



ttp consulting
transport planning specialists

**Imperial House,
64 Willoughby Lane
London Borough of Haringey**

Travel Plan Statement

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TTP Consulting Ltd
111-113 Great Portland Street
London W1W 6QQ
Tel: 020 7100 0753

www.ttp-consulting.co.uk

Registered in England: 09931399

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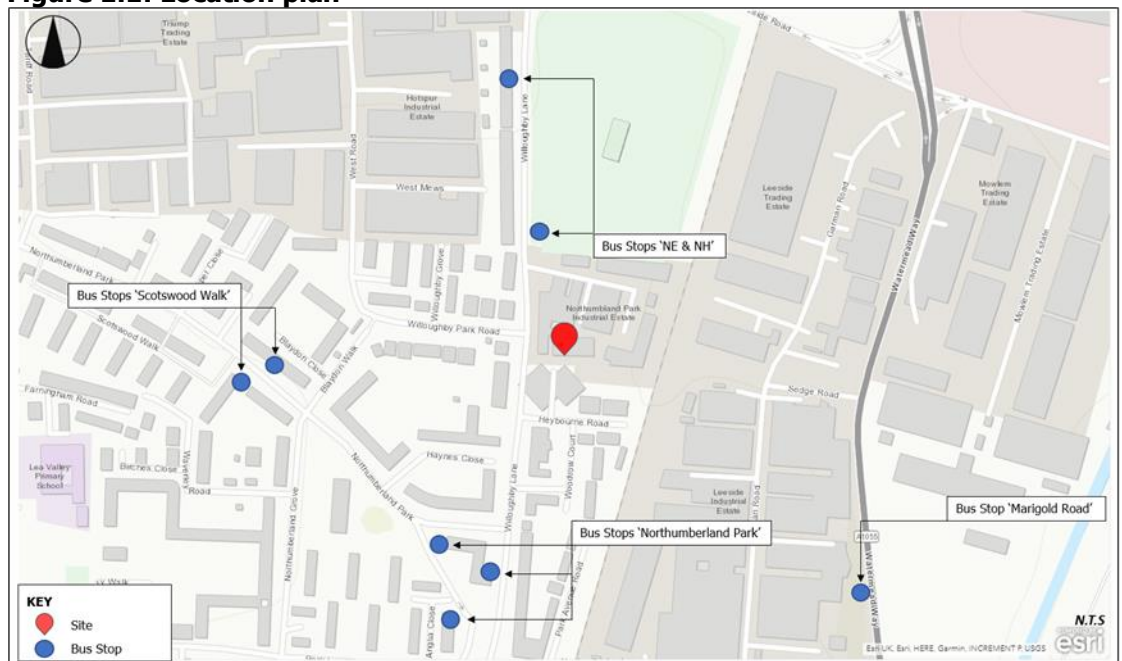
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1 INTRODUCTION

Overview

- 1.1 This Travel Plan Statement has been prepared by TTP Consulting with regard to Imperial House, 64 Willoughby Lane, in the London Borough of Haringey (LBH). It is submitted alongside the planning application (reference HGY/2023/1601) for an increase in office space through an upward extension of the existing office building. The proposals will increase the office space from 2,477sqm to 2,826sqm.

Figure 1.1: Location plan



- 1.2 A Travel Plan is a long-term strategy which sets out a range of measures to encourage staff and visitors to a site to use sustainable transport. TfL guidance on Travel Plans states that for office uses, applications for development serving more than 20 staff but less than 2,500sqm should be accompanied by a Travel Plan Statement. This Travel Plan Statement includes a range of hard and soft measures that can be implemented by the Occupiers to promote sustainable travel. This document is intended as a framework for future occupiers of the site to develop individual Travel Plans.

