



CREATIVE EXPLORERS DAY NURSERY

Event Management Plan – Condition 40

Altitude Unit 2, Hampden Road, London N8 0HT

Planning Application: HGY/2019/0185

Private & Confidential

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INTRODUCTION

Creative Explorers is a local Haringey Nursery & Preschool, employing 36 staff, and has experienced year on year revenue growth over its 9 year history.

In 2014, Creative Explorers opened its first site on Gisburn Road, serving children from birth to 5 years. Soon after, in 2017, it expanded to include a Preschool site on Tottenham Lane (5 min walk between sites). This expanded its offering to over 3-year-olds with the original site redeveloped to focus on the Baby and Toddler age group (0-3yrs).

With a major investment in high-density residential developments in the Hornsey area, Creative Explorers has seen a significant increase in demand for nursery places and more recently, has been forced to **refuse applications** across all age groups due to limited spaces. A waiting list has therefore been in place to support those families as and when spaces become available. Our standing within the local community is strong, having served over 500 Haringey families already over our 9-year presence.

This proposal is to secure a commercial lease at Altitude Unit 2, Hampden Road, London, N8 0HT. The 1,600 sq foot space would accommodate approximately 30 children from ages Birth to 5 years, and is within walking distance from the two current sites.

We are committed to developing our sites in becoming more sustainable by encouraging the use of public transport, walking or cycling to nursery. We promote recycling within our curriculum and invite families to join in our recycling efforts and partake in regular litter-picking excursions.

All three sites are within walking distance from Hornsey overground station with quick and efficient links into the city and beyond.

This Event Management Plan has been prepared to demonstrate the nursery's commitment to promoting sustainable travel within the Early Years.

CONTEXT AND OPERATIONAL CONSIDERATIONS

Our operating hours are Monday-Friday 7.30-6.00pm. We are closed on the weekends and all bank holidays. From a travel perspective, all children are expected to arrive at nursery between 7.30-9.00am and we do not accept any attendees after 9am, unless they have a valid reason such as a GP appointment or with the prior agreement with management.

All children are to be collected between 4.30-6.00pm. It is important to note that we do not accept earlier collection due to disturbances in the children's daily routine, unless for an appointment. Any late collections incur a fee.

We offer 3 sessions:

AM session – 7.30-1.00pm

PM session – 1.00-6.00pm

Full Day session – 7.30-6.00pm

We have a minimum enrolment of 3 full days/week. This means that children arrive and leave at the designated times.

We do offer some fully-funded 15 hour places for eligible families whereby they are able to access AM and PM sessions. These are limited to approximately 5 places per site, therefore these would be the only children being collected or dropped off at 1pm.

Our drop off and pick up times allow parents to make staggered visits to the site thus reducing the number of families at any given time.

We use a mobile app called Famly which provides feedback on their child's day allowing employees to limit the time they spend handing over children to their parents. This enables us to streamline the pick-up and collection processes.

The significant majority of our families live within walking distance of our settings and therefore pick-ups and drop-offs are done primarily on foot. We further encourage our children, parents and staff to walk, scooter or cycle to the settings as a key foundation of remaining fit, healthy and active. As part of our curriculum, we also discuss with the children the importance of active learning with many outdoor trips to local attractions organised to help develop the children's road safety skills.

On the rare occasion that families will choose to travel to nursery by car, we expect families to utilise Pay and Display parking spaces on nearby roads. There will be no door drop-off allowed, as already defined at our two existing sites. This should serve to minimize any congestion in front of the premises.

We have food deliveries once a week, which take no more than 15 minutes to complete. These deliveries rarely impact residents as they are outside of peak commuting times or nearby school runs. All other deliveries of consumables are minimal and on average take place once a month when supplies run low. These deliveries are not large and would be comparable to other small business' consumable deliveries.

