



Inland Homes Ltd

**Former Masonic Hall and Old Telephone
Exchange Site, Elmsleigh Road, Staines**

Travel Plan Statement

September 2020

Project Code: 04550

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Version Control and Approval

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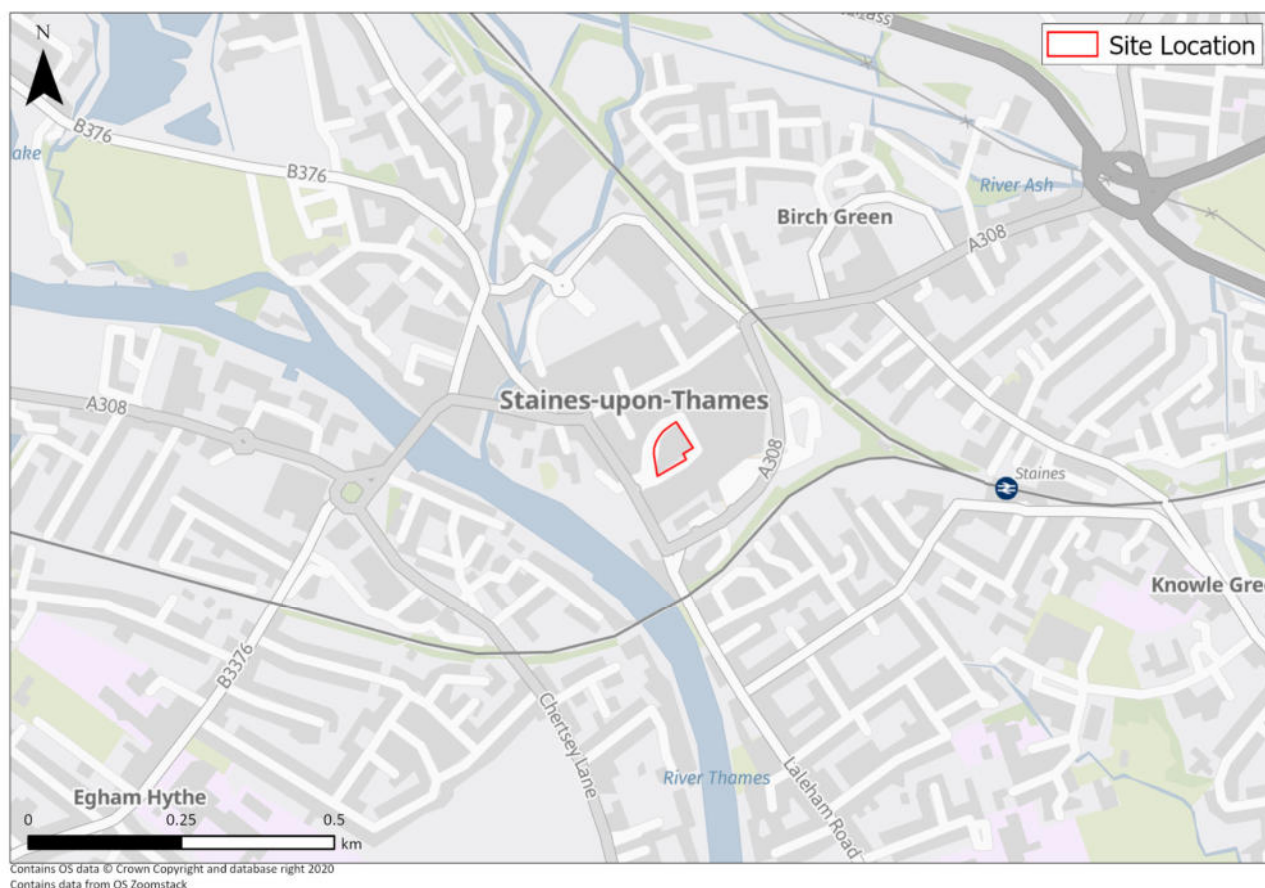
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I Introduction

- 1.1.1 This Travel Plan Statement (TP) has been prepared by PJA on behalf of Inland Homes in relation to the proposed redevelopment of the former Masonic Hall and Old Telephone Exchange site, Elmsleigh Road, Staines upon Thames. The site location is shown in Figure 1-1.