Objective and benefits

- 1.3 The primary objective is to reduce unnecessary vehicular trips and to increase the use of alternative, more sustainable modes of transport and in particular walking and cycling.
- 1.4 The achievement of the objective will bring about a range of benefits as follows:
- An opportunity for exercise through cycling and walking;

- Money saving by using alternative modes of travel to the car;
- Improved quality and reliability of journeys to and from work;
- A demonstration of the environmental credentials of the organisation;
- A healthier and more productive workforce.

Policy and best practice

- 1.5 The need to manage transport in new developments and reduce car dependency, increase travel choices and encourage sustainable distribution is enshrined in many policy and guidance documents such as the National Planning Policy Framework, TfL guidance and the Local Plan.
- 1.6 Guidance documentation produced by the Department for Transport outlines the role and benefits of Travel Plans in the planning process, the way to secure them and their inter-relationship with transport assessments. It also discusses the requirements and elements of an effective travel plan.

Structure of Report

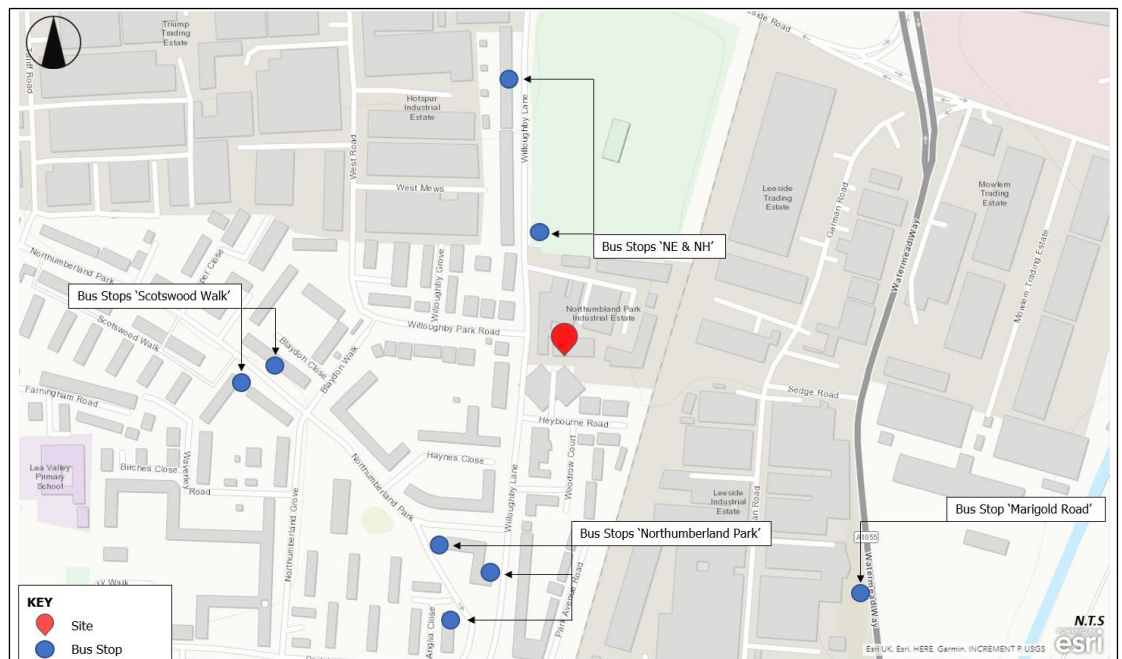
- 1.7 This document has been prepared as a standalone document outlining sustainable transport options and site specific measures that form part of the application. It is intended to be used as a basis for individual tenants to develop their own Travel Plans.
- 1.8 The remainder of this Plan is structured as follows:
- Section 2 - Describes the accessibility and travel patterns of the Site;
 - Section 3 - Sets out the objectives and targets of the Travel Plan;
 - Section 4 - Identifies the measures and initiatives that will be implemented;
 - Section 5 - Details the review and monitoring programme; and
 - Section 6 - Outlines the Action Plan for the Travel Plan.

