

Petersham Nurseries Travel Plan
Future Developments
May 2009

The Petersham Nurseries' Travel Plan, has and will continue to evolve as a meaningful tool to encourage an increasing number of visitors to travel to the nurseries using sustainable modes of transport.

As we began earnestly encouraging our customers to do so prior to the implementation of the Council's Smarter Travel initiative, it is our contention that our existing travel plan will have an even greater affect once the area begins to benefit from the population-wide programmes and incentives that the Council intends to develop and implement.

On the basis of our customer research to date, we envisage that the following improvements to the borough's sustainable travel infrastructure will bring about the most immediate benefits to Petersham Nurseries, given our location:

- Increased frequency of buses (numbers 65 and 371) to the stops on Petersham Road (widely cited by customers as being a major obstacle, particularly for young families);
- Ideally, the introduction of a new bus route which provides a direct link with Twickenham (currently, visitors from the other side of the river need to catch 2 buses and to travel via Richmond town centre in order to reach Petersham Nurseries. Such a service would free up passenger spaces for Richmond town centre and provide free flowing service to Richmond Park, Arcadia, Petersham Meadows, Ham and Kingston;
- Improved training of bus drivers (to give passengers time to settle young children) and improved control of anti social behaviour on buses;
- Extensions and safety improvements to the local cycling network;
- Increased number of cycle racks within the borough, including the introduction of safe cycle stations;
- Improvements to local ferry service/s';
- Introduction of a bicycle hire service from Richmond train station/town centre for visitors from central London, the south east and west and from further a field. All retailers and attractions within Richmond and the Arcadia will benefit. (First proposed by Petersham Nurseries in 2007: current advocates include Visit Richmond and the Richmond Business Association;

- Increased publicity of the above (including cycle route maps + extension of the Legible London scheme beyond Richmond town centre to include areas in the Arcadia and Thames Landscape Strategy;
- Petersham Nurseries' website and all customer and media communications will provide promotional support for all of the above (providing relevant links and incentives where possible);
- Given the high level of linked trips surveyed in the area, we would also seek to work with Smarter Travel as a vehicle to work with other partners, such as Arcadia/Thames Landscape Strategy for the development of the local travel plan network. Such joint working arrangements will be essential to build upon the precedent set by Petersham Nurseries to encourage sustainable travel within the area;

Petersham Nurseries is also developing the following:

- Enhanced local delivery services: we have been researching, costing and evaluating two additional, local and sustainable delivery options. The successful implementation of one service will, to a large extent, be dependent on the effectiveness of Smarter Travel in improving the safety of local cycling routes/driver awareness. The other represents significant financial investment and is subject to the outcome of the next planning committee meeting and the length of time that it will take this small, independent business to recover the costs of this protracted planning process;
- Promotional event: we are also in the process of planning a local (public) event to promote sustainable travel options - details of which we will be happy to share once arrangements have been finalised.

Following the planning committee meeting we will be seeking a meeting with the Smarter Travel team to discuss how the above measures can be taken forward with the greatest impact and as cost effectively as possible.

Summary

Petersham Nurseries is committed to sustainable travel and will continue to encourage customers to travel by sustainable means. Petersham Nurseries will endeavour to support and to promote the Council's Smarter Travel initiatives which it is hoped will encourage an increasing number of the borough's residents to switch to sustainable modes of travel within the borough. As a dynamic business that has been built on a commitment to sustainability, Petersham Nurseries will continue to proactively evaluate and implement new initiatives and services, widely promoting them within the borough and further a field. Petersham Nurseries welcomes and encourages Richmond Council's Smarter Travel team to work together. As a small enterprise we have significant information and experience which we remain happy to share with the Smarter Travel team as well as with local businesses and organisations. We have invested significantly in our travel plan and

are acutely aware of the extent to which these costs are an obstacle for local businesses which may have the will but not the means or 'know how' to implement sustainable travel initiatives.