Figure 1-1: Site Location



I.2 Proposed Development

- 1.2.1 The proposals comprise the demolition of the Former Masonic Hall and redevelopment of the site to provide 206 dwellings comprising two buildings of 13 and 15 storeys in height, provided together with car and cycle parking, hard and soft landscaping and other associated works. A site layout plan is provided in **Appendix A**.
- 1.2.2 The proposed residential mix is set out in Table 1-1.



Table 1-1: Proposed Residential Mix

Unit	Private	Shared Ownership	Affordable Rent	Total
1-bed	57	17	31	105
2-bed	55	18	28	101
Total	112	35	59	206

1.2.3 The proposals additionally include 48 car parking spaces, 208 two-tier cycle parking spaces and two powered two-wheeler spaces.

1.3 Travel Plan Context

1.3.1 The Surrey County Council (SCC) document *“Travel plans – a good practice guide for developers”* (2018) states that a Travel Plan is required for residential developments comprising more than 80 dwellings.

1.3.2 However, during the pre-application discussions with SCC it was agreed that a Travel Plan Statement would be appropriate in this instance given the low car parking levels, which will mean that the development will be highly susceptible to daily and annual variations in trip numbers and modal splits. Based on the predicted trip generation, in the peak hours a 5% reduction in trips would equate to just two vehicle trips.

1.3.3 Therefore, this document focusses on measures that will be delivered upon occupation of the site to inform residents of their travel options and encourage sustainable patterns of travel from the outset. As agreed with SCC This Travel Plan Statement does not include targets or monitoring.

1.3.4 This TP should be read in conjunction with the TA submitted as part of the planning application for the development, also by PJA.

1.4 Travel Plan Benefits

1.4.1 The benefits associated with the successful implementation of a TP can be realised as follows:

- A more attractive environment for development and enhanced public realm;
- A reduction in traffic, congestion and collisions;
- Reduced air and noise pollution;
- Environmental improvements through a reduction in CO2 emissions;
- Reduced time spent travelling; and
- Improved health through the promotion of active travel.



2 Existing Conditions

2.1 Site Context

- 2.1.1 The site is bounded by Elmsleigh Road on all sides and is currently occupied by the Former Staines Masonic Hall with associated car parking and surrounding vacant land that previously accommodated a telephone exchange.
- 2.1.2 Around the western / northern perimeter of the site there is a vehicular ramp, which leads up to the Elmsleigh shopping centre servicing entrance. Beyond this ramp is Elmsleigh Road car park and a number of commercial servicing accesses. To the south and east of the site is Elmsleigh shopping centre, Elmsleigh multi-storey car park and Tothill multi-storey car park. Tothill multi-storey car park takes access from Elmsleigh Road whilst Elmsleigh multi-storey car park takes access from the A308 through Elmsleigh surface car park.

2.2 Local Highway Network

- 2.2.1 Elmsleigh Road forms a loop around the site. It is one way, in a clockwise direction, linking to and from a roundabout which is adjacent to a signalised junction with the A308. Elmsleigh Road provides servicing access for commercial units, as well as access to car parking including Tothill Multi Storey Car Park and Elmsleigh Road Car Park. Elmsleigh Road has footways along some sections, but these are inconsistent in their availability, width and quality. The road benefits from regular street lighting and is subject to parking and loading restrictions along both sides, which are operational Monday to Sunday between 08:30 and 18:30.
- 2.2.2 The roundabout also provides access to the servicing ramp for Elmsleigh shopping centre. The ramp runs around the western perimeter of the site. Pedestrians are prohibited from using the service ramp except in an emergency.
- 2.2.3 The A308 Thames Street is a two-way dual-carriageway road which routes around the south of Staines town centre and continues east to Ashford and west to Windsor. There are pedestrian crossings on all arms of the signalised junction between the A308 and Elmsleigh Road.

