

# PLACE

## TRANSPORT & CONNECTIVITY

### OUR OBJECTIVES

Transport and connectivity in new development goes beyond proximity to local transport networks and the availability of safe routes; for us, its about providing attractive public realm that actively encourages walking and cycling; about ensuring that transport options are linked and that if things go wrong on the daily commute, an alternative option is nearby; and about ensuring that logistics are managed so that our developments are not overwhelmed by people moving in and out, bin lorries picking up waste from dozens of different buildings, and delivery vehicles dropping off construction, commercial and residential deliveries on a daily basis.

### ACTIVE TRAVEL

*Objective:To encourage active and healthy lifestyles through the provision of infrastructure and the promotion of active travel opportunities available for residents, employees and visitors.*

### PUBLIC & PRIVATE TRANSPORT

*Objectives:To encourage the use of local public transport services and support modal interchange; enhance the quality and availability of travel information and advice for site users; and to support sustainable and shared car-based mobility, minimising the number of single occupancy car driver trips made by residents, employees and visitors.*

### LOGISTICS

*Objective:To minimize the impacts of goods delivery and servicing trips on the local road network, easing congestion, reducing vehicle GHG emissions and improving local air quality.*



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### ACTIVE TRAVEL

Our objective is to encourage active and healthy lifestyles through the provision of infrastructure and the promotion of active travel opportunities available for residents, employees, and visitors. At Wembley Park, we have the advantage of an 85-acre site with just three public highways running through it. This presents benefits in terms of the availability of open space and opportunities for active travel, but also some significant logistical challenges. From the outset, we have been aware of the need to be innovative in our approach to managing the movement of goods and people; our Strategic Travel Plan describes in detail our strategy for how this will be implemented, and we have a dedicated Transport Coordinator who is responsible for managing its implementation.



### 15 MINUTE NEIGHBOURHOODS

*From the outset, we have considered and prioritised the needs of pedestrians through the creation of a public realm that is attractive, informative and safe, with a wide selection of everyday amenities that make the '15-minute neighbourhood' a reality.*

Aside from the obvious logistical benefits of reduced vehicles on our limited road space, active travel has significant health benefits, and for many people is the easiest and most accessible form of physical activity that can be easily and conveniently built into everyday life.

The 15-minute neighbourhood concept is a key part of our vision for developing places that are easy to get around on foot or by bike, and where basic daily needs can be met by local businesses within the vicinity. With convenient access to essential services and amenities on their doorstep, a resident or worker at Wembley Park is increasingly able to meet their daily needs without using their car.

### PROMOTING HEALTHY & ACTIVE TRAVEL

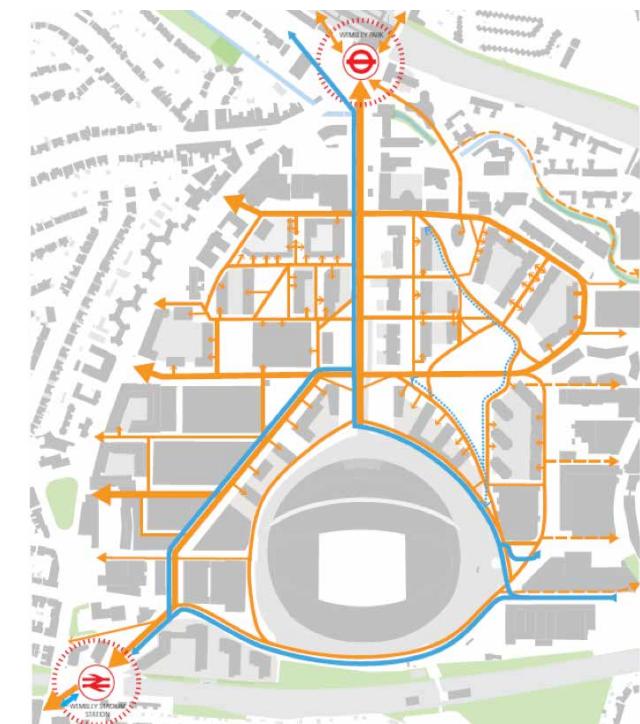
We provide a wide range of information on how to access Wembley Park on foot and by bicycle, and this is disseminated through various means to ensure residents, employees and visitors are aware of their travel options. New residents and tenants are provided with travel information packs, and we offer a free personalised travel planning service, taking into account individuals' lifestyle and travel needs.

### WALKING

Wembley Park benefits from high quality and well-connected pedestrian routes to, from and through the development area including the recently refurbished Olympic Way – as wide as Regent Street but entirely pedestrianised other than one road crossing at Fulton Road.

