



231 Watford Road, HA1

Framework Travel Plan

July 2021

Waterman Infrastructure & Environment Ltd

Pickfords Wharf, Clink Street, London, SE1 9DG
www.watermangroup.com



Client Name: Fruition Properties
Document Reference: WIE18301.102.R.1.2.1.FTP
Project Number: WIE18301

Quality Assurance – Approval Status

This document has been prepared and checked in accordance with
Waterman Group's IMS (BS EN ISO 9001: 2015, BS EN ISO 14001: 2015 and BS EN ISO 45001:2018)

Issue	Date	Prepared by	Checked by	Approved by
1.1.1	19/07/21	G Hill Graduate Consultant	P Dickens Principal Transport Planner	A Beard Associate Director

Comments

1.1.1		Issue for comment
1.2.1	15/09/2021	Final Issue



Disclaimer

This report has been prepared by Waterman Infrastructure & Environment Limited, with all reasonable skill, care and diligence within the terms of the Contract with the client, incorporation of our General Terms and Condition of Business and taking account of the resources devoted to us by agreement with the client.

We disclaim any responsibility to the client and others in respect of any matters outside the scope of the above.

This report is confidential to the client and we accept no responsibility of whatsoever nature to third parties to whom this report, or any part thereof, is made known. Any such party relies on the report at its own risk.

Contents

1. Introduction	5
General	5
What is a Travel Plan?	5
Why do we have a Travel Plan?	5
Benefits of Travel Plans	5
Aim and Approach	6
2. Baseline Conditions	7
Site Description	7
Walking	7
Cycling	8
Public Transport Accessibility	10
Public Transport Accessibility Level (PTAL) Assessment	10
Public Transport - Bus	10
Public Transport - Rail	11
Vehicular Access	12
3. Existing Travel Patterns	13
Overview	13
4. Objectives and Targets	14
The Focus of the Travel Plan	14
Objectives	14
Overview	14
Proposed Targets	15
5. Travel Plan Initiatives	16
Overview	16
Travel Plan Co-ordinator	16
Travel Plan Measures	16
Monitoring	17
Securing the Travel Plan and Funding	17

1. Introduction

General

- 1.1. Waterman Infrastructure and Environment Ltd ('Waterman') has been commissioned by Fruition Properties ('the Applicant'), to produce a Framework Travel Plan (hereafter referred to as 'TP') which is to be implemented as part of the proposed development of 231 Watford Road, HA1 ('the site').
- 1.2. The Site falls within the jurisdiction of the local planning authority and highway authority of London Borough of Brent ('LBB').
- 1.3. The site is located at the north-west corner of the John Lyon roundabout within the Borough of Brent. The site is bounded by residential housing to the south and west, Formula One Autocentres to the north and the Sudbury Court Drive / Watford Road service road to the east.
- 1.4. The proposed development description comprises the following:

"proposal comprising the demolition of the existing building and the erection of a part three, part four and part five storey building (Use Class C3), car and cycle parking; landscaping, amenity space and play area; and refuse storage and other associated works"

What is a Travel Plan?

- 1.5. A Framework TP is produced when the end occupier of a site is unknown and specific measures and targets cannot be set at the time of producing the report.
- 1.6. A TP is essentially a series of initiatives that are introduced by an organisation to provide people with an enhanced range of transport opportunities. The overriding objective of TPs is to reduce the level of single occupancy car use and encourage use of sustainable transport modes.
- 1.7. Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.
- 1.8. TPs are an important element of the Government's integrated transport strategy and are a means of managing the transport generated by a development or site and implementing initiatives to reduce identified adverse effects of such transportation.

Why do we have a Travel Plan?

- 1.9. While there are a wide range of benefits that can result from the operation of a TP, their implementation is increasingly being required within the planning system as a condition, or requirement, associated with development.