2.3 Sustainability

- 2.3.1 A review of the local walking, cycling and public transport infrastructure, as well as local amenities, has been undertaken which demonstrates that the site is in a highly sustainable location. This is expected given the location of the site in Staines-upon-Thames town centre.

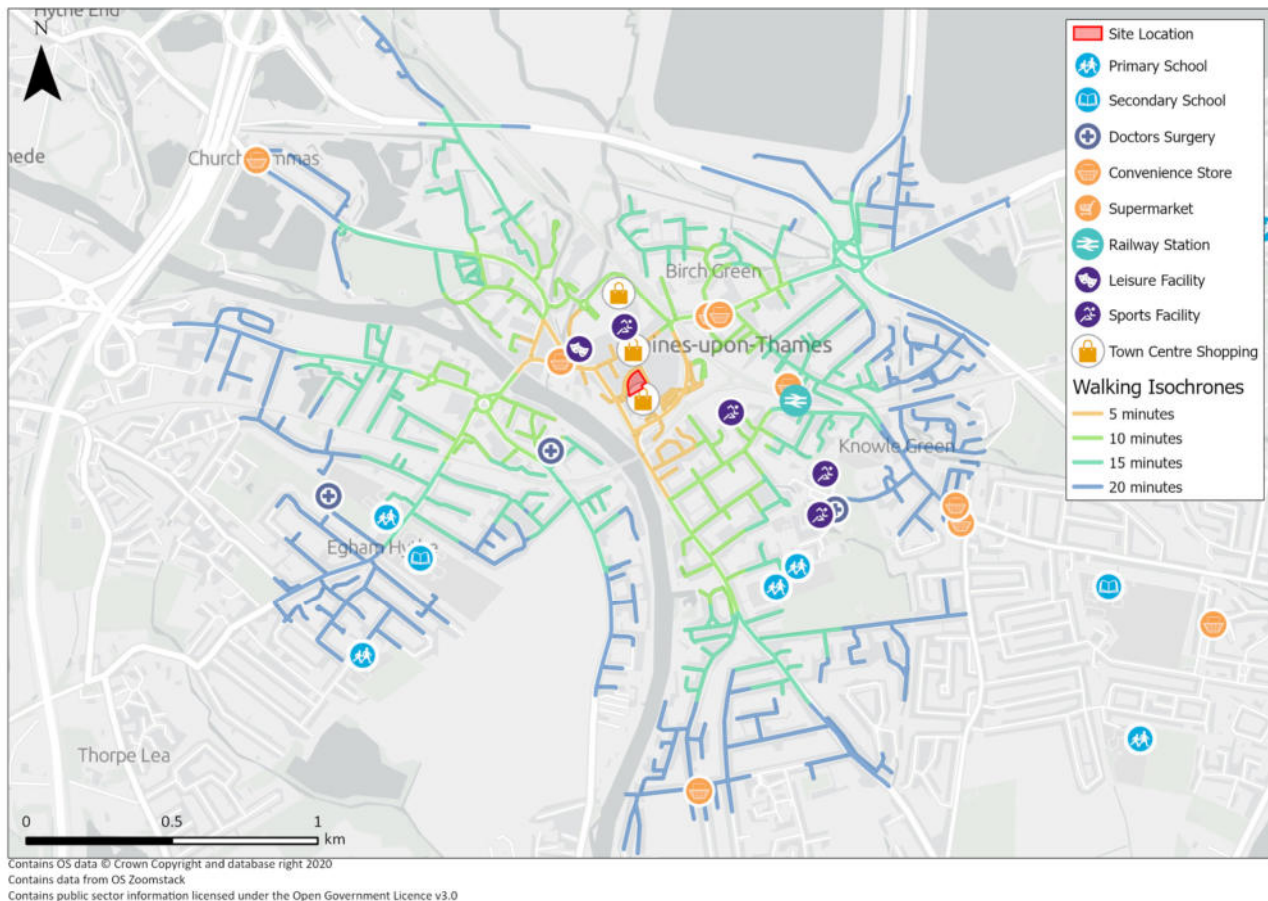
Walking and Cycling

- 2.3.2 Walking isochrones (Figure 2-1) have been plotted using GIS, based on a 5km/hr walk speed and a 12.5km/hr cycle speed. These show that a large number of local amenities are accessible within a



20 minute walk distance, including schools, doctors surgeries and convenience stores. Furthermore, the site is within walking distance of Staines town centre shops along the High Street, Elmsleigh shopping centre and Two Rivers shopping centre.

