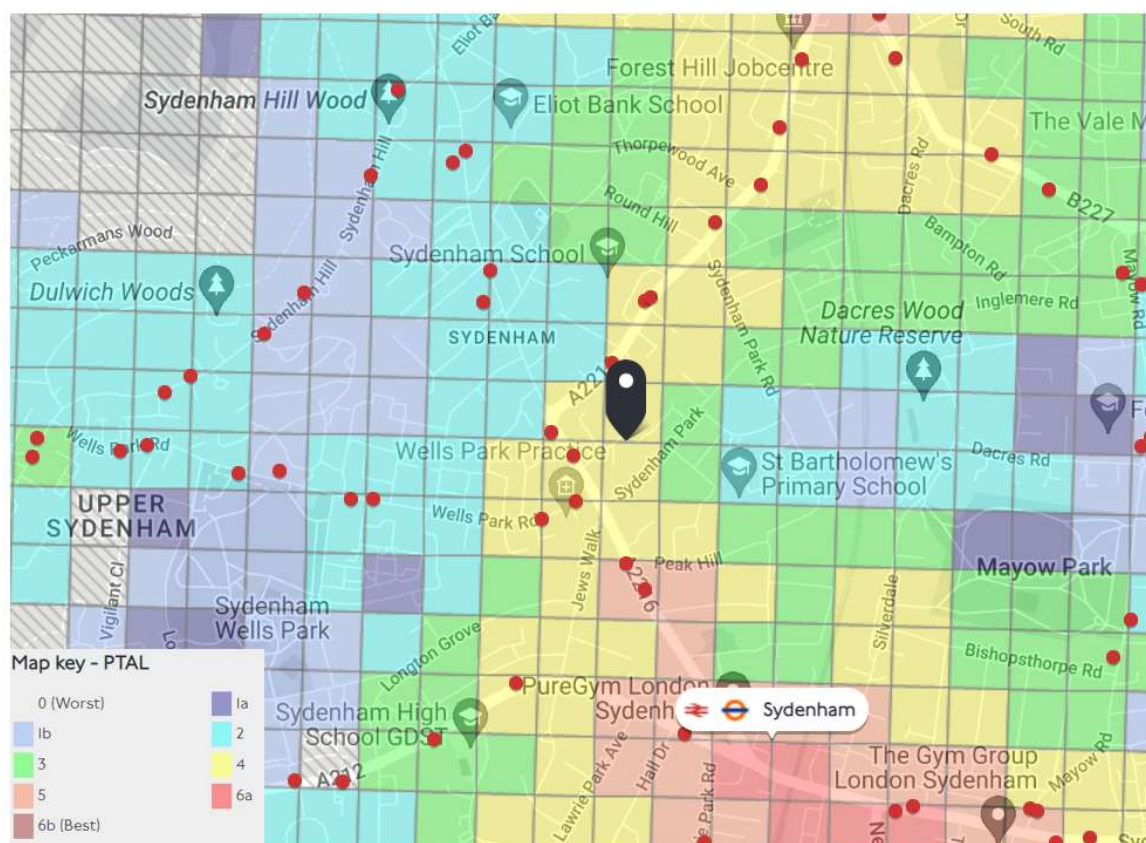
- 2.3.1 Cycling has the potential to substitute for short car trips, particularly those less than five kilometres in length, however, many people will cycle longer distances.
- 2.3.2 There is no cycle infrastructure along Willow Way or the A2216 Dartmouth Road, although the 20mph speed limits in the vicinity of the Site provide for a reasonably attractive environment for cyclists. The site is also within proximity to a number of strategic cycle networks.