The site currently offers 1 carpark space, 1 shared Disabled bay and cycle storage for up to 12 bicycles within the carpark for employees and parents to use. At present, current employees utilize the Transport for London's bus and rail services to commute into work. Due to parking restrictions on surrounding residential streets, all employees are advised not to drive to work. Thus for our recruitment process, the applicant's location is an important factor and we request that information is provided beforehand as to how they plan to travel into work on a daily basis. In addition to this, wherever possible we endeavour to recruit people that reside in the local area. Due to our early opening hours this ensures the smooth functioning of the business with minimal travel delays and late arrivals from employees.

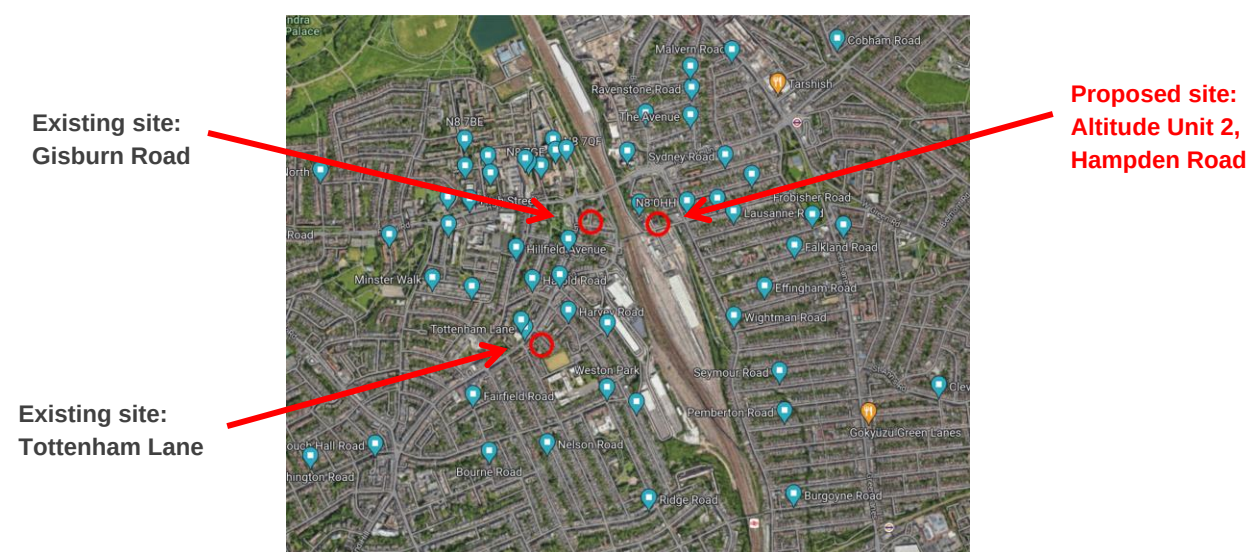
This proposal to establish an additional childcare setting within the area is due to the heavy demand for places seen in the local area. The development of more affordable housing has meant that many residents are first time buyers with young families and are seeking quality childcare in the immediate vicinity of their home.

Where our families are travelling from

The Nursery has been opened to provide a service to local families. We are taking children not only from the private sector, but also children whose families are entitled to full funding and part funding to support the need in the area.

Over the years Creative Explorers has served 100s of families, seeing their children grow through the years from Babies to Toddlers to Preschoolers, ready to embark on the next stages in their development. We have strong links to local schools and are very present within the community. Many of our children have siblings in nearby schools and travel into nursery together as a family.