2 SITE ASSESSMENT

The site

- 2.1 Imperial House is an existing office building at 64 Willoughby Lane, set behind numbers 66 to 70 Willoughby Lane, in the London Borough of Haringey.
- 2.2 The site location is shown at **Figure 2.1**.

Figure 2.1 – Location plan



- 2.3 The site is the subject of a planning application for an increase in floor area of 349sqm by adding an additional floor on the existing building. Subsequent to the submission of the application (reference HGY/2023/1601), LBH has advised that a Transport Statement and Travel Plan are required in order to fully consider the proposals.

Surrounding area

- 2.4 Imperial House is located in a backland plot which also contains a number of smaller units housing individual businesses. The plots bordering the site form part of the Northumberland Park Industrial Estate and provide a mix of uses including garages, MOT centre and glass manufacturer. There is no route between the site and the adjacent plots.
- 2.5 Access to the site is via a gated access onto Willoughby Lane. The gates are in line with the building edge of the Willoughby Lane frontage, approximately 6m back from the edge of carriageway. Separate vehicle and pedestrian gates are provided.

- 2.6 The access road is approximately 5.5m in width and serves the existing car park. The car park can accommodate approximately 50 vehicles in unmarked bays. The car park serves Imperial House only and no spaces are dedicated to individual leases.

Highway network

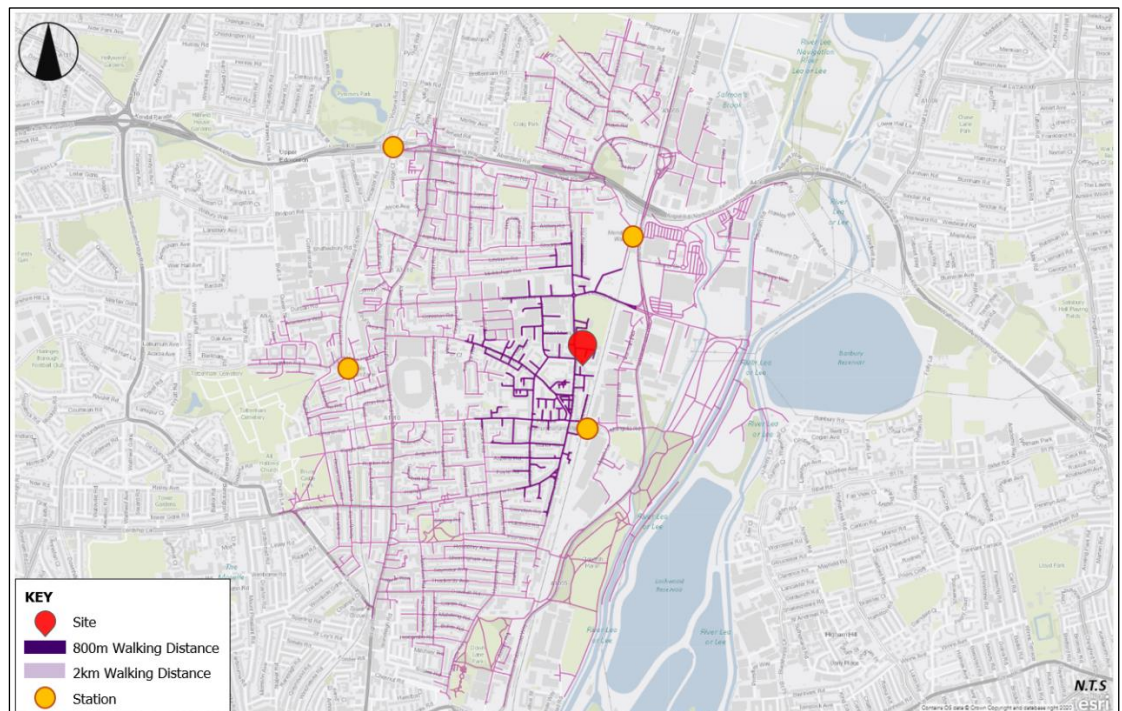
- 2.7 Willoughby Lane is a two-way single carriageway road operating in a north south alignment, subject to a 20mph speed limit in line with LBH's borough wide 20mph policy.
- 2.8 Footways are present on both sides of Willoughby Lane.

