

**APPENDIX C**  
Travel Plan

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**Green Travel Plan**

**for**

**Petersham Nurseries 2007**

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## i Brief Summary

*Petersham Nurseries is a 30+ year old business, uniquely located, adjacent to Richmond Park and Petersham Meadows within the historic Arcadia<sup>1</sup> which runs along the Thames from Teddington to Kew. As areas of incredible beauty and sensitivity, they are worthy of preservation for the enjoyment of its residents, visitors and future generations.*

*For these reasons, we encourage visitors to Petersham Nurseries to explore and celebrate our beautiful and unique location, yet in consideration of its environmental sensitivity using public transport where possible. We can also be reached by short walks along the river or through the park. We are also located alongside cycle routes from Richmond, Kingston and Teddington.*

*The primary purpose of this Travel Plan is to demonstrate to Richmond Borough Council the degree to which Petersham Nurseries has been continuing, to encourage customers to travel to the Nursery using alternative means of travel, other than cars. The success of these efforts is reflected in the extent to which the loss of the turning cycle has not affected the business – this would not have been possible two years ago.*

*The over riding objective of the Travel Plan, to reduce the number of cars used as a means of travel for customers of the catering facilities, has been achieved. However, as a garden centre, it is vital that customers buying plants, trees, shrubs, compost and other heavy items such as gardening equipment and furniture, have vehicle access.*

*Although a parking attendant has recently been employed to ensure that the number of vehicles on Church Lane has been reduced, this initiative has been supplemented by a new one which is explicitly aimed at dissuading restaurant customers travelling by car and from using Church Lane. A limited number of parking spaces are being reserved for restaurant customers – once these spaces are 'booked out' reservations in the restaurant aren't being accepted unless the customer can travel by alternative means. The collection and delivery services enables these customers to transport any large and heavy*

<sup>1</sup> London's Arcadia is recognised as one of the World's great urban landscapes. It is an aim of the Thames Landscape Strategy to take this remarkable landscape to a standard worthy of UNESCO Heritage Status – an aim supported by Petersham Nurseries (?).

*garden items that they purchase. (Please refer to 3.1.1 Restaurant Reservation System page. 5 and 6. Actions page 8).*

*However, as catering facilities are now commonplace within Garden Centres throughout the country as a means of ensuring increased custom during the seasonal downturns of the Autumn and Winter months and school holiday periods, the degree to which these customers also buy from the nurseries and shop cannot be underestimated as a vital contributor to the financial wellbeing of the business – as it is for all other garden centres throughout the UK. Provision needs to be made to enable them to take their goods home.*

*This Green Travel Plan will be monitored on an ongoing basis. Petersham Nurseries welcomes continued dialogue and advice from Richmond Council's Environment Directorate including additional best practice examples, news and updates of new integrated parking solutions within the Borough.*

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## ii Executive Policy Statement

This Green Travel Plan has been prepared to outline the travel measures currently in place as well as those intended for implementation within the short-medium term.

This Green Travel Plan builds upon measures already implemented by Petersham Nurseries since February 2005 to encourage both staff and customers to use alternative methods of travel, where possible. Existing and intended measures are outlined.

The Green Travel Plan has the commitment of the Nurseries' owners, senior management and staff.

The co-ordinator of the Green Travel Plan is Wendy Fogarty who is responsible for Sustainable Development at Petersham Nurseries.

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## 1 Introduction

### 1.1 Background Information

#### Policy Context:

In accordance with its commitment to sustainable development, **Petersham Nurseries** encourages staff and customers to travel to the Nurseries on foot, bicycle and public transport. However, as a garden centre, parking is necessary to facilitate the purchase of items e.g. plants, bags of soil, equipment, furniture etc. Parking provision must also be made for the elderly, disabled and families with small children, who represent a significant number of the Nurseries' visitors.

In keeping with garden centres throughout Britain, Petersham Nurseries opened a cafe and restaurant in 2004. The industry considers such ancillary facilities to be invaluable in ensuring the year-long viability of garden centres, which experience severe seasonal downturns during the autumn and winter months and school holiday periods. The role of ancillary products and services is invaluable in attracting visitors during the seasonal down-turns, which encourage visitors to purchase a range of non-seasonal complementary products e.g. plants which have naturally extended seasons, indoor plants, conservatory/garden furniture, herbs, books, gift items etc. As small, independent garden centres face increasing competition from supermarkets, their garden centre subsidiaries (e.g. Homebase) and major garden centre chains e.g. (Wyevale) the economic need for small independents to develop a range of ancillary services has never been greater – or more encouraged by the industry. The economic viability of garden centres is also negatively affected by adverse climatic conditions e.g. heavy rain, snow and drought (notably that experienced during 2006). Garden centres, arguably more than many other businesses must ensure that every effort is made to maximise the business potential on every trading day in order to offset the negative impact of variables idiosyncratic to the industry.

#### Organisation context:

Petersham Nurseries is located in Petersham village near Richmond in Surrey. The business has existed for more than 30 years, during which time parking has existed both within Church Lane and in the 'turning cycle' (formerly the parking area of the Water Board). Petersham Nurseries is a Garden Centre which sells indoor and outdoor plants (including a percentage which is propagated on site), indoor and outdoor furniture, stonework, ornaments, logs, compost, fencing together with a range of complementary products including seeds, books, tools, gift items and other products derived from plant sources. In common with Garden Centres throughout the country, it provides attractive and popular on-site catering facilities. All elements of the business are inextricably linked by the business' commitment to sustainable development, for example, vegetable seeds and potted herbs that are available for sale are grown on-site for use in the Nurseries' kitchen, featuring in the food on sale. Educational workshops and events are periodically held,

this year's subjects include: urban gardening, wildlife friendly gardening, growing and cooking classes.

## 1.2 Reason for Travel Plan at Petersham Nurseries

The driving force behind the Nurseries' original Green Travel Plan (see attached) had been the business' commitment to sustainable development and out of respect to the environment in which it is located – adjacent to Petersham Meadows and the Arcadia.

However, the main reason for producing the current plan has been to demonstrate the extent to which **Petersham Nurseries** works to encourage its customers, visitors and staff to support its Green Travel Plan as well as **Council's** own sustainable development policies.

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## 2 Roles & Responsibilities

The GreenTravel Plan at Petersham Nurseries' is managed by the Travel Team which includes Wendy Fogarty, Mark Tupper, Rachel Lewis and Nick Flint. Mark Tupper has worked at the Nurseries for more than 15 years and is familiar with local travel patterns and is well known to local residents and stakeholders. The team meets monthly.

This revised Travel Plan has been prepared in consultation with advice provided by the Department of Transport, Transport Energy Organisation and Richmond Borough Council.

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### 3 Current Travel Patterns

#### 3.1 Site Assessment

##### 3.1.1 Location and Facilities

Site Description: the site is located on Church Lane off Petersham Road, Richmond, Surrey. Vehicle access to the Nurseries is via Church Lane and remains the same as it has since the business opened over 30 years ago. (See Appendice 1 Ordnance Survey Map)

- **Description and assessment of current facilities that encourage sustainable travel:**
  - **Pedestrian and cycle** access is via the footpath which runs from Richmond embankment across the meadows to Church Lane and via the footpath from Church Lane to River Lane; the Nurseries is located on the periphery of cycle routes from Kingston, Teddington, Kew and Richmond. The Nurseries installed a cycle rack on-site in summer 2006 for the growing number of customers using cyclists as a result of the Nurseries' original Travel Plan;
  - A **bus stop** is located nearby on Petersham Road (buses number 65 & 371 which travel to and from Richmond and Kingston town centres);
  - **Hammerton's Ferry:** visitors travelling from the opposite side of the Thames have been encouraged to use this local ferry service for the last 2 years.
  - Existing **car parking** facilities: from the 16<sup>th</sup> February 2007, car parking has been restricted to Church Lane. The limited number of car parking spaces available in Church Lane is therefore considered to present a natural barrier to increased car usage. Petersham Nurseries encourages customers and staff to 'car share'. The few staff who travel by car are not allowed to park in Church or River Lane.
  - **Delivery Service:** a delivery service is offered to all customers; deliveries are grouped so as to avoid additional road miles. Incentives will shortly be offered to local cyclists, pedestrians and users of public transport so that they can benefit from our 'grouped' delivery service;
  - **Collection Point:** a collection point operates outside the Nursery gates from where customers who have parked elsewhere (or initially travelled by alternate means) may collect their purchases.

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- **Restaurant Reservation System:** a new reservation system has been introduced for the restaurant to facilitate awareness and support of the Green Travel Plan. Upon booking, all customers are advised of the very limited availability of local parking and are advised not to arrive by car but to make alternative arrangements. A pilot scheme is being trialled with the nearby **Russell School** on weekends only, with the 12 car parking spaces available for restaurant customers and allocated upon booking. Once the parking allocation is full, customers are informed so that they know not to travel by car. Parking in Church Lane is restricted to customers specifically buying garden materials and other heavy items e.g. garden furniture. The Russell School pilot is part of Petersham Nurseries' **Adopt-a-School** programme which includes a package of 'in-kind' support which includes support for the school's gardening and cooking activities – and which continues the Nurseries long-standing tradition of supporting local schools and charitable causes.

### 3.1.2 Size of Organisation.

Petersham Nurseries operates from the single, eponymous site in Petersham, near Richmond, Surrey.

Approximately thirty-seven members of staff are employed (including full- and part- time personnel). Staff numbers vary seasonally.

Visitors to the site include customers, contractors, suppliers, staff and visitors to the area. The number of visitors and customers is significantly affected by climatic conditions.

### 3.1.3 Activity of the organisation

Petersham Nurseries is a garden centre. As such, it receives deliveries from suppliers of light and heavy goods. Given our policy of supporting small specialists supplier, the majority of deliveries are received via 'light vans'. The majority of suppliers deliver during non-peak hours.

The nature of many of the products sold restricts their carriage by public transport, bicycle or on foot e.g. plants, trees, bags of soil/compost, gardening tools etc. The business' viability is, and has always been dependent on access to private transportation and the adequate provision of car parking within the immediate vicinity.

Development plans.

Going forward, we don't wish to expand the business any further – our focus is on improving the efficiencies and profitability of the business without increasing the number of customers or the turnover.

- Change in staff numbers:

- Expected to remain constant.
- How may local transport initiatives may affect the site? Any effort to improve the frequency and availability of public transport, as well as the introduction of integrated transport solutions should benefit. A bus route from Twickenham to Petersham would facilitate increased travel by bus from this direction (for customers, visitors and staff). Above all, a water based solution is considered to offer greatest potential.

### 3.1.4 Review of current HR and other policies

All staff are strongly encouraged to travel to the Nurseries via cycle, on foot or public transport. 15 members of staff walk or use public transport; 8 cycle and 3 use a combination of cycle or car-sharing depending on the weather.

### Travel Survey

#### 3.1.5 Method

An Exit-Visitor survey was conducted between 13<sup>th</sup>-19<sup>th</sup> February 2007 to identify the methods of travel used by customers to visit Petersham Nurseries. Approximately 1000 visitors participated in the survey, many of whom had travelled in groups, as families or as friends, who had travelled together.