Benefits of Travel Plans

- 1.10. The most easily identifiable benefits of TPs are those that are directly related to reductions in vehicle use; namely proportionally less congestion, noise, air pollution and accidents.
- 1.11. There are a broader range of more intangible benefits that can accrue from the implementation of TP initiatives. Depending on the characteristics of each development, such benefits can include:
 - Energy savings - through removal of fossil fuel use;

- Increased use of public transport – through TP initiatives;
- An improved environment for pedestrians and cycles;
- Cost savings;
- Improved quality of life - through time savings achieved because of less congestion and reduced stress; and
- Improved sense of community as neighbours' car share, get involved in Bicycle Users Groups (BUGs) or parents take initiatives to walk groups of children to school, for example.

Aim and Approach

- 1.12. The principal aim of the TP for the development is to increase the use of walking and cycling, as the majority of trips to the site are likely already via sustainable modes.
- 1.13. The TP is to take into consideration the existing transport conditions relevant to the development and the surrounding environment, and secondly, to propose several measures designed to increase travel awareness and to effectively manage and increase sustainable transport use.
- 1.14. In advance of occupation of the site, the journey destination and mode of transport of residents cannot be determined and therefore, this initial version of the TP is focussed on setting out principles and objectives to future occupiers and introducing key elements such as the Travel Plan Co-ordinator (TPC), thereby providing a framework on which to base future iterations of the TP.
- 1.15. Travel information relating to bus and train services as well as cycle/pedestrian routes will be provided to residents of the site, prior to occupation.

2. Baseline Conditions

Site Description

- 2.1. The Site is located at 231 Watford Road in the LB Brent.
- 2.2. The Site is located to the north-west of the John Lyon Roundabout, accessed via a service road adjacent to the main carriageway. The site is bordered by residential properties to the south and west, Formula One Autocentres to the north and the Sudbury Court Drive / Watford Road service road to the east.

Figure 1: Site Location Plan



Walking


- 2.3. The existing pedestrian facilities in the vicinity of the site are of a generally good standard, with an existing footway running across the frontage of the site on the western side of the Sudbury Court Drive / Watford Road service road. Footways are circa 1.5m in width and are in generally good condition. 
- 2.4. The site is surrounded by a number of essential amenities and facilities considered relevant to the proposed land uses, all within an acceptable walking distance. In support of this, the Chartered Institution of Highways and Transport ('CIHT') published the guidance document 'Planning for Walking' (2015), which sets out the considered desirable thresholds for a pedestrian walking environment.
- 2.5. The document defines a 'walkable neighbourhood' as an area with a number of amenities within 800m walking distance. The document also sets out a desired threshold of 1,600m for walking journeys, although acknowledges people may travel in excess of this as part of commuting trips.
- 2.6. The result of the amenity assessment is provided in [Table 1](#).

