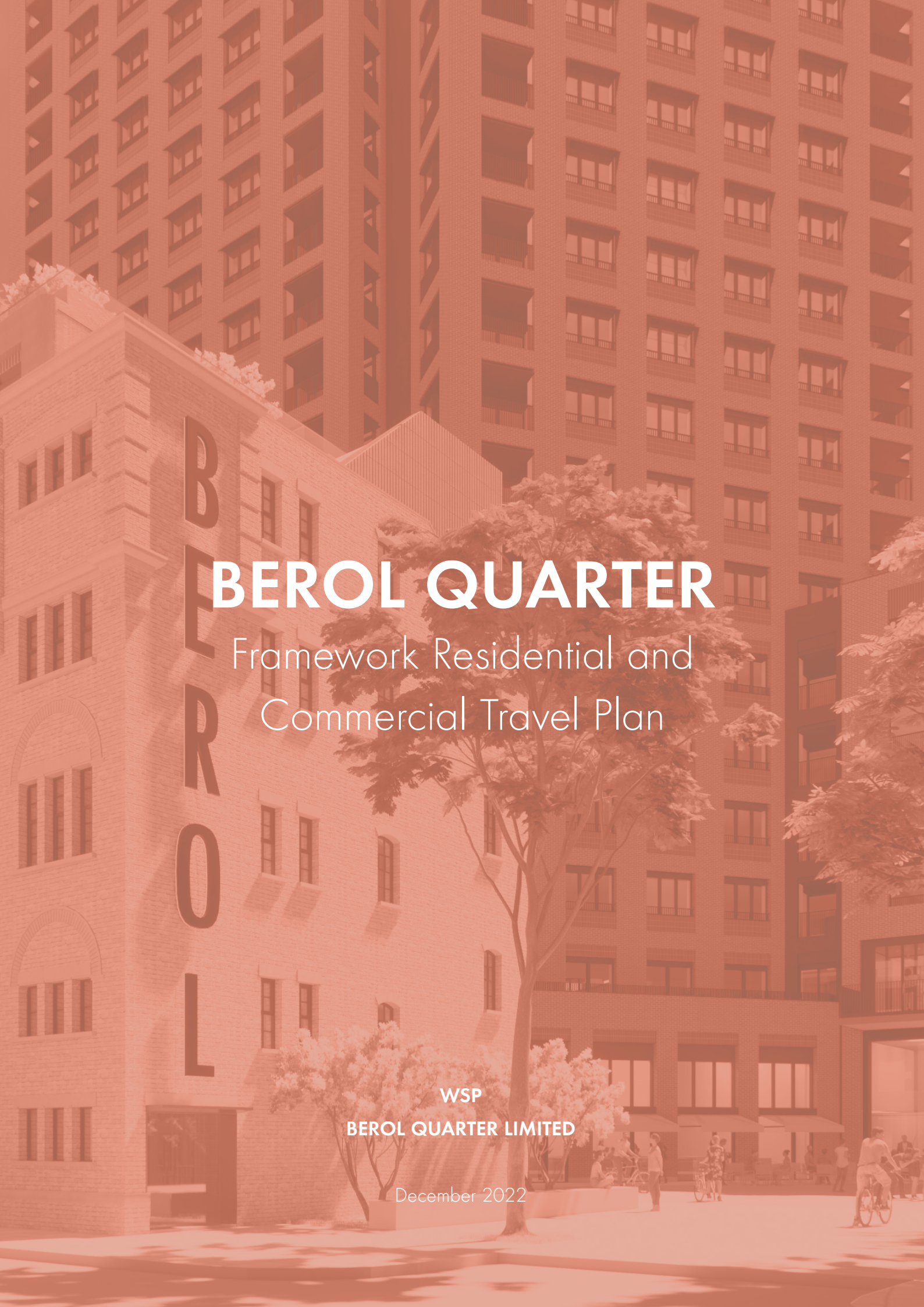


An architectural rendering of the Berol Quarter development, featuring a mix of modern high-rise buildings and a historic brick building with the word 'BEROL' on its facade. The scene includes trees, a courtyard with people, and a red overlay.

BEROL QUARTER

Framework Residential and
Commercial Travel Plan

WSP

BEROL QUARTER LIMITED

December 2022



Berol Quarter Limited

Berol Quarter

Framework Travel Plan

TYPE OF DOCUMENT (VERSION) PUBLIC

PROJECT NO. 70094918

OUR REF. NO. 001

DATE: DECEMBER 2022

WSP

WSP House

70 Chancery Lane

London

WC2A 1AF

Phone: +44 20 7314 5000

Fax: +44 20 7314 5111

WSP.com

QUALITY CONTROL

Issue/revision	First issue	Final Issue	Revision 2	Revision 3
Date	October 2022	November 2022		
Prepared by	Thara Narayanan/Ishita Joshi	Thara Narayanan/Ishita Joshi		
Signature				
Checked by	Sam Tearle	Sam Tearle		
Signature		Tearle, Sam (UKSMT008) Digitally signed by Tearle, Sam (UKSMT008) DN: cn=Tearle, Sam (UKSMT008), ou=Active, email=Sam.Tearle2@wsp.com Reason: I am the author of this document Date: 2022.11.16 16:00:10		
Authorised by	Mark Cottray	Mark Cottray		
Signature		Cottray, Mark (UKMCC002) Digitally signed by Cottray, Mark (UKMCC002) DN: cn=Cottray, Mark (UKMCC002), ou=Active, email=Mark.Cottray@wsp.com Date: 2022.11.16 15:46:40		
Project number	70094918	70094918		
File reference	\\uk.wspgroup.com\Central Data\Projects\70094xxx\70094918 - Ashley Road - 2 Berol Yard\03 WIP\TP Transport Planning\05 Reports\Planning Application Documents\Framework Travel Plan			

CONTENTS

1	INTRODUCTION	1
1.1	COMMISSION	1
1.2	SITE DESCRIPTION	1
1.3	PROPOSED DEVELOPMENT	2
1.4	TRAVEL PLAN OVERVIEW	3
1.5	REPORT PURPOSE	4
1.6	TRAVEL PLAN STRUCTURE	4
2	PLANNING POLICY AND GUIDANCE	5
2.1	INTRODUCTION	5
2.2	NATIONAL	5
2.3	REGIONAL	7
3	BASELINE SITE ACCESSIBILITY	9
3.1	PEDESTRIAN ACCESSIBILITY	9
3.2	CYCLE ACCESSIBILITY	10
3.3	PUBLIC TRANSPORT ACCESSIBILITY	12
3.4	LOCAL ROAD NETWORK	17
3.5	ACCESSIBILITY TO LOCAL FACILITIES	19
3.6	CAR CLUBS	22
4	TRAVEL DEMAND	24
4.1	BASELINE TRAVEL DEMAND	24
4.2	INTERIM RESIDENTIAL TARGETS	24
4.3	INTERIM OFFICE TARGETS	26
5	OBJECTIVES AND TARGETS	27
5.1	OBJECTIVES	27

5.2	TARGETS	27
5.3	‘ACTION’ TYPE TARGETS	27
5.4	‘AIM’ TYPE TARGETS	28
6	TRAVEL PLAN STRATEGY	29
6.1	MANAGEMENT STRUCTURE	29
6.2	SUSTAINABLE TRAVEL MANAGER	29
6.3	TRAVEL PLAN CO-ORDINATORS	29
6.4	TRAVEL PLAN CONTACTS	30
6.5	SECURING THE TRAVEL PLAN AND FUNDING	30
7	TRAVEL PLAN MEASURES	32
7.1	INTRODUCTION	32
7.2	‘HARD’ MEASURES	32
7.3	KEY SERVICES AND FACILITIES	34
7.4	‘SOFT’ SMARTER TRAVEL MARKETING AND PROMOTION	35
8	MONITORING AND REVIEW	37
8.2	MONITORING	37
8.3	REVIEW	37
8.4	ACTION PLAN	37
8.5	TRAVEL PLAN REVIEW	39

TABLES

Table 3-1	Tottenham Hale Bus Services	14
Table 3-2	Tottenham Hale Rail Services	16
Table 3-3	Tottenham Hale London Underground Services	16
Table 4-1:	Total Residential Trip Generation (2 Berol Yard – 210 flats)	24
Table 4-2:	Interim Modal Split Targets – Residential Land Use	24

Table 4-3: Office Trip Generation (Berol House)	25
Table 4-4: Interim Modal Split Targets – Office Land Use	26
Table 6-1 Travel Plan Contacts	30
Table 7-1 Long Stay Cycle Parking Provision	33
Table 7-2 Short Stay Cycle Parking Provision	34
Table 8-1 – Residential Action Plan	38

FIGURES

Figure 1-1 Site Location	1
Figure 1-2 - Site Location in a wider context	2
Figure 3-1 Walking Isochrones	9
Figure 3-2 Local Cycling Routes within the Vicinity of the Site	11
Figure 3-3 Cycling Isochrones	12
Figure 3-4 PTAL Score	13
Figure 3-5 Map of Local Bus Stops	14
Figure 3-6 Tottenham Hale Railway and London Underground Station	15
Figure 3-7 Local Highway Network	17
Figure 3-8 Ashley Road Improvements	19
Figure 3-9 Location of Nearest Zipcar Car Clubs	23

1 INTRODUCTION

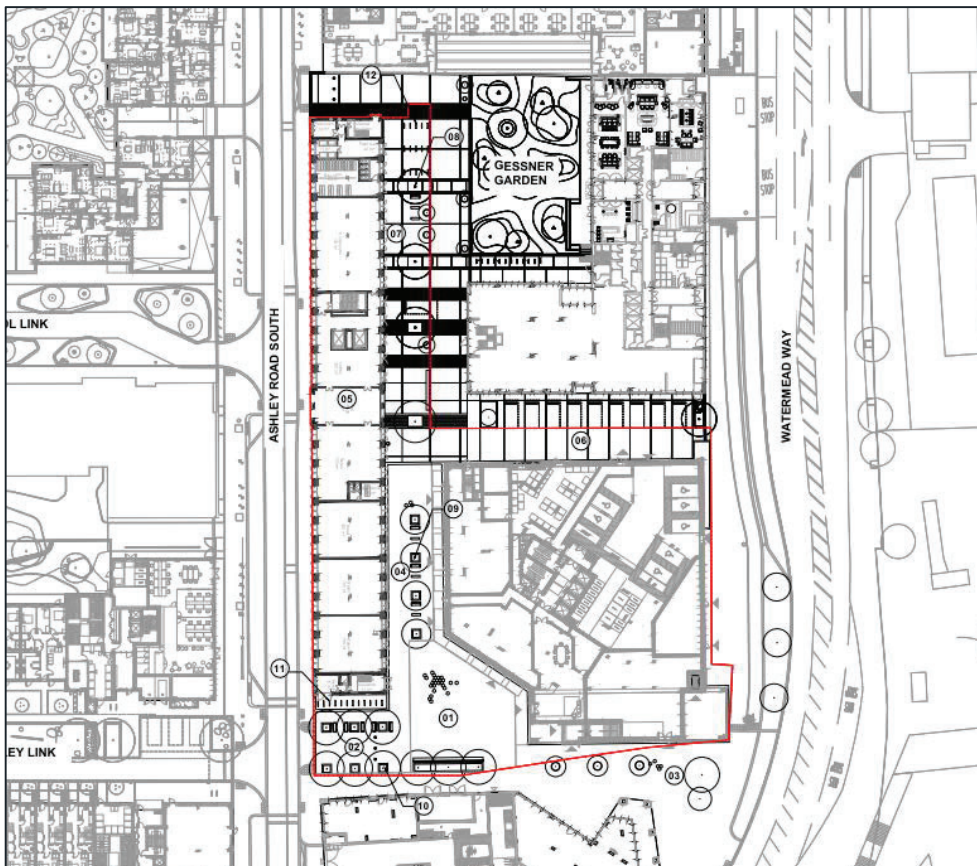
1.1 COMMISSION

- 1.1.1. WSP has been appointed by Berol Quarter Limited (the Applicant) to provide transport consultancy advice to secure full planning permission for the redevelopment of Berol Quarter, herein referred to as 'the Site'. The Site is located on Ashley Road in Tottenham Hale, within the London Borough of Haringey (LBH) and incorporates both the 2 Berol Yard site and Berol House, collectively known as the Berol Quarter.
- 1.1.2. This Framework Travel Plan has been prepared to support the future occupiers of the Site to travel sustainably and it is expected that a detailed Travel Plan will either be secured by Planning Condition or via an obligation within the developments Section 106 Agreement. Future occupiers will be in the form of residents, employees, and the development will generate associated trips including visitors and servicing / deliveries.