Accessibility

Walking

- 2.9 Walking is a convenient and sustainable mode of transport for local journeys and is considered to be a suitable mode of transport to replace short car and public transport journeys up to distances of circa 2km.
- 2.10 **Figure 2.2** shows the area surrounding the site within 800m (10-minute) and 2km (25-minute) walking distances.

Figure 2.2: Walking Isochrone Map



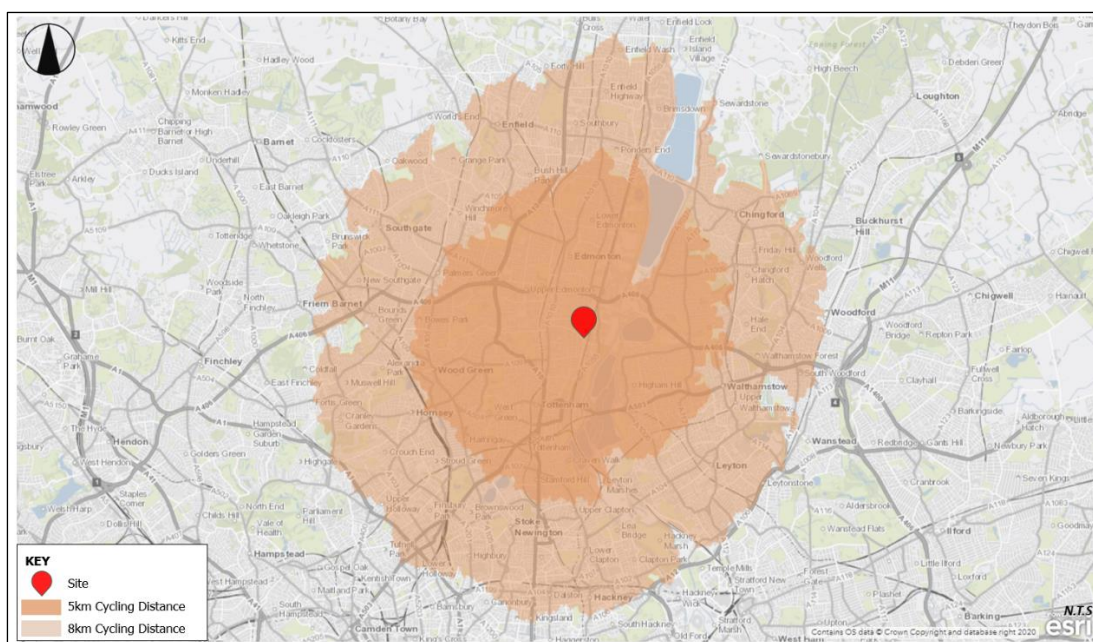
- 2.11 The map shows that Tottenham Hale station to the south, Tottenham Stadium, White Hart Lane, and Meridian Water are all within a 25-minute walk of the site and that key retail and transport

nodes, including Park Lane post office and Northumberland Park station, are within a 10-minute walk.

Cycling

- 2.12 It is generally accepted that cycling is a sustainable mode of travel for journeys up to 8km in length; **Figure 2.3** shows the area that can be reached within a 5km and 8km cycling distance of the site.

Figure 2.3: Cycling Isochrone Map



- 2.13 The map shows that areas such as Ponders End, Edmonton and South Tottenham are all within a 5km cycle journey, whilst areas such as Chingford, Leyton and Finsbury Park can be accessed within an 8km cycle.

Public transport

Bus

- 2.14 The closest bus stops to the site are located on Willoughby Lane approximately 250m to the north of the site (Leeside Road) and 300m to the south adjacent to Northumberland Park station. The bus routes and service frequency of buses serving these stops is summarised in **Table 2.2**.

