

Travel Plan - Turning Earth Highgate

Introduction

The development consists of a change of use of a former storage and distribution facility for an interior garden design firm into a ceramics membership and teaching studio. The studio will also host quarterly studio markets, which will be open to members of the public. This is Turning Earth's fourth studio operating on this model, and experience from our existing studios will be used to inform this travel plan.

This travel plan is being prepared in order to promote active and sustainable modes of transport in accordance with local, regional and national planning policy and to ensure that disruption to residents' amenity is avoided in terms of noise, traffic flow and additional parking demand.

Turning Earth has an holistic mission - aiming to improve lives, foster community and promote wellbeing through engagement with ceramics. Encouraging healthy and environmentally responsible travel among our members and students, and developing good relationships with our neighbours are natural extensions to that mission, and we will have an engaged and enthusiastic user base to help us achieve that.

Site background

Turning Earth Highgate will be based in a single-storey warehouse building on Summersby Road. The site has a PTAL value of 3, with 3 different bus services accessible within a 3-6 minute walk and Highgate Underground station 6 minutes walk away. It is not located within a CPZ, but the Highgate Station "A" CPZ extends to South Close, one road to the south of Summersby Road

Policy and Guidance

Some of the relevant planning policy context and planning guidance sources are set out below:

National Planning Policy and Guidance

- National Planning Policy Framework (MHCLG, as updated July 2022)
- NPPG Guidance 'Travel Plans, Transport Assessments and Statements (DLUHC & MHCLG, March 2016)
- Good Practice Guidelines: Delivering travel plans through the planning system (DfT, 2009)
- The Essential Guide to Travel Planning (DfT, March 2008)

- Smarter Choices – Changing the way we travel (DfT, 2005)

Greater London Authority & Transport for London

- Mayors Transport Strategy (GLA, March 2018)
- Mayors Walking Action Plan (GLA, July 2018)
- Mayors Cycling Action Plan (GLA, December 2018)
- The London Plan (GLA, March 2021)
- TFL Travel Planning Guidance (TFL, 2013)
- Current published TFL Travel Plan Guidance
(<https://tfl.gov.uk/info-for/urban-planning-and-construction/transport-assessment-guide/travel-plans>)

Local Policy and Guidance

- Haringey's 'Strategic Policies DPD 2013 – 2016 (March 2013)
- Haringey's Development Management DPD (July 2017)
- Haringey new Local Plan, First Steps Engagement Document (November 2020)

Objectives

This plan aims to encourage sustainable and active travel modes among our members, our students, our staff and visitors to our studio markets; and to prevent disruption to nearby residents.

Objectives align with;

- the Mayors Transport Strategy to reduce emissions through encouraging more sustainable modes of travel;
- London Plan Policy T1 that requires all development to make the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking and cycling routes, and to ensure that any impacts on London's transport networks and supporting infrastructure are mitigated.
- Haringey Councils' target of being a Net Zero Carbon borough by 2041 as set out within the Haringey New Local Plan (First engagement steps, November 2020).

Trip Generation

Travel surveys to be undertaken within six months of first occupation or at 75% occupancy, whichever is first, to establish baseline average peak AM and PM daily trip generation for the site. Travel survey to establish trip rates across the different travel modes as anticipated by the Transport Statement approved under reference HGY/2022/1442 and clearly plot these within a daily trip generation table, example included below for reference.

Table 1: example baseline peak AM and PM daily trip generation table

Mode of Travel	Am Peak Hour		Pm Peak Hour	
Public Transport/ bus and underground				
Walking				
Cycling				
Car				

Targets

We promote and encourage sustainable modes of travel at our premises in Turnpike Lane, Leyton and Hoxton which we are keen to replicate and further develop in this location. Based on the travel patterns we have fostered in these other locations and the highly accessible location of this premises in Highgate, the Transport Statement approved under reference HGY/2022/1442 provides details of the combined mode share expectations for visitors and staff to the site. These are set out below for reference.

- 55-65% Public Transport (bus and underground)
- 15-20% Walking
- 15-20% Cycling
- 0-5% Car

The delegated report accompanying the decision HGY/2022/1442 recognises these targets as ambitious. We agree that these mode share targets are highly sustainable having regards to the Mayors Transport Strategy aims to achieve a 5% modal share for cycling (currently 2%) and reduce private motorised transport by 4% from a base of 43%. Importantly targets will serve to minimise the impact of our operations upon the local highways network.

We anticipate our baseline mode shares to align with the mode shares set out within the Transport Statement approved under reference HGY/2022/1442. We will undertake initial travel surveys (within six months of occupation or at 75% occupancy, whichever is first) to establish the baseline mode share, and in the unlikely event these indicate modes more weighted towards car use, we have a series of measures (outlined within subsequent sections of this travel plan) that are being implemented in any event, to promote sustainable transport modes and achieve the targets. TFL guidance states targets should be set over a minimum five-year time frame, with interim targets at year one and year three. The table below is a timeline for achieving the most sustainable outcomes for travel based on the mode share ranges contained within the Transport Statement. Note the baseline data is indicative in the table below and may be subject to change depending on the baseline survey results.