1.2 SITE DESCRIPTION

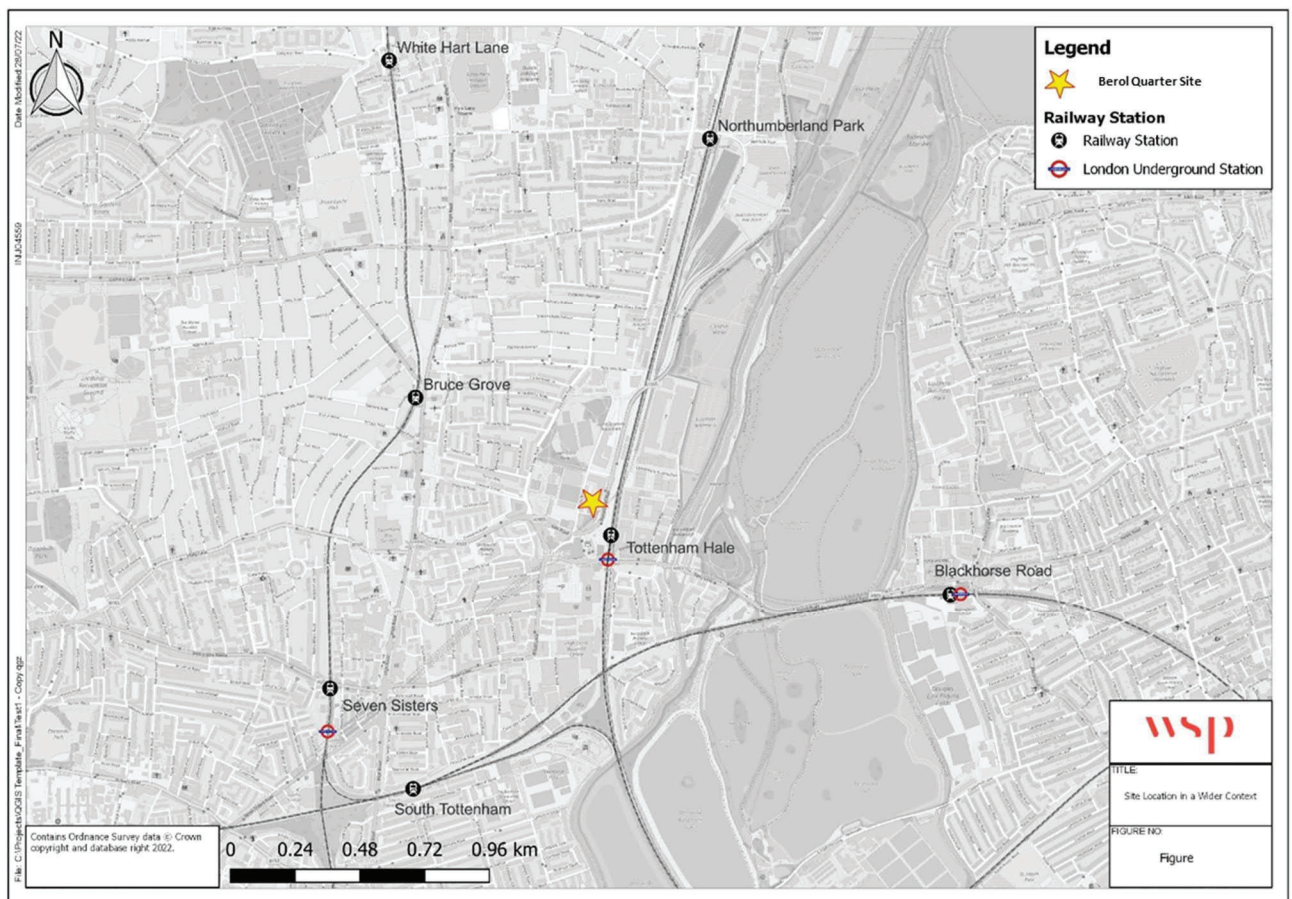
- 1.2.1. The existing Site comprises 2 Berol Yard, a currently vacant plot of land on Watermead Way, and Berol House, the former Berol pencil factory which is now an existing office building that runs north-south along Ashley Road.
- 1.2.2. The Site location is presented in **Figure 1-1**.

Figure 1-1 Site Location



- 1.2.3. The surrounding area is currently undergoing transformational change. It is a former industrial area, with a number of remaining warehouse-type buildings, however, there are several approved planning permissions for mixed-use development in the immediate surroundings, some of which are built or under construction. In the coming years, the area will be residential with a mix of commercial and employment uses across much of the ground floor.
- 1.2.4. The Site is located within close proximity to Tottenham Hale public transport interchange (bus, rail and underground stations). The Site is bound by Ashley Road to the west, Watermead Way to the east and new residential buildings to the south and north boundaries of the Site. The Site benefits from a PTAL score of 6a (Excellent).
- 1.2.5. The Site forms part of the wider Ashley Road South Masterplan area (2017) indicates a development capacity within the TH6 allocation for residential units and commercial space.
- 1.2.6. The Site location in a wider context is presented in **Figure 1-2**.

Figure 1-2 - Site Location in a wider context



1.3 PROPOSED DEVELOPMENT

- 1.3.1. The development proposals are for the refurbishment and extension of Berol House which would include Use Class E floorspace and the redevelopment of 2 Berol Yard to provide new residential homes, Use Class E floorspace and associated landscaping, public realm improvements, car and cycle parking and other associated works.

- 1.3.2. The development proposals at 2 Berol Yard are to replace the approved ADA college building which formed part of the consented development (planning reference: HGY/2017/2044) within the wider Ashley Road South masterplan. The proposed new building will provide:
- 210 residential units at 35% affordable housing.
 - Four retail units totalling 699 sq. m (GEA) on the ground floor.
 - 376 residential cycle spaces (long stay) within the building and 6 visitor spaces (short stay) within the public realm.
 - 4 long stay cycle parking spaces for retail use and 18 short stay cycle parking spaces within the public realm.
 - 7 accessible blue badge car parking spaces within building envelope (one for retail and six for residential).
- 1.3.3. The development proposals at Berol House will replace the consented development at Berol House which formed part of the consented scheme (planning reference: HGY/2017/2044) within the wider Ashley Road South masterplan. The new development proposals would replace the previously consented development with:
- 5,209 sq. m (GEA) office land use.
 - Four retail units and one small retail unit totalling 714 sq. m (GEA) on the ground floor.
 - 44 long stay cycle parking spaces within the building and 30 short stay cycle parking spaces within the public realm.
 - One blue badge car parking space.
- 1.3.4. Wider public realm improvements within the Site's red-line boundary include the provision of an undercroft pedestrian route through Berol House (route known as Berol Passage), and also a pedestrian boulevard known as Berol Walk along the eastern side of Berol House. East-west pedestrian movements through the Site will be via Berol Passage and Gessner Lane. North-south pedestrian movements will be via Berol Walk. The accesses for the Site will integrate and fall on desire lines with the pedestrian and cycle improvements on Ashley Road that are being delivered the London Borough of Haringey.
- 1.3.5. All parts of the Site lead to the existing footway network and have been designed to address the needs of people with disabilities and reduced mobility. The layout maximises the catchment area for access to public transport services which will benefit future users of the Site and neighbouring areas.
- 1.3.6. Car parking is provided in accordance with LBH and TfL parking standards and cycle parking provision will be provided in accordance with London Plan (2021) standards and London Cycle Design Standards (LCDS) where possible.
- 1.3.7. A servicing strategy will be developed to ensure that delivery and refuse collection activity can be accommodated safely and efficiently with a managed solution. An Outline Delivery and Servicing Management Plan has been produced as a separate document to support this application.

1.4 TRAVEL PLAN OVERVIEW

- 1.4.1. TfL, in their latest guidance, define a Travel Plan as '*a long-term management strategy for an existing or proposed development that seeks to integrate proposals for increasing sustainable travel by the future occupier(s) into the planning process and is articulated in a document that is to be regularly reviewed by the future occupier(s) of the site*'. A Travel Plan involves identifying an appropriate

package of measures aimed at promoting sustainable travel, with an emphasis on 'promoting alternatives to the car'.

- 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 and services create the conditions to make sustainable travel choices a natural option communicating these opportunities to occupiers is also critical to the success of the travel plan.
- 1.4.3. The Travel Plan is essentially a 'living document' requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using the Site and provides continuous improvements for its duration. These aspirations and actions should be documented in a travel plan, the structure and content of which are dependent upon a range of factors including the location and nature of development, the occupiers and the end users.
- 1.4.4. The Travel Plan should demonstrate a holistic approach by incorporating both 'hard' engineering measures and 'soft' marketing and management measures necessary to address the transport impacts arising from development.
- 1.4.5. The Applicant is fully supportive of the Travel Plan and appreciates the benefit of using and encouraging greater use of sustainable transport for both people and goods.

1.5 REPORT PURPOSE

- 1.5.1. This Framework Travel Plan has been prepared in accordance with TfL's Travel Planning Guidance (November 2013) and will then reviewed to agree appropriate measures, targets and monitoring requirements prior to implementation. The Travel Plan is intended to be a 'live' document that will monitored on a regular basis.

1.6 TRAVEL PLAN STRUCTURE

- 1.6.1. The structure of the Travel Plan has been prepared to reflect the structure advised within TfL's Travel Planning Guidance, as follows:
 - Section 2: Planning Policy and Guidance;
 - Section 3: Baseline Accessibility;
 - Section 4: Travel Demand;
 - Section 5: Objectives and Targets;
 - Section 6: Travel Plan Strategy;
 - Section 7: Residential Travel Plan Measures; and
 - Section 8: Monitoring and Review.

2 PLANNING POLICY AND GUIDANCE

2.1 INTRODUCTION

- 2.1.1. The national and local transport policies relevant to Berol Quarter are well documented and this section does not seek to replicate them. Instead, the key themes in the relevant national and regional policies are summarised briefly below.

2.2 NATIONAL

- 2.2.1. At a national level, the following policy, legislative and guidance documents will be considered:

- Planning Practice Guidance (NPPG);
- National Planning Policy Framework (NPPF); and
- Good Practice Guidelines: Delivering Travel Plans Through the Planning Process.

NATIONAL PLANNING PRACTICE GUIDANCE, 2021

- 2.2.2. The NPPG was published in 2016 and is subject to ongoing updates to provide updated and revised guidance on planning where necessary.
- 2.2.3. The online version allows stakeholders to be alerted in real time when amendments to individual policies are made, thereby ensuring that the most up-to-date guidance documents are available. The NPPG provides additional guidance to supplement the planning policies contained in the NPPF.
- 2.2.4. The NPPG provides clarity on the role, function and structure of Transport Assessments and Travel Plans:

Transport Assessments and Statements are ways of assessing the potential transport impacts of developments and they may propose mitigation measures to promote sustainable development. Where that mitigation relates to matters that can be addressed by management measures, the mitigation may inform the preparation of Travel Plans.

- 2.2.5. Travel Plans, Transport Assessments and Statements can positively contribute to:
- *Encouraging sustainable travel;*
 - *Lessening traffic generation and its detrimental impacts;*
 - *Reducing carbon emissions and climate impacts;*
 - *Creating accessible, connected, inclusive communities;*
 - *Improving health outcomes and quality of life;*
 - *Improving road safety; and*
 - *Reducing the need for new development to increase existing road capacity or provide new roads.*
- 2.2.6. They support national planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.

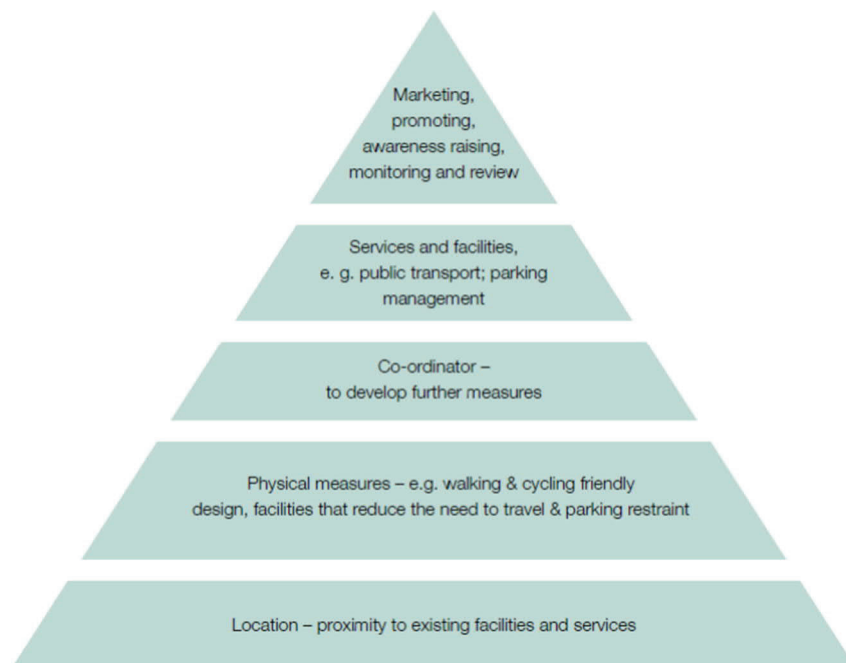
NATIONAL PLANNING POLICY FRAMEWORK, 2021

- 2.2.7. The NPPF aims to enable local people and their accountable councils to produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

- 2.2.8. The NPPF sets aims for a transport system balanced in favour of sustainable transport modes, in order to give people a real choice about how they travel. It also encourages solutions which support reductions in greenhouse gas emissions and reduce congestion.
- 2.2.9. The NPPF sets out those developments that generate significant movement should be located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.
- 2.2.10. Developments should be located and designed where practical to do so and is consistent with achieving sustainable development.
- 2.2.11. Travel Plans are considered a key tool in achieving the above and should be provided where Developments generate significant amounts of movement.

GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS (DFT, 2009)

- 2.2.12. The DfT guidelines are intended to assist all stakeholders in determining when a Travel Plan is required, how it should be prepared and what it should contain within the context of an integrated planning and transport process. The guidelines also set out how Travel Plans should be evaluated, secured, implemented, monitored and managed in the longer term as part of this process. Travel Plans are important for major new developments in order to:
 - *“Support increased choice of travel modes;*
 - *Promote and achieve access by sustainable modes;*
 - *Respond to the growing concern about the environment, congestion, pollution and poverty of access; and*
 - *Promote a partnership between the authority and the developer in creating and shaping ‘place’.*”
- 2.2.13. The document recognises that it can be helpful to view a Travel Plan for a new development as a pyramid of measures and actions, which is constructed from the ground up, with each new layer building on the last all set within the context of the outcomes sought.