Visitors were asked to specify the means of travel by which they travelled to Petersham Nurseries. The results are as shown in the table below. N.B. The week during which the survey was taken was exceptionally wet – in less inclement weather we would have expected a reduction in car usage.

#### 3.1.6 Current modes of Transport

Mode	Percentage of Journeys	
Walking	42.1%	
Public Transport	2.2%	
Cycle	2.5%	
Taxi	2.6%	
Car	48.4%	
Other (ferry, scooter etc.)	2.1%	

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### 3.2 Business Travel

Very little business travel is undertaken by the business. The majority of business travellers to the business travel by taxi or public transport (with the notable exception of Council employees who travel by car).

## 4 Objectives

The primary objective of this Green Travel Plan is to demonstrate the degree to which Petersham Nurseries, has and is continuing to encourage alternative means of travel by staff, visitors and customers.

However, in so doing, care must be taken to ensure that the implementation of the new Green Travel Plan, combined with the reduction of parking spaces locally, will not affect the viability of the enterprise.

Staff will continue to be encouraged to use alternative means of travel, and to support this objective, we will continue to lobby for improvements to the local public transport infrastructure.

## 5. Targets

Climatic conditions have a profound effect on visitors' method of travel. However, during the Spring and Summer months, it is feasible that our travel plan will succeed in reducing the number of visitors who travel by car. Our targets are set as follows for the period to 1<sup>st</sup> August 2007:

Objective	Aim Targets	Timescale			
		01/08 target			
General reduction in travel via car	Increase journeys to site by walking [AIM]	25%			
	Increase journeys to site by cycling [AIM]	30%			
	Reduce journeys to site by car [AIM]	50%*			
	Increase journeys via taxi	25%			

\* The reduction in journeys to the site by car has already been achieved through the loss of parking in the Turning Cycle.

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## 6 Actions

The following set of actions outline the Travel Plan programme of activity for 2007.

Target	Action	Implementation Date	Resources Required	Responsibility
Increase journeys to site by cycling	Installation of additional bike rack	June 2007	£600.00	Maintenance
	Distribute maps of local cycle routes	April 2007	Nil	Travel Plan coordinator
	Promote cycle routes via website	On website since 2005	Nil	Webmanager
Reduce car travel via Restaurant Customers	Link restaurant bookings to parking spaces @ The Russell School	March/April 2007	Installation of Open Table System (completed Jan 2007)	Receptionist/restaurant manager
Increase travel via public transport	Incentive to restaurant customers travelling via this means	April 2007	TBC	Restaurant Manager
Increase travel via local ferry	Greater promotion of this service	April 2007	Nil	Travel Plan Coordinator
Increase travel via taxi	Promotion with local taxis and eco-friendly taxi service	April 2007	TBC	Travel Plan Coordinator/ Restaurant Manager/PR

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## 7 Monitoring & Evaluation

The Travel Plan is to be monitored on a quarterly basis by the Travel Team @ Petersham Nurseries. Reports on monitoring will be posted on the company's website and via internal staff communication. The Travel Plan co-ordinator will aim to maintain continuous dialogue with relevant local authority departments and will continue to lobby the local authority for ongoing improvements to the local transportation infrastructure.

Likewise, Petersham Nurseries welcomes and expects to receive regular advice and support from Richmond Council's Environment Directorate – notably, updates on developments within the Borough, including additional best practice examples. We support the introduction of Travel Plans by all businesses, organisations, schools and enterprises within the Borough and encourage the Council to facilitate integrated solutions and co-operation amongst those involved in their development.

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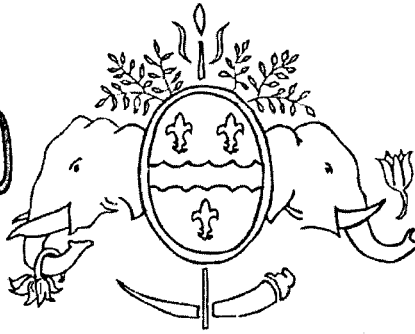
## 8 Financial Issues

- **Financial Implications of the Travel Plan:**
  - Human Resources: the full implementation of the travel plan is likely to lead to the recruitment of 1 -2 additional members of staff;
  - Increased cost of marketing communication;
  - Increased administrative burden (customer complaints)
  
- **Expected Income from Travel Plan:**
  - Nil

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## Petersham Nurseries

### Travelling to Petersham Nurseries

Petersham Nurseries, is uniquely located, adjacent to Richmond Park and Petersham Meadows within London's historic Arcadia which runs along the Thames from Teddington to Kew. As areas of incredible beauty and sensitivity, we believe they are worthy of preservation for the enjoyment of its residents and visitors – and, importantly for future generations.

For these reasons, we would like to encourage visitors to Petersham Nurseries to explore and celebrate our beautiful and unique location with consideration for its environmental sensitivity.

As an increasing number of visitors are now enjoying the area, traffic congestion could become a problem. We would therefore like to encourage visitors to Petersham Nurseries to enjoy our location by using public transport or the extensive parking facilities that are available nearby (in Richmond, Ham and Richmond Park) from which we can be reached by short walks along the river or through the park. We are also readily reached by cycle routes from Richmond, Kingston and Teddington.

Directions to Petersham Nurseries are detailed below. There is also a map showing the route by foot from Richmond Station.

For more information on the arcadia project - [www.londons-arcadia.org.uk](http://www.londons-arcadia.org.uk)

On behalf of Petersham Nurseries, local residents and the Arcadia Trust, we thank you for your consideration.

Petersham Nurseries, Church Lane, off Petersham Road, Petersham, Nr Richmond, Surrey TW10 7AG.

Tel. 020 8940 5230.

[www.petershamnurseries.com](http://www.petershamnurseries.com)

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## Directions:

### TRAINS / UNDERGROUND

- There are fast trains to Richmond from Waterloo (a journey which can take as little as 18 minutes). The District Line also goes to Richmond. This is followed by a brisk 15 minute walk along the river or short hop by bus - the no. 65 bus frequently departs from the bus stop outside Richmond Station. Under normal traffic conditions, a taxi journey will take approximately 6 minutes and cost just under £6.

### BICYCLES

- Cyclists are welcome to chain their bikes to the fence posts in the car park next to Petersham Nurseries. There are wonderful cycle routes from Kingston, Teddington and Richmond. Copyright does not allow us to provide copies of the map however it can be obtained from the homepage of [www.sustrans.org.uk](http://www.sustrans.org.uk) - under "Plan Route" simply type in the postcode (TW10) and town (Petersham), hit "Go" and the map can then be printed.

### FERRY

- Petersham Nurseries can also be reached by river using Hammertons Ferry which takes passengers across the river from Marble Hill Park to the river bank outside Ham House. From 1 Feb - 31 Oct the ferry runs from Monday - Sunday including Public Holidays between 10 am and 6pm or dusk if earlier. During the winter the service is weekends only (1 Nov - 31 Jan 10.00 until dusk). A single trips costs 60p per adult, 30p per child, bicycles 50p, first dog free then 10p per dog. Tel: +44 (0)20 8892 9620. After crossing the river, walk left along the river bank towards Richmond, turning right into River Lane, walk for 3 minutes and turn into the first narrow lane located on your left between the houses - this lane takes you to the entrance of Petersham Nurseries.

### CAR PARKS

- Parking is available in Ham (the river end of Ham Street); Pembroke Lodge (Richmond Park & until 5pm in Winter) and in Richmond at (Paradise Road Multi-Storey, Waitrose, The Quadrant, Richmond Riverside, Water Lane & Richmond Green).

### GENERAL FACTS

Petersham Nurseries is open 7 days a week including bank holidays.

Sunday & Monday 11am—5pm

Tuesday—Saturday 9 am—5pm

Lunch is served Wednesday - Sunday from 12.30 pm to 3 pm. Reservations are essential.  
Soup, tea, coffee & cakes are served every day in the Tea House.

General Enquiries 020 8940 5230

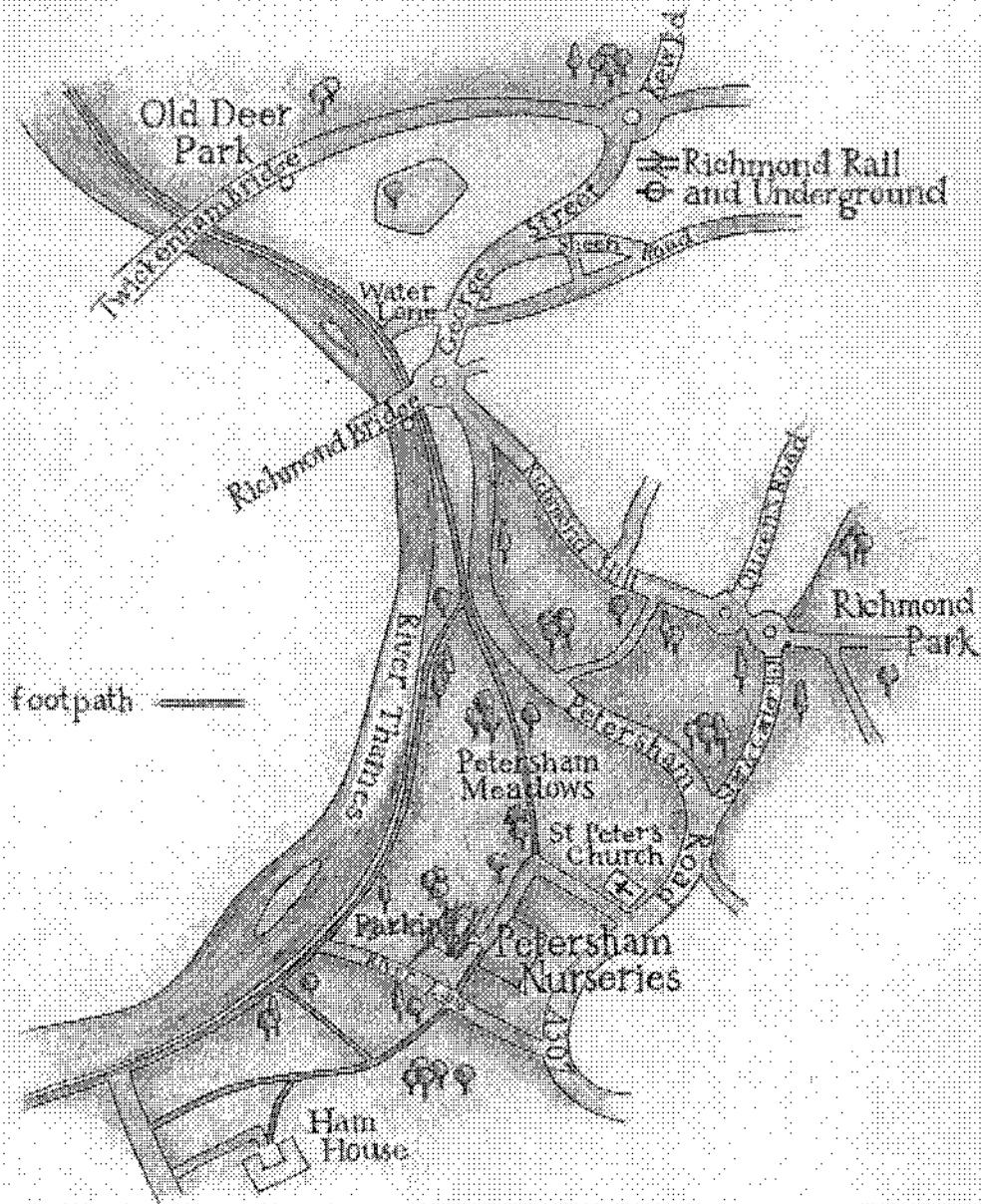
Café & Tea House 020 8605 3627

Petersham Nurseries, Church Lane, off Petersham Road, Petersham, Nr Richmond, Surrey TW10 7AG.