Table 1: Amenity Access Review

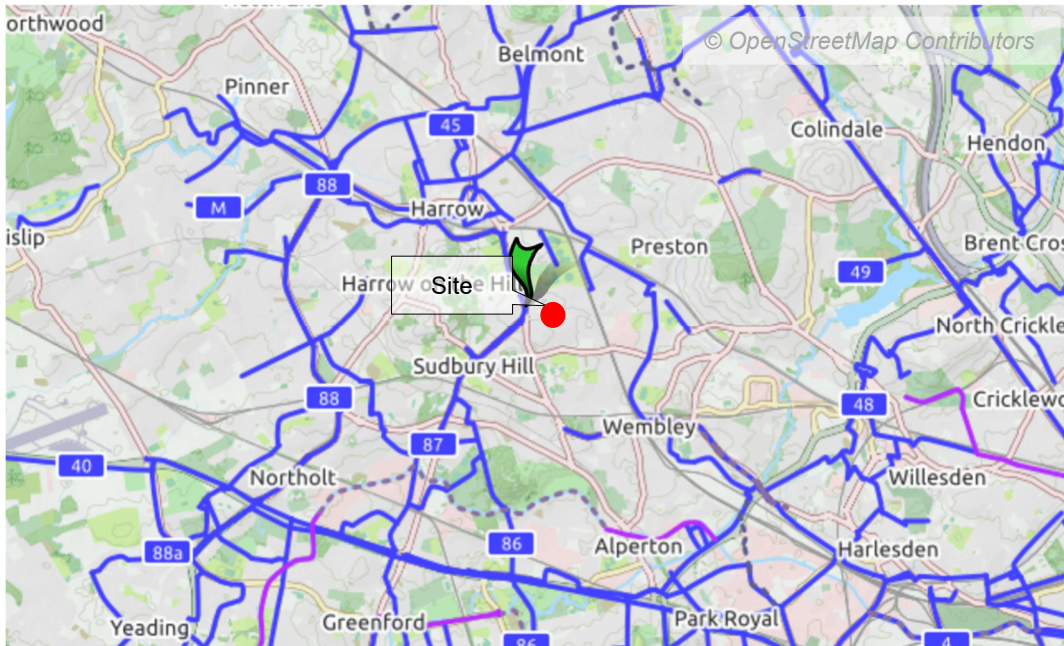
Amenity Requirement	Amenity Present (within 800m)	Summary	Distance from Site
Appropriate food outlet	Yes	Costcutter, Watford Road	160m
Access to cash	Yes	Vineyards Off licence	630m
Access to outdoor open space	Yes	Sudbury Court	480m
Access to recreation facility	Yes	Sudbury Court	480m
Postal facility	Yes	Royal Mail, Watford Road	160m
Community facility	Yes	The Oasis Church	640m
Over Counter Pharmacy	No	Sainsburys, Nash Way	2.1km
Childcare facility or school	No	Byron Court Primary School	950m

- 2.7. Based on the guidance set out above and review of local amenities, the site is well located for pedestrian access and can be considered as a 'walkable neighbourhood'.
- 2.8. The site is within walking distance of a number of key public transport hubs, including the bus stops along Watford Road and Sudbury Court Drive.

Cycling

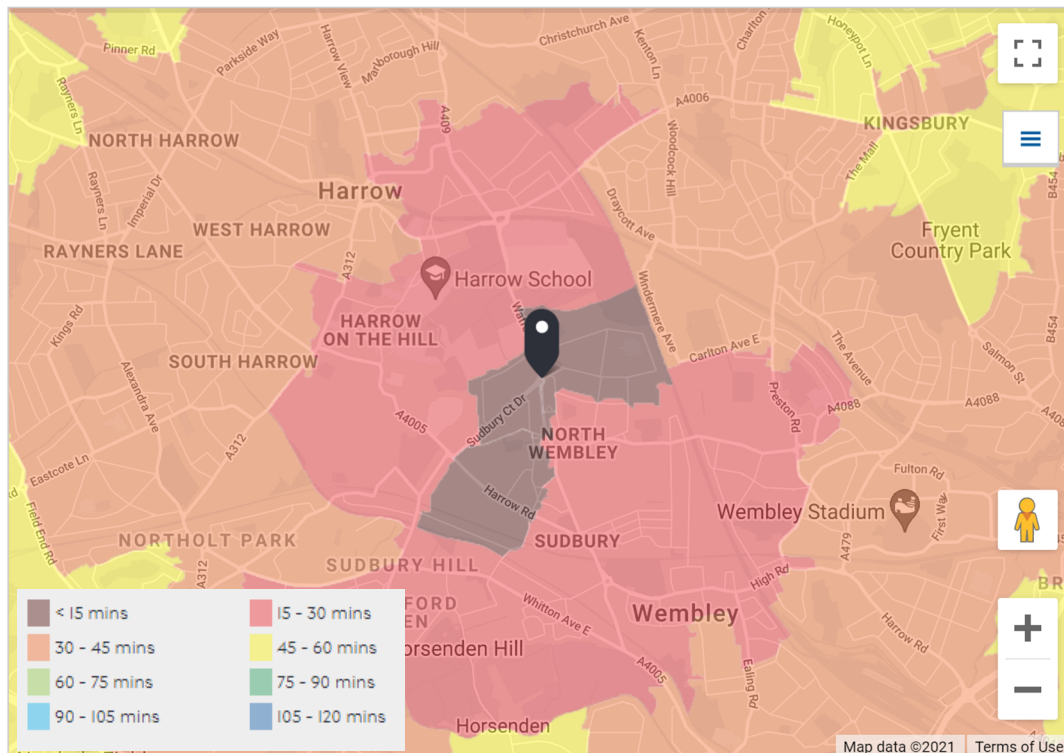
- 2.9. The development proposes to comprise of 80 long stay sheltered cycle parking spaces plus 4 visitor spaces.
- 2.10. With respect to cycling, the Mayor's Transport Strategy (2018) recognises that cycling can act as a viable means of travel for short journeys, particularly those below 5km in length.
- 2.11. The A4127 Sudbury Court Drive and A404 Watford Road are identified as on-road cycle routes in the LB Brent document 'Your Guide to Cycling in Brent'. These routes connect via The Crescent, Carlton Avenue Way and The Fairway to the wider cycle network within Brent, including off-road cycle routes through Northwick Park and for access to South Kenton station. An overview of the cycle routes in the vicinity of the site is presented in Figure 2.