2.4 PUBLIC TRANSPORT ACCESSIBILITY LEVEL

- 2.4.1 Public Transport Accessibility Level (PTAL) is used to assess the connectivity of a site to the public transport network in consideration of the access time and frequency of services. It considers rail stations within a 12-minute walk (960m) of the site and bus stops within an eight-minute walk (640m) and is undertaken using the AM peak hour operating patterns of public transport services. An Access Index (AI) score is calculated that is used to define a PTAL score.
- 2.4.2 TfL's online WebCAT tool shows the site is located in an area with a PTAL of 4, which indicates that the site has a good level of public transport accessibility. The WebCAT PTAL output is summarised in **Figure 2-1**.



Figure 2-1: Site PTAL Map



2.5 BUS ACCESS

- 2.5.1 The nearest bus station, Sydenham School (Stop P) is located approximately 100m from the Site on Dartmouth Road, whilst the nearest bus stop servicing southbound routes is Stop K, approximately 160m from the Site on Dartmouth Road.
- 2.5.2 There are also bus stops on Kirkdale, with Stop R (190m from the Site) providing southbound services and Stop E (240m) providing northbound services.
- 2.5.3 Stops A and X on Wells Park Road (240m and 300m from the Site) also provide access to additional services.
- 2.5.4 A summary of the available bus services is shown in **Table 2-1**.

Table 2-1: Local Bus Service Frequency

SERVICE	BUS STOP	ROUTE	AM PEAK FREQUENCY	PM PEAK FREQUENCY
122		Plumstead Road/Station – Crystal Palace	5	5
176	Sydenham School (Stops P and K)	Penge/Pawleyne Arms – Tottenham Court Road	6	6
197		Peckham bus Station – Croydon Town Centre	6	6
356	The Woodman (Stops E and R)	Sydenham Hill – Shirley	3	3
202	Churchley Road (Stops A and X)	Blackheath – Crystal Palace Parade	5	5
Total			25	25



- 2.5.5 The table shows that there are 25 buses per peak hour within proximity of the site across 5 different services. The range of services provide journeys to multiple London destinations both within inner and outer London.

2.6 LONDON UNDERGROUND

- 2.6.1 The site is not located within close proximity of any London Underground station.

2.7 RAIL NETWORK

- 2.7.1 The site is located within a 15-minute walking distance of two rail stations, Forest Hill and Sydenham, which provides access to the Overground and Southern rail services.
- 2.7.2 Southern rail provides services to destinations including East Croydon, Caterham and Central London. The overground provides services to several destinations within south London and wider London.
- 2.7.3 The nearest rail stations to the site and their service provision are summarised within **Table 2-2**.

Table 2-2: Rail Service Frequency

STATION	SERVICE	DESTINATION	PEAK HOUR FREQUENCY (SERVICES PER HOUR)	
			AM	PM
Sydenham / Forest Hill	London Overground	Highbury and Islington	6	6
		Crystal Palace	4	4
		West Croydon	4	4
	Southern	London Bridge	2	2
		London Victoria	2	2
	Total		18	18

- 2.7.4 As shown in **Table 2-2**, the local rail stations provide around 18 rail services in the AM and PM peak hours.