Table 2: Mode Share Targets

Mode of Travel	Baseline (established through surveys)	Year 1	Year 3	Year 5
Public Transport/ bus and underground	52 - 62%	53 – 63%	54- 65%	55 - 65%
Walking	12 – 17%	13-18%	14 – 19%	15 - 20%
Cycling	12 – 17%	13-18%	14 – 19%	15 -20%
Car	3 – 8%	2 – 7%	1 – 6%	0% - 5%

Management strategy

The direct implementation of the travel plan will be the responsibility of the on-site manager (to be appointed), and it will be managed by the Operations Director, Lewis Maughan (lewis@turning.earth) with support from the Growth and Development Manager, Bodhi Hunt (bodhi@turning.earth). Broader input will be gained in our regular management meetings which include all of the senior team at Turning Earth.

We are the long-term occupants of the site, and the planning permission granted is limited to our specific use, so we do not anticipate a need to handover management of the travel plan to a future occupier. Internal handovers will be handled as part of our normal business processes.

Proposed measures

Sustainable travel

- The use of the initial 16 cycle storage spaces, the motorbike parking and the disabled parking bays will be monitored and consideration given to converting some of the motorbike parking area and/or one of the disabled parking bays into additional cycle storage if adoption of cycling is limited by the availability of cycle storage and/or if the parking areas are not fully utilised
- Routes for sustainable and active travel will be clearly displayed on our website, in all promotional materials and in posters onsite.
- We will engage our membership base personally and proactively in the promotion of sustainable travel at the site during member meetings and during day-to-day interactions with staff

Parking management

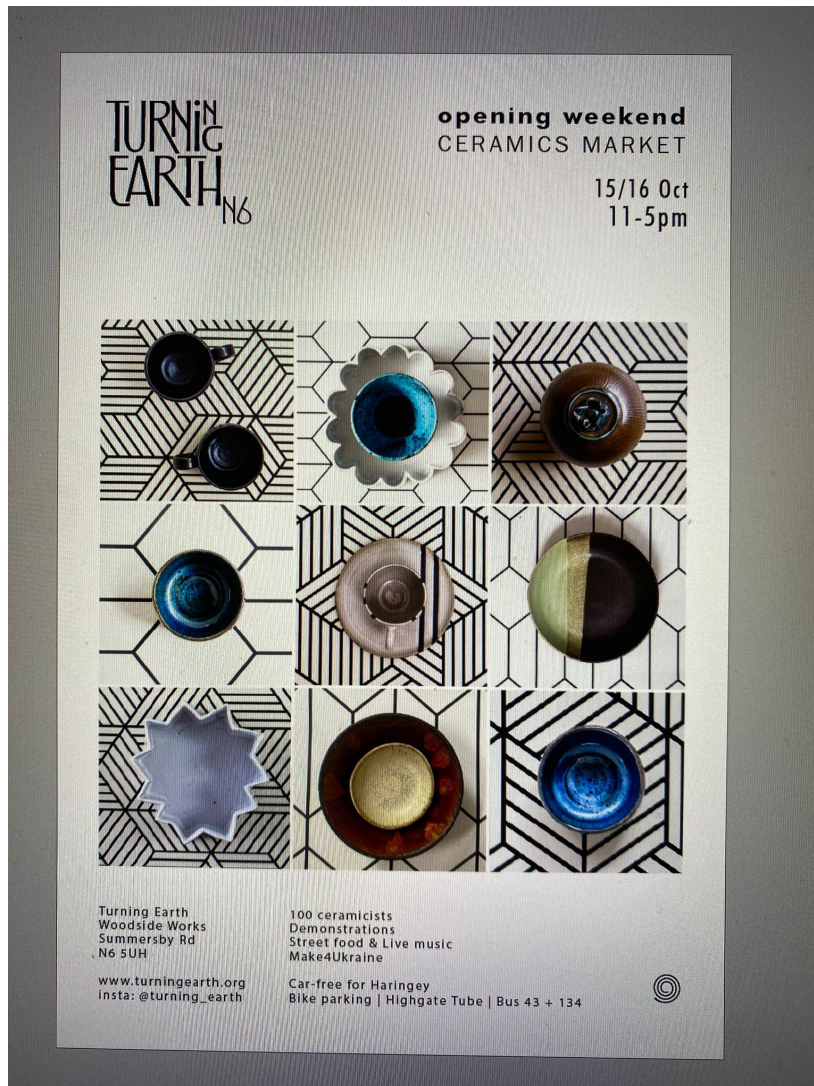
- Parking on Summersby Road will be prohibited in our membership contract and students will be told that there is no parking allowed on Summersby Road
- Our markets will be advertised as car-free events
- There will be a marshal present at our markets to direct any traffic and ensure that the use of Summersby Road is not adversely affected