Tel. 020 8940 5230.

[www.petershamnurseries.com](http://www.petershamnurseries.com)

## Petersham Nurseries location



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Petersham Nurseries, Church Lane, off Petersham Road, Petersham, Nr Richmond, Surrey TW107AG.

Tel. 020 8940 5230.

[www.petershamnurseries.com](http://www.petershamnurseries.com)

# Real Improvement

## Petersham Nurseries Final Travel Plan

Update based on Draft Travel Plan (1<sup>st</sup> December 2008)

Report for Petersham Nurseries

October 2010, Version 3



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Primary Author(s): Louise Smith

Other Author(s): Julie Baird (TBM Consultants) Author of 2008 Draft Travel Plan  
Sophie Robertson

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3	28/05/2010	Petersham Nurseries	Final Draft incorporating comments from Petersham Nurseries
4	11/06/2010	Petersham Nurseries / LB Richmond	Final V1- 1 <sup>st</sup> submission
5	30/09/2010	Petersham Nurseries	Final V2- 2 <sup>nd</sup> submission incorporating comments from LB Richmond
6	14/10/2010	Petersham Nurseries / LB Richmond	Final V3 - 3 <sup>rd</sup> submission incorporating final comments from Petersham Nurseries

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# 1 Introduction

## 1.1 Introduction

- 1.1.1 MVA Consultancy has prepared this Final Travel Plan (TP) on behalf of Petersham Nurseries as a result of the planning condition related to the mixed use development comprising A1 (nurseries and ancillary tea room) and A3 (café/restaurant).
- 1.1.2 The first version of the Travel Plan was submitted with their planning application in 2007 (ref: 07/1235/FUL). Given the TP was submitted as part of the planning application for the site, subsequent review and monitoring is required in accordance with condition NS02 which states *"The approved Green Travel Plan shall be implemented on the use hereby permitted and shall be monitored with a review of the Green Travel Plan after one year."*
- 1.1.3 Trip generation analysis provided in the previously submitted Transport Statement to support the planning application confirms that the traffic generated by the nurseries is not significant, when considered against the trip generation for the lawful A1 retail use and against traffic volumes on Petersham Road. This is also supported by the more recent traffic surveys, as discussed further in this report.
- 1.1.4 In the interests of Petersham Nurseries' ongoing commitment to sustainability, it considers a TP useful to present its future sustainable transport strategy. This will ensure that it continues to build on its successes and the momentum it has achieved in the local area over the last few years.
- 1.1.5 This Travel Plan covers both staff and visitor travel and draws upon the documents listed below:
- Local Development Framework Core Strategy Policy CP5;
  - TfL Travel Plan guidance (2007);
  - DfT "Using the Planning Process to Secure Travel Plans: Best practice guidance for local authorities, developers and occupiers" (2002) and the earlier "Developing an effective travel plan" (2000) guidance; and
  - PPG13 'Transport'.
- 1.1.6 There is currently no provision in iTRACE for the visitor/destination element of this Travel Plan.

## 1.2 Consultation with Local Authority

- 1.2.1 This Travel Plan addresses key travel planning issues and has been produced in consultation with the staff at Petersham Nurseries and with the Smarter Travel team at London Borough of Richmond (LB Richmond).

## 1.3 Structure

- 1.3.1 The TP is structured under the following headings:



## 1 Introduction

- Overview of development and site;
- Existing Conditions;
- Current Travel Patterns;
- Travel Plan Measures & Action Plan;
- Targets; and
- Monitoring & Review.

1.3.2 The Travel Plan Coordinator with overall responsibility for management and implementation of the Travel Plan is:

**Name: Charlotte Senn**

Phone Number: + 44 (0)20 8940 5230

Email:charlotte@petershamnurseries.com

## 2 Overview of Site and Development Proposal

### 2.1 Overview of Site and Development Proposal

2.1.1 Petersham Nurseries is a Garden Centre that sells a wide range of plants, gardening sundries, pots and furniture. It also has a number of ancillary functions that include:

- A tea room;
- A restaurant, known as Petersham Nurseries "Cafe"; and
- Shop.

2.1.2 Similar to other typical garden centres, these activities are essential to ensuring year round viability due to the seasonality of the core business. This is even more important in the case of Petersham Nurseries, a relatively small and independent business, which does not benefit from the level of support larger retail chains would provide.

2.1.3 That said, being an independent business also brings a number of benefits. Not least that it has provided Petersham Nurseries with the freedom to carve a reputation for itself in terms of environmental sustainability and social responsibility.

### 2.2 Sustainability

2.2.1 Petersham Nurseries re-opened in March 2004 from which time sustainability has been a core principle of the business and has been widely publicised as such.

2.2.2 Petersham Nurseries can therefore be considered as one of the local leaders in sustainable practices in the Borough. Its many endeavours have also been recognised by the LB Richmond, which presented Petersham Nurseries with a "Green Award" in 2007.

2.2.3 The activities Petersham Nurseries undertook to win this award were:

- Employment of a largely local workforce;
- Growing produce including herbs and salads as small plants for sale;
- Growing a select range of own plants to supply the nursery;
- Commercial waste recycling which has been carried out by a private contractor on site since opening in 2004, previous to the service being introduced across the borough by the Council;
- Ethical and sustainable sourcing policy for garden centre products and gifts, including recycled and reclaimed furniture, compostable and reusable pots, organic fertilisers to name a few;
- Locally sourced produce is used where possible in the tearoom and café which is supplemented by herbs, leaves and some fruit which is grown on site;
- Creation of habitats to encourage local wildlife including birds, insects and bees e.g. the cutting garden; and
- Recycling of cooking oils.

## **2 Overview of Site and Development Proposal**

- 2.2.4 Whilst Petersham Nurseries voluntarily submitted a Travel Plan with their planning application in 2007, it has been promoting sustainable travel since spring 2005. In press releases and editorial it has taken every opportunity to encourage customers to travel by public transport and walk to the Nurseries.
- 2.2.5 It can also be said that many of the activities mentioned above will contribute to sustainable travel patterns. For example the growing of plants on site reduces the number of delivery vehicles bringing plants to the nursery and reduces mileage generated by sourcing plants from further afield, which is common practice in more commercial garden centres.
- 2.2.6 Company policy is to employ local people where possible, which benefits both the local economy and the environment by reducing the need to travel. It is intended that the mix of complementary activities encourages customers to stay longer which serves to reduce the site's trip generation.

### **2.3 Educational Events**

- 2.3.1 Petersham Nurseries seeks to raise environmental consciousness amongst those who visit and work there by the plants and products, the activities it supports and the way the business is run. It also holds educational events to raise awareness of environmental issues associated with horticulture, food and the landscape within which it is located. This included a recent event to launch the Thames Landscape Strategy Stage II which is located on their doorstep. Additional events are held for schools and community groups such as the local Sea Scouts.
- 2.3.2 As a result, they have found that customers are much more open to new ideas introduced to make the business more sustainable. This includes the promotion of sustainable travel, where endeavours have achieved commendable results.

### **2.4 Customer Base**

- 2.4.1 Both the customer on-line survey of September 2008 and also the face-to-face surveys carried on 20<sup>th</sup> September 2008 have provided an insight of the profile of the Nursery customers. In the Summer months there is an average of 300 visitors per day on a weekday and 800 per day on a weekend. In the Winter months there is an average of 200 visitors per day on a weekday and 700 per day on a weekend. Around a third of customers (30.5%) were aged 41-50, followed closely by those between the ages of 51-60 (24.3%). The Walking in London Report 2008 states that women aged between 25 and 44 walk most and this group accounts for 49% of the respondents to the survey.
- 2.4.2 Of the customers surveyed, at least 37% lived within 2km (maximum walking distance) from the site, although this total could be higher as a further 22% did not provide postcodes.

### **2.5 Staff Details**

- 2.5.1 The Nurseries employ 16 permanent full time and 47 permanent and casual part-time staff. Company policy is to employ local staff where possible.

## 3 Existing Conditions

### 3.1 Existing Transport Accessibility

- 3.1.1 Petersham Nurseries has the benefit of being located within one of the most beautiful settings in London. Its pleasant riverside environment is conducive to encouraging active travel through an extensive network of parks and footways.

#### Walking

- 3.1.2 The site can be accessed by pedestrians from Church Lane and River Lane via a narrow footpath.
- 3.1.3 The Thames is located immediately north of the site, providing a pleasant route for pedestrians and cyclists from Richmond town centre.
- 3.1.4 Petersham Nurseries is set within an expanse of open space. The Capital Ring, cutting across Petersham Meadows east of the site provides another equally attractive alternative for pedestrian access.
- 3.1.5 There are a series of local footpaths, lanes and rights of way including at Church Lane and Douglas Way, linking the site with other attractions and facilities in the area including Richmond Park via Church Lane and Petersham Road and Ham House.

#### Cycling

- 3.1.6 The Thames Tow path has now been designated as a shared path for use both by pedestrians and cyclists and Petersham Nurseries with Richmond Town centre, as well as Kingston town centre to the east. In addition, there is a designated cycle route, which links the site with Richmond Park via a toucan crossing on Petersham Road.
- 3.1.7 Two cycle parking areas are provided at the site. The main cycle parking area situated within Petersham Nurseries gates can park up to 30 bicycles, whilst the second area for cycle parking, just outside the gates can accommodate up to a further 15 bicycles, providing parking for approximately 45 bicycles in total. They can be used by staff and visitors and whilst they are uncovered, they are secure.

#### Ferry

- 3.1.8 Petersham Nurseries is uniquely positioned for river transit and benefits from a Ferry service from Marble Hill Park, which has reported increased patronage from the Nurseries, as well as links to local ferry services including from London.

#### Public Transport

- 3.1.9 Petersham Nurseries is served directly by bus service numbers 371 and 65 on Petersham Road, which links it with both Richmond and Kingston town centres and tube and rail services in Richmond and rail services at Kingston. Although the site has a public transport accessibility level (PTAL) of 1b, which means it is poorly served by public transport (1 is poor and 6 is excellent), the ferry opens up potential for customers to interchange with more

### 3 Existing Conditions

extensive public transport provision at Twickenham on the other side of the river, as well as with that at Petersham.