2.8 ACCESS TO LOCAL FACILITIES AND AMENITIES

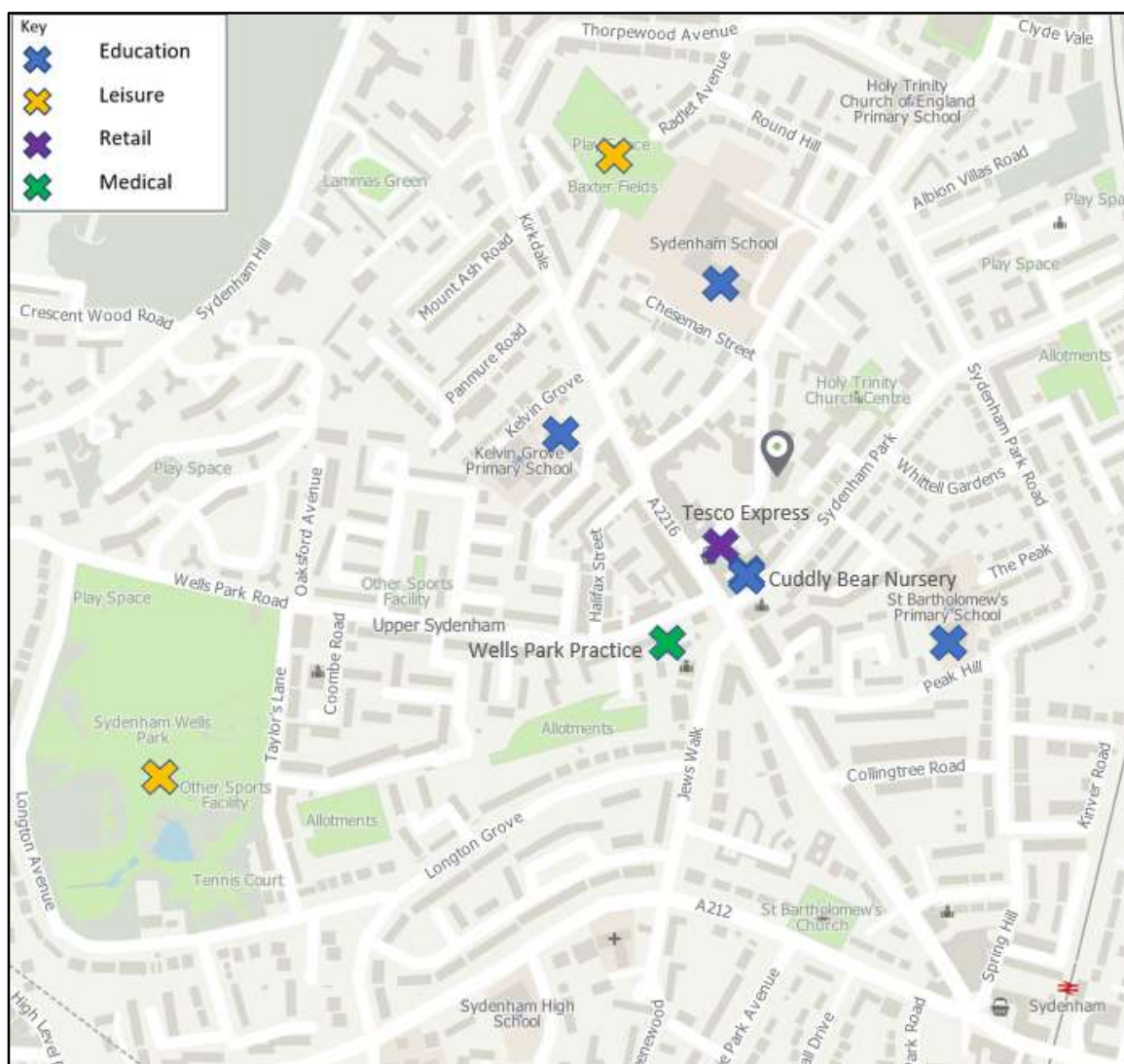
- 2.8.1 Future employees based at the Site are likely to undertake journeys for leisure and shopping purposes, and various local amenities are available within proximity of Willow Way. **Table 2-3** outlines the distances to key destinations by foot, and **Figure 2-2** illustrates their location.

Table 2-3: Local Facilities

FACILITY / DESTINATION	TRIP PURPOSE	WALK DISTANCE	WALK TIME (MINUTES)
Wells Park Practice	Health	160m	2
Forest Hill Post Office	Retail	960m	12
Tesco Express / ATM	Retail	100m	1
Sydenham Wells Park	Leisure	800m	10
Baxter Field	Leisure	650m	7
Pure Gym	Leisure	650m	8