We have worked closely with Brent Highways to ensure that footpaths and routes on highways and Quintain-owned land are pedestrian focussed, inclusive and accessible. Our footpath provision is extensive, cohesive, and supported by informative wayfinding signage to further promote walking. Wembley Park achieves a Walk Score of between 85 and 90 out of 100, making it 'very walkable' on the whole, with some locations considered a 'walkers paradise' where car ownership is not required for daily activities.

Wembley Park has to work for local people as well as for the large events hosted on site, and our approach to security and the vulnerability of crowds is carefully integrated via our Hostile Vehicle Mitigation (HVM) strategy, which is designed to reduce the use of bollards through natural level changes and landscape features such as land forming, seating, walls, public areas and street furniture. Still compliant with industry standard security certifications including PAS 68 and PAS 69, this approach reduces the 'fortress fear' impact that can arise from the use of long linear rows of bollards. The provision of seating and rest areas is also important in promoting inclusive access and where possible, seating is integrated into level changes, vents and raised planters to minimise 'freestanding' seating that can be problematic to movement, especially for the visually impaired.



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### CYCLING

Cycling is a popular and accessible mode of transport in London and has the potential to substitute short car trips, particularly those less than five miles.

Awareness and encouragement of cycling has been promoted at Wembley Park from the outset and goes beyond the provision of cycle routes and cycle storage facilities. From allowing the use of our land for cycling events and the training of new cyclists via the Brent Cycle Training Scheme; to the provision of cycle storage space and facilities for cycle repairs in our buildings, cyclists are considered at every stage of the design and operation of our public realm.

We also have extensive parking provision for bikes across the public realm and in our buildings, with further provision planned. In line with London Plan policies, our homes delivered at Wembley Park amount to the provision of 6,983 resident cycle spaces by 2021 – 5,407 of those in our Quintain Living buildings. There are a further 406 cycle spaces within the public realm that have been delivered by Quintain, in addition to those installed by Brent Council.

Research published by the British Council of Offices in 2017 found that up to 40% of office workers would commute by bike if adequate facilities were provided. The Hive, our recently completed office building on Wembley Park Boulevard, accommodates secure storage and facilities for all, allowing us to support and promote modal shift to the bike not only amongst our tenants, but also their visitors. Throughout the pandemic, cycling has seen increased usage as people avoid public transport, and post-pandemic we expect this to continue.

Designated cycle lanes can give cyclists the impression that they have permission to speed through the site in their own space, which can be dangerous for other road users. Instead of dedicated cycle lanes, we therefore adopt a 'Share with Care' approach along the main routes through the site that link Wembley Park and Wembley Stadium Stations. This is promoted through the use of signage and the installation of permanent HVM along the route.

*“All the basic amenity necessities are all within walking distance, i.e. three supermarkets, post offices, corner co-op shops, retail shops, three stations and numerous buses to name a few.”*

### LOCAL RESIDENT



Resident cycle spaces  
**6,983**

Cycle spaces in the public realm  
**406**

### LOCAL SERVICES & AMENITIES

In addition to the provision of physical road infrastructure, our leasing and development strategies are also aligned to ensure that as more residents move in, the range of local services and amenities is consistent with the 15-minute neighbourhood concept and meets the needs of our residents. This 15-minute neighbourhood concept took on a renewed sense of importance during the pandemic, with CACI research published in August 2021 finding an increase of 9% of people are planning to visit their local high street more often after the pandemic.

We listen to feedback from our residents and commercial occupiers about the facilities and types of retail they want and seek to find operators who can fulfil those needs. Pre-existing services in place prior to 2021 include independent retailers such as a bakery, restaurants and a gender-neutral hair salon.

In 2021 we welcomed new, local-needs operators to site including Amazon Fresh, The Grocery Store which is focused on organic and environmentally friendly produce including packaging-free items, and bike store Fix Your Cycle. We also signed a lease for a second Wembley Park location for Black Sheep Coffee, a business with a strong focus on ethical trading. Across Quintain Living, our pet friendly policy has led to a surge in interest in pet-related services, so in 2021 we progressed our search for a pet grooming parlour. This is due to open in 2022.

At Quintain Living, we design our buildings each with their own character, providing a unique mix of facilities and amenities that support working from home, socialising, health and wellbeing and community cohesion – making it entirely possible to live, work and play within our 15-minute neighbourhood.

### CASE STUDY

#### FIX YOUR CYCLE

As an example of our approach to meeting local retail needs whilst supporting our active travel strategy, we welcomed independent bike shop and repair centre Fix Your Cycle to Wembley Park in November 2021 on the ground floor of our Landsby building along Weaver Walk.

Fix Your Cycle offers the public and our residents cycle servicing and repair, electric bike hire, sales of quality used bikes, secure cycle parking and serves as a meeting point to start and finish group bike rides. The business has the capability to offer pop up mobile workshops on an ad hoc basis.