- 2.2.14. The DfT's Travel Plan Pyramid helps demonstrate how successful plans are built on the firm foundations of a good location and site design. Additional hard and soft measures should be integrated into the design, marketing and occupation of Berol Quarter. In addition, parking restraint is often crucial to the success of the plan in reducing car use.

2.3 REGIONAL

- 2.3.1. At a regional level, the TA has been prepared in full consideration of the following documents:

- London Plan (2021);
- The Mayor's Transport Strategy (2018); and
- TfL Travel Planning Guidance (2013).

The London Plan, 2021

- 2.3.2. The London Plan 2021 is the Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for Good Growth.
- 2.3.3. The document aims to ensure that London's transport is easy, safe and convenient for everyone, and encourages the use of cycling, walking and public transport. The Mayor's key target, as set out in Policy T1 is that 80% of all trips in London are to be made by foot, cycle or public transport by 2041.
- 2.3.4. To achieve this, the London Plan acknowledges that a strategic shift is needed to reduce Londoners' dependency on the car, creating a healthy, pleasant and sustainable street environment in which people can walk, cycle and use public transport.
- 2.3.5. The London Plan focuses heavily on improving infrastructure and facilities for cycling and subsequently increasing its mode share across the city. 'Policy T5 Cycling' recognises that access to secure cycle parking is vital to achieve these goals and as such, all new development in the city must provide convenient and accessible cycle parking in line with minimum standards. Regarding short-stay cycle parking, this 'must be available for shoppers, customers, messengers and other visitors, and must be convenient and readily accessible. It must have step-free access and be located within 15m of the main entrance wherever possible.' The London Plan also identifies that supporting facilities such as changing rooms, shower facilities and lockers at the location of the destination are key to increasing the levels of cycling.

The Mayors Transport Strategy (MTS), 2018

- 2.3.6. The Mayor has devised a transport strategy which outlines an updated vision for London in the next 25 years, mainly centred around the reduction of car dependency and the Healthy Streets Approach.
- 2.3.7. The Major, through TfL and the boroughs, and working with stakeholders, will reduce Londoners dependency on cars in favour of active, efficient and sustainable modes of travel, with the central aim for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041.
- 2.3.8. In relation to new homes and jobs, the Mayor writes to ensure developments are delivered in line with transport principles of good growth by using transport to – create high-density, mixed-use places and unlocking growth potential in underdeveloped parts of the city.
- 2.3.9. The MTS notes that transport has a role to play in delivering good growth that satisfies the following principles:
- Good access to public transport;

- High-density, mixed use developments;
- People choose to walk and cycle;
- Car-free and car-lite places;
- Inclusive, accessible design;
- Carbon-free travel; and
- Efficient freight.

2.3.10. The policies of the MTS seek tackle the challenges through:

- “making London a city where people choose to walk and cycle more often by improving street environments.....and promoting the benefits of active travel;
- Aiming for no one to be killed in or by a London bus by 2030, and for all deaths and serious injuries from road collisions to be eliminated from London’s streets by 2041;
- Prioritising space efficient modes of transport to tackle congestion and improve the efficiency of streets for the movement of people and goods, with the aim of reducing overall traffic levels by 10-15 per cent by 2041;
- Seeking to make London’s transport network zero emission by 2050;
- Using the Healthy Streets Approach to deliver coordinated improvements to public transport and streets to provide an attractive whole journey experience that will facilitate mode shift away from the car; and
- Supporting mode shift away from car travel: new transport services should not encourage more car journeys, especially where there are good walking, cycling or public transport options.”

TfL Travel Planning Guidance (2013)

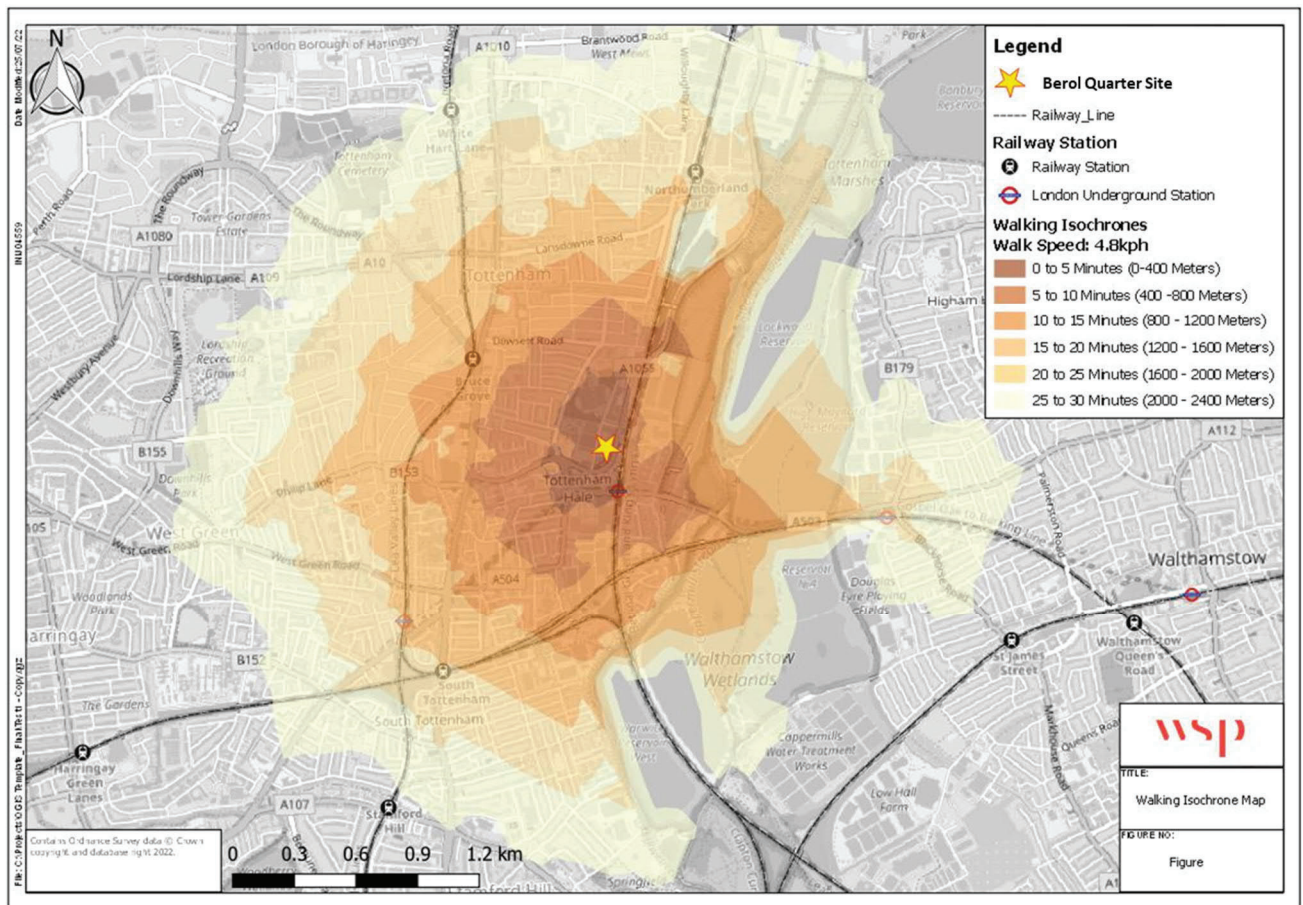
- 2.3.11. In November 2013 TfL published a guidance document to combine and simplify the previous Travel Plan document ‘Travel Planning for New Development in London: Incorporating Deliveries and Servicing’ (January 2012).
- 2.3.12. One of the purposes of the guidance is to ensure that deliveries and servicing are taken into account from the earliest stage in the planning process. However, the document recognises that the level of detail provided in a Travel Plan about goods / servicing aspects will depend on the nature and scale of the development.
- 2.3.13. The guidance document sets out the core elements of a Travel Plan that are deemed essential. The essential elements are as follows: objectives, targets, measures, management, action plan, securing, and monitoring and review.

3 BASELINE SITE ACCESSIBILITY

3.1 PEDESTRIAN ACCESSIBILITY

3.1.1. The Site's central location means that most essential amenities are available in the local vicinity and can be accessed on foot. **Figure 3-1** illustrates the 30-minute walk catchment from the centre of the development site assuming a walking speed of 4.8kph. Within this catchment area, future residents, visitors or employees will be able to walk to a number of key areas including Bruce Grove and South Tottenham.

Figure 3-1 Walking Isochrones



3.1.2. The Site is located within reasonable walking distance of essential amenities and facilities. Footway connections are available for pedestrians travelling to facilities to the west of the Site on the A10 High Street, by travelling south on Ashley Road and then joining the shared footways on Hale Road and Monument Way. Crossing facilities are frequently provided along this route and are present at Hale Road / Monument Way / The Hale junction and the A10 High Road / Monument Way junction. Lighting is provided along this route.

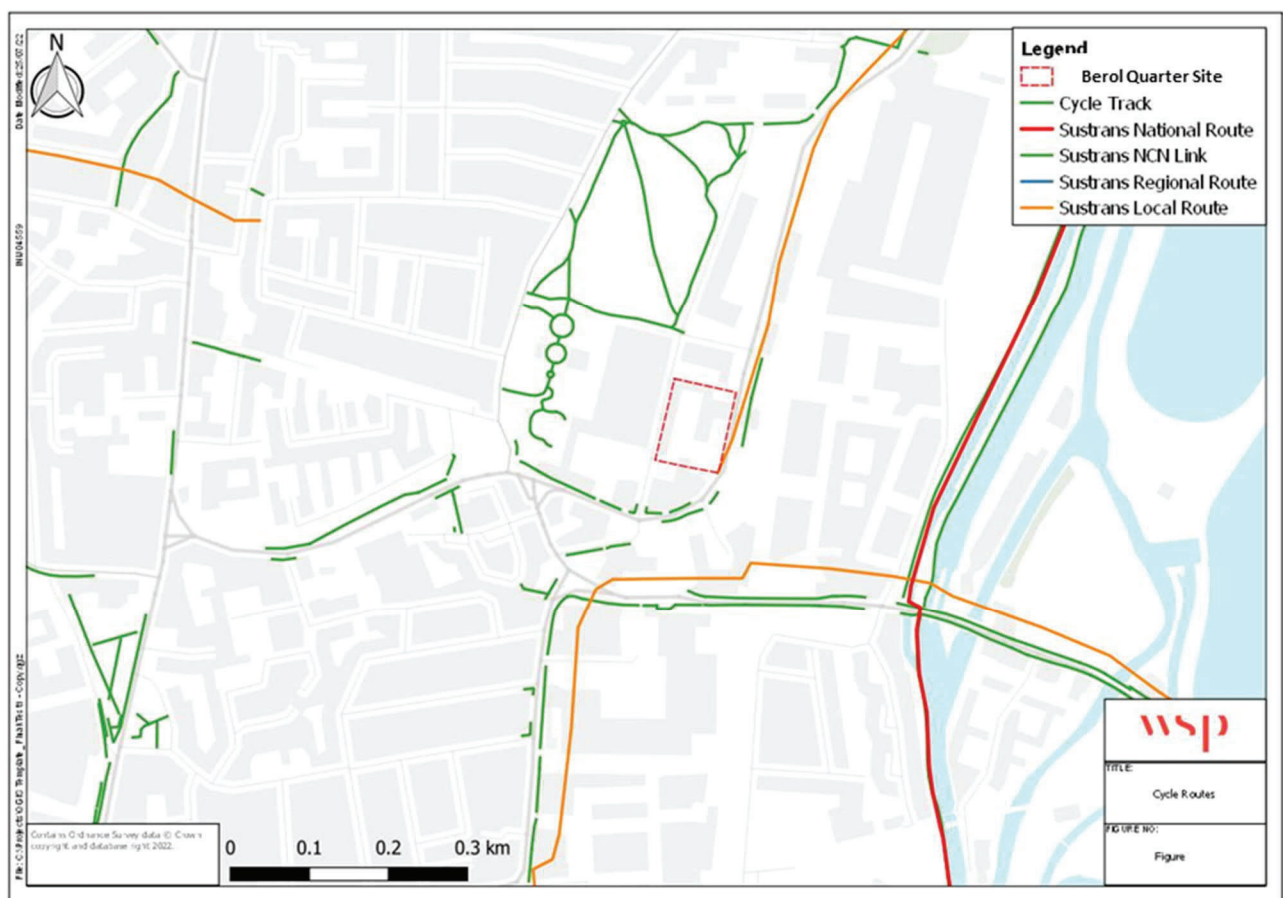
- 3.1.3. Wide footway connections are also available for pedestrians wishing to travel to the facilities to the south of the development site such as Tottenham Hale Railway Station, Tottenham Hale Retail Park and Wellbourne Primary School. Pedestrians can travel to facilities to the south of the Site via footways available on Hale Road, The Hale, Station Road, Ferry Lane and Broad Lane. Signalled crossings are provided at the junction of Monument Way / The Hale / Hale Road on desire lines and also at the junction of The Hale / Ferry Lane and Broad Lane. Street lighting is provided on all of these footways and all footways are overlooked by commercial properties, ensuring natural surveillance along these routes.
- 3.1.4. Tottenham Hale Railway Station is located 250m southeast of the Site and is easily accessible via the footway network surrounding the Site. A toucan crossing is available on Watermead Way which allows pedestrians and people with enhanced mobility requirements to cross to Tottenham Hale Railway Station.
- 3.1.5. The surrounding pedestrian facilities are of a good quality and currently the footways adjacent to the Site are 2m wide, which is the recommended width in Manual for Streets. In addition, the Ashley Road South Masterplan seeks the redevelopment of the public realm, which would further increase the pedestrian comfort, widen footways, declutter the carriageway and install shared surfaces.
- 3.1.6. Dropped kerbs and tactile paving are available at key crossing points within the local highway network.