Figure 2-1: Local Amenities and walk isochrones



Access to High Street

- 2.3.3 Goodman Place forms a pedestrian / cycle link between Elmsleigh Road and High Street. This link benefits from street lighting. High Street is pedestrianised, with no vehicle access permitted except for loading and permit holders, Monday to Saturday between midnight and 09:30am and between 17:00 and midnight, and on Sunday at any time.

Access to Staines railway station

- 2.3.4 There are three main routes from the site to Staines railway station: Northern route: via High Street and Station Path; Central route: via the A308 and Station Path; Southern route: via the A308, Richmond Road and Gresham Road. A detailed assessment of these routes is provided in the TA.

Wider Cycling Infrastructure

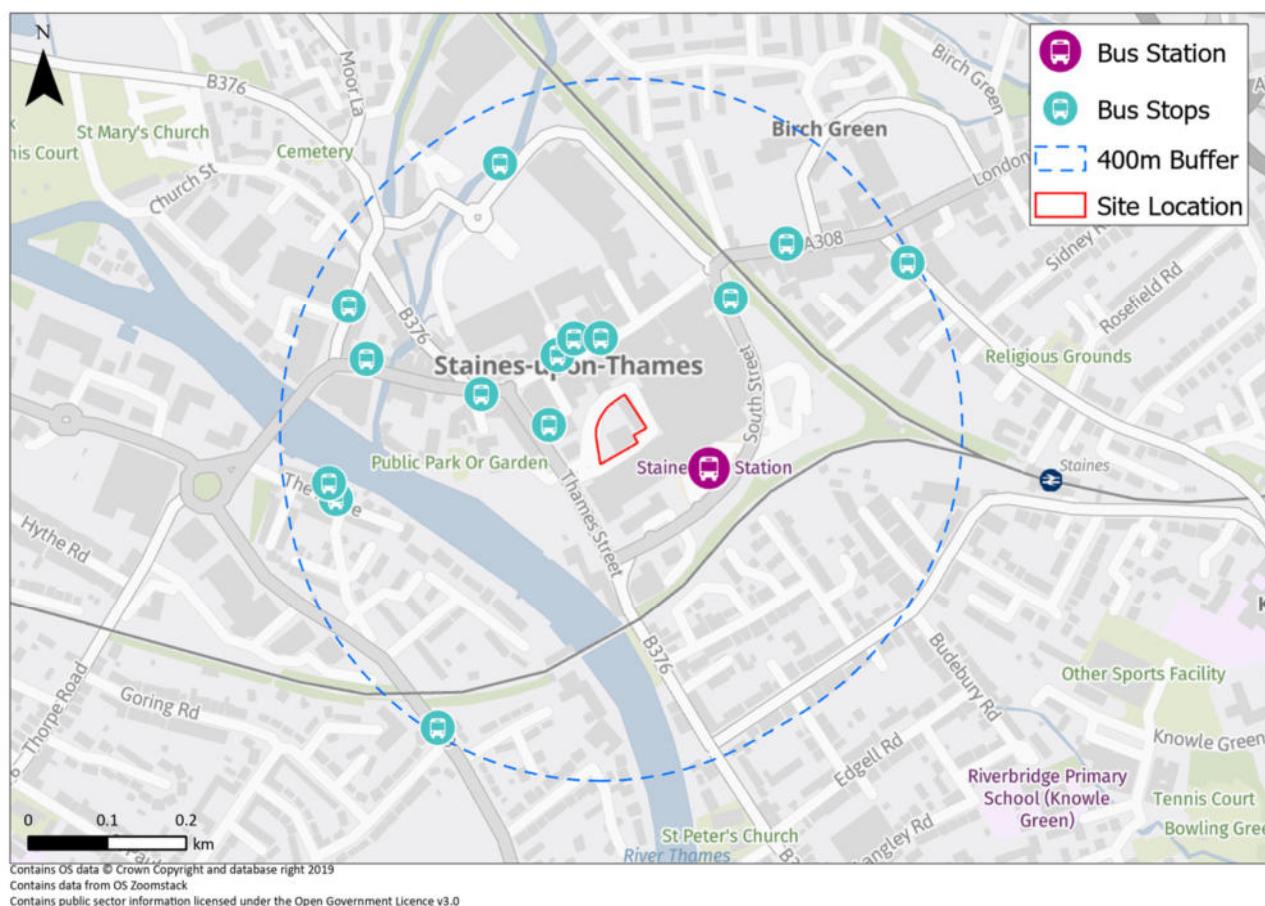
- 2.3.5 National Cycle Route (NCR) 4 routes along the river 120 metres south of the site. NCR 4 routes from London to Fishguard. In the vicinity of the site, it links to Chertsey, Weybridge, Egham and Laleham.