Fix Your Cycle also has a social enterprise arm of the business, Recycle Your Cycle. Recycle Your Cycle partners with the prison service, training prisoners to repair and refurbish bicycles. These are then sold through the UK charity sector, whilst prisoners benefit from the training.



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### PUBLIC & PRIVATE TRANSPORT

Our objectives are to encourage the use of local public transport services and support modal interchange; enhance the quality and availability of travel information and advice for site users; and to support sustainable and shared car-based mobility, minimising the number of single occupancy car driver trips made by residents, employees and visitors.

Wembley Park benefits from excellent transport links, providing high-quality connections from both the local area and destinations further afield, covering both everyday and event day journeys. Over the last fifteen years, we have sought to improve these connections and promote more sustainable means of transport.

### THREE STATIONS STRATEGY

Wembley Park, Wembley Stadium and Wembley Central Stations are all within a short walk for those living and visiting Wembley Park. Working closely with the London Borough of Brent, the Three Stations Strategy has seen the transformation of Wembley's three stations and the routes that link them.

With Wembley Park and Wembley Stadium within our site boundary, we have invested significantly over the years in infrastructure to improve accessibility and legibility both within Wembley Park, and with the wider Wembley area. Our Wayfinding Strategy ensures that up to date information on train and tube services is provided through the use of digital signage, particularly on event days.

### BUSES

Services are currently available from over 20 bus stop locations within the local vicinity of our development area and are located on key routes. We have made significant contributions of circa £3m to TfL to enhance bus services in the area. We have also worked extensively with TfL to minimise disruption and ensure a better level of service on event days.

### CAR PARKING

Historically, Wembley Park was a location dominated by the car; with high levels of surface parking only used on event days. Whilst we still have an obligation to provide 2,900 car parking spaces for major events, we have been replacing the surface parking provision with purpose-built car (and coach parking) that can be repurposed on non-event days for other uses. On non-event days, these spaces have been specifically designed to accommodate a wide range of meanwhile uses, which have included storage, five-a-side football, refrigerated dark stores, orchestra performance spaces, photoshoots and location filming for promotional videos, TV shows and even feature films.

We have reduced residential parking provision over time in line with other measures and trends for encouraging reduced private car use by our residents. Our original masterplan had permission for 3,400 residential car parking spaces for 4,200 dwellings. Even though this has increased to 8,500 dwellings, the original parking provision has remained unchanged, going from a parking ratio of 0.8 to around 0.4 spaces per apartment.

### CAR CLUBS

Car clubs offer a sustainable alternative to owning a car. We have partnered with ZipCar at Wembley Park and promote car club membership amongst our residents and tenants through the provision of discounted membership and free driving credit on joining.

**“I have mobility issues and I love that everything is in such close distance and also provides plenty of seating. Couldn’t ask for better transport links with both underground and buses literally around the corner.”**

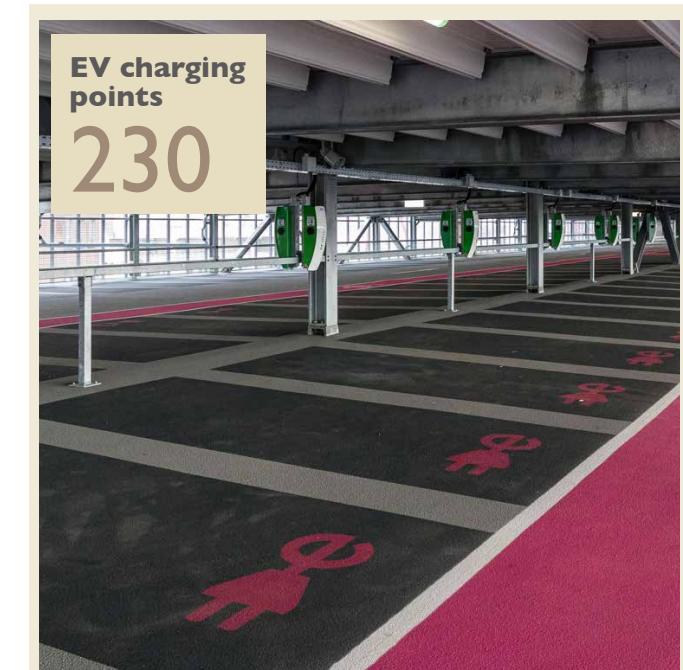
**LOCAL RESIDENT**



### EV CHARGING

To support the rollout of electric vehicles, we have to date installed almost 250 active and passive EV charging points across Wembley Park.

Whilst we do not under-estimate the value of providing EV charging facilities in the public realm, most vehicle charging takes place at home. This can be particularly difficult for those living in apartments, where it generally is not possible for individuals to install charging infrastructure if they purchase an EV. For this reason, we have taken the decision that 100% of parking spaces provided across the forthcoming development of the North East Lands will be provided with EV charging from day one to support wider EV rollout.