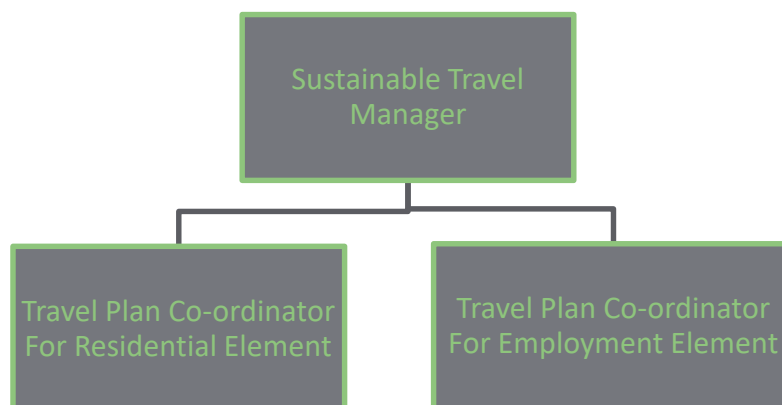
Figure 2-2: Location of Local Facilities



3 TRAVEL PLAN STRATEGY

3.1 MANAGEMENT

3.1.1 The structure of how the Travel Plan will be managed is set out below:



3.2 SUSTAINABLE TRAVEL MANAGER

3.2.1 A Sustainable Travel Manager (STM) will be appointed to take responsibility for the Site-wide management of the plan and for ensuring its delivery. The Sustainable Travel Manager role for the site will be fulfilled by an appointed consultant or the developer. It will be the responsibility of the developer to ensure that a Sustainable Travel Manager is appointed prior to the first occupation of the site. The roles and responsibilities of the STM are set out below:

- ⦿ Ensuring the structures for the ongoing management of the plan are set up and running effectively;
- ⦿ Liaising with public transport operators and other service providers, such as the car club operator;
- ⦿ Overseeing the monitoring and reporting of the Travel Plan, including liaising with the Local Authority where appropriate; and
- ⦿ Administration of the Travel Plan, involving the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties are ongoing throughout the Travel Plan.

3.3 TRAVEL PLAN CO-ORDINATORS

3.3.1 To ensure that there is Site-wide adoption of the Travel Plan, the STM will be assisted in delivering the measures by Travel Plan Co-ordinators (TPCs). The STM will facilitate the appointment of TPCs for residential and employment site elements and work with the appointed TPCs to promote the respective Travel Plans. The TPC's role will involve:

- ⦿ Giving a 'human face' to the Travel Plan, explaining its purpose and the opportunities on offer. This may include offering personalised journey planning advice and providing advice on transport-related subjects to staff and visitors;
- ⦿ On-site co-ordination of data collection for the plan;
- ⦿ Helping establish and promoting the individual measures in the plan;
- ⦿ Providing on-site support to the STM, as required; and

- ⦿ Implementing any additional measures.

3.4 MARKETING

- 3.4.1 It is recognised that a marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan. The strategy will also help to disseminate travel information and information regarding the facilities provided.
- 3.4.2 Staff will be made aware of the Travel Plan, including its purpose and objectives, along with specific measures. Marketing will be undertaken between the point of sale and first occupation of each dwelling.

3.5 SECURING THE TRAVEL PLAN AND FUNDING

- 3.5.1 The Travel Plan will be secured by a planning condition or through the s106 legal agreement.
- 3.5.2 Funding for the implementation of the Travel Plan is to be secured by the developer. The costs will relate to the implementation of measures outlined within the Travel Plan and also for any surveys and monitoring.

3.6 MONITORING

- 3.6.1 It is not expected that significant monitoring will be required at the development, considering the scheme is 'car-free, and its design and on-site infrastructure will encourage and embed sustainable travel patterns.
- 3.6.2 The development will be car-free. The monitoring of the Blue Badge parking spaces will be undertaken by estate management.



4 TRAVEL PLAN OBJECTIVES AND TARGETS

4.1 OBJECTIVES

4.1.1 The objectives and principles for the Workplace Travel Statement are as follows:

- ⦿ To raise employees' awareness of sustainable modes of travel available for accessing the development;
- ⦿ To raise employees' awareness of the health and fitness benefits of walking and cycling for short journeys; and
- ⦿ To facilitate and encourage travel by sustainable modes.