#### 3.2 Local Amenities / Facilities

- 3.2.1 Petersham is home to a number of LB Richmond's major attractions including Richmond Park, the river and historic houses. The Councils Core Strategy states "*The Borough is a popular destination for tourists visiting the traditional attractions such as the historic houses and gardens, River Thames, and Rugby as well as associated facilities such as restaurants and shops.*"
- 3.2.2 Whilst the Nurseries customer base is 37% local (2008), the larger destinations serve to feed the nursery to an extent. The customer surveys undertaken on 20<sup>th</sup> September 2008 indicated that 43% of customers were also visiting other attractions in the local area and in fact 48% of customers who travelled by car were also visiting other attractions in the local area.
- 3.2.3 Other facilities and attractions in the immediate area include the Russell and German School as well as Ham Polo Club and a number of pubs.
- 3.2.4 The extent of other activity in the area is also reflected in the fact that the independent traffic surveys on 20<sup>th</sup> September 2008 showed that only 16% of traffic on River Lane and 4% on Cedar Heights is generated by the Nursery.

#### 3.3 Vehicular Access

- 3.3.1 Vehicular access to the site is via Church Lane off Petersham Road. Petersham Road is a London distributor road and main bus route.
- 3.3.2 Independent traffic surveys undertaken on 20<sup>th</sup> September 2008 show that traffic volumes total an average of 11,170 between the junctions of Cedar Heights, Church Lane and River Lane off Petersham Road between 9am and 5.30pm.
- 3.3.3 Petersham Nurseries has a total of 24 dedicated parking spaces (including 3 disabled) located outside the nursery entrance and space for a further 14 vehicles to park along Church Lane. The Nurseries was requested to cease use of the area known as the "turning circle" to the south of the site for parking resulting in the loss of 25 spaces in 2007. The request was made from the Director of Environment to protect views from Richmond Hill.
- 3.3.4 Church Lane does not have parking controls but the Petersham Nurseries has employed parking attendants to ensure any cars parked along Church Lane associated with the Nursery are done so in an orderly fashion. Church Lane is not a through route and the only other use served by the road, other than Petersham Meadows is St Peters Church. The Nurseries have an informal arrangement with the Church on Sundays that restaurant customers do not park in Church Lane and instead by arrangement use a small number of parking spaces (12) at Russell School (which is associated with the church). This ensures that provision is given for those who have to drive to both uses such as the elderly and disabled.

### 3 Existing Conditions

- 3.3.5 No residential properties are served by Church Lane, other than Petersham House (in the same ownership and which has adequate off street parking) and Rose Cottage, which also has sufficient private parking.

#### 3.4 Vehicle Trip Generation

- 3.4.1 Independent traffic surveys were undertaken on Church Lane, Cedar Heights and River Lane on Wednesday 17<sup>th</sup>, Saturday 20<sup>th</sup> and Monday 22<sup>nd</sup> September 2008, as discussed in the Draft Travel Plan. Follow on surveys have also been undertaken more recently on Saturday 6<sup>th</sup> February 2010. According to the 2008 surveys, the highest levels of traffic were recorded on the Saturday, which explains why a Saturday has been used to assess any traffic impact that Petersham Nurseries generates.
- 3.4.2 The total cars generated by the Nurseries entering Church Lane, Cedar Heights and River Lane from 8.30am to 5.30pm on Saturday 20<sup>th</sup> September 2008 was 132 and the total cars generated by the Nurseries on Saturday 6<sup>th</sup> February 2010 was 44, over the same time period. The results from both surveys are set out in detail in the following chapter. The number of vehicles is insignificant compared with total traffic volumes during the same period on Petersham Road, which averaged a total of 11,170 during those hours in 2008. The 132 trips related to the Nursery between the junctions of these three roads was therefore equivalent to less than 1.2% of the total recorded traffic volume in 2008 and less than 0.5% of the total recorded traffic volume in 2010.

## 4 Current Travel Patterns

### 4.1 Introduction

- 4.1.1 This section of the report describes the findings of the travel surveys undertaken in 2008 and 2010, to inform the Draft Travel Plan for monitoring purposes.
- 4.1.2 Both travel surveys established the staff and visitor travel patterns to and from the site. The comprehensive 2008 travel surveys were undertaken to establish the baseline conditions for the site. These surveys were commissioned by TBM Consultants and conducted by Benchmark Data Collection Ltd and involved traffic and parking counts over three days, visitor face-to-face interviews and employee surveys. The 2010 travel survey commissioned by MVA Consultancy and conducted by Traffic Watch Ltd involved face-to-face interviews with visitors and employee self-completion surveys, which followed the iTRACE methodology for travel plan monitoring purposes. Additional people/vehicle and parking counts were also undertaken outside the site entrance.
- 4.1.3 The findings of the 2008 baseline travel surveys are discussed in detail in the Draft Travel Plan and summarised in **Appendix A** of this note. The findings of the 2010 snapshot travel survey are presented below. Each of the survey findings are presented in tabular or graphical format, depending on the type of data being presented.

### 4.2 Findings of 2010 Travel Survey

- 4.2.1 An iTRACE compatible Travel Plan monitoring snapshot survey was undertaken at Petersham Nurseries on Saturday 6th February 2010 to meet the conditions of their planning consent.
- 4.2.2 The findings of the iTRACE compliant employee travel diaries and visitor interviews are discussed below. The findings are then compared to the findings of the 2008 baseline travel survey reported in the Draft Travel Plan and the targets that were set out in the Draft Travel Plan for the year 2013.
- 4.2.3 It important to bear in mind that these findings are based on a snapshot survey undertaken in early February and that some methods of transport such as walking and cycling are likely to increase in the spring/summer months.

### 4.3 Findings of Staff/Employee Travel Diary

#### Method of Transport on Journey To Work

- 4.3.1 The travel diary asked employees to state their method of travel used on the survey day as well as during the rest of the week. This was split between main mode i.e. the method of transport used for the longest amount of time, factored by distance and final mode i.e. the method of transport used within the last 5 minutes to arrive on site or the first 5 minutes upon leaving the site.
- 4.3.2 It should be noted that not all staff on site responded to the survey and many respondents work part-time. On the day of the snapshot survey (Saturday), 13 (54%) of the 24 staff

#### 4 Current Travel Patterns

working that day responded. Typically, up to 25 staff work on any one day, so the responses received in the travel diaries represent a satisfactory proportion of daily workers.

**Table 4.1 Main Method of Travel**

Main Method	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Average
Car Driver Alone	24%	15%	0%	18%	19%	22%	19%	17%
Car Driver w/ Pass	0%	0%	0%	0%	0%	0%	0%	0%
Car Passenger/Drop-off	0%	8%	14%	9%	6%	6%	6%	7%
Bus	19%	15%	0%	9%	0%	0%	6%	7%
Tube	10%	8%	14%	9%	13%	17%	25%	14%
Rail	10%	15%	0%	0%	13%	6%	6%	7%
Taxi	0%	0%	0%	0%	0%	0%	0%	0%
Motorcycle/Scooter	0%	0%	0%	0%	0%	0%	0%	0%
Pedal Cycle	24%	31%	57%	36%	44%	33%	31%	37%
Walk	14%	8%	14%	18%	6%	17%	6%	12%
Other	0%	0%	0%	0%	0%	0%	0%	0%
Response Base	13	7	11	16	18	16	21	



**Table 4.2 Final Method of Travel**

Final Method	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Average
Car Driver Alone	24%	15%	0%	18%	19%	22%	19%	17%
Car Driver w/ Pass	0%	0%	0%	0%	0%	0%	0%	0%
Car Passenger/Drop-off	0%	8%	14%	9%	6%	6%	6%	7%
Bus	5%	0%	0%	0%	0%	0%	0%	1%
Tube	0%	0%	0%	0%	0%	0%	0%	0%
Rail	0%	0%	0%	0%	0%	0%	6%	1%
Taxi	0%	0%	0%	0%	0%	0%	0%	0%
Motorcycle/Scooter	0%	0%	0%	0%	0%	0%	0%	0%
Pedal Cycle	33%	46%	43%	36%	50%	39%	38%	41%
Walk	38%	31%	43%	36%	25%	33%	38%	35%
Other	0%	0%	0%	0%	0%	0%	0%	0%
Response Base	13	7	11	16	18	16	21	

4.3.3 Notably, mode choice seems to change during the week, suggesting the majority of employees are flexible in their travel choices. There are variations by day, particularly between trips made by public transport and walking. Fewer employees appear to work on Mondays and Tuesdays compared to later in the week.

4.3.4 The most popular main method of transport employees use to travel to work is bicycle and the most popular final method of transport employees use is bicycle closely followed by walking, which shows the majority of employees use sustainable methods of transport.

#### **Origin / Destination**

4.3.5 All but two employees travelled straight from home to the nurseries on the survey day. On the return journey, every employee apart from one travelled directly back to their home.

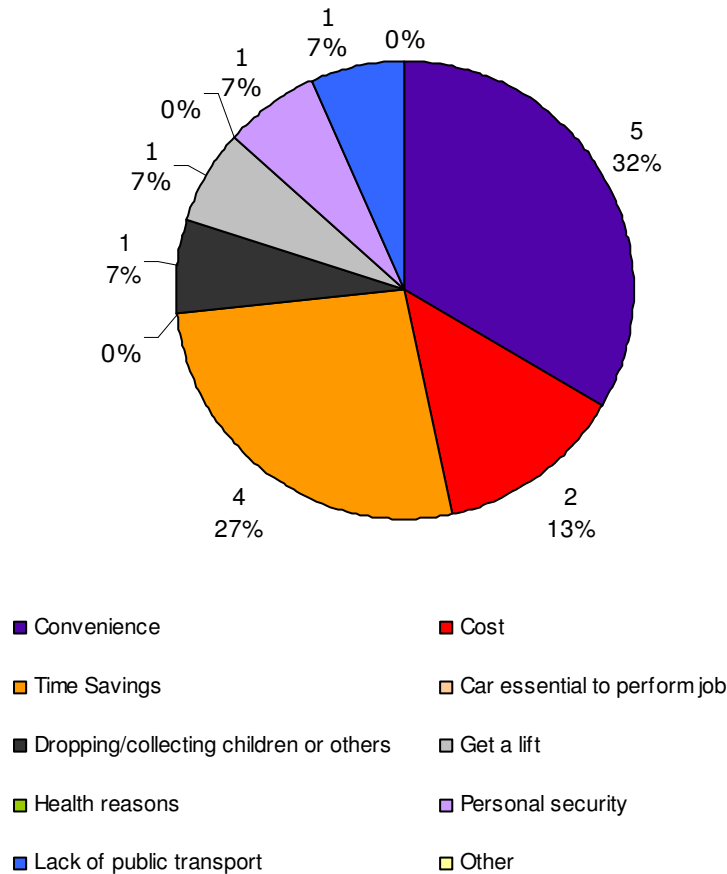
#### **Disability**

4.3.6 No employees that participated in this survey said they had a disability that would have affected their travel options. Similarly, all employees stated they were not part of the Blue Badge parking scheme.

**Car Driver Information**

4.3.7 Employees who regularly travel by car were asked additional questions about why they travel by car, if they would be prepared to car share and where they park.