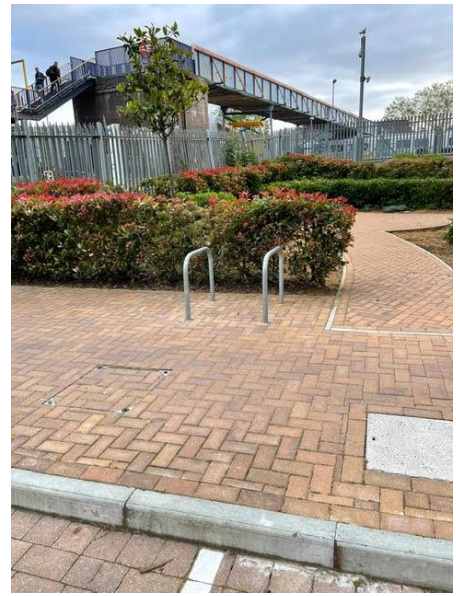
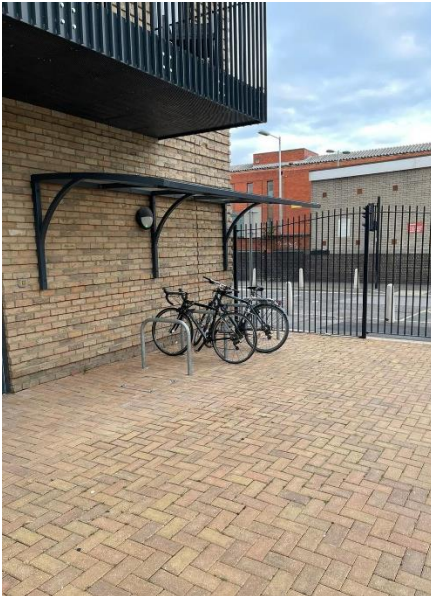
Below is a postcode map highlighting the three sites and the close proximity of the current families to each site.



Our multi sites allow us to cater for a wider demographic which offer convenience and ease of transport. By introduction of the proposed site at Altitude Unit 2, Hampden Road we will be able to offer families that live on the East side of Hornsey Station (Harringay Ladder) a shorter travel distance to nursery, resulting in less need to travel by car. This would be especially convenient for these families as we would be able to offer all ages from 0-5 years in this one setting.

We are conveniently located close to Hornsey Overground station with direct links to the city and central London.

As part of our healthy and active learning and teaching we encourage families to travel to nursery by sustainable modes of transport. With many families living locally to one another, many families walk to nursery with their friends and most modes of transport for young children are usually prams or scooters. All sites offer onsite secure storage of prams and scooters, including bicycle child seats and helmets. There is also a place for parents to store bikes should they wish to continue their journey on public transport.



Where our staff are travelling from

As noted, we currently have 36 employees across our current 2 sites. Staff are discouraged from driving into work due to parking restrictions in the local area. We have a car park for 4 cars at our Tottenham Lane site, but this is limited to operational management or those who might be travelling from far on a particular occasion.

Our employees work an average of 42 hours per week, four days per week. Due to our early starts and long hours, we recruit staff from surrounding areas that are walking distance or within a 30 minute commuting time. This avoids travel delays and late arrivals to work. We encourage staff to walk, cycle or scoot to work and offer the Bike2Work scheme for all eligible employees. Storage facilities for staff bikes are available on site, with a dedicated staff room and lockers to store a change of clothes should they need to.

SITE ASSESSMENT

The proposed site will be open Monday-Friday from 7.30am to 6.00pm. We anticipate to serve approximately 30 children with 8 employees, at any given time.

All sites are well served with good established public transport links. The nearest rail station is Hornsey overground whose entrance is in front of the premises. Other transport links include Turnpike Lane underground station and multiple bus and cycle routes.

Below table highlights the main transport links serving the site and their distance from the site

	Service	Distance from site	Destination
Hornsey Station	Great Northern overground	50metres / 1 min walk	Kings Lynn – Cambridge – Hitchin - Stevenage – Welwyn Garden City – Crews Hill – Enfield Chase – Palmers Green – Hornsey – Finsbury Park – Highbury & Islington – Old Street - Moorgate
Turnpike Lane Station	London Underground Piccadilly Line	0.4 mile / 7 min walk	Uxbridge – Heathrow – Acton Town – Earls Court – Green Park – Leicester Square – Kings Cross – Finsbury Park – Turnpike Lane - Cockfosters
144	Bus	200metres / 2 min walk	Muswell Hill – Hornsey Fire Station – Tottenham Lane – Turnpike Lane station – Wood Green station – White Hart Lane – Edmonton Green station
41	Bus	400metres / 5 min walk	Archway station – Crouch End – Tottenham Lane – Turnpike Lane station – Seven Sisters station – Tottenham Hale station