3.2 CYCLE ACCESSIBILITY

- 3.2.1. Cycling is a popular and accessible mode of transport in London and has the potential to substitute short car trips, particularly those less than 5km. The Site benefits from a number of cycle routes within close proximity to the Site providing links to various destinations and further cycle facilities.
- 3.2.2. Ashley Road currently provides an on-road cycle route along its entirety from its junction with Watermead Way to its northern end. The route connects to off road cycle routes to the north and south of Ashley Road. The off-road cycle way to the north allows further connection to National Cycle Route 1 and off-road cycle ways along Hale Road connect towards facilities in the A10.
- 3.2.3. There are existing cycle parking facilities available in the form of Sheffield stands located to the south of the Site adjacent to Tottenham Hale Bus Station and Rail/Underground Station.
- 3.2.4. The Hale Road / Monument Way route is situated to the south of the Site and provides an off-road cycle route from Ashley Road to the A10 to the west of the Site. Hale Road provides a two-way off-road cycle route along its northern footway which changes to a shared cycle/pedestrian path along Monument Way.
- 3.2.5. The A10 is located approximately 850m to the west of the Site and forms part of the London Cycle Network as well as Cycle Superhighway Route 1. The A10 provides a strategic north south route through Tottenham Hale while providing various links to cycle routes with connections to the Proposed Development including Monument Way, Chesnut Road and Tynemouth Road.
- 3.2.6. The northbound route is an on-road shared cycle/bus lane from Monument Way to the Chestnut Road junction with no segregation further north nor on the southbound route along the A10. This is a direct route for cyclists to access the Cycle Superhighway Route 1 in both a north and south direction.
- 3.2.7. The Hale / Ferry Lane route is part of the London Cycle Network and can be reached approximately 350m to the south of the Proposed Development providing connection towards the east of the Site to wards Walthamstow.

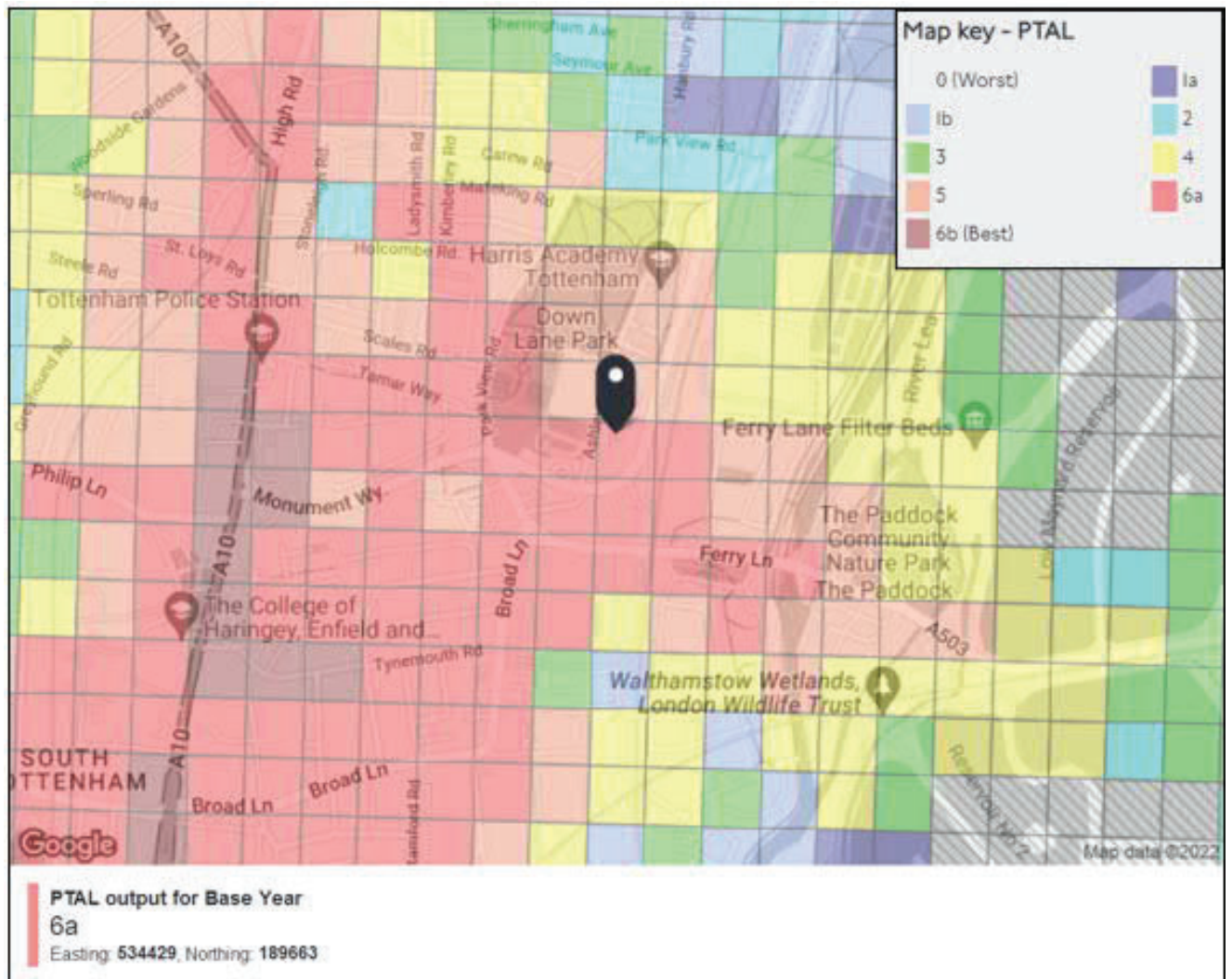
- 3.2.8. National Cycle Route 1 (NCR1) is situated to the east of the Proposed Development and can be accessed via the off-road cycle route to the north of Ashley Road as well as via Ferry Lane. NCR1 provides a traffic free link offering connection to a number of cycle routes in the area while also being appropriate for recreational cycling. The route provides connection from Greenwich to Lee Valley Regional Park including links north to Waltham Abbey and south to Stratford.
- 3.2.9. Cycle Superhighways Route 1 can be accessed via the A10 approximately 1,000m to the west of the Proposed Development. Cycle Superhighway 1 provides a route from Stoke Newington to White Hart Lane benefitting from segregated cycle tracks and signage that indicates connections to various other destinations along route.
- 3.2.10. **Figure 3-2** illustrates the local cycle routes in the vicinity of the Site:

Figure 3-2 Local Cycling Routes within the Vicinity of the Site



- 3.2.11. **Figure 3-3** illustrates the area that can be travelled via bicycle within 20 minutes. The isochrones assume a speed of approximately 16km/hr and demonstrates that it is possible to cycle to locations such as Edmonton, Meridian Water, Waltham Forest, Leyton, Stoke Newington and Wood Green, all within a 15-20 minute journey.

Figure 3-4 PTAL Score



BUS SERVICES

- 3.3.4. Tottenham Hale Bus station is located to the south of the Site at approximately 330m. **Table 3-1** summarises of bus routes and service frequencies.
- 3.3.5. Additional frequent bus services to alternative destinations accessible from the A10 are also available. Bus stops within the vicinity of the Proposed Development site are shown in **Figure 3-5**.
- 3.3.6. All stops in the vicinity of the Site are equipped with a flag and a timetable. A shelter and seating is provided at key stops on Ferry Lane, Broad Lane, Monument Way and Tottenham Hale Bus Station. Real-time information is also provided at the southbound stop on Broad Lane.