**Figure 4.1 Reasons for Using the Car**



4.3.8 Multiple answers to this question were allowed. The reason of 'convenience' accounted for a third of responses and the next most commonly cited reason was 'time savings', selected by 4 employees. 'Cost' was another reason cited by more than one employee and one employee each selected 'dropping/collecting children or others', 'to get a lift', 'personal security' and 'lack of available public transport'.

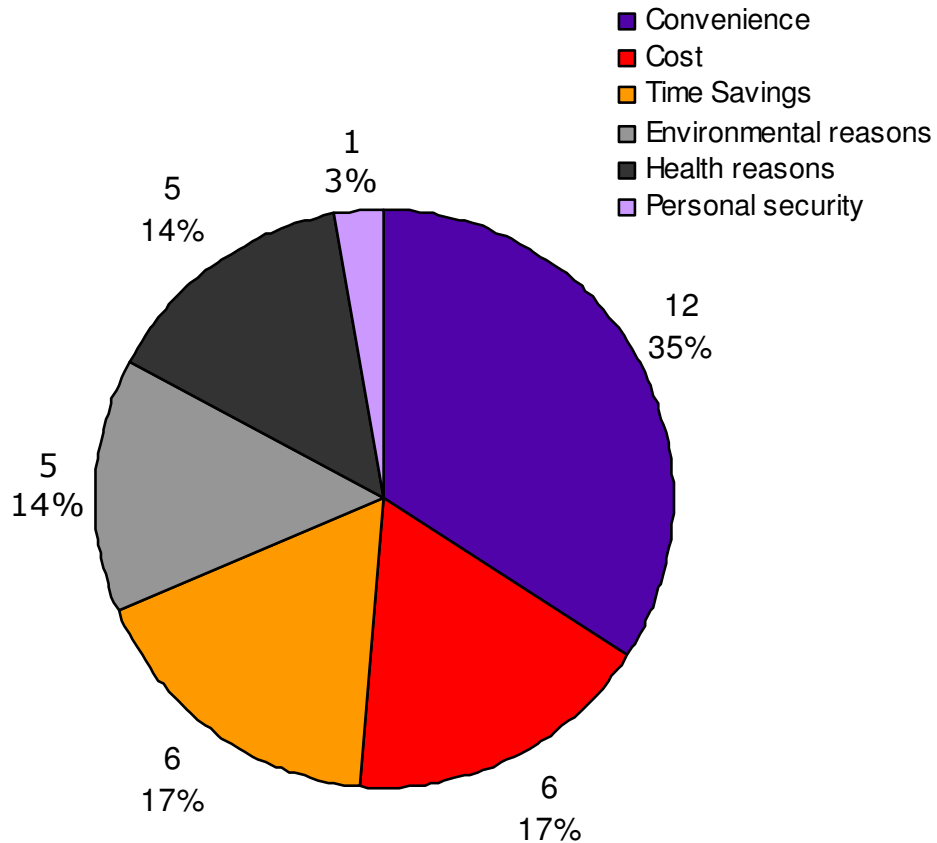
4.3.9 Only one employee stated that they would be prepared to car share, and that reserved parking for car sharers would encourage them to take this up. The other five employees stated they would not be prepared to car share and that the measures put forward in the questionnaire (including help in finding car share partners, incentives for car drivers i.e. fuel vouchers and free transport home if let down by car driver) would do little to encourage them, which presents limited scope for promoting this as a realistic sustainable measure.

4.3.10 Five out of the six employees that drove to work said they parked on-street and one said they parked elsewhere but did not specify where. No employees said they parked directly outside the entrance to the nurseries in the allocated parking area.

**Reasons for Using Sustainable Methods of Transport**

4.3.11 Employees that do not use the car to travel to work were asked to state their reason(s) for using the method of transport they currently use. The overarching reason was, unsurprisingly, 'convenience', stated by 12 employees (34% of responses). Six employees each stated 'cost' and 'time-savings' as reasons for their choice of mode, and 5 stated 'health reasons' and 'environmental reasons' (the majority of which were regular cyclists and walkers).

**Figure 4.2 Reason for using current mode**



**Walking Improvements**

4.3.12 Employees that do not currently travel on-foot to work, were asked which improvements would encourage them to travel on-foot and employees that already walk to work were asked what they would most like to see on their journey.

4.3.13 The most popular response was for road safety improvements, which six employees cited as an improvement they would most like to see. Additional comments to this question outlined dangers along Petersham Road from car turning quickly into the International School and cars swerving onto the pavement to avoid road humps. Other employees stated that the site and surrounding area are dark, especially the towpath and roads along Richmond Park.

**Table 4.3 What would encourage you to travel by foot? / What would you most like to see?**

Improvement	Freq.	%
Road safety improvements in the local area	6	24%
Better street lighting in the local area	4	16%
Less shared facilities with cyclists	0	0%
None - live too far away	14	56%
Other	1	4%
<b>Total</b>	<b>25</b>	<b>100%</b>

### Cycling Improvements

- 4.3.14 Employees that do not currently cycle to work, were asked which improvements would encourage them to cycle and employees that already cycle to work were asked what they would most like to see on their journey.
- 4.3.15 Around one-fifth of employees (5) stated they would not be able to cycle to work. A third (8 employees) stated that an arrangement to buy a cycle at a discount would encourage them to cycle to work and a fifth stated that showers and changing facilities would encourage them (5 employees). Three respondents (13%) said they would like an on-site cycle repair service and more secure/covered cycle parking was favoured by two employees.

**Table 4.4 What would encourage you to travel by cycle? / What would you most like to see?**

Improvement	Freq.	%
Showers and changing facilities for cyclists	5	21%
Lockers for cyclists	1	4%
More secure / covered cycle parking	2	8%
Arrangements to buy a bike at a discount	8	33%
Advice / assistance in cycling	0	0%
On-site bicycle repair service	3	13%
None - live too far away	5	21%
Other	0	0%
<b>Total</b>	<b>24</b>	<b>100%</b>

### Public Transport Improvements

- 4.3.16 Employees that do not currently use public transport on the journey to work, were asked which improvements would encourage them to use it and employees that already use public transport on the journey to work were asked what they would most like to see on their journey.
- 4.3.17 Around 60% of employees (12 respondents) stated that discount tickets/passes available at work would encourage them to use public transport on their journey to work. A fifth (4 employees) stated that better bus links from the station to work would encourage them. The one remaining employee stated that more convenient bus stops would be a factor in persuading them to use public transport. In further comments, one employee stated that the bus service to the site is unreliable. Other comments include the high cost of public transport, and the length of travel time on public transport compared to other modes (especially indirectness of buses from home location). Several employees noted that their home location (distance) prohibited them from changing their travel behaviour.

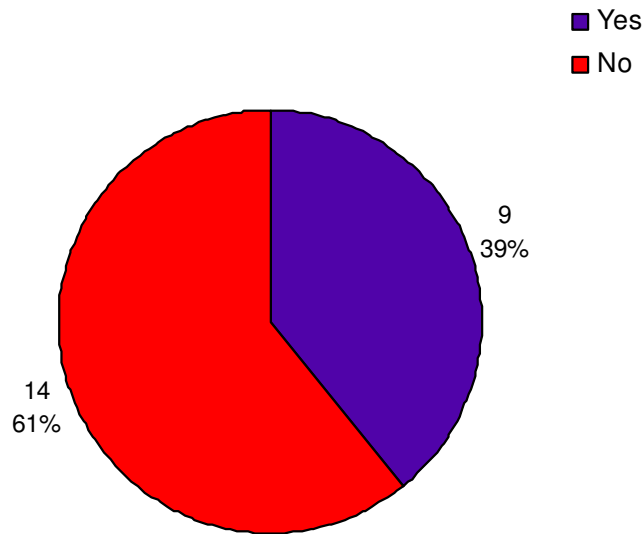
**Table 4.5 What would encourage you to travel by public transport?/ What would you most like to see?**

Improvement	Freq.	%
Better bus links to work from the station	4	20%
More convenient bus drop off points	1	5%
Discount tickets/passes available at work	12	60%
Public transport information	0	0%
None	3	15%
<b>Total</b>	<b>20</b>	<b>100%</b>

### Seasonal Impacts

- 4.3.18 As this survey was undertaken in winter, employees were asked if they travelled differently during summer months, and over a third of employees (39%, 9 employees) stated that they did. This again highlights the high level of flexibility in travel amongst staff. Those who gave further explanation stated that they were more likely to walk or cycle the whole way, or more likely to walk or cycle as a final mode after using public transport. Six of the respondents mentioned they change to cycling to work in the summer months.

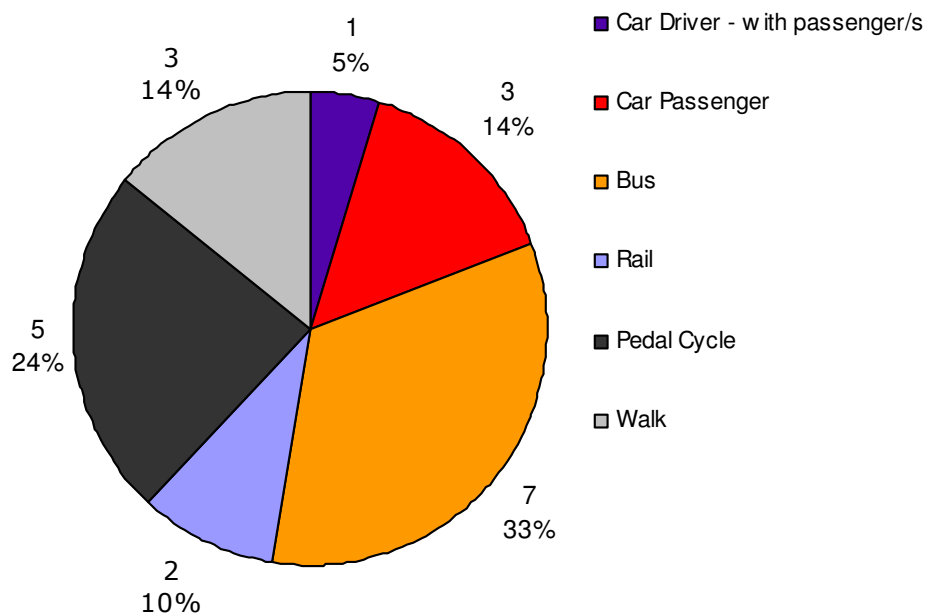
**Figure 4.3 Does your mode of travel change in the summer?**



**Occasional Method of Transport**

4.3.19 Employees were asked to cite any occasional alternative methods of transport they use on the journey to work other than what they used on the survey day and the following week. The results show that many employees (43%) use public transport as an occasional mode, suggesting that there is potential to increase regular public transport use, particularly the bus. Similarly, a quarter stated they occasionally cycle, which again shows potential for an increase in cycling on a more permanent basis, as these employees would be familiar with the routes and have access to the appropriate equipment.