Figure 2: Cycle Route Overview



2.12. To determine the 5km catchment for cycle trips (typically a journey time of circa 15-25 minutes), an extract from the TfL Web-based Connectivity Assessment Toolkit (WebCAT) Time Mapping (TIM) is provided in Figure 3 below.

Figure 3: TIM Cycling Extract

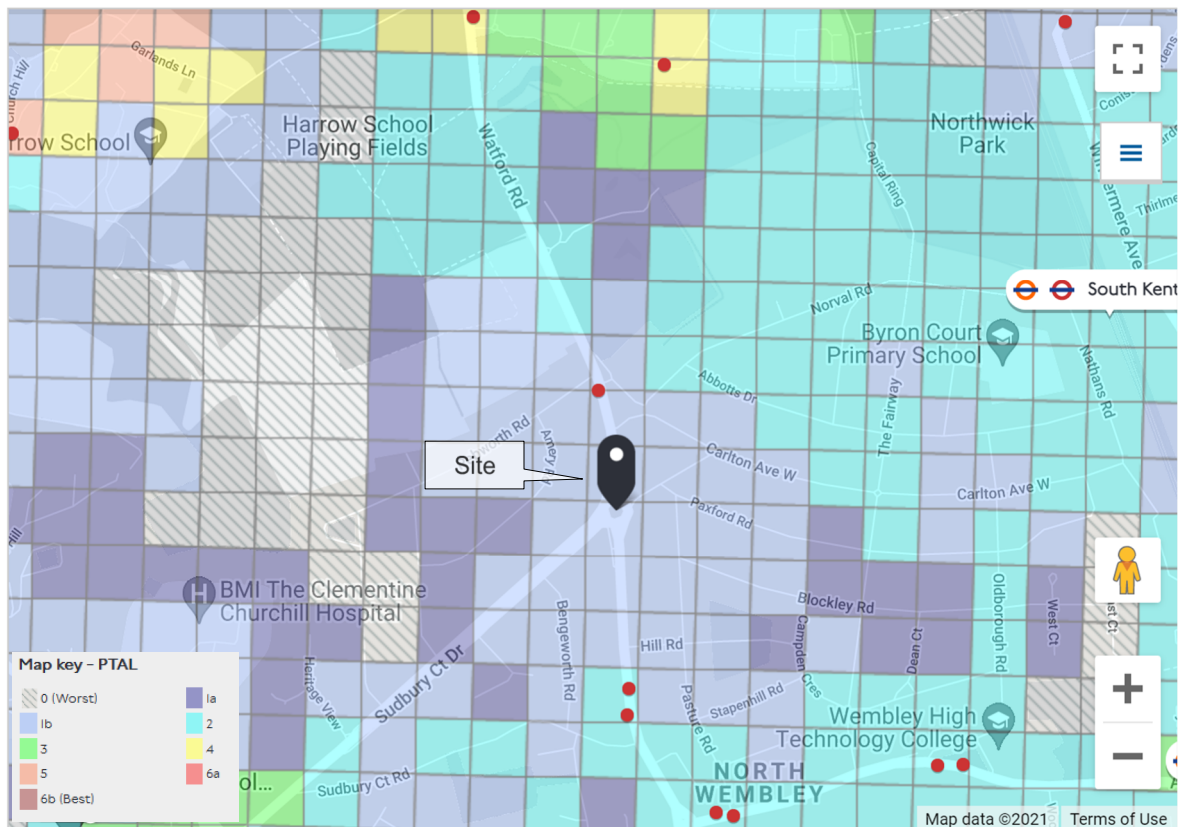


Public Transport Accessibility

Public Transport Accessibility Level (PTAL) Assessment

2.13. Figure 4 below illustrates the PTAL score for the Site and in relation to the surrounding area.

Figure 5: PTAL map



2.14. Transport for London's (TfL) WebCAT mapping service identifies that the Site is located within a PTAL area scoring 1b and within an area of generally low PTAL scores (PTAL 1a to PTAL 2), where a score of PTAL 1 denotes 'very poor' access to public transport and PTAL 6 denotes 'excellent' access relative to Greater London as a whole.

2.15. Notwithstanding its PTAL score of 1b, the Site is well located for access to bus services within a 400m walking distance of the Site and rail services within the maximum desirable 1,600m walking distance.

2.16. The PTAL assessment identifies that the site has a Building Accessibility Index of **4.33** (BREEAM 2018).

Public Transport - Bus

2.17. The CIHT document 'Buses in Urban Development Guidance' (2018) sets out a desired walking distance threshold of 400m from the development to access a bus stop.

- 2.18. Bus services are accessible via bus stops located on Watford Road to the north, within 250m walking distance of the Site, and Court Parade to the south, located within a circa 400m walking distance of the Site.
- 2.19. Both bus stops provide bus shelters, with appropriate seating facilities, signage and travel information. The bus stops are appropriately designed and kept free from street clutter, in line with TfL's 'Accessible Bus Stop Design Guidance' (2017). Level access to all the bus stops can be achieved for mobility impaired users.
- 2.20. A summary of the services available within the vicinity of the site is presented in Table 2.

Table 2: Bus Service Overview - Approximate buses per hour ('bph')