Figure 3-5 Map of Local Bus Stops

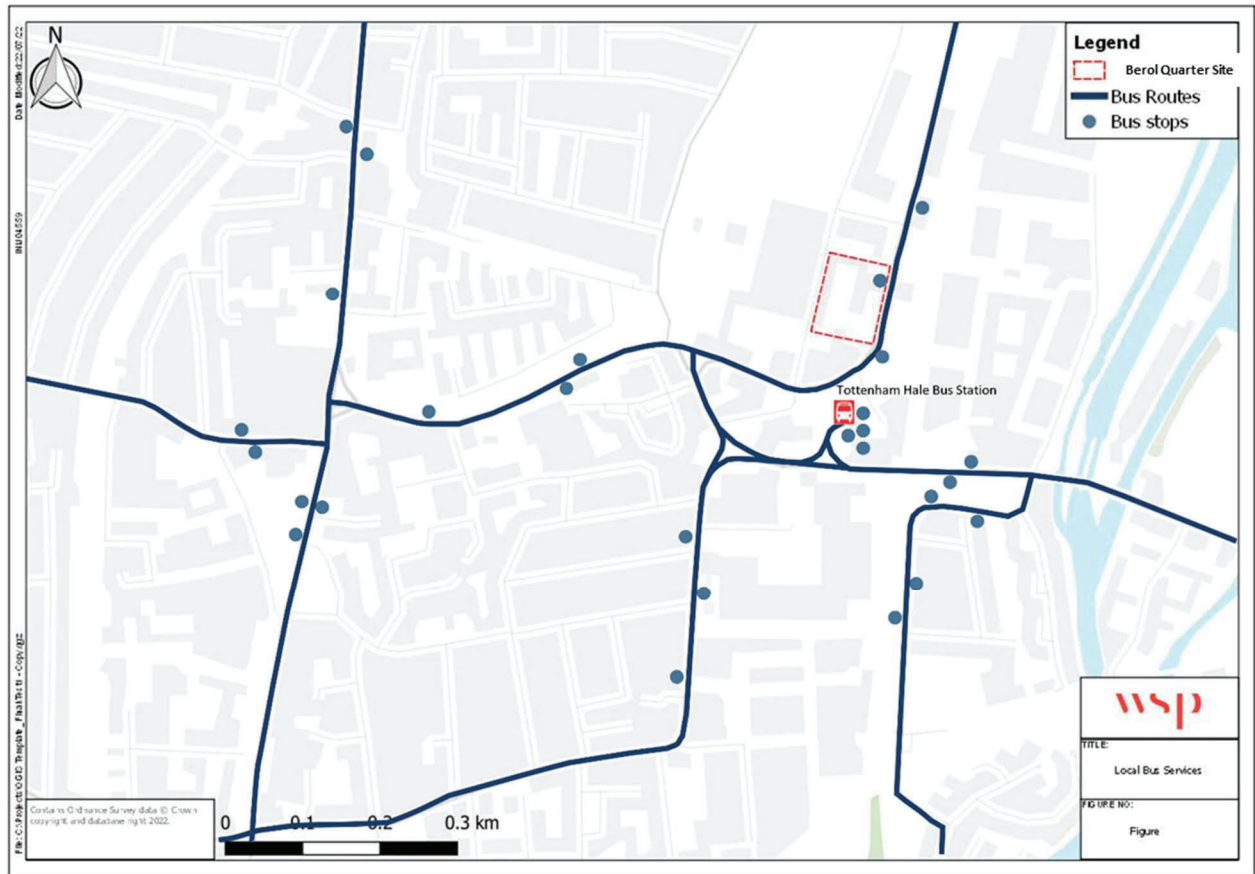


Table 3-1 Tottenham Hale Bus Services

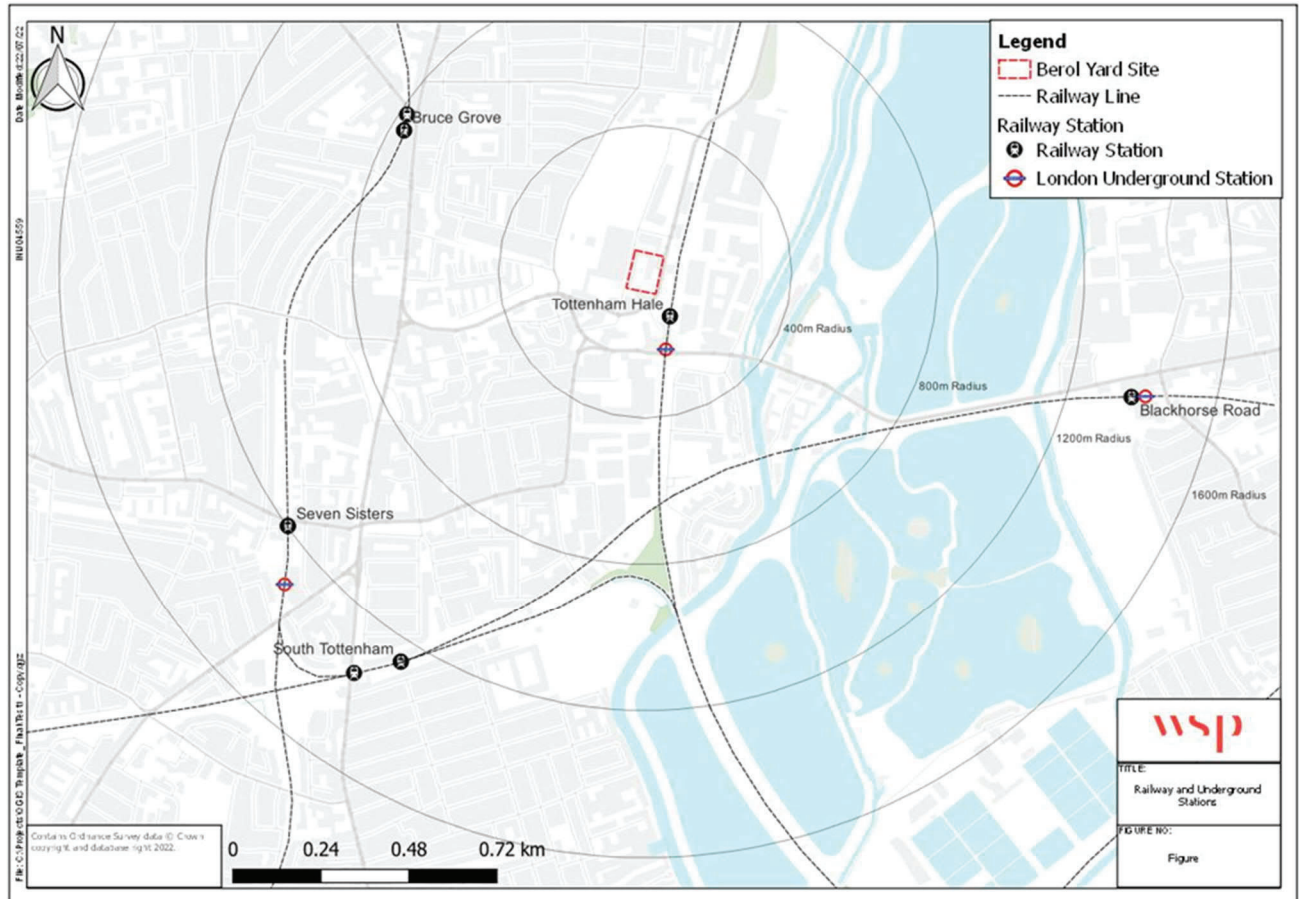
Service	Route	Service Frequency (min)
76	Tottenham Hale Bus Station – Lower Marsh	9-13
123	Lordship Lane – Hainault Street	8-12
230	Fyfield Road - Wood Green Station	14-18
N73	Holles Street - Walthamstow Station	30
41	Tottenham Hale Bus Station - Archway Station	5-8
W4	Ulster Gardens – Ferry Lane Primary School	8-12
N41	Trafalgar Square - Tottenham Hale Bus Station	30
192	Tottenham Hale Bus Station – Little Park Gardens	8-12

- 3.3.7. As can be seen, the Site benefits from excellent connections with high frequency bus routes that connect key local destinations such as Euston, Kings Cross, Ilford, Wood Green, Holloway and Enfield.

NATIONAL RAIL AND UNDERGROUND

- 3.3.8. Tottenham Hale railway station is situated approximately 330m (less than 5 minutes' walk) southeast of the Proposed Development site and is illustrated within **Figure 3-6**.

Figure 3-6 Tottenham Hale Railway and London Underground Station



- 3.3.9. Tottenham Hale Rail station serves London Stanstead Airport & East Anglia, plus the Victoria London Underground Line (LUL). Rail services are provided by Greater Anglia to a range of destinations during the peak periods.
- 3.3.10. There are ticket barriers at the station and step-free access is available for the whole station and step free access is provided for all platforms. A combination of sheltered cycle parking facilities and Sheffield stands are available adjacent to the station entrance for public use.
- 3.3.11. The station is served by Greater Anglia and provides up to 23 services in peak hour as shown in **Table 3-2**.

Table 3-2 Tottenham Hale Rail Services

Service	Route	AM Peak Hour Frequency (0800-0900)	PM Peak Hour Frequency (1600-1700)
Greater Anglia	Hertford East and Broxbourne to London Liverpool Street	10	8
	Cambridge and Stansted Airport to London Liverpool Street	6	7
	Kings Lynn and Ely to London Liverpool Street	1	1
	Bishop's Stortford to Stratford	4	4
	Stratford to Stanstead Airport	2	2
Total		23	22

3.3.12. Similarly, to the railway station, Tottenham Hale Underground Station is located approximately 330m southeast from the centre of the Proposed Development site as shown within **Figure 3-6**. The station is served by the Victoria Line and provides up to 35 services in a single direction at peak hours as shown in **Table 3-3**.

Table 3-3 Tottenham Hale London Underground Services

Service	Service	Avg Peak frequency (Trains/Hour)
Victoria Line	London Underground	35

3.3.13. Each train on the Victoria Line has a capacity of 864 passengers and with an average of 35 trains per direction per hour, the Victoria Line has a capacity of approximately 30,240 passengers per hour.

3.3.14. London Underground train services allow for destinations to be reached across Inner and Central London. Travel by underground provides a realistic alternative to the private car. Travel times to key destinations on the Victoria Line are detailed below:

- King's Cross St. Pancras – 10 minutes;
- Euston – 12 minutes;
- Oxford Circus – 15 minutes; and
- Victoria – 19 minutes.

3.3.15. The Night Tube operates on the Victoria Line offering a 24-hour service on Friday and Saturday.

FUTURE PUBLIC TRANSPORT NETWORK IMPROVEMENTS

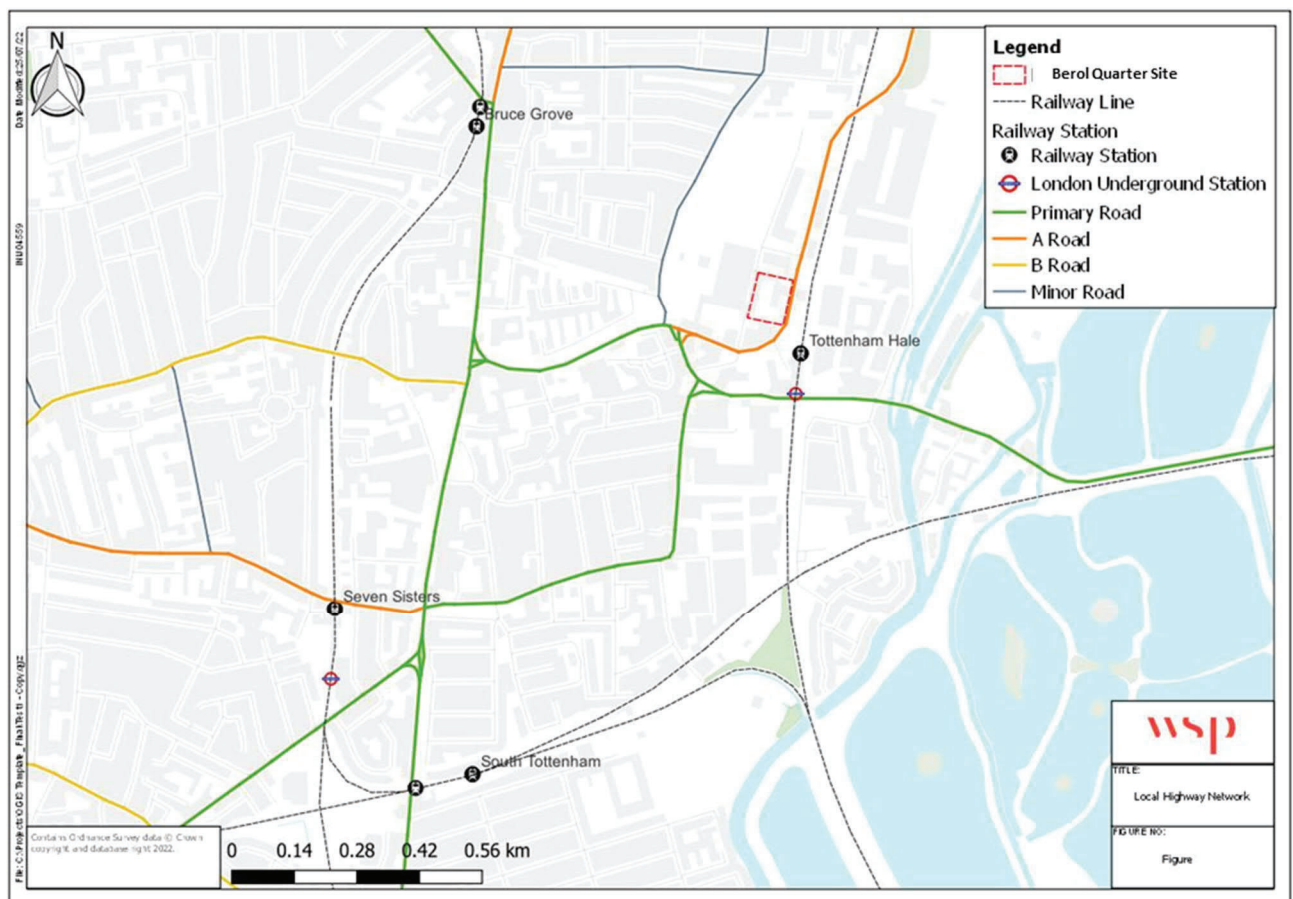
3.3.16. Tottenham Hale Station is subject to improvements in conjunction with Tottenham Hale Underground Station. Improvements are set to include the provision of step-free access to National Rail platforms, improvements to the concourse and relocation of existing gate lines.

- 3.3.17. Upgrades to the West Anglia main line are also proposed and will enable more frequent local rail services at Tottenham Hale.
- 3.3.18. As per Annual report of 2020-21, improvements are underway on the Victoria Line to signalling and track to increase frequencies to 36 trains per hour.
- 3.3.19. Further improvements are also underway at Tottenham Hale to reduce capacity constraints at the station which include an enlarged station concourse to reduce crowding and queueing and improvements to interchange by relocating London Underground gate lines.

3.4 LOCAL ROAD NETWORK

- 3.4.1. Ashley Road is within the London Borough of Haringey and is located 330m to the northwest of Tottenham Hale Station, underground and bus station and south of the Northern Circular (A406). An overview of the local highway network is illustrated within **Figure 3-7**.

Figure 3-7 Local Highway Network



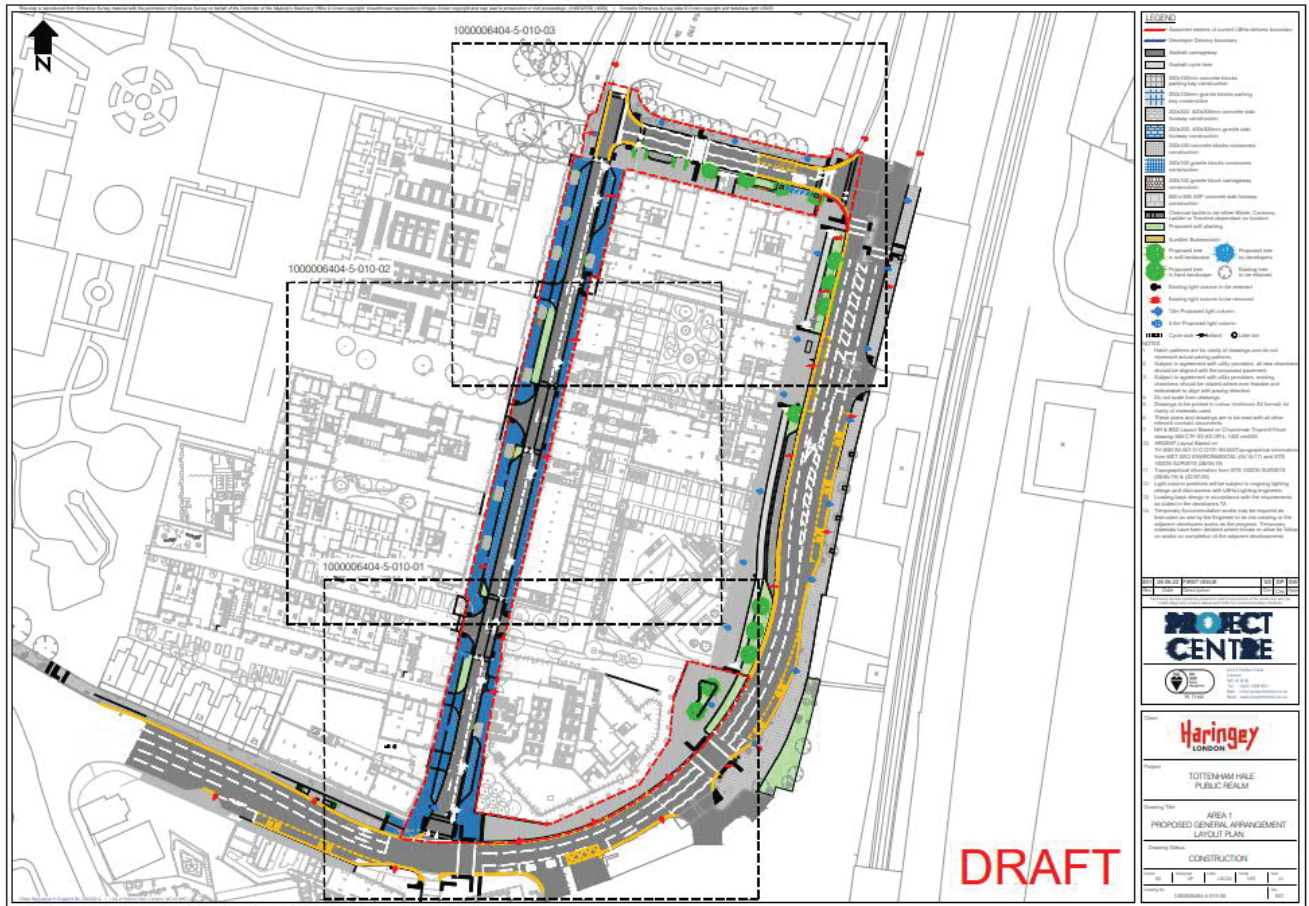
- 3.4.2. The key local highway network in the area surrounding the Site includes Ashley Road, Burdock Road, Watermead Way, Hale Road, Monument Way and High Road which are described in this section.