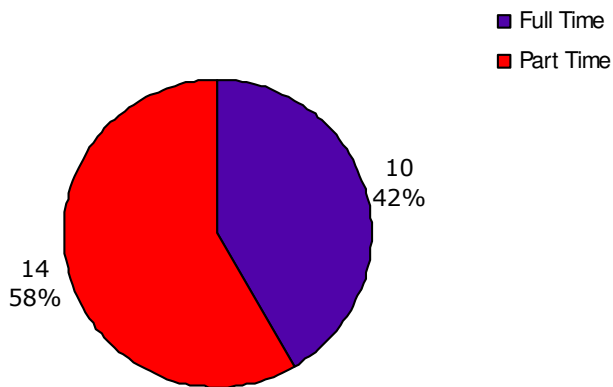
**Figure 4.4 Occasional Methods of Transport Used**



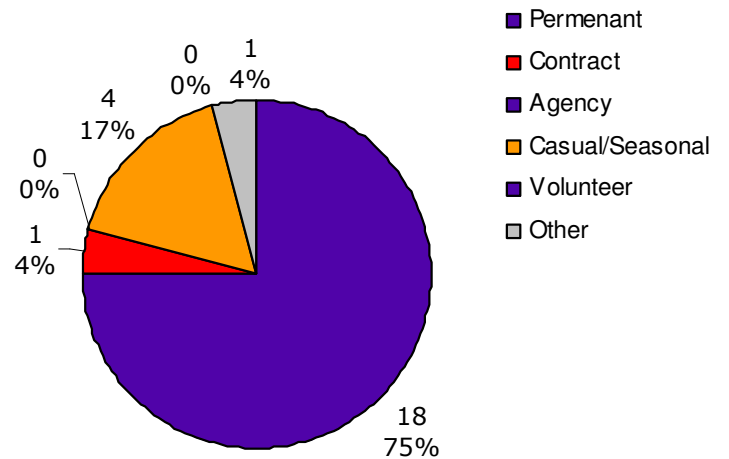
**Staff Profile**

4.3.20 The majority of employees (58%) who completed the travel diary worked part-time and 75% were permanent employees. In terms of gender and age, 64% were female and age varied greatly across the sample, ranging from 19 to 71+ years of age, although ages 22-25 and 41-50 were most common.

**Figure 4.5 Working Hours**



**Figure 4.6 Working Basis**



**4.4 Findings of Visitor Interviews**

4.4.1 More than 140 visitors (44%) were interviewed on the survey day. Visitors were asked about their travel patterns, origin-destination and parking location. The results are summarised below.

**Method of Transport**

**Table 4.6 Method of Transport**

	Main Mode	Final Mode
Car Driver (alone)	7%	4%
Car Driver (with pass)	15%	9%
Car Passenger/Drop-off	27%	16%
Rail	1%	0%
Walk	23%	61%
Bus	8%	0%
Underground	8%	0%
Taxi	3%	3%
Pedal Cycle	7%	7%
Other	1%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>

## 4 Current Travel Patterns

- 4.4.2 Just under half of visitors (49%) to the nurseries travelled in a car, either as a driver or passenger. The majority of car users then walked for the last five minutes from their parking space to the nurseries. More than a fifth walked to the nurseries, as their main method of transport and just under one fifth used public transport as their main method of transport.

### Origin-Destination

- 4.4.3 More than 90% of visitors travelled straight from home upon arriving at the nurseries and just under a half travelled straight back home upon leaving the nurseries. The majority of visitors visited somewhere else in the local area before going back home after leaving the nurseries.

**Table 4.7 Other destinations visited in area**

Destination	Freq.	%
Richmond town	9	32%
River Thames	10	36%
Richmond Park	3	11%
Ham House	2	7%
Other	4	14%
<b>Total</b>	<b>28</b>	<b>100%</b>

### Parking Location

- 4.4.4 The majority of visitors (64%) that came by car, parked in the allocated spaces next to the nurseries, whereas just over a fifth parked on-street elsewhere in the local area, such as River Lane. Only a small number of visitors parked off-street elsewhere.

## 4.5 Multi Modal Counts and Parking Count

- 4.5.1 Multi-modal counts were also undertaken in 2010 to further verify the data collected. The observed methods of how people access the site are presented below.



**Table 4.8 Multi-Modal Counts**

Mode	Freq.	%
Car Driver (alone)	19	6%
Car Driver (with pass)	25	8%
Car Passenger/Drop-off	31	10%
Taxi	14	4%
Pedal Cycle	4	1%
Walk	228	70%
Other	4	1%
<b>Total</b>	<b>325</b>	<b>100%</b>

- 4.5.2 This is broadly in line with the interview responses, with a similar proportion of vehicles recorded arriving on the site. There is a slightly higher occurrence of walking, and this can be attributed to people arriving by modes which could not be observed from the count location (e.g. parking on River Lane).

#### **Parking Count**

- 4.5.3 Parking count data reported the peak time for vehicles parking on Church Lane to be around 3pm, when 19 vehicles were observed. Few pedal cycles were observed to be using the spaces on the lane, and only 2 were recorded at any one time. Small vans were also observed throughout the day.

### **4.6 Comparison of Survey Findings Against Targets**

- 4.6.1 This section compares the mode choice findings of the most recent travel survey to the 2008 travel survey and then compares the differences in findings to the mode choice targets set out in the Draft Travel Plan (2008). This analysis allows an assessment to be made of whether the current targets are likely to be achieved by 2013 and sets out new targets where possible.
- 4.6.2 The mode choice targets set out for 2013 based on the 2008 baseline survey were developed by:
- Considering the percentages of customers who said they would consider each of the alternative modes;
  - Considering the barriers presented which might affect their travel choice e.g. distance from site; and

## 4 Current Travel Patterns

- Benchmarking against other sustainable travel projects.

- 4.6.3 The employee responses for the 2010 survey shown in Table 4.9 look at the average across a week, not just on the Saturday (survey day) and reflect the main method of transport (longest time, factored by distance). The walk/public transport and walk/cycle categories represent employees that caught public transport and walked as a main and final mode, combined and cycled and walked as a main and final mode combined, respectively.
- 4.6.4 The status reflects whether or not the latest (2010) survey results indicate the mode shift is going in the right direction towards meeting the target set for 2013. A status of 'green' means the result has been improved and is going in the right direction to meet the 2013 target or has already met the 2013 target. The 'amber' colour indicates if a result has not changed/been improved in line with the target and a 'red' status indicates if the mode shift has gone in the opposite direction.
- 4.6.5 Where results were not recorded in the Draft Travel Plan against a particular method of transport, no status has been attributed to it.
- 4.6.6 It should be noted that there are likely to be significant seasonal differences related to travel choice. Although spring is a busy time for the Nurseries, visitors and staff are more likely to travel by a mode suited to the weather.

**Table 4.9 Employee Mode Choice (Main Mode) Findings and Targets**

Method of Transport	2008	2010	Difference	2013 Target (From 2008 baseline)	Status
Car Driver (alone)	21%	17%	-4	-13	
Car Share*	0%	7%	+7	+13	
Public Transport	21%	28%	+7	+5	Target exceeded
Walk	28%	12%	-16	-10	
Pedal Cycle	21%	36%	+15	+14	Target exceeded
Other	9%	0%	-9	-9	

\* Takes 13% mode shift from car driver (alone) into account as well. Assumes car trips are shared. Includes drop-off's.

**Table 4.10 Visitor Mode Choice (Main Mode) Findings and Targets**

Method of Transport	2008	2010	Difference	2013 Target (From 2008 baseline)	Status
Car Driver (alone)	3%	7%	+4	0	
Car Share*	33%	42%	+9	+2	Target exceeded
Public Transport	6%	17%	+11	+5	Target exceeded
Walk	45%	23%	-22	-7	
Pedal Cycle	5%	7%	+2	+5	
Other	5%	1%	-4	-4	
Taxi	3%	3%	+0	-1	

\* Takes mode shift from car driver (alone) into account as well. Assumes all car trips are shared. Includes drop-off's.

- 4.6.7 It should be recognised that the 2008 baseline survey was undertaken in late summer whereas the 2010 monitoring survey was undertaken in winter. This accounts for the differences in levels of walking and cycling in particular. This should be rectified in future surveys.
- 4.6.8 The targets are the same for both employee and visitors, as separate targets were not identified in the previous Travel Plan. Chapter 6 of this Travel Plan, however, identifies separate targets for both employee and visitors according to the most recent survey results.
- 4.6.9 With regards to the employee survey findings, the results appear to be heading in the right direction towards meeting the targets for 2013. The only concern lies with walking, as fewer employees appear to be walking and walking/cycling combined compared to that in the 2008 survey. However, this is expected, as the survey was undertaken in the winter. More than a third of employees, however, appear to be cycling as an individual mode.
- 4.6.10 The results of the visitor survey indicates a similar pattern, with all travel method results apart from walking moving in the right direction. The percentage of visitors walking has reduced from 45% to 23% as a main mode, but as a final mode is 61% on arrival.
- 4.6.11 The overall percentage of visitors arriving to the nurseries in the car in this recent survey appears to be lower than in the 2008 survey. The main contribution to this reduction is the reduction of car drivers (with passengers), although the number of single occupancy vehicles has increased by 4% as a main mode. The overall aim is to reduce single occupancy vehicles and encourage people to car share.

## 4.7 Conclusions

- 4.7.1 Overall, the findings emerging from the employee travel diary suggest there is a degree of flexibility in employee travel choices, with many stating they travel differently on different

## 4 Current Travel Patterns

days, and many say they travel more sustainably in the summer months. This shows a good propensity to change and this is further reflected in a relatively positive mode share overall.

- 4.7.2 The issue of 'cost' is also an emerging issue, as this appears to be the main reason for current mode choice and is also the reason for employees not using/transferring to more sustainable methods of transport. Discounted public transport tickets and a cycle purchase scheme are the two most favoured improvements.
- 4.7.3 The results of the recent survey show the mode share results are moving in the right direction to meet the 2013 targets. Several of the targets have already been met and the majority are on track, taking into account seasonal differences.
- 4.7.4 The revised targets for employees and visitors are set out in Chapter 6.

## 5 Travel Plan Measures & Action Plan

- 5.1.1 This Chapter of the report describes how the measures would be implemented as part of this Travel Plan by Petersham Nurseries. These measures will contribute to Petersham Nurseries meeting the objectives of the Travel Plan. The measures set out below are split by staff and visitor actions.
- 5.1.2 Although Petersham Nurseries have made positive progress since 2008, it is important to continue to maintain and manage travel to the site.
- 5.1.3 As mentioned above Petersham Nurseries is located within a number of larger destinations which feed it with a considerable number of customers. Both surveys indicated that there are a high percentage of linked trips. In 2008, 48% of trips to Petersham were made alongside visits to other attractions; this was 35% in 2010, although seasonal differences are likely to be a factor in this.
- 5.1.4 The Thames Destination Travel Plan, launched in 2009, has been an important step owing to the number of visitors visiting multiple destinations in the area, and continued active involvement in this network is vital. It is also an important mechanism for lobbying the LB Richmond for infrastructure and information improvements, and opens up opportunities such as an area-wide sustainable travel loyalty scheme or other resources.
- 5.1.5 Arcadia has agreed to include this as a proposal in their Landscape Strategy and envisage utilising their existing network to engage businesses. Arcadia is better placed to and has agreed to lead this project subject to funding. It also recognises the value of the Network in supporting its endeavours to deliver connectivity along the Thames Landscape in a sustainable manner, working hand in hand with their infrastructure proposals for a new shared cycle and pedestrian network necessary to address flooding issues.
- 5.1.6 In addition to the measures outlined below, the Nurseries should continue to work with the Council and with Arcadia to bring about positive improvements to travel in the area. Although a more significant commitment, in the long term, a feasibility study should be undertaken into the introduction of a ferry pontoon closer to the Nurseries.