Table 2.2: Summary of Local Bus Services

Bus Stop	Service		Frequency
	No.	Route	
Leeside Road (Stops NE and NH)	341	Meridian Water Station – Waterloo Station	8 to 12 minutes
Northumberland Park (Stop NB)	341	Meridian Water Station – Waterloo Station	8 to 12 minutes
Northumberland Park (Stops NA)	341	Meridian Water Station – Waterloo Station	8 to 12 minutes
	476	Northumberland Park – King's Cross Station	7 to 12 minutes
	W3	Northumberland Park – Finsbury Park Station	5 to 9 minutes

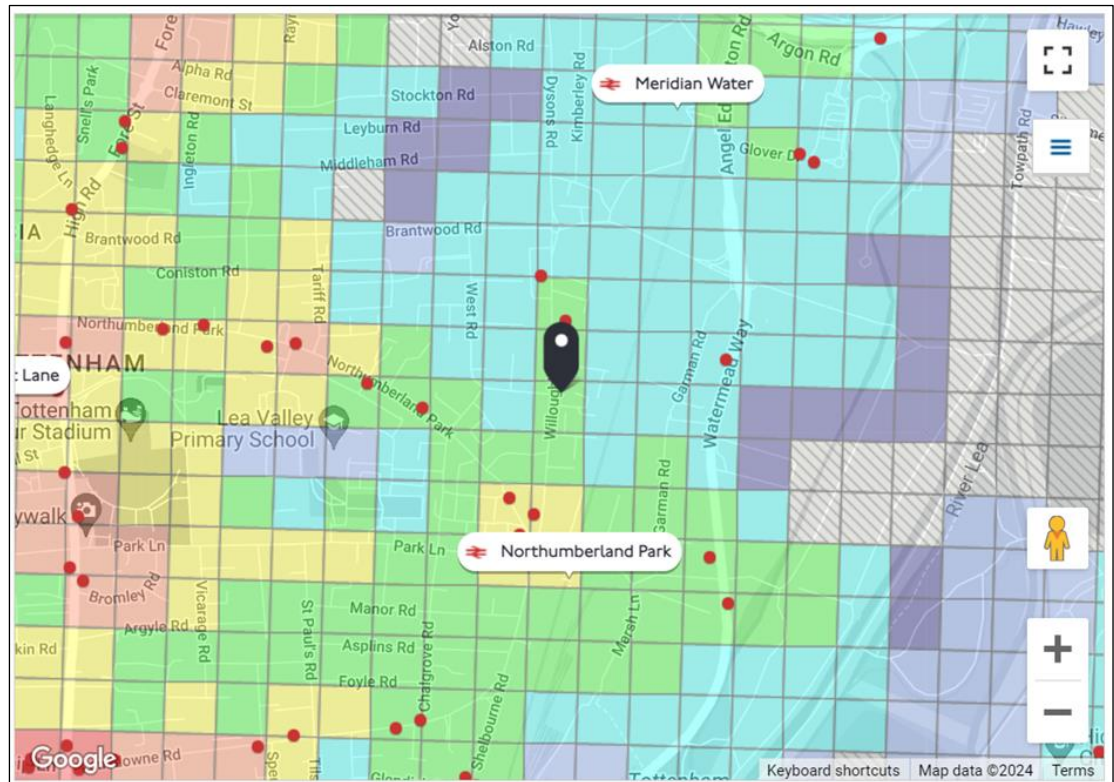
Rail

- 2.15 The nearest train station to the site is Northumberland Park, approximately four minutes' walk to the south on Willoughby Lane. Train services at this station are operated by Greater Anglia and run between Stratford and Bishops Stortford, calling at stations in between including Tottenham Hale, Cheshunt, and Harlow Town. Approximately three trains an hour run in both directions from Northumberland Park during peak periods.
- 2.16 From Stratford Station, London Overground services operate to Richmond and Clapham Junction, calling at stations in between.