- 3.4.3. Ashley Road is a lit two-way single carriageway highway with a speed limit of 20mph. The road, which has an average width of approximately 7.5m, runs in a north / south alignment and runs through the middle of the wider Ashley Road south masterplan site. On-street parking restrictions (double yellow lines) are present on the eastern side of Ashley Road and single yellow line restrictions are present on the western side. The Site currently does not form a part of a Controlled Parking Zone (CPZ) but is surrounded by roads that are restricted.
- 3.4.4. Ashley Road is subject to highway layout changes as part of the Ashley Road Masterplan, which are discussed further below. These improvements to the active travel infrastructure and layout of Ashley Road are currently being designed and delivered by the London Borough of Haringey and will result in significant changes to the above existing description.
- 3.4.5. To the north of the Site, Burdock Road is a single carriageway road with street lighting and joins Ashley Road via a priority junction.
- 3.4.6. Hale Road is located to the south of Ashley Road and provides access to the A10 approximately 600m further west. Hale Road benefits from street lighting and two lanes for vehicles travelling westbound. The Hale is a street lit dual carriageway situated to the south of Hale Road and joins Monument Way at its northern end, which is part of the TLRN (TfL Road Network or “Red Route”).
- 3.4.7. Watermead Way (A1055) connects to the south of Ashley Road and east of Burdock Road. Further north provides access to the north circular (A406) within 3km. Watermead Way is a dual carriageway route travelling north towards Burdock Road signalised three-arm junction. The road benefits from street lighting along its entirety.
- 3.4.8. The North Circular (A406), accessed via Watermead Way, provides access to the national motorway network. The North Circular (A406) is a 25.7 mile ring road around Central London providing various connections to the surrounding areas including Wembley, Southgate, Woodford and Barking.
- 3.4.9. The A10 is a strategic north / south route situated to the west of the Site which comprises both dual and single carriageway sections of road along its length. The A10 can be accessed from the Site via monument way and provides an additional link north to the North Circular (A406) and Shoreditch to the south.

ASHLEY ROAD IMPROVEMENTS

- 3.4.10. As part of the Ashley Road Masterplan, improvements to the active travel infrastructure and highway layout of Ashley Road are currently being designed and delivered by the London Borough of Haringey.
- 3.4.11. The proposed Ashley Road improvements are summarised on **Figure 3-8** overleaf and discussed further in the TA.

Figure 3-8 Ashley Road Improvements



3.4.12. Improvements to Ashley Road include the following:

- Northbound vehicular flow only along Ashley Road from the Watermead Way junction to the south and the Burdock Road junction to the north.
- A contra-flow cycle lane for southbound cycles.
- x 4 raised tables on key pedestrian desire lines and junctions.
- Laybys sporadically located for servicing and deliveries.

3.5 ACCESSIBILITY TO LOCAL FACILITIES

3.5.1. Planning guidance highlights the emphasis being placed on the integration of land-use, transport and planning decisions. In order to achieve good integration, development should be encouraged in areas with good levels of accessibility to local facilities and employment, as well as to public transport services.

3.5.2. This section of the report looks at access to local facilities in the surrounding area including education, retail, leisure, recreation, and healthcare facilities.

EDUCATION

3.5.3. There are several educational facilities located within 1km distance of the Proposed Development , the equivalent to a 12 minute-walk. The list below summarises the location of these schools and the walking time to each school is summarised below:

- Harris Academy – 350m north – 4 minutes’ walk;
- Welbourne Primary School – 550m west – 7 minutes’ walk;
- ADA College – 600m south – 14 minutes’ walk;
- Hyland House School – 700m west – 8 minutes’ walk; and
- Holy Trinity Church of England Primary School – 800m west – 10 minutes’ walk.

- 3.5.4. Harris Academy Tottenham, located on Ashley Road approximately 350m (four minutes’ walk) north of the Proposed Development, provides primary, secondary and sixth form education to pupils within the local area.
- 3.5.5. Welbourne Primary School, located on Stainby Road, is approximately 600m (7 minutes’ walk) southwest of the Proposed Development. Welbourne Primary School can be accessed via footways located on Hale Road, High Cross Road, Hale Gardens and Montague Road resulting in a route primarily situated on local residential roads. Furthermore, the route benefits from street lighting along its entirety and signalised pedestrian crossings situated on Hale Road.
- 3.5.6. Hyland House School, located on Holcombe Road, is approximately 700m (8 minutes’ walk) west of the Proposed Development. Hyland House School is accessible via the southern footpath within Down Lane Park, Park View Road and Holcombe Road. The pedestrian route benefits from being located on either off road facilities or local residential roads. The route benefits from street lighting along the entire route.
- 3.5.7. Holy Trinity Church of England Primary School, located on Somerset Road, is approximately 800m (10 minutes’ walk) west of the Proposed Development. Holy Trinity Church of England Primary School can be accessed via footways along Ashley Road, Hale Road, Cheshunt Road and south on Rycroft Way. The route benefits from street lighting along its length and is situated primarily on local residential roads.
- 3.5.8. In addition to Harris Academy, Sixth Form education facilities are listed below:
- The College of Haringey, Enfield and North East London is located on High Road, approximately 1100m (14 minutes’ walk) southwest; and
 - The Musical Theatre Academy (MTA), located on Town Hall Approach Road, approximately 1100m (13 minutes’ walk) southwest.
- 3.5.9. Based on the information set out above, it is reasonable to conclude that the Proposed Development is situated within relatively close proximity to existing educational facilities. Pedestrian connections to these facilities provide direct routes via pedestrian footways which all benefit from street lighting and various pedestrian crossings. Furthermore, the routes are primarily situated on local residential roads, well suited to pedestrians. Therefore, it would be reasonable to assume that future residents will be able to access these facilities.

RETAIL AMENITIES

- 3.5.10. Tottenham Hale Retail Park is located, approximately 200m (3 minutes’ walk) south of the Proposed Development and contains a wide range of shops as well as food retailers; such as Lidl, and restaurants; such as Subway and Burger King. The range of shopping opportunities provided allows new and existing users to have access to multiple services within a short walk of the Proposed Development. The quickest route to the retail park would entail a pedestrian travelling south on Ashley Road, crossing at the signalised pedestrian crossings on Hale Road.

- 3.5.11. Within 850m (11 minutes) west of the Site is High Road which contains an array of local non-food retail and food retailers with several anchor stores.
- 3.5.12. In addition to these existing services, the development proposals also include further retail offerings. Therefore, it is reasonable to assume the future residents and employees at the Proposed Development will benefit from being within comfortable walking distance of several existing and proposed retail units.

LEISURE AND RECREATION FACILITIES

- 3.5.13. In addition to the leisure facilities currently available in Tottenham Hale Retail Park, the local area has a selection of recreational land uses within a short distance from the Proposed Development.
- 3.5.14. Down Lane Park is situated adjacent to the Proposed Development, whilst Tottenham Marshes, River Lee navigation and the local reservoirs are also within walking distance (660m or 8 minutes' walk).
- 3.5.15. The Bernie Grant Arts Centre is located on Town Hall Approach Road and is approximately 1,000m (13 minutes' walk) southwest of the Proposed Development, showcasing films, theatrical performances and creative classes.
- 3.5.16. The Gym (Tottenham Hale), located on Lebus Street, is approximately 450m (six minutes' walk) southeast from the Proposed Development. Tottenham Green Pools and Fitness, located on Phillip Lane, is approximately 1000m (13 minutes' walk) west of the Proposed Development and provides Council run leisure facilities and a local swimming pool.
- 3.5.17. Future residents and employees of the Proposed Development will therefore have immediate access to the existing leisure facilities within the vicinity of the Site.

EMPLOYMENT

- 3.5.18. Tottenham Hale provides employment opportunities within close proximity to the Site including Tottenham Hale retail Park to the south of the Site, Tottenham Green Leisure Centre, Bernie Grants Arts Centre and a number of employment opportunities within Millmead Business Centre to the east of the Site. The Site has excellent public transport connections to key employment centres including Bank and Waterloo, Kings Cross St. Pancras, Euston and Oxford Circus, as well as local employment hubs in Tottenham itself. The links to public transport is discussed further within this Chapter.

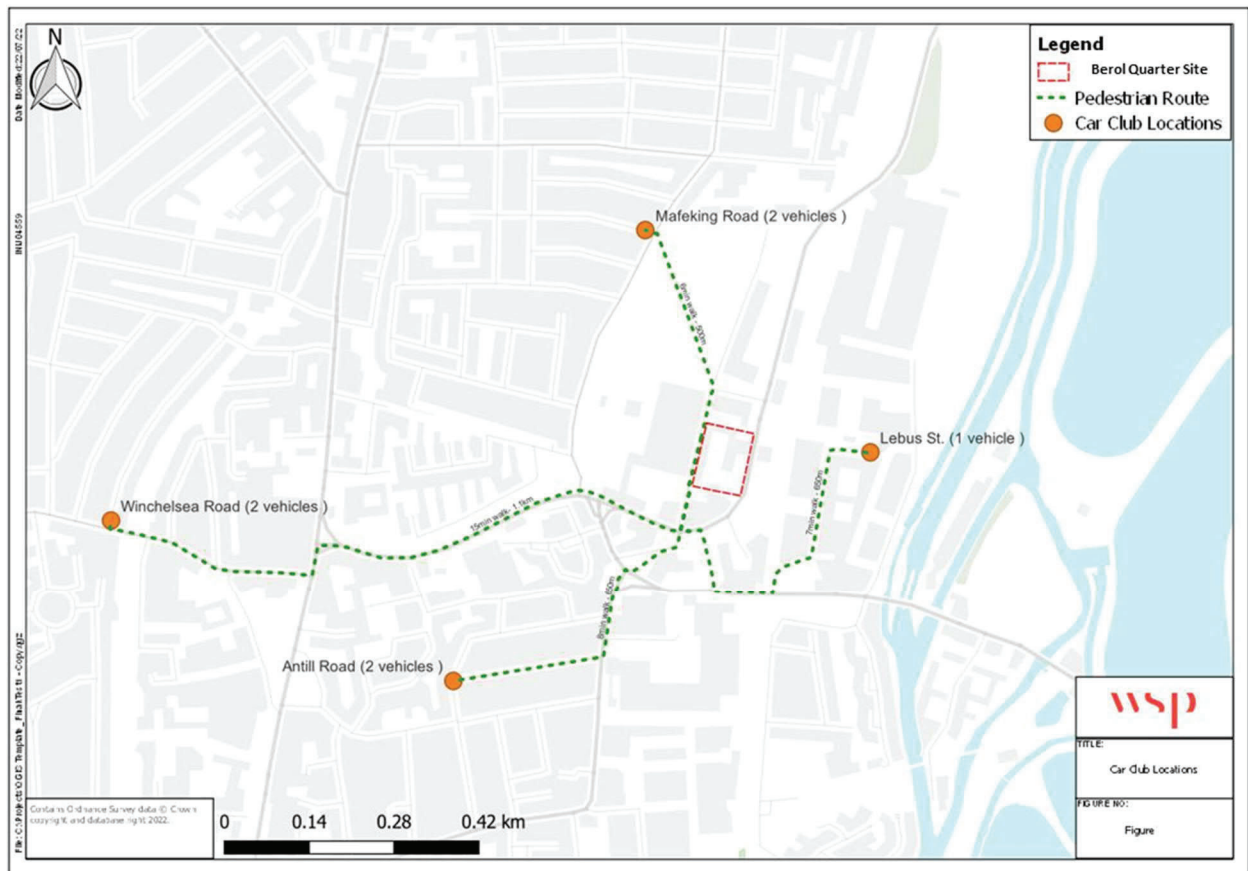
HEALTHCARE

- 3.5.19. In terms of healthcare and local services, Tynemouth Medical Practice presents the closest clinic for treatment and is situated 800m (10 minutes' walk) to the south of the development, at Tynemouth Road. Bruce Grove Primary Health Care, located on High Road, is situated 880m (11 minutes' walk) west. Dowsett Road Surgery is located on Dowsett Road and is situated 880m (11 minutes' walk) away north of the Proposed Development.
- 3.5.20. The closest hospital is North Middlesex University Hospital, which offers a range of services including Accident and Emergency and is located approximately 3.4 km north from the Proposed Development. St Ann's Hospital is situated 2.9 km southwest from the Proposed Development and offers outpatient services such as physiotherapy and post-natal care. North Middlesex University Hospital can be accessed by car in approximately 11 minutes or via a combination of on foot and bus in circa 30 minutes from the Site.