### **5.2 Staff Travel Plan Measures/Actions**

- 5.2.1 The section below proposes measures which will be undertaken by Petersham Nurseries and also those it considers will be appropriate for the Travel Plan Network to encourage staff to be more sustainable. These have been developed in light of the response to the staff surveys. The actions put forward for visitors is discussed at the end.
- 5.2.2 We recognise that Petersham Nurseries has already made significant changes to their operations to help facilitate sustainable travel. Below, further recommendations are presented.

### Management

#### Travel Plan Co-ordinator

- 5.2.3 The Travel Plan Co-ordinator will plan, develop and manage the day-to-day running of the Travel Plan. The co-ordinator does not necessarily need to undertake the measures put forward in the Travel Plan, but would have overall responsibility for its implementation and development. The co-ordinator would also plan for, and supervise the monitoring of it and liaise with Richmond Borough Council. It does not need to be a dedicated role, but can be an extension to the role of an existing employee.

### Managing Car Use

#### Measures to Promote Car Sharing

- 5.2.4 The Travel Plan co-ordinator will encourage employee to car share to and from work and to car share when travelling between other locations during the course of work, if this occurs at any time. Due to the small scale of the site, it is recommended that car-share is managed informally but an ongoing list of potential car sharers should be maintained.
- 5.2.5 The co-ordinator will monitor the use of car sharing / car pooling and will provide advice to staff that face difficulties in doing so. Staff that car share or car pool will be recognised by management. Recognition could take the form of prize incentives and/or priority/preferential parking. This will be carried out by the appointed Travel Plan Co-ordinator.
- 5.2.6 One out of 6 employees stated that they would be prepared to car share. Applying this to the number of drivers, this equates to around 5 employees who would potentially car share.

#### Park & Stride

- 5.2.7 Several respondents in 2008 expressed an interest in 'Park and Stride', in which car parks within walking distance are advertised and people are encouraged to park and walk to the site, thus reducing congestion in the immediate area and encouraging a step-change to walking in the individual. Local travel maps provided by the Nurseries could be expanded to include some suitable parking locations.

#### Information on Parking Availability and Tariffs

- 5.2.8 Due to the size and location of the site, it is not feasible to introduce stringent parking controls for staff. Instead, staff are to be encouraged to use alternatives modes through the measures outlined above.

### Cycling & Walking

#### Cycle to Work Guarantee

- 5.2.9 Sign up to the Department for Transport Cycle to Work Guarantee Scheme, which helps support 'cycle friendly' businesses and is a good promotional tool.

- <http://www.cycletoworkguarantee.org.uk/index.php>

#### Bicycle Loans

- 5.2.10 Although eight staff stated that cycle loans/discounted cycles would encourage them to cycle to work, this is unfeasible given the size of the organisation. As much as they would like to introduce it, the management team at the Nurseries confirmed that the introduction of tax-free bike loans is not an achievable measure. However, the nurseries would be able to reimburse staff for purchase of an essential item for their bicycle if they cycle to work.

### **Bicycle Rental Scheme**

- 5.2.11 Petersham Nurseries would promote the Richmond Station Bike N Ride rental scheme on their website and on their Twitter page as well as through displaying posters and leaflets that are available from Smarter Travel Richmond (the Smarter Travel team at the London Borough of Richmond).

### **Showers & Changing Facilities**

- 5.2.12 The introduction of a shower and/or changing facilities will make walking and cycling more appealing for staff. At present, there are no such facilities, but 5 staff who responded to the questionnaire stated that showers would encourage them to cycle to work. This is 21% of staff, representing 12 staff overall. Petersham Nurseries would install a changing facility for staff that cycle to work.

### **Cycling Kit and Repairs**

- 5.2.13 Although Petersham Nurseries put forward the idea of offering cycle training to staff in the Draft Travel Plan, the management at the Nurseries no longer consider it feasible to offer this service to staff due to the nature/size of the organisation. However, Petersham Nurseries would make staff aware of the cyclist training offered by the LB Richmond, and if by taking the training course directly influences the employee to cycle to work then Petersham Nurseries would be willing to subsidise these courses. Petersham Nurseries would also make staff aware of the borough's cycle maintenance scheme and again encourage attendance.

### **Measures to Promote Walking and Cycling**

- 5.2.14 It is understood that walking and cycling is not an option for all staff due to length of journey and safety/security concerns, particularly in winter months. This also applies to visitors, who may also have heavy shopping to transport. The Nurseries should seek to further promote home delivery options, as the 2008 shows that over half of respondents (52%) were not aware it existed. Additional signage of local cycle routes is also required in the local area surrounding Petersham Nurseries.

### **Public Transport**

#### **Public Transport Season Ticket Loans**

- 5.2.15 The Nurseries will consider offering financial help towards season ticket loans to staff if they regularly use public transport (rail or bus) on the journey to work, if this is feasible. The staff will then pay back the cost of the financial loan in monthly instalments to the Nurseries. This will help to encourage staff to travel by public transport, as the cost of a season ticket loan would be cheaper than purchasing a daily/weekly/monthly ticket. It is recognised that this is

only suitable for full-time, permanent employees and as such excludes the numerous casual staff.

- 5.2.16 60% (12) of staff stated that season ticket loans would encourage them to use rail or bus to travel to work. Approximately a quarter of staff work full-time and would be in scope for this measure.

### **Marketing & Promotion**

#### **Welcome Packs for New Employees**

- 5.2.17 New staff can be made aware of the Nurseries' commitment to use of sustainable transport and environmental issues, including the Travel Plan through a welcome pack on arrival and via the staff handbook. This should not be a resource-extensive exercise, but can contain leaflets on walking and cycling routes, bus timetables and advice on cycling, most of which is available free of charge. Smarter Travel Richmond would also be able to help with the provision of travel information in the employee welcome packs for new employees.

#### **Promotion of Sustainable Modes of Transport to Work Material**

- 5.2.18 Marketing and awareness raising strategies form an important part of all travel plans. It is essential that staff and visitors are aware of the Petersham Nurseries TP and that they support its objectives.
- 5.2.19 As discussed elsewhere in this report, there are local bus services that can be used by staff and visitors travelling to the site, although the bus services and their routes may be unknown to some. The Nurseries management will therefore disseminate leaflets describing the local bus services, their timetables and routes to all staff and to visitors. Rail timetables will also be provided to staff.
- 5.2.20 The management will provide staff with information on the car sharing scheme, walking, cycling and the health benefits associated with these modes and the benefits of non-car travel to encourage travel by other sustainable modes. Management. Smarter Travel Richmond would also be able to provide Petersham Nurseries with leaflet branded dispenser's as an outlet for promotional material. This would encourage staff and visitors to switch to walk, cycle or use public transport modes. The Travel Plan Co-ordinator will be responsible for the success of these tasks.
- 5.2.21 As well as leaflets, the TP measures will be marketed through the following channels:
- Website;
  - Bulletins to staff and visitors such as email reminders and newsletters;
  - Continue to promote sustainable travel through press articles;
  - Staff and visitor notice boards and displays;
  - Occasional (every 6 months) internal Travel Plan progress meetings; and
  - New staff induction to include travel awareness information.



### 5.3 Visitor Travel Plan Measures/Actions

- 5.3.1 The section below proposes measures which will be undertaken by Petersham Nurseries and also those it considers will be appropriate for the Travel Plan Network to encourage visitors to be more sustainable. These have been developed in light of the response to the customer surveys.

#### **Managing Car Use**

##### **Car Sharing**

- 5.3.2 Car sharing is already high amongst visitors and this should be positively maintained.

##### **Deliveries**

- 5.3.3 Petersham Nurseries currently offers a delivery service to customers to transport larger/heavy goods to their homes, discouraging them from requiring to travel by car.

##### **Park & Stride**

- 5.3.4 Several respondents in 2008 expressed an interest in 'Park and Stride', in which car parks within walking distance are advertised and people are encouraged to park and walk to the site, thus reducing congestion in the immediate area and encouraging a step-change to walking in the individual. Local travel maps provided by the Nurseries could be expanded to include some suitable parking locations.

##### **Prioritisation of Car Spaces for Customers**

- 5.3.5 Petersham Nurseries already prioritises parking spaces for restaurant customers who car share. Restaurant customers who make a reservation over the phone are first and foremost encouraged to travel by alternative and more sustainable means (such as public transport, walk or cycle etc). For those who are unable to travel by means other than by car, no more than one parking space per party/table can be offered, although these spaces will be prioritised for the less able and for those who travel together in one car (car sharers). This scheme can only be undertaken on a personal level i.e. via telephone and therefore would be more difficult to roll out to non-restaurant customers.
- 5.3.6 Considerable thought has already been put into the management of visitors parking and these measures should continue. Visitors are to be informed of the limited parking spaces on-site through the website, as well as when booking the restaurant.

#### **Cycling & Walking**

##### **Cycle to Work Guarantee**

- 5.3.7 Sign up to the Department for Transport Cycle to Work Guarantee Scheme, which helps support 'cycle friendly' businesses and is a good promotional tool.

- <http://www.cycletoworkguarantee.org.uk/index.php>

### **Bicycle Rental Scheme**

- 5.3.8 As 20% of visitors said that a bicycle rental scheme would encourage them to cycle to work, Petersham Nurseries would promote the Richmond Station Bike N Ride rental scheme on their website and corresponding social networking sites (including Facebook and Twitter) as well as through displaying posters and leaflets that are available from Smarter Travel Richmond (the Smarter Travel team at the London Borough of Richmond).

### **Cycling Kit and Repairs**

- 5.3.9 Petersham Nurseries would offer a basic cycle repair kit to be available on site to deal with visitors or staff bicycle punctures etc.

### **Marketing & Promotion**

#### **Promotion of Sustainable Modes of Transport to Work Material**

- 5.3.10 Marketing and awareness raising strategies form an important part of all travel plans. It is essential that staff and visitors are aware of the Petersham Nurseries TP and that they support its objectives.
- 5.3.11 As discussed elsewhere in this report, there are local bus services that can be used by staff and visitors travelling to the site, although the bus services and their routes may be unknown to some. The Nurseries management will therefore disseminate leaflets describing the local bus services, their timetables and routes to all staff and to visitors.
- 5.3.12 Management will provide visitors with information on public transport services and the benefits of non-car travel, such as the health benefits associated with walking and cycling. Smarter Travel Richmond would also be able to provide Petersham Nurseries with leaflet branded dispenser's as an outlet for promotional material. This would encourage staff and visitors to switch to walk, cycle or use public transport modes. The Travel Plan Co-ordinator will be responsible for the success of these tasks.
- 5.3.13 Reception based staff will advise visitors on the full range of travel options available to them when booking the restaurant, and not just on request.