Public Transport

Bus

- 2.3.6 Bus stops are located on the A308. The southbound stop is approximately 100 metres from the site, and benefits from a bus lay-by with bus cage and a bus flag with timetable information. The northbound stop is located approximately 200 metres from the site, comprising a bus lay-by with bus cage markings, bus flag with timetable information and shelter with seating. Further to this, Elmsleigh bus station is located approximately 300 metres walk distance from the site.
- 2.3.7 Table 2-1 provides details of the buses accessible from the above stops. This demonstrates that the site is in a highly accessible location, with frequent buses to numerous destinations. A plan showing the local bus stops and bus station is provided in Figure 2-2.

Figure 2-2: Bus Stops



**Table 2-1: Bus Information**

No.	Closest stop	Operator	Route	Peak Hour Frequency	Hours of Operation	Days of Operation
8	A308	First Berkshire & The Thames Valley	Slough – Windsor – Egham – Staines – Heathrow Airport	Every 30 minutes	02:05 – 23:52	Monday – Sunday
117	Bus Stat	TfL	Staines – Ashford – Hounslow – West Middlesex Hospital	Every 21 minutes	05:30 – 00:40	Monday – Sunday
203	Bus Stat	TfL	Staines – Ashford Hospital – Hounslow	Every 20 minutes	04:35 – 00:59	Monday – Sunday
216	Bus Stat	TfL	Staines – Ashford – Sunbury – Kingston upon Thames	Every 30 minutes	06:05 – 01:11	Monday – Sunday
290	Bus Stat	TfL	Staines – Ashford – Sunbury - Twickenham	Every 20 minutes	05:30 – 00:39	Monday – Sunday
305	A308	Bear Buses	Staines – Colnbrook – Wraysbury	Varies	07:30 – 17:55	Monday – Saturday
400	Bus Stat	London United	Staines – Ashford – Walton on Thames	N/A	09:25 – 14:42	Monday – Friday
438	Bus Stat	White Bus Services	Staines – Royal Estate – Staines	N/A	10:00 – 13:22	Monday – Saturday
441	A308	White Bus Services	Staines – Egham – Englefield Green	Every 30 minutes	06:22 – 19:00	Monday – Sunday
442	Bus Stat	Carlone Buses	Staines – Ashford Hospital – Stanwell Moor – Heathrow	Every 90 minutes	03:20 – 23:25	Monday - Sunday
446	A308	White Bus Services	Staines – Chertsey – Woking	Every 60 minutes	05:40 – 21:33	Monday – Sunday
456	A308	Falcon Buses	Staines – Chertsey – Addlestone – Woking	Every 60 minutes	06:38 – 20:11	Monday - Saturday
458	Bus Stat	Hallmark Connections	Staines – Walton on Thames – Hersham – Esher – Kingston	Every 60 minutes	06:30 – 19:55	Monday – Sunday
500	A308	White Bus Services	Staines – Egham – Camberley – Frimley Park	Varies	07:37 – 18:43	Monday – Saturday
566	A308	White Bus Services	Staines – Virginia Water – Staines	N/A	09:19 – 12:46	Monday – Saturday
567	A308	White Bus Services	Staines – Virginia Water – Staines	N/A	07:43 – 14:16	Monday – Saturday
570	A308	Reptons Coaches	Grovebarns – Staines – Ashford Hospital	N/A	1 / day	Monday, Wednesday, Friday
571	Bus Stat	Reptons Coaches	Staines – Ashford – Sunbury – Grange Farm	N/A	1 / day	Monday, Wednesday, Friday
572	Bus Stat	Reptons Coaches	Staines – Ashford – Sunbury – Sunbury Common	N/A	1 / day	Monday – Friday
593	A308	Carlone Buses	Staines – Chertsey – Brooklands / Woking	N/A	1 / day	Monday, Wednesday, Friday
656	A308	Cardinal Buses	Sunbury – Shepperton – Staines – Egham Strode's College	N/A	1 / day	Schooldays
695	Bus Stat	Bear Buses	Staines – Shepperton – Bishop Wand School	N/A	1 / day	Schooldays