Facilities

The proposed site at Altitude Unit 2, Hampden Road will offer scooter, buggy and cycle storage for all families and employees. There will be one parking space provided to management, plus one shared disabled bay. In addition to this our existing Preschool site has a large carpark which will enable bicycle and car parking (for up to 4 cars) and is only a 5 minute walk from all other sites. Parents and employees are welcome to utilize all these facilities should they wish to.

Employees have a dedicated Staff room which they can store any helmets or travel equipment, and children can use their personal coat pegs. Parents can use our buggy stores to store child bike seats if needed.

AIMS AND OBJECTIVES OF THE EVENT MANAGEMENT PLAN

The aim of the Event Management Plan is to reduce traffic, noise pollution and emissions in and around Haringey whilst also avoiding potential traffic and parking congestion in neighbouring roads.

There are three main groups that we are targeting:

- Children and parents
- Employees of the nursery

- Visitors

The Event Management Plans are promoted to our service users and employees by our Parent Engagement Manager, Jodie Hedley, and our Employee Engagement Manager, Hana Hassanein.

In addition, Reena Takhar will organize all surveys to be undertaken whilst monitoring the Event Management Plan and its progress statements required by Haringey Council.

Our goal is to bring awareness of other modes of transport that should be explored by families to instill a culture of staying active and being sustainable in our next generation.

- Reducing the need to travel by introducing sites within walking distance from each other
- Enrolment and recruitment of local families and employees to reduce the need for travel to sites
- Introduce Walk to Work scheme, Walk to school schemes, Scooter school and Bike to work schemes

PACKAGE OF MEASURES

The Event Management Plan aims to reduce and maintain low levels of traffic for the following three user groups:

- Children/parents
- Employees
- Visitors

Promotion of the Event Management Plan

The indicatives in the Event Management Plan are promoted by:

- Posters are displayed around the nursery and in staff notice/information board type areas, showing the contents of the Travel Plan.
- A copy of the Travel Plan will be placed on the nursery website, the nursery website currently displays a location map. It will contain information on parking and cycling facilities and routes available.
- Copies of the Travel Plan are made available on request.
- Children are made aware of the benefits of walking, cycling or scooting to Nursery.
- Posters display the locations of the onsite facilities such as storage for cycles, buggy storage, changing facilities etc.
- Provision of induction pack for new employees, with package of incentives for sustainable travel.
- Copies of cycle routes, bus/ rail routes and timetables are available to staff and parents on request.
- Holding Travel Plan promotional events, such as 'Walk or Scooter to nursery Week'
- Publicise Travel Plan successes through our Family app, which we use to communicate with families.
- The Contact details of our Travel Plan coordinator are available should any enquiries arise.

Introduction of a Parent Forum

Engaging families to share commutes to nursery encourage children to build relationships, therefore 'buddying up' families that live close to one another will encourage daily habits that involve active commutes and improved sustainable travel options.

Under the Event Management Plan, specific travel events are promoted around the nursery such as the Little Feet walking campaign <https://www.livingstreets.org.uk/walk-to-school/little-feet> and National Bike Week <https://www.cyclinguk.org/bikeweek>. Employees and families will be encouraged to get involved and be active.

Reducing the need to travel

Introduction of ad-hoc working from home for management level will reduce commutes taken. In addition to this, our current recruitment strategy involves employing local childcarers that are active within the local community. We currently advertise on local job boards, local Facebook groups and promote in nearby eateries and cafes.

Employees are welcomed to work with care packages, drinks and refreshments in their dedicated staff room. In addition, they are provided with hot meals shared with the children at lunchtime. This reduces daily visits to local eateries, which may involve the use of their car or public transport.