PTAL

- 2.17 The Public Transport Accessibility Level (PTAL) of the site has been assessed with reference to TfL's WebCAT tool. This demonstrates a PTAL score of 3 for the site indicating an average level of access to public transport. The PTAL map for the site is shown in **Figure 2.3**.

Figure 2.3: PTAL map



Modal Split

- 2.18 In order to establish the current modal split for people working in the area, reference has been made to data extracted from the 2011 Census. Data from the 2011 Census has been used rather than the 2021 Census as the later data is considered likely to have been influenced by the effects of Covid on travel behaviour. Data for the workplace population in the Haringey 002 area has been used.

Table 2.3: Method of Travel to Work (Haringey 002)

Mode	Number	Percentage
Underground / Overground	261	9%
Rail	170	6%
Bus	514	18%
Taxi	1	0%
Motorcycle	17	1%
Car Driver	1,523	53%
Car Passenger	101	4%
Bicycle	91	3%
Walking	183	6%
Total	2,861	100%

- 2.19 It can be seen from **Table 2.3** that driving is the dominant travel mode for people employed in the area with 53% of journeys to work being undertaken by driving a car. However, the site benefits from being within a short walking distance of public transport opportunities and local facilities suggesting there are opportunities for more sustainable modes to replace the car.

3 OBJECTIVES AND TARGETS

- 3.1 This section sets out the overarching objectives and targets for the Travel Plan along with indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review can be found in **Section 5**.
- 3.2 **Objectives** are the high-level aims of the Travel Plan which help to give it direction and provide a clear focus.
- 3.3 **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the Travel Plan Co-ordinator (TPC) will seek to reach within the period covered by this Plan.

Objectives

- 3.4 The Travel Plan's over-riding objective is:
- To reduce unnecessary vehicular trips and to increase the use of alternative, more sustainable modes of transport and in particular walking and cycling.
- 3.5 The sub-objectives are to:
- Increase employee awareness of the advantages and availability of sustainable / active modes of transport;
 - Promote the health and fitness benefits of active travel to all users;
 - Introduce a package of physical and management measures that will facilitate employee travel by sustainable modes; and therefore,
 - Reduce unnecessary car and public transport journeys.

Targets

- 3.6 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring (outlined in **Section 6**) to ensure they remain SMART (Specific, Measurable, Achievable Realistic and Timed).
- 3.7 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and typically relate to the degree of modal shift the plan is seeking to achieve.
- 3.8 In the case of this site, where the application relates to an increase in floor space on an existing building, and there are likely to be a number of different occupants it is not considered

appropriate to set modal shift targets for the site as a whole. This Travel Plan Statement therefore focusses on action targets which will benefit the whole site.

3.9 The Travel Plan Action Targets will include the following:

- Prepare a Travel Information Pack;
- Provide occupiers with digital access to the Travel Information Pack;
- Monitor the condition and use of cycle parking.

Travel Plan Management

3.10 The Estate Manager will act as Travel Plan Co-ordinator for the site and will liaise with the local authority as necessary as well as providing support to occupiers seeking to promote sustainable travel.

3.11 The implementation of measures as set out in the Travel Plan Statement;

- Promoting the objectives and benefits of the Travel Plan;
- Regular updating of Travel Information Packs to ensure the travel information available is up to date;
- Liaison with the Council;
- Acting as the point of contact for information with employees.

3.12 The Travel Plan Co-ordinator will liaise with occupiers and staff in relation to promoting sustainable travel, providing each employee access to the Travel Information Pack.

Marketing Strategy

3.13 Each employee will be provided with a Travel Information Pack upon commencement of employment which will include a summarised version of the Travel Plan Statement along with information on public transport, the local walking and cycling network, and contact details for taxi operators.

3.14 Visitors will be provided with information on how to travel to the site using public transport when arranging a meeting.

4 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

- 4.1 This section outlines the specific physical and management measures to be undertaken as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, are the core of the Travel Plan. The measures are considered as being suitable for the site. However, the list is not exhaustive and the Travel Plan Co-ordinator will be free to investigate other potential initiatives.