Rail

2.3.8 Staines railway station is located approximately 11 minutes walk from the site. The station has 142 cycle parking spaces as well as 32 car parking spaces (including two accessible bays). Staines railway station is on the Waterloo to Reading train line. It provides the following peak hour services:

- 11 trains per hour to London Waterloo (approx. 40 minute journey time)
- Two trains per hour to Windsor & Eton Riverside (approx. 15 minute journey time)
- Three trains per hour to Reading (approx. 45 minute journey time)
- Two trains per hour to Weybridge (approx. 22 minute journey time)

2.4 Public Realm Improvements

2.4.1 As part of the development, an improvement scheme will be implemented for Elmsleigh Road, shown on the plan in **Appendix B**. This will include removal of the existing roundabout to the southwest of the site, with subsequent alterations to the A308 / Elmsleigh Road junction. This will allow for a significantly increased area of public realm and provide clear and attractive pedestrian routes through and around the site whilst also maintaining the necessary vehicle movements. It will also improve accessibility between the High Street, Riverside and the Bus Station.

2.4.2 Significant efforts will also be made to enhance the pedestrian environment, particularly the area under the shopping centre access ramp and the alleyways connecting to the High Street. Additionally, new informal pedestrian crossings will be provided at key locations along Elmsleigh Road, and the width of Elmsleigh Road will be reduced to allow for the provision of servicing bays and increased pedestrian space.



3 Travel Demand

3.1.1 The expected trip generation is set out in Table 3-1. Further details are provided in the accompanying TA. It is worth noting that this is likely to be an overestimate of the trip generation, given the low levels of car parking proposed for the site. The privately owned flats selected from TRICS have an average of 1.03 car parking spaces per unit, whilst there is an average of 0.79 spaces per unit for the affordable flats.

Table 3-1: Vehicular trip generation

		AM Peak (08:00 09:00)			PM Peak (17:00 18:00)		
		Arrivals	Departures	Two Way	Arrivals	Departures	Two Way
Privately owned flats	Trip rate	0.048	0.153	0.201	0.144	0.082	0.226
	Trips	5	17	23	16	9	25
Affordable flats	Trip rate	0.041	0.068	0.109	0.054	0.075	0.129
	Trips	4	6	10	5	7	12
TOTAL TRIPS		9	24	33	21	16	37

3.2 Modal Split

3.2.1 The modal split in Table 3-2 is based on journey to work Census 2011 data for residents of the Middle Super Output Area (MSOA) Spelthorne 004 in which the site is located. This is likely to be an underestimate of the proportion of non-car trips generated by the site, given the relatively low parking ratio.