Deliveries

- Dedicated on-site parking for delivery vehicles will be maintained, and used for all deliveries.
- For travel between Turning Earth locations and deliveries by staff an electric van will be used, with on-site charging available
- There will be specific times allocated for members to bring work to and collect work from the studio (e.g. before and after markets), to ensure that on-site loading space is available. On-site storage will be made available and used to manage demand for this in order to avoid impacting the use of Summersby Road by local residents and businesses

Marketing strategy

- All our communications regarding markets (e.g. social media posts, posters, mail-outs) will specify that our markets are car free events and contain information about other transport options (example flyer with wording below)
- Social media, mailing lists and member meetings will be used to share information, educate and engage our audiences about sustainable travel and why we are operating a mostly car-free model.



Monitoring and review

Mode surveys will be carried out biannually for members, and at each market for the first year (thereafter biannually). For members these will be in the form of a questionnaire sent via our member email list. For markets a “how did you get here today” survey station will be used. Travel mode questions will be included in our student feedback form to enable continuous monitoring of travel modes for students.

All visitors will be invited and encouraged to feed back any transportation issues and let us know what would enable them to choose more sustainable and active travel modes. This feedback will be used alongside the quantitative data to guide the future development of this plan. To achieve this, members will be consulted at our regular member meetings, market visitors will have the opportunity to leave feedback at the survey station and there will be a space for travel-specific feedback on our student feedback form.

For staff, travel to work will be discussed at their regular one-to-one meetings with their line manager, and all staff encouraged to raise any barriers they find to choosing sustainable and/or active transport.

Bike storage utilisation will be monitored via a formal survey biannually, and informally on an ongoing basis as part of day-to-day studio operation checks.

Action plan and budget

Implementation of the travel plan will be part of the core responsibilities of the on-site manager, who will report on this to the Operations Director. Plan implementation and monitoring data will be reviewed on a quarterly basis for the first year by the Operations Director and the Growth and Development Manager (who will act as the Travel Plan Coordinator), and thereafter at least annually. The Growth and Development Manager will be responsible for analysis of the monitoring data and will prepare a report at each review to be discussed at our regular management team meeting. Action items will be agreed there and will be carried out by the on-site manager.

The cost of implementing the travel plan will be part of the core budget for operating the site, and costs will be borne by Turning Earth. It is not anticipated that separate fundraising will be required for this, as it should be easily supportable by revenue generated by the site in the longer term. In the immediate term provision for implementation has been made in the capital budget for establishing the site.

A monitoring fee of £3000 has been suggested by the Haringey Transportation Team, and this has also been factored into the capital costing for the site.

Some detailed aspects of our Action Plan against specific targets are shown in the table below.

Table 3: Action plan detail

Objective	Target	Measure	Timescale	Responsibilities	Monitoring progress towards target	Cost
To increase active travel amongst employees	To increase the % mode share of staff cycling to work up to 20% from the baseline level (to be determined by survey)	Set up a bicycle user group	By October 2023	Travel Plan Coordinator ('TPC')	Group to provide feedback to TPC	Volunteer group
		Promotion of Cycle to Work Scheme	By October 2023	TPC, Site Manager	Uptake to be tracked and reported on by TPC. Mode share to be tracked through existing 1-to-1 staff meetings	Government funded scheme (via tax relief)
To encourage more trips for quarterly markets by sustainable means	To increase the % mode share of visitors to markets from baseline levels (to be determined by survey) to between 15% - 20% walking and cycling and 55% - 65% public transport	Advertise events as car-free, inform attendees about sustainable travel options, engage market attendees directly at events	Incrementally over the next five year period up to October 2027	TPC, Site Manager	Mode surveys via survey station at markets	Administration costs only

To encourage more members and students to access the studio using sustainable and/or active transport	To increase the % mode share of members and students from baseline levels (to be determined by survey) to between 15% - 20% walking and cycling and 55% - 65% public transport	Engage members and students in conversations around sustainable travel, provide a feedback mechanism to resolve barriers to sustainable travel, consider extending cycle storage provision	Incrementally over the next five year period up to October 2027	TPC, Site Manager	Regular member questionnaires, engagement on sustainable travel at member meetings	Administration costs. Estimated £4000 to extend cycle storage provision if necessary.
Prevent disruption to traffic flow and existing parking arrangements on Summersby Road and surrounding streets	No significant adverse impact on traffic flow or parking observed at any point	Prohibit members and students from parking on Summersby Road Promote markets as car free events Utilise a marshal to monitor for and direct any traffic during markets Require all deliveries and pickups to use the on-site delivery bay	Implementation to start on opening and be completely in place by March 2023	Operations director, Site manager	Regular traffic and parking monitoring on Summersby Road and South Close Proactively invite neighbouring residents and businesses to raise any issues or concerns with us. Respond to all issues individually, with a customised plan of action if required	Administration costs 10 person-days per annum for marshalling and monitoring (approximately £900 per annum at current rates of pay)