3.6 CAR CLUBS

- 3.6.1. Car clubs provide short term car hire, offering an environmentally friendly and cost-effective alternative to owning a car. ZipCar, being one of the largest car club operators, estimate that on average, every car club vehicle provided results in around 10-15 private cars taken off U.K. roads. The benefits of the schemes can be summarised as:
- **Cheaper:** Owning a car has added cost of insurance, tax, service and maintenance and depreciation.
 - **Greener:** Generally, those involved in the scheme choose walking, cycling and public transport as their mode of travel, using the car club only when it is their best option.
 - **Convenient:** Can be booked within a minutes notice and be on your way in a clean, well looked after car, which can be used for as long as required.
- 3.6.2. There are two types of car club services currently operating in Haringey:
- Round trip Car Club services operated by Zipcar and Enterprise Car Club: These vehicles are picked up from and returned to dedicated parking bays. There are currently 74 such Car Club vehicles in Haringey, 71 operated by Zipcar and 3 operated by Enterprise Car Club
 - One-way (flexible) Car Club service operated by Zipcar: These vehicles can be used for one-way journeys and can be picked up and parked in any legal parking bay in the borough.
- 3.6.3. Haringey's Car Club scheme now offers Zipcar members access to 71 on-street vehicles which include cars, people carriers and vans.
- 3.6.4. A number of existing car club provisions in the local area have been identified and are listed below, all of which have capacity for at least one vehicle:
- Antill Road (2 vehicles - Zipcar) – approx. 650m;
 - Mafeking Rd (2 vehicles - Zipcar) – approx. 500m and;
 - Lebus St. (1 vehicle - Zipcar) – approx. 650m
 - Winchelsea Road (2 vehicle – Zipcar) – approx. 1150m.
- 3.6.5. The closest Zipcar in relation to the Site are summarised overleaf and illustrated within **Figure 3-9**.

Figure 3-9 Location of Nearest Zipcar Car Clubs



4 TRAVEL DEMAND

4.1 BASELINE TRAVEL DEMAND

RESIDENTIAL TRIP GENERATION

- 4.1.1. The proposals include the provision of 210 residential units (in the form of apartments at 2 Berol Yard).
- 4.1.2. The predicted trip generation of the residential land use has been set out in **Table 7-5** of the accompanying Transport Assessment and has been replicated below in **Table 4-1**.

Table 4-1: Total Residential Trip Generation (2 Berol Yard – 210 flats)

Mode	08:00 - 09:00			17:00 - 18:00			Daily Total		
	In	Out	Total	In	Out	Total	In	Out	Total
Cars	1	7	8	4	2	6	30	33	63
Car Passenger	0	0	0	0	0	0	0	0	0
Taxi	0	0	0	0	0	0	1	1	3
Bus	8	48	55	26	14	40	208	228	436
Underground	5	29	34	16	9	25	128	141	269
Overground	0	0	0	0	0	0	0	0	0
Walk	3	16	19	9	5	13	70	77	147
Cycle	1	6	7	3	2	5	28	30	58
National Rail	5	31	36	17	9	26	134	148	282
Total	22	138	160	74	41	115	600	658	1,258

4.2 INTERIM RESIDENTIAL TARGETS

- 4.2.1. To calculate the predicted trip generation shown in **Table 4-1**, modal share data based on 2011 census method of travel to work from the MSOA that the Site is located in was used. This mode share data provides the best estimation of the mode split prior to occupation. Interim 5 year mode share targets have been set out in the **Table 4-2**, with a focus on achieving a higher mode split for active travel behaviour.

Table 4-2: Interim Modal Split Targets – Residential Land Use

Mode	Modal Split From TA	Year 1	Year 3	Year 5
Cars	5%	4%	3%	2%
Car Passenger	0%	0%	0%	0%

Mode	Modal Split From TA	Year 1	Year 3	Year 5
Taxi	0%	0%	0%	0%
Bus	34%	35%	37%	38%
Underground	21%	20%	17%	17%
Overground	0%	0%	0%	0%
Walk	12%	14%	16%	18%
Cycle	5%	6%	7%	8%
National Rail	22%	21%	20%	17%
Total	100%	100%	100%	100%

4.2.2. The interim targets set out above will be replaced once a survey is undertaken following full occupation / agreement with the local authority.

OFFICE TRIP GENERATION

4.2.3. The proposals include the provision of office space at Berol House. The predicted trip generation of the office land use has been set out in **Table 7-8** of the accompanying Transport Assessment and has been replicated below in **Table 4-3**.

Table 4-3: Office Trip Generation (Berol House)

Mode	08:00 - 09:00			17:00 - 18:00			Daily Total		
	In	Out	Total	In	Out	Total	In	Out	Total
Cars	1	0	2	0	1	1	7	7	15
Car Passenger	0	0	0	0	0	0	0	0	0
Taxi	0	0	0	0	0	0	0	0	0
Bus	16	3	18	1	15	17	89	89	178
Underground	9	2	11	1	9	10	54	54	107
Overground	0	0	0	0	0	0	0	0	0
Walk	5	1	6	0	5	6	29	29	59
Cycle	2	0	3	0	2	2	13	13	25
National Rail	10	2	11	1	10	11	56	56	112
Total	43	7	51	4	43	47	248	248	496

4.3 INTERIM OFFICE TARGETS

- 4.3.1. To calculate the predicted trip generation shown in **Table 4-3**, modal share data based on 2011 census method of travel to work from the MSOA that the Site is located in was used. This mode share data provides the best estimation of the mode split prior to occupation. Interim 5 year mode share targets have been set out in the **Table 4-4**, with a focus on achieving a higher mode split for active travel behaviour.

Table 4-4: Interim Modal Split Targets – Office Land Use

Mode	Modal Split From TA	Year 1	Year 3	Year 5
Cars	3%	2%	2%	1%
Car Passenger	0%	0%	0%	0%
Taxi	0%	0%	0%	0%
Bus	37%	36%	36%	36%
Underground	22%	21%	20%	19%
Overground	0%	0%	0%	0%
Walk	13%	15%	17%	19%
Cycle	5%	6%	7%	8%
National Rail	23%	20%	18%	17%
Total	100%	100%	100%	100%

- 4.3.2. The interim targets set out above will be replaced once a survey is undertaken following full occupation / agreement with the local authority.

5 OBJECTIVES AND TARGETS

5.1 OBJECTIVES

- 5.1.1. Travel plans should have measurable outputs or targets against which the progress of the plan can be monitored.
- 5.1.2. The FTP's overriding objective is:
- 'To engage with and encourage both residents and employees to use more sustainable ways of travelling to / from the development site through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway network.'*
- 5.1.3. The sub-objectives are:
- To increase resident awareness of the advantages and availability of sustainable/ active modes of transport.
 - To promote the health and fitness benefits of active travel to all users.
 - To introduce a package of physical and management measures that will facilitate residents travel by sustainable modes.,
 - To reduce unnecessary use of the car for the journey to and from the Site by residents.
- 5.1.4. The overall objective of the FTP is to affect a reduction in the proportion of single occupancy car journeys and to see an increase in the levels of walking and cycling as well as public transport to and from the development. This will be monitored accordingly through the use of travel surveys.
- 5.1.5. Other less direct objectives of the FTP are to increase awareness about the environmental and personal financial implications of travel mode choice. Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the TP, measured by the volume and type of feedback from occupants, both at the outset of the plan and as the strategy evolves.

5.2 TARGETS

- 5.2.1. In accordance with TfL's best practice guidance, all targets identified will be SMART, in that they are Specific, Measurable, Achievable, Realistic and Time-bound.
- 5.2.2. Two types of targets have been identified. 'Action' type targets are defined within Appendix Three of TfL's guidance as 'non-quantifiable actions that need to be achieved' (e.g. appointing a TPC before occupation, whilst 'Aim' type targets are 'quantifiable and relate to the degree of modal shift the plan is seeking to achieve or other outcomes' (e.g. the date by which an increase in walking and cycle mode split will be achieved).
- 5.2.3. It is intended that baseline travel surveys will therefore be undertaken as specified by the Local Planning Authority as part of the Decision Notice.
- 5.2.4. It is anticipated future annual travel surveys will be undertaken on or around the anniversary of the date of the baseline travel survey

5.3 'ACTION' TYPE TARGETS

- 5.3.1. The following action type targets are potentially set for the residential and commercial elements:

- Appointment of a Travel Plan Coordinator (TPC) by the Facilities Management company prior to occupation of the development;
- Produce a Travel Leaflet/ Residential / Employee Welcome Pack promoting alternative modes of transport and the key services provided through the Travel Plan, to be distributed electronically to all residents and employees;
- Provide changing facilities, showers and lockers;
- Provide dedicated cycle access from the Site access points to the cycle storage;
- Promote to occupiers the benefits of offering cycle to work schemes;
- Undertake travel surveys at years one, three and five after initial occupation.

5.4 'AIM' TYPE TARGETS

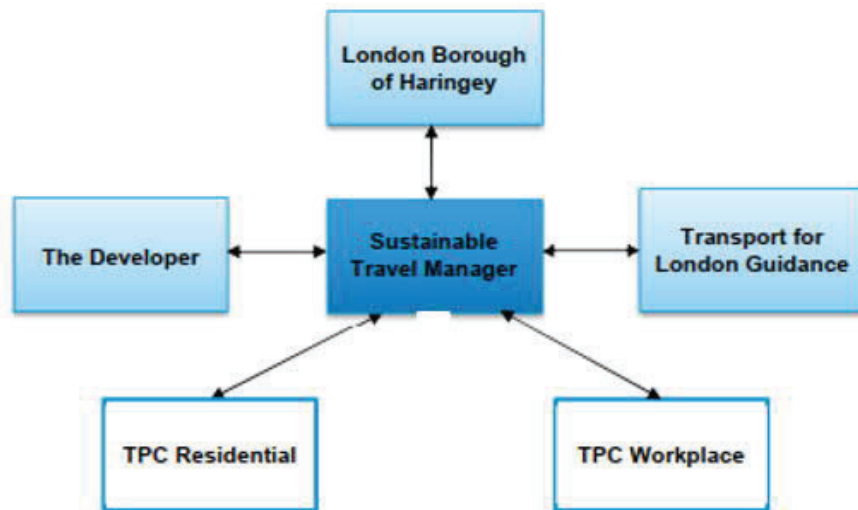
- 5.4.1. The Travel Plan targets aim to measure the progress made towards achieving the Travel Plan objectives. Targets are generally based on achieving modal shift through reductions in car use, particularly with a single occupant, and increases in the use of sustainable modes such as cycling.
- 5.4.2. Targets will be reviewed throughout the life of the Travel Plan. Indicators will measure the progress towards targets, which for the most part will be ascertained from the main mode listed by residents of the Site in the iTRACE/ TRICS compliant monitoring surveys conducted when the buildings are completed and occupied.
- 5.4.3. Interim Targets have been set out in **Tables 4-2** and **4-4** in **Chapter 4**. The primary aim type targets for residential and office land uses have been identified as
 - Reduction in car driver trips: The Travel Plan will aim to reduce the car driver mode share during peak hours.
 - Increase in cycling: In accordance with the mayor's aspirations to deliver an increase in cycling, the Travel Plan will encourage cycling as a sustainable mode of transport with the aim increasing the cycling mode share from a forecast level.
 - Increase in walking: The Travel Plan will aim to increase the walking mode share during peak hours in order to help promote the physical and mental benefits of walking.

6 TRAVEL PLAN STRATEGY

6.1 MANAGEMENT STRUCTURE

- 6.1.1. The Travel Plan will be managed by an over-arching Sustainable Travel Manager appointed by the site management company. **Figure 6-1** shows the intended structure for the whole development including representatives from residential and office units.

Figure 6-1 Management Structure



6.2 SUSTAINABLE TRAVEL MANAGER

- 6.2.1. A Sustainable Travel Manager (STM) will be appointed to take responsibility for the Site and management of the Travel Plans and for ensuring its delivery. The Sustainable Travel Manager role for the Site will be fulfilled by an appointed consultant or the Site management company. 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 on-going management of the plan are set up and running effectively;
- Liaising with public transport operators and other service providers where appropriate;
- Overseeing the monitoring and reporting of the Travel Plan including liaising with LBH where appropriate;
- Monitoring and where necessary revising Travel Plan targets;
- Administration of the Travel Plan, which involves the maintenance of necessary paperwork, consultation and promotion. This ensures the plan remains up to date and provides current information to readers; and
- Measuring success and monitoring change.

6.3 TRAVEL PLAN CO-ORDINATORS

- 6.3.1. 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) for the various land uses within the development. The STM will facilitate the appointment of TPCs, and with them jointly promote the Travel Plan.
- 6.3.2. The TPCs role will involve:

- Giving a ‘human face’ to the Residential and Workplace Travel Plans, explaining its purpose and the opportunities on offer;
- Implementing any additional measures;
- Giving advice and information on transport-related subjects to residents, employees and visitors;
- On-site co-ordination of data collection for the plan;
- Ensuring information provided to residents and employees of the Site is up to date;
- Helping establish and promote the individual measures in the plan; and
- Providing on-site support to the STM, as required

- 6.3.3. The performance of the Travel Plan will be reviewed by the STM against a series of agreed targets. This will identify where additional services are required and help deliver previously agreed objectives and targets.
- 6.3.4. Overall responsibility of the Travel Plan will be primarily held by the STM. If required, a Resident Group can be set up and would be responsible for feeding back details and new suggestions to the Residential TPC on behalf of the residential development.
- 6.3.5. Upon appointment of the STM and TPC’s prior to occupation of the Site LBH will be made aware of these details. Any subsequent changes will also be communicated to LBH.
- 6.3.6. The time that the TPC allocates to working specifically on the development will vary across the year depending on what tasks need to be completed. Whilst initial and future year surveys are being undertaken and analysed the time required would be greater. Throughout the remainder of the year it is anticipated that the role will require a small number of hours per month, which would include time for updating relevant information and liaison with residents/employees and LBH.