Service	Route	Monday to Saturday (bph)		Sunday (bph)
		Daytime	Night	
182	Bannister Playing Fields – Wembley Central Station – Brent Cross	8	2	3
483	Windmill Lane – Wembley Central Stn – Harrow Bus Stn	5	2	4
N18	Harrow Weald – Kensal Green – Edgware Road – Trafalgar Square	0	7	3

*Frequency presented as approximate number of buses per hour. Daytime comprises services between 7am-7pm.

- 2.21. The site is located within walking distance of North Wembley station, which acts as a significant local transport hub, particularly for bus and rail services, encouraging multi modal travel. Based on the above, the site can be considered highly accessible with regards to bus travel.



Public Transport - Rail

- 2.22. The closest London Underground station to the Site is South Kenton, located approximately **1,100m** walking distance east of the Site. South Kenton serves regular London Underground services (six trains per hour) on the Bakerloo Line and London Overground services (four trains per hour) between London Euston and Watford Junction.
- 2.23. The closest mainline rail station to the Site is Sudbury Hill Harrow, which is located around 1,400m walking distance from the Site. This station falls within the recommended 1,600m threshold for walking trips specified by CIHT. The station is operated by Chiltern Railways and provides access to London Marylebone, High Wycombe, West Ruislip and Stratford Upon Avon. During peak hours, the station provides approximately three trains per hour towards Marylebone and West Ruislip.
- 2.24. The site is also located within comfortable walking distance of:
- North Wembley Underground & Railway Station (1.7km walk);
 - Northwick Park Underground Station (1.7km walk); and
 - Sudbury Hill Underground Station (1.5km walk);
- 2.25. These stations provide onward access to a number of destinations and services, including London Overground services and London Underground Services on the Bakerloo, Metropolitan and Piccadilly Lines.
- 2.26. The site can therefore be considered **highly accessible** to underground and rail services, with the



majority of trips likely being distributed across each of the stations noted above.