Travel Information Packs

- 4.2 Travel Information Packs will be distributed to all employees digitally and in paper format if requested. The packs will contain a summary of the information provided below that will be useful for employees to make decisions about how to travel in the most sustainable and active manner and will contain the following information:

- Public transport and cycle maps;
- Timetables for local public transport services;
- Details of walk routes and key destinations e.g. local amenities; and
- Details of the Travel Plan Co-ordinator.

Encouraging Walking

- 4.3 Walking is free and one of the most sustainable methods of travel having a number of physical and psychological benefits. Furthermore, walking features in most people's journeys, including those who use public transport or those without access to a car.
- 4.4 Walking offers reliable journey times and has an important role to play for journeys made to the workplace, particularly for short journeys.
- 4.5 The Travel Plan Co-ordinator will encourage staff who live within walking distance to walk to / from work each day, along with encouraging staff who need to undertake errands during the day to do so on foot wherever possible.

Encouraging Cycling

- 4.6 Secure cycle parking is provided within the site car park. The Travel Plan Co-ordinator will monitor the condition of the cycle parking to ensure that it is maintained to a suitable standard.
- 4.7 The Travel Plan Co-ordinator will promote cycling as a viable transport option by supporting those interested in cycling in terms of promoting good routes and maintaining and / or establishing the physical facilities required.
- 4.8 The Travel Plan Co-ordinator will:

- Promote of the health benefits of cycling;
- Publicise the availability of cycle parking;
- Provide details of PeddleMyWheels bike trial schemes available to employees working in Haringey; and,
- Promote events such as National Bike Week and Cycle Training.

Encouraging Public Transport

- 4.9 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important and up-to-date details of bus and train services, including route information and service frequencies, will be made available to employees. Traveline and relevant TfL and Council travel websites and enquiry phone numbers will also be promoted through the Travel Packs.
- 4.10 Employees will be advised of the best ways to seek out the most-up-to-date travel information for local and national public transport services, including the use of smart phone technology. Further details are available on the TfL website at <https://tfl.gov.uk/>.

Travel by Car

- 4.11 It is recognised that some employees will need to drive to work. However, it is not necessary that each employee who needs to drive travels alone each day, with car sharing a convenient way to reduce the number of vehicles on the road. The Travel Plan Co-ordinator will promote the benefits of car sharing for when employees may need to use a car.

5 MONITORING AND REVIEW

5.1 This section sets out the proposals for monitoring and review of the measures outlined in this Travel Plan Statement.

Monitoring

5.2 Ongoing monitoring of the measures introduced will include:

- Recording the uptake of cycle parking facilities;
- Registering feedback from occupiers and employees regarding travel to the site; and,
- Feedback from employees on the effectiveness of Travel Information Packs.

Review

5.3 Reviews of the sustainable transport measures will be undertaken annually, and the findings shared with the local authority where appropriate. The reviews shall include:

- The success of the measures since the previous review; and,
- The need to change or introduce new measures.

5.4 The Travel Plan Coordinator will review the Travel Information Pack annually to ensure that it is up to date, with updated Travel Information Packs issued to staff.

6 ACTION PLAN

6.1 **Table 6.1** sets out a draft Action Plan which will be revised if necessary, following each Travel Plan Monitoring and Review.

Table 6.1: Action Plan			
Action	Target	Measure	Responsibility
Provision of Cycle Parking	Prior to occupation	Cycle parking in situ	Developer
Appointment of TPC	Prior to occupation	TPC appointed	Landlord
Production of Travel Information Pack	Prior to occupation of new floor space	Completed Travel Information Pack	Developer
Travel Information Pack issued to staff	Prior to commencement of employment	Staff received Travel Information Pack	TPC
Review of measures	Annually	NA	TPC
Promote walking & cycling	Ongoing with focus on summer months	NA	TPC