6.4 TRAVEL PLAN CONTACTS

- 6.4.1. The following persons are responsible for the TP. All Travel Plan related queries should be addressed to the TPC in the first instance. These details will be completed and / or confirmed prior to the implementation of the Travel Plan.

Table 6-1 Travel Plan Contacts

Role	Contact details
Travel Plan Coordinators	To be appointed post planning approval
Sustainable Transport Manager	To be appointed post planning approval
Travel Plan Author	WSP

6.5 SECURING THE TRAVEL PLAN AND FUNDING

- 6.5.1. Infrastructure for the Site to improve the sustainable travel environment/facilities will be secured through appropriate mechanisms. Soft measures, such as the implementation of an approved Travel Plan will also be made in accordance with current TfL guidance, together with the implementation of site wide ‘action’ targets, which will be secured through an appropriately worded Travel Plan condition.

- 6.5.2. A commitment to the Travel Plan strategy for the Site will be secured through its inclusion within the tenancy agreement for each resident.
- 6.5.3. Funding for the monitoring and management of the Travel Plan is to be secured by the developer.

7 TRAVEL PLAN MEASURES

7.1 INTRODUCTION

7.1.1. This section outlines the ‘hard,’ (infrastructure) and ‘soft,’ (travel management) measures that have been embedded within the masterplan proposals to maximise sustainable travel behaviour. The measures have been grouped into three types as follows and considered in turn in the following sections:

- ‘Hard’ engineering measures incorporated into the design of the development;
- Key services and facilities provided; and
- ‘Soft’ marketing and management measures which have been implemented as part of the development proposals to ensure that sustainable travel behaviour is maximized.

7.1.2. Each measure is considered in turn below. The travel plan measures included within it have been incorporated within the document.

7.2 ‘HARD’ MEASURES

7.2.1. It should be recognised that many physical aspects of the design of new development will influence travel patterns and will have a significant impact upon reducing dependence upon the private car from the outset (occupation). The hard engineering measures that have been incorporated into the design of the Site are set out below. It should be noted that appropriate hard engineering measures will be provided during the construction of each building as appropriate and landscaping within the Site which will be funded by the developer.

PERMEABILITY

7.2.2. Within the Site, the pedestrian environment will be of high quality with the provision of attractive public open spaces; lighting; signage and the use of quality materials. This will improve natural surveillance within the Site with a mixture of uses providing activities both day and night.

7.2.3. The pedestrian connections to the wider surrounding network are provided on the main pedestrian desire lines connecting to convenient routes towards local facilities and public transport service access points, including Tottenham Hale public transport interchange, Harris Academy, and Down Lane Park.

7.2.4. The public realm of Berol Quarter has been designed to incorporate pedestrians of all ages and abilities. The following pedestrian links are proposed and have been detailed in the access strategy:

- Berol Walk.
- Berol Passage.
- The Square.
- Green Link.

7.2.5. Wider public realm improvements within the Site’s red-line boundary include the provision of an undercroft pedestrian route through Berol House (route known as Berol Passage), and also a pedestrian boulevard known as Berol Walk along the eastern side of Berol House and Green Link to the south of 2 Berol Yard. East-west pedestrian movements through the Site will be via Berol Passage and Gessner Lane or Green Link. North-south pedestrian movements will be via Berol Walk. The accesses for the Site will integrate and fall on desire lines with the pedestrian and cycle improvements on Ashley Road that are being delivered by the London Borough of Haringey.

- 7.2.6. All parts of the Site lead to the existing footway network and have been designed to address the needs of people with disabilities and reduced mobility. The layout maximises the catchment area for access to public transport services which will benefit future users of the Site and neighbouring areas.

CAR PARKING

- 7.2.7. The provision of car parking spaces on Site has been purposely restricted. As per London Plan policy any locations within a PTAL 5-6 should be 'car-free' providing only blue badge bay parking. The proposals:

- 2 Berol Yard
 - 6 blue badge spaces for future residents; and
 - 1 blue badge space for the retail units.
- Berol House
 - 1 blue badge space for the commercial units.

- 7.2.8. It is expected that use of these blue badge spaces will be monitored and in the event that further spaces are required, opportunities to provide these within the public realm will be explored.

CYCLE PARKING

- 7.2.9. The cycle parking provision was provided as per the London Plan (March 2021) cycle parking standards as detailed in **Table 7-1** and **2** below.

Table 7-1 Long Stay Cycle Parking Provision

Building	Land Use	Quantum	Policy Requirements	Proposed
Berol House	A2-A5 (Cafes & Restaurants)	714 sq. m	4	4
	B1 (Office)	5,29 sq. m	35	44
Sub Total:			39	48
2 Berol Yard	A2-A5 (Cafes & Restaurant)	699. sq. m	4	4
	C3 (Residential)	210 units	376	376
Sub Total:			380	380
Total Spaces:			419	428

Table 7-2 Short Stay Cycle Parking Provision

Building	Land Use	Quantum	Policy Requirements	Proposed
Berol House	A2-A5 (Cafes & Restaurants)	714 sq. m	18	20
	B1 (Office)	5,209 sq. m	10	10
Sub Total:			28	30
2 Berol Yard	A2-A5 (Cafes & Restaurant)	699. sq. m	18	18
	C3 (Residential)	210 units	6	6
Sub Total:			24	24
Total Spaces:			52	54

7.3 KEY SERVICES AND FACILITIES

MIX OF THE DEVELOPMENT

- 7.3.1. The development incorporates a number of different and complimentary land uses providing a range of facilities which will help to reduce the need to travel; e.g. residents and employees of the development can make use of the retail provision onsite as opposed to traveling elsewhere.
- 7.3.2. The location of the Site, its design and proximity to public transport services and future facilities / amenities within the surrounding area should create all of the conditions to make sustainable travel choices a natural option. However, it is recognised that the communication strategy is key to the success of the Travel Plan containing soft measures as described below.
- 7.3.3. All homes within the development will be able to access broadband subject to signing up to an Internet Service Provider. This would provide residents with the ability to consider working from home, web based shopping and access to travel information and service information.

PERSONALISED JOURNEY PLANNING

- 7.3.4. The Travel Plan Co-ordinator will provide Welcome Packs to each household and employment occupier providing mapping illustrating locations of local bus stops, stations etc. to educate and encourage use of wider sustainable modes.

FACILITIES FOR MOBILITY IMPAIRED PERSONS

- 7.3.5. The personalised journey planning service detailed above will also extend to the cover the specific journey planning requirements of mobility impaired persons residing, studying and working within the Site.

SUSTAINABLE DELIVERY INITIATIVES

- 7.3.6. Sustainable delivery initiatives will also be pursued where practicable. Such initiatives could include the synchronisation of deliveries from common suppliers therefore reducing both the number of deliveries whilst simultaneously reducing the economic and environmental costs associated with Light Goods Vehicle (LGV) and Heavy Goods Vehicle (HGV) deliveries.
- 7.3.7. This will be investigated further upon completion of the initial travel survey to establish movement in / out of the Site.

7.4 'SOFT' SMARTER TRAVEL MARKETING AND PROMOTION

- 7.4.1. Effective marketing and communications are essential for a successful Travel Plan. A number of methods can be used to distribute sustainable travel information and advice to residents and employees of the development.

WEBPAGE

- 7.4.2. A Smart Travel webpage, will be placed within the marketing website linked to the development providing links to relevant sustainable travel information including: -
- TfL Journey Planner;
 - London Borough of Haringey website;
 - Ticket and Travelcard ordering facility including Oyster Auto-top up services; and
 - An electronic version of the travel pack and travel leaflets including promotional details of the key services and facilities being provided.

PROMOTING CYCLING

- 7.4.3. The creation of a site wide Bicycle User Group for residents will be encouraged; providing the opportunity of cyclists to meet informally and discuss cycling related issues, such as safe cycle routes in the surrounding area.

RESIDENTIAL AND EMPLOYMENT SUSTAINABLE TRAVEL PACK

- 7.4.4. Every resident and occupying company will be provided with a Travel Pack upon occupation which will contain information on the facilities within the Site for the duration of the Travel Plan. If new residents / employment companies were to move to the Site, then they would also receive a copy of the Travel Pack. The Welcome Pack will contain details of the parking restrictions, cycling, walking and public transport routes to key local facilities, plus current timetables for local bus and rail services and car clubs available.
- 7.4.5. A key role of the welcome pack will also be to raise awareness of the sustainable travel initiatives being implemented through the Travel Plan including:
- Promotion of key services and facilities: Full details of the key services and facilities provided by the Travel Plan will be included within the Welcome Pack;

- Promote membership to the London Cycling Campaign (LCC): Promote the LCC which is a cyclists' 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 and provide support for cyclists;
- Promotion of Web Based Working from Home: The Travel Pack will encourage the use of web-based working from home for residents to reduce the need to travel whilst providing benefits for the mobility impaired;
- Promotion of Car Share Clubs: Details of car sharing websites such as <http://www.carplus.org.uk> and www.liftshare.com will be included within the welcome pack; and
- Promotion of Car Hire Clubs: Details of Car Hire Clubs within the vicinity of the Site will be included. The welcome pack will also invite those persons wishing to raise specific transport-related matters to discuss them with the TPC for consideration. The TPC will also be able to provide personalised Travel Planning advice to residents if required. A copy of this information pack will also be provided within the residential lobby of each building.

COMMUNITY NOTICE BOARDS

- 7.4.6. Community notice boards providing travel and community information to residents within the Site will be placed in high footfall locations.
- 7.4.7. Maps of the immediate local area will be displayed on the communal 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 residents and staff of any new travel initiatives or events organised by the STM and TPC.

8 MONITORING AND REVIEW

- 8.1.1. The Travel Plan will be regularly monitored, reviewed and revised in consultation with LBH and TfL to ensure that the Travel Plan continually develops and remains appropriate through its lifetime. It is anticipated this requirement will be set out in the planning Decision Notice.
- 8.1.2. A programme of monitoring and review will be implemented by the STM to generate information by which the success of the Travel Plan will be evaluated. This will help to establish whether the agreed objectives and targets are being met.

8.2 MONITORING

- 8.2.1. The STM and TPC's will arrange the initial full multi-modal travel survey to be undertaken for the residential and employment element of the Site as stipulated by the planning Decision Notice / LBH and TfL.
- 8.2.2. It is anticipated a Travel Survey will be required after full occupation, and then will be undertaken at the first, third and fifth year after the trigger point has been reached. The specification and timing of the travel surveys will be agreed within the LBH prior to being undertaken (and will be undertaken at the same time as surveys for other uses on the site covered by the Travel Plan where possible).
- 8.2.3. Monitoring will continue on a rolling five year (1, 3 and 5 year) basis if targets are not met within the initial monitoring period and will be iTRACE and TRICS compliant; until no later than 5 years from the date of the first occupation of the last residential block to be constructed.

8.3 REVIEW

- 8.3.1. The STM will report the survey results to LBH within three months of each survey. Borough officers together with TfL and the STM will then review the results and, if appropriate, revise the target accordingly. The results of the travel survey and revised targets will be included in the subsequent revision of this TP.
- 8.3.2. A programme of monitoring and review will be implemented to generate information by which the success of the Travel Plan will be evaluated. This will establish whether the agreed targets are being met. Monitoring and review will be the responsibility of the STM with assistance from the TPC's.

8.4 ACTION PLAN

- 8.4.1. This section sets out all the actions that will be undertaken to meet the objectives and targets set out within the Travel Plan. The STM and TPCs will have overall responsibility for promoting and pushing these actions forward.
- 8.4.2. The programme for the implementation of the Travel Plan measures is set out in the below tables. Individual tasks are set out alongside intended implementation dates and funding sources. It is intended to be a live document which will be updated by the TPC following consultation with the local planning authority, once the first multi-modal travel survey has been completed.

Table 8-1 – Residential Action Plan

Action	Target (Value)	Target Date	Funding	Indicator/ Measured by	Responsibility
Appointment of Sustainable Travel Manager and Travel Plan Coordinators	N/A	Prior to occupation	Developer	Appointment of STM and TPCs by target date and details provided to LBH	Developer
Provision of 'hard' engineering measures (Cycle parking & Car parking)	Car parking spaces limited to disabled only for the residential use. Cycle parking spaces will be provided in accordance with London Plan Policy Standards	Prior to occupation	Developer	Completion of on-Site car and cycle parking	Developer
Residential and Employment travel packs	The welcome pack will be contained on the Site website which can be viewed by all residents	Upon occupation	Developer	Travel survey	STM / TPC
Undertake initial travel surveys	N/A	As stipulated by planning Decision Notice	Developer	Travel survey results	STM / TPC
Agree target values for mode split with LBH	Target subject to negotiations with LBH	1 month after initial travel survey undertaken	Developer	Receipt of written agreement of targets.	STM / TPC
Undertake travel surveys and analysis at the first, third and fifth year for the duration of the monitoring period and discuss results with LBH	N/A	Travel surveys will then be undertaken at the first, third and fifth year after the trigger point has been reached	Developer	Travel survey results	STM / TPC

8.5 TRAVEL PLAN REVIEW

- 8.5.1. This Travel Plan will be fully reviewed following completion of the development and analysis of the residential and workplace baseline travel surveys. Particularly with reference to ensuring that the measures are appropriate and that SMART targets have been determined.



WSP House
70 Chancery Lane
London
WC2A 1AF

wsp.com

PUBLIC