Vehicular Access

- 2.27. The site can be accessed via either the A4127 Sudbury Court Drive to the south, or the A404 Watford Road to the north, via a service road running adjacent to the mainline carriageway. The service road adjacent to Sudbury Court Drive / Watford Road is a two-way single carriageway for vehicular traffic. 
- 2.28. The Site is not located within a Controlled Parking Zone (CPZ). The Sudbury Court Drive / Watford Road service road provides direct vehicular access to properties, with largely unrestricted on-street parking available within the carriageway. 
- 2.29. In terms of disabled parking spaces, two dedicated spaces are to be provided within the curtilage of the Site.

3. Existing Travel Patterns

Overview

- 3.1. In order to determine how people will travel from the Site, a review of the 2011 National Census dataset 'Method of Travel to Work' has been undertaken to determine the workday flows into the Site.

The output area for the Site has been identified as located in the National Census 2011 Middle Super Output Area (MSOA) of Brent 008 (E02000100), with a summary of the mode shares from the area commuting into all London areas presented within the table below.

Table 3: Mode Share out of Brent 008



Mode of Travel	Proportion (%)	Cumulative
Underground, metro, light rail or tram	20%	
Train	5%	33%
Bus	8%	
Taxi	0%	0%
Motorcycle	1%	1%
Driving a Car or Van	44%	44%
Car Passenger	3%	3%
Bicycle	2%	
On foot	19%	21%
Other	0%	0%
Total	100%	100%

Note: Sums totals may not add to 100% due to rounding of values to nearest whole number.

- 3.2. The census review suggests a slight majority of people will Driving a Car or Van closely followed by the use public transport from the Site, and then followed by walking and cycling.

4. Objectives and Targets

The Focus of the Travel Plan

- 4.1. This TP is focussed on residents and visitors to the Site, therefore most of the measures proposed within the plan are intended to encourage individuals to vary, or change, to more sustainable methods of transport where appropriate.
- 4.2. Due to the accessibility level of the site, local conditions and anticipated baseline mode share, it is expected that a high level of use of sustainable modes will result from the occupation of the building. Therefore, the focus of this TP is to ensure that residents have access to and information about the most sustainable options for travel as an alternative to the private car.

Objectives

- 4.3. There are many objectives that the implementation of the TP is intended to help fulfil, including:
 - To influence travel behaviour.
 - To encourage a modal shift in travel towards more sustainable methods of travel.
 - To reduce the need for unnecessary journeys.
 - Reduction in overall trip mileage.
 - To help improve the health of employees.



Overview

- 4.4. Targets are included in a TP to help achieve the objectives and there are two main types that are applicable to TP. The most easily demonstrated is the commitment to deliver the package of measures set out in the plan. These measures are set out in the next chapter and include initiatives to promote increases in the use of cycling, walking and public transport.
- 4.5. The second form of target is aspirational and related to proportional changes in the travel modes used to get to the site. At this stage, it is difficult to define exactly the aspirational targets in advance of the development opening, as the modal split of employees is not known.
- 4.6. The results of the initial travel questionnaire surveys (to be undertaken within 6 months of first occupation) will provide more accurate information on the prevailing travel choices and hence will provide a basis for the setting of aspirational targets in later revisions of the TP.
- 4.7. Following the baseline travel survey, mode shift targets will be set by the TPC and agreed with LBB.
- 4.8. In accordance with TfL's guidance, the targets identified will be SMART, in that they are Specific; Measurable; Achievable; Realistic and Time-bound.
- 4.9. TPs are evolving documents that need to remain adaptable to changing working practices and local conditions and therefore, the plan targets will be given over varying timescales.
- 4.10. [Table 4](#) at the end of this TP provides examples of some of the proposed measures that will be included within the TP following occupation, with the respective timescales for implementation.