Table 3-2: Modal split

	No. Census	Percentage	AM Peak			PM Peak		
			Arrivals	Departures	Two way	Arrivals	Departures	Two way
Underground, metro, light rail or tram	58	2%	0	1	1	1	0	1
Train	623	17%	3	7	10	7	5	12
Bus, minibus or coach	227	6%	1	3	4	2	2	4
Taxi	5	0%	0	0	0	0	0	0
Motorcycle, scooter or moped	47	1%	0	1	1	0	0	1
Driving a car or van	2015	54%	9	24	33	21	16	37
Passenger in a car or van	117	3%	1	1	2	1	1	2
Bicycle	90	2%	0	1	1	1	1	2
On foot	567	15%	3	7	9	6	5	11
Other method of travel to work	13	0%	0	0	0	0	0	0
Total	3762	100%	17	44	61	40	30	70



4 Travel Plan Coordinator

- 4.1.1 It will be fundamental to the success of the TP that sufficient resources are allocated to develop and implement the measures in the plan, and this will be the responsibility of the Travel Plan Coordinator (TPC). It is anticipated that the TPC role will be undertaken by a member of the sales or management team at the site. Sales staff will also be trained to offer sustainable travel advice to prospective residents at the site.
- 4.1.2 The TPC will be identified upon the opening of the sales office on the site to ensure that the TP is established and engrained into the development from the beginning and will remain available to advise residents for a period of five years from the first occupation. The TPC will be responsible for implementing the measures set out in this TP.
- 4.1.3 The contact details for the TPC will be provided to SCC prior to occupation of the site.



5 Objectives

- 5.1.1 The primary aim of this TP is to minimise single occupancy car trips associated with the proposed development, by promoting and encouraging the use of more sustainable alternatives among residents and visitors.
- 5.1.2 To support the realisation of this aim, the TP sets out to:
- Achieve widespread awareness of the Travel Plan and its constituent measures amongst residents of the development;
 - Ensure the site is accessible to all and that it responds to the needs of vulnerable groups such as those with mobility problems;
 - Increase awareness of available non-car travel options;
 - Promote smarter living practices which reduce the need for residents to travel;
 - Encourage the use of sustainable modes of travel, such as cycling, walking and public transport, in favour of using the private car, with a resulting decrease in the number of vehicle trips;
 - Encourage the most efficient use of vehicles;
 - Promote the health, social and environmental benefits of sustainable travel; and
 - Minimise the impact of the development on the environment through a reduction in transport based pollution, congestion and CO2 emissions.

6 Measures

- 6.1.1 This chapter sets out the sustainable transport opportunities and measures identified to support the aims and objectives of this TP.

6.2 Travel Plan Management and Promotion

Information for Prospective Buyers or Renters

- 6.2.1 Information about the local transport network, particularly sustainable travel options, will be provided to all prospective buyers and renters before they commit to purchasing or renting a flat within the development
- 6.2.2 To achieve this, the sales staff will be trained about the sustainable travel options in the surrounding area and will be responsible for promoting these sustainable options to the prospective residents.

Travel Welcome Pack

- 6.2.3 Each household within the development will receive a Welcome Pack detailing sustainable travel options upon first occupation. This pack will contain the following information, which will be bespoke to the Elmsleigh Road development:
- Details of the Travel Plan measures and its objectives;
 - Walking and cycling maps illustrating local routes;
 - Map showing the location of local amenities including schools and local shops;
 - Site specific public transport information, including location of bus stops and rail stations;
 - Useful websites/contacts for public transport, walking, cycling, car-sharing schemes; and
 - Promotion of Smartphone apps for up-to-date/real time public transport, walking and cycling information/maps etc.
 - Details of sustainable travel incentives including car club membership.

6.3 Increased Walking and Cycling

Cycle Storage Facilities

- 6.3.1 Cycle storage facilities will be provided for residents, within a cycle store in each of the blocks.

Pedestrian and Cycle Access

- 6.3.2 The development is well located to encourage journeys to and from the site to be undertaken on foot or by cycle to local amenities within Staines. The proposals include improvements to the

pedestrian infrastructure and public realm around Elmsleigh Road, facilitating improved pedestrian connections from the site to Riverside, High Street and Staines Railway Station.