Increase walking, cycling and use of public transport

Introduction of ad-hoc working from home for management level will reduce commutes taken. In addition to this, our employee incentive schemes allow employees to consider more tax-effective modes of transport when commuting into work, e.g. Cycle2Work scheme and TfL/Santander cycle hire

Detailed up to date access to cycle routes and journey planners with the option to take out season ticket loans will be available to employees.

Reduction in vehicle trips via Carpooling

Carpooling, or Lift-sharing, will serve as the easiest, most cost-effective way to immediately reduce vehicle usage amongst our employees. By informal sharing ride-matching data on relative distances between employees, those that drive into work can instead choose to carshare. The company would also give them priority over parking availability in our onsite carpark.

Eco-driving training to help employees understand how they can save money on petrol and reduce CO2 emissions by making small changes to their driving habits.

All literature and website material will focus on travelling to nursery by foot, bike or public transport. Few options for parking will be made available to visitors and employees, with parking restrictions already in place in nearby roads this would not be made a favorable option for travel. Heavy emphasis will be placed on convenient nearby transport options instead.

ACTION PLAN

Employee Engagement Manager (EEM)
 Event Management Plan Coordinator (TPC)
 Parent Engagement Manager (PEM)
 Operations Manager (OM)

Objective	Target	Measure	Timescale	Responsibility	Monitoring progress towards target	Cost
To encourage more trips by sustainable means	Increase the modal share of employees walking, cycling and taking public transport to work from 0% to 2% within 2 years of occupation of site	Offer Bike2Work scheme incentives	By end of 2025	EEM & TPC	Analyse uptake of employee cycling benefits offered	£120 per membership
		Offer Santander cycle membership				
		Become a Cycle Friendly Employer		EEM & TPC	Measure employee involvement in cycling events organized by the company	Printing costs for posters
		Promote Bike Week to all employees and families and to become actively involved				
		Provide interest free loan for all season rail ticket purchases to all employees	By end of 2024	EEM & TPC	Monitor uptake amongst employees	£100 estimate
To reduce the number of Single Occupancy Vehicle (SOV)	Decrease the number of Single Occupancy Vehicles (SOV) entering	To set up a car-share database	By April 2024	EEM & TPC	Number of members and matches made, % of users car sharing	£0

entering the time	the site from 12% to 6% within 2 years of occupation of site for employees	To provide priority parking spaces to car-shares	By April 2024	EEM & TPC	Number of spaces allocated and monitor use of these	£0
Increase active travel amongst families	Increase the number of families walking, or scootering to the site by 5% within 3 years of the Baseline survey	Provide advice and recommendations for children's waterproof clothing brands that can aid walking to nursery, e.g. wetsuits and wellies		PEM & TPC	Monitor purchases of such items required for bad weather Reduction in number of families travelling by car in wet conditions	£0
		Promote Walk to school campaigns	April 2024	PEM & TPC	Measure family involvement in events organized by the company	Printing costs for posters
		Run Scooter training for Preschool children and families	July 2024	PEM & TPC	Monitor child scootering competency after the training and parental involvement and participation in the course	£TBC
To reduce vehicle trips on site	Have all employees and services users aware of our Event Management Plan with 1 year of occupation of site and all offers included in their recruitment and enrolment processes.	Set up a Event Management Plan page on the company website giving priority to sustainable modes of travel.	By April 2024	PEM & TPC	Monitor page traffic and engagement, collect data every 6 months	Website costs £150
		Display promotional material on other means of sustainable travel on parent display boards and in 1staff rooms		OM & TPC	Monitor engagement	Printing costs for posters

SUMMARY

The Event Management Plan aims to reduce the car-based impact on the local road network. In addition to this, the plan sets out measures that the company can take to ensure children and employees maintain an active lifestyle that gives thought to the impact their travel choices have on the environment and our health.

Through the Travel Plan and our travel coordinator, rail services, bus services, cycle route, and car sharing is promoted to achieve this objective.

Our baseline survey shows the original travel modes to the nursery, we will continue to carry out surveys as our numbers increase and targets to reduce car-based trips will be set.