Proposed Targets

- 4.11. In the absence of the initial travel survey, the mode share noted previously will be used to inform the baseline targets. This identifies that, in the baseline scenario, approximately 54% of trips are currently made on foot, by bicycle or using public transport.
- 4.12. The proposed targets have regard to the Mayor’s Transport Strategy for London (2018) which sets the bold aim that 80% of all trips in London are to be made on foot, by cycle or using public transport by 2041.
- 4.13. The proposed interim targets are as follows:
- **Target 1** - To decrease the proportion of all journeys made to and from the development by individual car drivers, from the baseline of 44% to <20% over the five-year period of the TP.
 - **Target 2** - To increase the proportion of all journeys made to and from the development by public transport, from the baseline of 33% to 40% over the five-year period of the TP.
 - **Target 3** - To increase the proportion of all journeys made to and from the development by cycling, from the baseline of 2% to 15% over the five-year period of the TP.
 - **Target 4** - To increase the proportion of all journeys made by on foot to and from the development, from the baseline of 19% to 25% over the five-year period of the TP.
- 4.14. Table 5 provides a summary of the targets.

Table 4: Travel Plan Targets – 5-Year Overview

Baseline Mode of Travel		Year 1	Year 2	Year 3	Year 4	Year 5+
Car Driver	44%					<20%
Public Transport	33%					40%
Cycle	2%					15%
Walk	19%					25%

- 4.15. The targets set out above will be updated following the results of the initial travel survey.
- 4.16. The target provides an ambitious target for cycling trips, with the Applicant supporting endeavours to reach the target and to promote cycling as much as possible, including ensuring that all of the cycle parking facilities are kept appropriately maintained for optimum use. There are also a number of underlying factors that will ultimately influence whether people cycle, including where they work and subsequent connections in their commute.

5. Travel Plan Initiatives

Overview

- 5.1. The TP will be submitted with the planning application and agreed prior to occupation of the building.
- 5.2. A TP is essentially a series of initiatives that are introduced by an organisation to provide people with an enhanced range of transport opportunities.
- 5.3. Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.

Travel Plan Co-ordinator

- 5.1. Allocated time will be needed to set up and run the TP. This is best achieved by the Applicant appointing an individual or consultant with the duties of the TPC, who will be responsible for the management and maintenance of the TP.
- 5.2. The TPC will have sufficient authority, resources and capability to implement, manage and ensure compliance with the TP.
- 5.3. The TPC will be responsible for:
 - Overseeing the development and implementation of the TP and for promoting the objectives and benefits of the TP;
 - Designing and implementing effective marketing and awareness raising campaigns to promote the TP;
 - Co-ordinating the necessary data collection required to develop the TP, which includes arranging for any Travel Survey to be carried out to establish travel patterns at the site and devising possible incentives for residents to complete and return their questionnaires;
 - Collation of all the Travel Survey information and entering it onto a database to help identify travel requirements and set targets for reducing single occupancy car trips and increasing sustainable travel modes;
 - Acting as a point of contact to all residents requiring information in relation to sustainable travel;
 - Liaising with LBB and local public transport operators;
 - Co-ordinating the monitoring programme of the TP and producing Monitoring Reports;
 - Providing information for the mobility impaired to access the site; and
 - Promoting sustainable transport to and from the site.

Travel Plan Measures

- 5.4. As mentioned, the site is well located in relation to existing pedestrian and cycling routes and cycle parking. The proximity to key public transport interchanges/services including South Kenton Underground Station and Rail Station, Sudbury Hill Harrow Rail Station, North Wembley Underground and Overground and Northwick Park Underground Station which gives access to key access points to and from London.