Availability of Smartphone Apps

6.3.3 Within the Welcome Pack residents will be made aware of the numerous Smartphone applications which can help plan / map journeys on foot, by cycle or by public transport. These apps include:

- **CycleStreets:** Cycle journey planner
- **MapMyFitness:** Route mapping with information including distance, elevation and calories burnt
- **Strava:** Records running and cycling
- **Bikemap:** Cycle journey planner
- **Trainline:** Plan rail journeys and check for live departure times and platform numbers

6.4 Encouraging use of Public Transport

Public Transport Schedules

6.4.1 There is potential for journeys to be made to and from the development by bus and rail. Residents at the development will be made aware of their various public transport options. Information including details of routes, services, timetables and fares will be included within the Welcome Pack. Journey planning tools such as Traveline and Smartphone apps will also be marketed within the Welcome Pack.

Season Ticket Purchase

6.4.2 Within the Welcome Pack, residents will be informed of the benefits of purchasing season tickets through websites such as Commuter Club. This allows users to spread the cost of an annual season ticket across the year, with a reduced cost compared to purchasing monthly tickets.

6.5 Reducing the impact of vehicle trips

Car Club

6.5.1 Two Car Club vehicles will be provided on Elmsleigh Road. These will be available for residents at the proposed development and to the wider public. Residents at the site will be provided with one year free Car Club membership and 25 miles free car club travel to incentivise the uptake of this measure.

Car Sharing

- 6.5.2 Residents will be encouraged to car share through information contained within the Welcome Pack. By registering with websites such as <https://liftshare.com/uk/community/surrey>, individuals can search for other car sharers. Car sharing relationships formed over internet sites allow residents to take advantage of a wider group of people with whom to car share, by enabling them to car share with people from different areas.

Electric Vehicle Charging Points

- 6.5.3 A minimum of 20% of spaces will be fitted with a fast charge socket for electric vehicle charging in accordance with the requirements of the SCC Vehicular and Cycle Parking Guidance (2018). A further 20% of spaces will be provided with power supply and a feeder pillar or equivalent permitting future connection.



7 Action Plan

7.1.1 The initiatives contained within the Travel Plan will be supported by the developer for a five-year period from occupation of the site. The five-year long support will give the initiatives sufficient time to embed the ethics of 'greener travel' and should promote greater awareness of travel choice.

7.1.2 An Action Plan for implementing the TP is provided in Table 7-1.

Table 7-1: Travel Plan Actions

Action	Indicative Timescale	Responsibility
Identification of Travel Plan Coordinator	On establishment of the management company and prior to occupation of the development	Developer / Management Company
Information for prospective residents	Provided within the marketing suite and training provided to sales staff	Developer / TPC
Preparation of Welcome Pack for residents	Prior to first occupation, issued to new residents upon occupation	TPC
Provision of suitable cycle parking	Prior to occupation of the site	Developer
Provision of pedestrian and cycle access	Prior to occupation of the site	Developer
Improvements to Elmsleigh Road and the Elmsleigh Road / A308 junction		Developer
Promotion of car sharing	Within the Welcome Pack	TPC
Promotion of Smartphone apps	Within the Welcome Pack	TPC
Provision of public transport schedules	Within the Welcome Pack	TPC
Provision of two Car Club spaces / vehicles		Developer
Provision of free Car Club membership	On Occupation	TPC
Provision of electric vehicle charging points		Developer

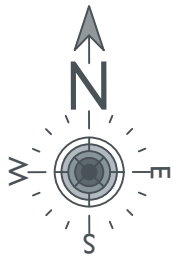


Appendix A Site Layout Plan





Appendix B Elmsleigh Road Improvements



NOTES
These drawings have been produced with reference to the CDM Regulations 2015. Please note that these are pre-construction phase drawings and should be subject to further design risk management as required in accordance with Regulation 9



REV	DATE	REVISION NOTE	BY
P4	24.09.2020	Updated based on internal comments	LS
P3	22.09.2020	Updated site layout	LS
P1	14.08.2020	Updated based on comments	LS

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**Elmsleigh Road
Staines-upon-Thames**

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A3 @ 1:500	GS	MF	05/08/2020