4.2 TARGETS

4.2.1 Targets are tailored to deliver the objectives of the Travel Plan and must be Specific; Measurable; Achievable; Realistic; and Timed (SMART).

4.2.2 Two types of targets are considered. 'Action' type targets are physical actions that can be achieved by a set date, for example, appointing a Travel Plan Co-ordinator (TPC), whilst 'Aim' type targets are those which relate to outcomes achieved through the implementation of measures, for example, achieving a change in mode split compared to a baseline. It is proposed to set both 'Action' type targets and 'Aim' type targets.

ACTION TARGET

4.2.3 The following Action targets are proposed:

- ⦿ Raise employees' awareness of sustainable travel opportunities and their benefits at first occupation of each unit and in particular:
 - How to contact the Travel Plan Co-ordinator;
 - The available bus services;
 - The underground and rail services available;
 - The range of local facilities and amenities which are within walking distance and the health benefits of travel by foot; and
 - The cycle parking facilities provided for staff and the health benefits of cycling.
- ⦿ Provide cycle parking

4.2.4 Achieving this specific and timed target will be measured by the implementation of marketing and awareness-raising measures which will be reported to the Local Planning Authority. This target links directly to all three objectives of this Employment Travel Plan.

AIM TARGET

4.2.5 Through the implementation of the Proposed Development, the scheme is expected to achieve the aim set out within the Mayor's Transport Strategy for 80 per cent of all trips in London to be made on foot, by cycle or using public transport by 2041 from initial occupation. Indeed, the forecast travel demand would exceed this, and the following Aim type target are proposed:



"For 90 per cent of all trips to be made on foot, by cycle or using public transport."

4.3 MEASURES

- 4.3.1 This section outlines the measures which will be implemented on-site in order to achieve the objectives. These measures form the core of the Employment Travel Plan, and are set out below:

HARD MEASURES

CYCLE PARKING PROVISION

- 4.3.2 It is proposed to provide six long-stay cycle parking spaces for employees located in a secure shelter in the rear car park of the Site.

CAR PARKING PROVISION

- 4.3.3 The development would be 'car-free' for the employment uses in line with the London Plan (March 2021).

KEY SERVICES & FACILITIES

- 4.3.4 A number of key services and facilities to complement the location and physical design of the site will also be implemented to further encourage the use of sustainable transport modes. Details of each of the proposed key services are set out in turn below.

PERSONALISED JOURNEY PLANNING

- 4.3.5 The TPC will be available to provide personalised travel planning advice to employees of the development. The TPC will be able to identify routes to public transport services for employees.
- 4.3.6 The personalised journey planning service detailed above will also accommodate the specific journey planning requirements of mobility-impaired persons working within the site.

DELIVERIES

- 4.3.7 Sustainable delivery initiatives will be pursued where reasonably practicable. Such initiatives could include the synchronisation of deliveries from common suppliers, therefore, reducing both the number of deliveries to the site whilst simultaneously reducing the economic and environmental costs. This initiative will rest with the individual businesses on the Site but can be encouraged and co-ordinated by the Travel Plan Co-ordinator.

CYCLE TO WORK SCHEME

- 4.3.8 The national Cycle to Work Scheme enabling employees who wish to cycle to work to purchase a bike on a tax-free basis will be promoted to all workplace occupiers for the benefit of their staff.

INTEREST-FREE TICKET LOAN

- 4.3.9 The development's occupiers would be encouraged to provide and promote the availability of employee interest-free loans for the purchase of public transport season tickets. The provision of interest-free season ticket loans will be publicised (where appropriate) within the travel leaflets and internally at each workplace.



SOFT MEASURES

- 4.3.10 The location of the site, its design and its proximity to public transport services within the surrounding area, will create all of the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the Travel Statement. Details of the communication strategy for the site are set out below.