- 5.5. Encouraging people to walk and cycle gives opportunities to build healthy exercise into daily life. It also reduces reliance on taxis and private hire vehicles for local travel. The TPC will create a Bicycle User Group (BUG) for users of the site, to provide the opportunity for cyclists to meet informally and discuss cycling related issues.
- 5.6. The TPC will encourage walking, cycling and public transport, through promoting and providing information on the following:
 - Full information on the surrounding pedestrian and cyclist routes, as well as information regarding dedicated pedestrian/cyclist facilities in the local area;
 - Information on 'Bike Week' (<https://www.cyclinguk.org/bikeweek>);
 - Encourage walking and cycling as a leisure activity by providing details of the relevant walking websites.
 - National Walking Month, which includes 'walk to work' and 'walk to school' week; (www.livingstreets.org.uk); and
 - The location of nearby cycle shops, training cycle hire stations, and contact information of the nearest bike retail stores.

Monitoring

- 5.7. On-going monitoring of the TP is necessary to ensure its continuous effectiveness. This will be the responsibility of the TPC.
- 5.8. A Travel Survey will provide a baseline situation for setting appropriate modal shift targets to be met over the proposed 5-year timeframe of the TP and repeated in years 3 and 6.
- 5.9. This information will be included in a Monitoring Report (also known as a Progress Report), which will be prepared and submitted for consideration after the travel surveys.
- 5.10. This Monitoring Report will include the following:
 - Detailed information and evidence on the measures used and implemented to promote the TP and its objectives;
 - Travel Survey results with comparative data and analysis;
 - Details on cycle parking usage/parking usage;
 - Action Plan; and
 - Details of any changes to the site.
- 5.11. The TPC will collate the results of the Travel Survey and this information, together with the proposed baseline targets, will be detailed in the Monitoring Report.
- 5.12. Where targets are not met, the TPC will discuss and agree a plan of action, which will indicate how any deficiencies in the operation of the TP will be met.
- 5.13. The TPC will review and monitor the TP at Years 1, 3 and 5, setting out whether the travel habits of employees are meeting the objectives and targets. This information will be included in the annual Monitoring Report.

Securing the Travel Plan and Funding

- 5.14. The Applicant will ensure that the TPC will be provided with sufficient resources to implement the TP.

5.15. The commitment to the TP is to be secured through an appropriately worded Section 106 legal agreement.

Table 5: Measures and monitoring for the TP

Objectives	Target	Measures	Timescales	Responsibility	Monitoring progress towards target
Increase public transport awareness	Interim target of 7% increase in mode share over 5-year review period.	Provide bus, rail maps and timetables	On occupation	TPC	Annual questionnaire surveys to be undertaken.
		Promote smartphone apps such as TfL's CABWISE and Bus Arrival			Bi-annual multi-modal counts to be undertaken at regular intervals of 6, 12 and 24 months.
		Promotion of walking routes connecting with local bus stops and train stations			Information to be reviewed every 12 months and updated if necessary.
To increase walking	Interim target of 6% increase in mode share over 5-year review period. To be developed following initial travel survey.	Information on the 'on and off highway' pedestrian network routes to residents	On occupation	TPC	Annual questionnaire surveys to be undertaken.
		Provide high quality pedestrian environment within and around site			Bi-annual multi-modal counts to be undertaken at regular intervals of 6, 12 and 24 months.
		Promote health benefits			Surveys and updates to be sent to local authority. Nil cost – TPC to forward information
To increase cycling	Interim target of 13% increase in mode share over 5-year review period To be developed following initial travel survey.	Secure, covered and illuminated cycle parking will be provided	On occupation	TPC	Annual questionnaire surveys to be undertaken.
		Provide cycle mapping and information for the local area via e-mail and development intranet			Surveys and updates to be sent to LBB. Nil cost – TPC to forward information
		Promote health benefits			
		High quality cycling facilities and appropriate provision/management.			

UK and Ireland Office Locations