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### LOGISTICS

Our objective is to minimise the impacts of goods delivery and servicing trips on local road networks, easing congestion, reducing vehicle GHG emissions and improving local air quality.

Safe and sustainable logistics are increasingly recognised as a challenge for large developments, especially with increasing numbers of residents, anticipated increases in online shopping and when multiple activities such as construction and operations sit side by side.

At Wembley Park, we have adopted a Construction Logistics Plan that includes a centralised logistics hub and manages all construction vehicle movements across the development; we are currently looking at ways in which we can implement a similar approach with our tenants and residents in the operation of the development.

### CONSTRUCTION LOGISTICS PLAN

*It was recognised early on that with the quantity of development under construction at any given time, we would require a strategic approach to the management of traffic within the development and deliveries to individual sites.*

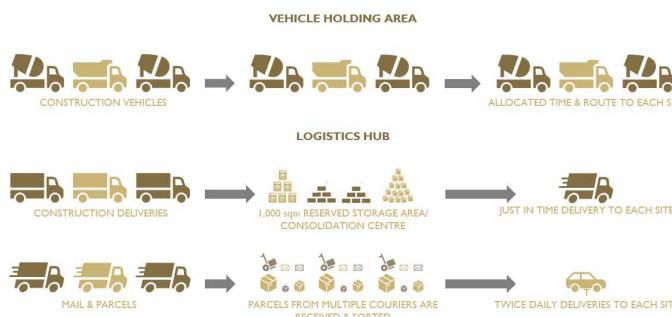
From a practical point of view, the management of vehicles ensures that the local road network remains operational to everyday traffic, reducing disruption across the local area. This in turn, along with our road safety campaigns and requirements for drivers, helps to prevent road accidents.

We have looked closely at how we can reduce the number of vehicles coming to site in the first place and have put in place strictly enforced requirements that all delivery vehicles must be loaded to at least 65% of their capacity; this ensures that our contractors carefully consider their ordering to avoid unnecessary trips. To facilitate this, we have 1,000 sqm of reserved storage space and a consolidation centre for the storage of bulk materials. This means that a contractor can order all of the material they will need for the project, safely store it at our facility, and then call it off as required.

For each site, our logistics team receive a schedule of all of the materials required for a given day, load this onto a single vehicle and deliver 'just-in-time' to the relevant contractor.

Smaller construction deliveries are also directed to a single location, away from the main Wembley Park site. A single drop-off location means that one vehicle with parcels for multiple destinations can deliver to a single location via a 'milk round', reducing their journey time and the time their vehicle is on the road within our development.

### JOURNEY OF A CONSTRUCTION DELIVERY



**“**Our consolidation facilities at Wembley Park have been vital in supporting our side-wide logistics during these intense years of development and ensuring that we continue to take measures to become a more sustainable developer. We are building 8,400 homes across the 85-acre Wembley Park site (1,890 of which were handed over last year) and managing such logistics was always going to be a challenge, but one our exceptional team can navigate. We have two facets to our construction consolidation facilities: a holding area and a construction logistics hub. In addition to this we are developing plans for a separate consolidation facility to manage the many hundreds of daily parcels expected once the population at Wembley Park reaches over 15,000. Large delivery vehicles are required to check in at our holding area with Alandale, our logistics partner, until we are ready to take the deliveries on site; we've had nearly 230,000 vehicles check in there since January 2017. At peak times we've accepted 9,000 vehicles a month - illustrating the vital need for putting consolidation systems in place. **”**

**MATT VOYCE**  
EXECUTIVE DIRECTOR – CONSTRUCTION

### IMPROVED SAFETY

All framework contractors and hauliers visiting Quintain projects must be members of the Freight Operator Recognition Scheme (FORS) and as a minimum, must achieve a bronze award. Drivers are also required to demonstrate that they have undertaken safety related training and can provide a Driver Certificate of Professional Competency (CPC); this is reinforced with internal awareness campaigns on cyclists and vulnerable users, driver briefings and toolbox talks.

### REDUCED GHG EMISSIONS

Whilst we have not attempted to quantify emissions savings, the Waste Resources Action Programme (WRAP) estimates that construction consolidation centres can reduce vehicle numbers by up to 70% during the busiest phases of a construction project. Emission reductions cannot be easily calculated because they are dependent on the load %, distance travelled and type of vehicle, but the measures in place at the Wembley Park Consolidation Centre contribute to reduced GHG emissions through reduced journeys and vehicle idling.

### IMPROVED AIR QUALITY

Equally, NOx emissions and exhaust particulates that contribute towards poor air quality are also reduced with reduced vehicle movements and idling. This is especially important given the close proximity of our construction activities to residential areas and schools.

Logistics vehicles per month at peak

9,000



Nº of logistics vehicles since 2017

230,000

Logistics vehicles in 2021

17,668