TRAVEL PACK

- 4.3.11 Employees of new workplaces will be provided with a Travel Pack upon first occupation. The key role of the Travel Pack is to raise awareness of sustainable travel opportunities and initiatives available to occupants including:

- **Promotion of local sustainable travel networks**, including:
 - bus services;
 - underground services; and
 - local cycle routes.
- Links to relevant **public transport travel information websites** (such as the TfL journey planner) will be provided.
- **Promotion of local amenities**: The Travel Pack will include the locations of many of the nearby key amenities and will encourage trips by foot.
- **Promotion of the cycle parking**: Making employees aware of the cycle parking which is available to them;
- Promotion of membership to the **London Cycling Campaign (LCC)**: Promote the LCC, which is a cyclist organisation with local groups throughout London. Local LCC groups promote cycling locally, improve conditions for cyclists in their borough and organise leisure rides and social events whilst providing support for cyclists. The benefits on offer to LCC members include discounts at bike shops in London; exclusive cycle theft insurance packages; free third-party insurance for damage or injury up to the value of £1 million; access to local LCC borough groups; and free legal advice. The details of the local LCC group together with membership information will be included in the Employee Travel Pack.
- **Promotion of health benefits associated with alternative modes of transport**: The Travel Pack will provide details of the health benefits associated with walking and cycling regularly;
- **Details of carbon footprinting**: provision of details of the established 'Act on CO₂ carbon calculator' and provision of information to raise awareness of the environmental and cost-saving benefits associated with sustainable travel and reducing car usage;
- **Promotion of key services and facilities**: Full details of the key services and facilities provided by the Travel Plan will be included in the Travel Pack, including:
 - the availability of the personalised journey planning service;
 - the availability of the car club and where to find information about using the service;
 - cycle to work schemes;
 - national cycle to work week; and



- interest-free season ticket loans for employees

- 4.3.12 The Travel Pack also invites those persons wishing to raise specific transport-related matters to discuss them with the TPC for consideration.
- 4.3.13 The Travel Pack will be available in both hard copy and electronically.

NOTICE BOARDS

- 4.3.14 Notice boards providing travel information to employees within the site will be placed in prominent locations.
- 4.3.15 Maps of the immediate local area will be displayed on the notice boards identifying locations of cycle parking, car club bays and public transport service access points. The notice boards will also be used to inform employees of any new travel initiatives or events organised by the STM and TPC.

4.4 MONITORING

- 4.4.1 Considering the development is car-free and is expected to achieve its objectives and targets through the implementation of the physical scheme, it is not expected that mentoring would be necessary. A plan for monitoring will be agreed upon with the planning authority if necessary.



5 ACTION PLAN

5.1.1 The programme for the implementation of the Travel Plan measures is set out in Table 5-1 and sets out tasks, intended implementation dates and responsibilities.

Table 5-1: Action Plan

ACTION	TARGET (VALUES)	TARGET DATE	FUNDING	INDICATOR/MEASURED BY	RESPONSIBILITY
Appointment of STM & TPC	N/A	Prior to occupation	Developer	Appointment of STM & TPC	Developer
Agree Travel Plan objectives, measures and targets	N/A	Prior to occupation	Developer	Agreement being reached with LBL	Developer
Provision of cycle parking secured through planning	As required for each unit	Prior to occupation of relevant unit	Developer	Installation of cycle parking and it being made available for employees use	Developer
Availability of broadband access in units	N/A	Prior to first occupation of each workplace	Developer	Availability of broadband access in units	Developer
Availability of a personalised journey planning service	N/A	Upon occupation	Developer	Availability of a personalised journey planning service	Developer
Dissemination of the Travel Pack to each workplace	One Travel Pack per employee	At first occupation of each workplace	Developer	Dissemination of the Travel Pack to each employee	Developer
Provision and population of Sustainable Travel Information Notice Board	Sustainable Travel Information Notice Board presenting Travel Pack	Prior to first occupation	Developer	Provision and population of Information Notice Board	Developer