#### **General Marketing**

- 5.3.14 The marketing for the plan will be developed in liaison with LB Richmond. Marketing messages to staff will focus on the financial and health benefits to individuals.
- 5.3.15 There are also clear opportunities for joint working with other businesses across the Thames Destination Travel Plan Network. One opportunity is to introduce loyalty cards, where visitors travelling by sustainable modes receive a stamp in a booklet in return, which can be exchanged for small rewards such as 5% off a drink, although the feasibility of this would need to be considered by management.
- 5.3.16 According to the survey results there is a clear difference in travel patterns in different seasons, amongst both staff and visitors, and this will be supported accordingly with promotion and marketing appropriate to the season.

Table 5.1 Summary of Measures

Subject	Action	Timescales	Target Audience
Management	Ensure Travel Plan Coordinator takes an active role	Immediately	Staff/Visitors
Management	Travel Plan internal meetings	To start in 6 months (March 2011), every 6 months	Staff
Car Sharing	Encourage an open table to encourage car sharing amongst employees	Immediately	Staff
Car Sharing	Prioritise car parking spaces for customers who car share	Already undertaking. Continue	Visitors
Car	Promote Park & Stride on website	By mid 2011	Staff/Visitors
Public Transport	Opportunity for financial assistance towards Season Ticket Loans for some staff	By mid 2011	Staff
Parking Information	Ensure parking is monitored and managed and information is provided on website	By mid 2011	Staff/Visitors
Cycling	Improve cycle parking	By end 2011	Staff/Visitors
Cycling	Promote Richmond Station Bike N Ride rental scheme	Immediately	Staff
Cycling	Ensure basic cycle equipment is on-site	By mid 2011	Staff/Visitors
Cycling	Sign up to Cycle to Work Guarantee Initiative	Immediately	Staff/Visitors
Active Travel	Introduction of a shower or Changing Area	By end 2011	Staff
Marketing	Include travel options in information for new staff	By mid 2011	Staff
Marketing	Continued involvement in Thames Destination Travel Plan	Already undertaking. Continue	Staff/Visitors
Marketing	Ensure travel options are available online, in newsletters and the press	Immediately	Staff/Visitors

## 6 Targets

### 6.1 Introduction

- 6.1.1 Objectives and targets have been developed in light of new evidence emerging from the 2008 baseline survey and the 2010 monitoring survey.
- 6.1.2 It is recognised that the planning condition does not require specific targets, outputs or outcomes to be met. To this end, the targets have been developed to ensure the travel plan is meaningful and achievable.

### 6.2 Objectives

- 6.2.1 The three existing objectives remain broadly appropriate to the site and its Travel Plan.

- 1. To minimise Single Occupant Vehicle trips by continuing to utilise Open Table to encourage those who need to drive to share their cars and initiatives to encourage travel by other sustainable modes.
- 2. Continued involvement and support of the Thames Destination Travel Plan network and to encourage other local businesses to become involved.
- 3. To maximise marketing opportunities to promote sustainable travel and increase access to information for customers on the range of available travel choices.

### 6.3 Revised Targets

- 6.3.1 The following targets have been developed by:
- Considering the modal shift achieved so far between 2008 and 2010;
  - Considering the barriers presented which might affect customer and staff travel choice e.g. distance from site; and
  - Benchmarking against other sustainable travel projects.
- 6.3.2 In general, this Travel Plan is showing positive changes with several of their targets having been met well in advance of the target date and the majority being on track for 2013. This is despite the monitoring survey having taken place outside of season and during one of the harshest winters of recent times.
- 6.3.3 The mode choice targets set out in Tables 6.2 and 6.3 below have been revised in light of the 2010 travel survey from being initially based on the baseline results of 2008, as set out in the Draft Travel Plan (2008) and shown in Tables 4.9 and 4.10. The 2013 targets are progressive from the 2010 survey results and aim towards an increase in use of sustainable modes and a reduction in the use of unsustainable modes.
- 6.3.4 Some of the previous targets are difficult to achieve due to seasonal differences. Walking in particular, due to the distance of the site and seasonality, the target has been redistributed against other sustainable modes. It should be noted that this does not alter the Single Occupancy Vehicle figures.

## 6 Targets

6.3.5 New target mode shares below show the overall target percentage rather than percentage change. The targets refer to the percentage of staff/visitors using that mode.

**Table 6.1 Summary of overall Progress**

Mode	2008		2010		Change	
	Staff	Visitors	Staff	Visitors	Staff	Visitors
Single Occupancy Car	21%	3%	17%	7%	-4	+4
Car Share/Drop-off	0%	33%	7%	42%	+7	+9
Non-Car Modes	72%	64%	76%	51%	+4	-13
Unknown / Other	7%	0%	0%	0%	-7	0

**Table 6.2 Employee Mode Choice (Main Mode) Findings and Targets**

Method of Transport	2008	2010	Difference (Between 2008 and 2010 Target %)	Revised 2013 Target (From 2008 Baseline)	Revised 2013 Target
Car Driver (alone)	21%	17%	-4	-13	8%
Car Share*	0%	7%	+7	+12	12%
Public Transport	21%	28%	+7	+7	28%
Walk	28%	12%	-16	-12	16%
Pedal Cycle	21%	36%	+15	+15	36%
Other	9%	0%	-9	-9	0%

\* Takes 12% mode shift from car driver (alone) into account as well. Assumes all car trips are shared. Includes drop-off's.

**Table 6.3 Visitor Mode Choice (Main Mode) Findings and Targets**

Method of Transport	2008	2010	Difference	Revised 2013 Target (From 2008 Baseline)	Revised 2013 Target
Car Driver (alone)	3%	7%	+4	0	3%
Car Share*	33%	42%	+9	+2	35%
Public Transport	6%	17%	+11	+11	17%
Walk	45%	23%	-22	-13	32%
Pedal Cycle	5%	7%	+2	+5	10%
Other	5%	1%	-4	-4	1%
Taxi	3%	3%	+0	-1	2%

\* Takes mode shift from car driver (alone) into account as well. Assumes all car trips are shared. Includes drop-off's.

# 7 Monitoring

## 7.1 Introduction

7.1.1 Monitoring is essential for the ongoing management of a Travel Plan.

7.1.2 The long-term management of the TP is a key consideration in developing it and therefore successful monitoring is very important.

7.1.3 In line with your planning consent, it is required that:

- An iTRACE-compliant survey methodology is submitted to the Borough for approval no later than 10 months after the date of approval;
- Within 12 months, a revised version of the travel plan should be submitted to the Borough incorporating the results of the first survey;
- Each year, at least two months prior to the anniversary of approval, an iTRACE survey methodology is sent to the Borough for approval; and
- Every other year for a period of ten years by the travel plan anniversary date and in the fifth year, a revised document should be submitted to the Borough for approval.

7.1.4 The monitoring will involve:

- Surveying staff to identify how they travel to work;
- Surveying visitors to identify how they travel to the site;
- Monitoring car parking associated with the nurseries;
- Identifying problems faced by staff in using sustainable modes of transport to work and seek to provide appropriate solutions to address them;
- Reviewing targets and altering the TP measures; and
- Setting the next annual budget.

## 7.2 Responsibility

7.2.1 Petersham Nurseries have committed to annual surveys & reviewing of their Travel Plan. The Travel Plan Coordinator with overall responsibility for this is:

**Name: Charlotte Senn**

**Phone Number: + 44 (0)20 8940 5230**

**Email: charlotte@petershamnurseries.com**

7.2.2 Future monitoring surveys should be consistent with the methodology used in 2010. This is based on the iTRACE methodology which is recommended by TfL and will allow trends over time to be easily monitored.

## **7 Monitoring**

- 7.2.3 Although it is recognised that there is no provision in iTRACE for destination-based Travel Plans, the staff survey results from Petersham Nurseries are included in iTRACE as a Workplace Travel Plan. This should also be updated annually.
- 7.2.4 We strongly recommend that the monitoring cycle is extended to allow for surveys to take place in September, in line with the baseline survey. Therefore the next monitoring survey will take place in September 2011. The nature of the site results in inevitable seasonal differences and the variations should be mitigated as much as possible to give representative findings.

### **7.3 Staff Consultation**

- 7.3.1 To be successful, the Travel Plan must be accepted by the Petersham Nurseries staff. Staff will be consulted on travel planning issues at their regular team meetings where travel can be an on-going agenda item. This will enable the Travel Plan co-ordinator to gain their views on the Travel Plan and their suggestions for improvements.
- 7.3.2 All staff will be informed of the Travel Plan objectives and measures and of their responsibility to meet the Travel Plan targets.

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#### **Abu Dhabi**

AS Business Centre, First Floor, Suites 201-213, Al Ain Road, Umm al Nar, P.O. Box 129865, Abu Dhabi, UAE  
T: +971 2 558 9809 F: +971 2 558 3809

#### **Birmingham**

Second Floor, 37a Waterloo Street  
Birmingham B2 5TJ United Kingdom  
T: +44 (0)121 233 7680 F: +44 (0)121 233 7681

#### **Dubai**

Office 402, Building 49, Dubai Healthcare City  
PO Box 123166, Dubai, UAE  
T: +971 (0)4 433 0530 F: +971 (0)4 423 3613

#### **Dublin**

First Floor, 12/13 Exchange Place  
Custom House Docks, IFSC, Dublin 1, Ireland  
T: +353 (0)1 542 6000 F: +353 (0)1 542 6001

#### **Edinburgh**

Stewart House, Thistle Street, North West Lane  
Edinburgh EH2 1BY United Kingdom  
T: +44 (0)131 220 6966 F: +44 (0)131 220 6087

#### **Glasgow**

Seventh Floor, 78 St Vincent Street  
Glasgow G2 5UB United Kingdom  
T: +44 (0)141 225 4400 F: +44 (0)141 225 4401

#### **London**

Second Floor, 17 Hanover Square  
London W1S 1HU United Kingdom  
T: +44 (0)20 7529 6500 F: +44 (0)20 7529 6556

#### **Lyon**

11, rue de la République, 69001 Lyon, France  
T: +33 (0)4 72 10 29 29 F: +33 (0)4 72 10 29 28

#### **Manchester**

25th Floor, City Tower, Piccadilly Plaza  
Manchester M1 4BT United Kingdom  
T: +44 (0)161 236 0282 F: +44 (0)161 236 0095

#### **Marseille**

76, rue de la République, 13002 Marseille, France  
T: +33 (0)4 91 37 35 15 F: +33 (0)4 91 91 90 14

#### **Paris**

12-14, rue Jules César, 75012 Paris, France  
T: +33 (0)1 53 17 36 00 F: +33 (0)1 53 17 36 01

#### **Woking**

Dukes Court, Duke Street, Woking  
Surrey GU21 5BH United Kingdom  
T: +44 (0)1483 728051 F: +44 (0)1483 755207

**Email: [info@mvaconsultancy.com](mailto:info@mvaconsultancy.com)**

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