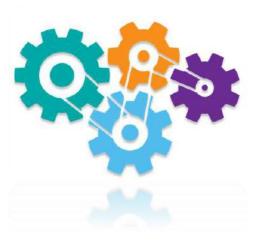


39A Fitzjohn's Avenue & 46 Maresfield Gardens

## February 2024

## Travel Plan







#### **Quality Standards Control**

The signatories below verify that this document has been prepared in accordance with our quality control requirements. These procedures do not affect the content and views expressed by the originator.

This document must only be treated as a draft unless it has been signed by the originators and approved by a director.

Revision	-	Rev A	
Date	01/12/2023	05/02/2024	
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#### **1** INTRODUCTION

#### 1.1 Overview

- 1.1.1 Syntegra Consulting Ltd ("SC") have been commissioned to produce this Travel Plan (TP) in connection with the submission of a planning application for the redevelopment of 39A Fitzjohn's Avenue and land adjacent to 46 Maresfield Gardens, Camden.
- 1.1.2 The proposals comprise the redevelopment of 39A Fitzjohn's Avenue to provide two townhouses and two maisonettes, and the development of 29 apartments on land adjacent to 46 Maresfield Gardens. The proposed site layout is included at **Appendix A**.
- 1.1.3 The site is located approximately 600m south of Hampstead and is bound to the north by existing residential development, to the east by Fitzjohn's Avenue, to the south by Nutley Terrace and to the west by Maresfield Gardens. The site location is indicated at **Figure 1**. The site is within a PTAL 5/6a, indicating high levels of public transport accessibility.
- 1.1.4 The Local Planning Authority (LPA) and Local Highway Authority (LHA) is the London Borough of Camden (LBC).
- 1.1.5 A Transport Statement (TS) has been prepared for the proposals under separate cover. The TS concludes that the site is located in a highly sustainable location, with excellent access to public transport provision.

#### 1.2 Scope

- 1.2.1 This Travel Plan summarises the accessibility of the site and outlines a range of Travel Plan measures which could be promoted to residents to encourage sustainable travel patterns. This document provides an outline of the proposed measures and monitoring strategy, which will be implemented at the site.
- 1.2.2 This report is structured as follows:

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- Section 2 The aims and objectives of the travel plan are outlined;
- Section 3 The accessibility of the site is assessed including details of existing facilities near to the site and walk, cycle and public transport routes;
- Section 4 Details of the roles and responsibilities are outlined, including the role of the Travel Plan Coordinator;
- Section 5 The proposed Travel Plan measures are detailed;

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- Section 6 The Travel Plan targets are set out;
- Section 7 The proposed Travel Plan monitoring process is outlined; and
- Section 8 A summary of the Travel Plan measures and timescales for its implementation is provided.

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#### 2 TRAVEL PLAN OBJECTIVES AND BENEFITS

#### 2.1 Introduction

2.1.1 This section sets out the vision and objectives that will guide the Travel Plan development and implementation. This Travel Plan seeks to outline a range of potential measures which encourage sustainable travel patterns at the site and achieve the objectives and subsequent benefits outlined below.

#### 2.2 Objectives

- 2.2.1 This Travel Plan is based upon the achievement of the following key objectives:
  - To reduce the impact and frequency of car travel, especially single occupancy vehicle use;
  - To reduce the impact of the development on the local road network;
  - To enable residents of the development to have informed choices about their travel options;
  - To improve the health and well-being of residents;
  - To ensure the transport arrangements have minimum environmental impact; and
  - To ensure that the development is accessible to the widest possible range of services.
- 2.2.2 The Travel Plan will therefore broadly seek to:
  - Develop an awareness of locally available non-car modes of transport among residents;
  - Promote sustainable travel and continue to engage directly with residents on sustainable travel choices to achieve a long-term commitment to changing travel habits; and
  - Promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and to highlight the health and environmental benefits of adopting sustainable travel patterns.

#### 2.3 Travel Plan Benefits

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2.3.1 There are many benefits that will be derived from the successful implementation of a Travel Plan at the development, for residents as well as the wider community.

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- 2.3.2 Residents and visitors to the proposed development could expect to enjoy:
  - Improved health and fitness through increased levels of walking and cycling;
  - Increased flexibility offered through wider travel choices;
  - The social aspects of sharing transport with others; and
  - A better environment within the site and its immediate environs as vehicular movements are minimised.
- 2.3.3 In terms of the wider community, the successful implementation of a Travel Plan will lead to reduced traffic impact as a result of the reduction in car use.
- 2.3.4 The overall Travel Plan strategy will include physical measures designed to enhance the sustainable transport linkages at the site, travel awareness initiatives and other measures to assist in the achievement of the objectives of the Plan.

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#### **3** ACCESS BY SUSTAINABLE MODES

#### 3.1 Walking

- 3.1.1 Lit footways are present along both sides Fitzjohn's Avenue, Maresfield Gardens and Nutley Terrace. Dropped kerbs are provided over the existing site access on Fitzjohn's Avenue and dropped kerbs with tactile paving are provided over most local junctions.
- 3.1.2 Immediately adjacent to the site access on Fitzjohn's Avenue a zebra crossing facility is provided. A further two zebra crossings are located approximately 230m north and 380m south of the site on Fitzjohn's Avenue, providing safe routes to local schools.
- 3.1.3 Whilst superseded by the NPPF, the transport policies in the former PPG13 set out specific guidance related to walking: "Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres" (Para 74).
- 3.1.4 A plan showing key pedestrian infrastructure is included in **Figure 2** and a plan showing a 2km walking catchment from the centre of the site is included at **Figure 3**. This demonstrates that a significant area can be accessed within an appropriate walk distance. This area includes 10 Underground stations, and a range of facilities including a number of schools, medical facilities, supermarkets, retail stores and leisure facilities.
- 3.1.5 In summary, there is a good level of pedestrian infrastructure to facilitate trips from the site on foot. The site is therefore well located to encourage pedestrian journeys in place of journeys undertaken by private car.

#### 3.2 Cycling

- 3.2.1 Whilst superseded by the NPPF, the transport policies in the former PPG13 set out specific guidance related to cycling: "Cycling also has the potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport" (Para 77).
- 3.2.2 The plan attached at **Figure 4** shows a 5km cycling catchment from the site. The plan identifies that much of northwest London can be accessed within an appropriate cycle distance, including areas such as Hampstead Village, Camden, Archway, Hampstead, Cricklewood and Marylebone.
- 3.2.3 The local cycle network is shown in **Figure 5**. The southern sections of Maresfield Gardens and Fitzjohn's Avenue form part of the London Cycle Network, connecting the site with the wider network of cycle routes throughout Greater London.

#### 3.3 Public Transport

3.3.1 Within a 400m catchment of the site are six bus stops, all of which are situated along Fitzjohn's Avenue. These stops are generally facilitated with a sheltered seating area, as well as a bus stop flag and timetabling information.





- 3.3.2 Additional services can be accessed from Finchley Road, which is an approximate 550m walk distance from the site.
- 3.3.3 A summary of the routes available from these stops, and the service frequencies, is provided below in **Table 1**.

No.	Route	Weekday	Saturday	Sunday
46	Paddington Station – St. Bartholomews	Every 9-12	Every 10-11	Every 15
40	Hospital	Minutes	Minutes	Minutes
603	Princes Avenue – Swiss Cottage	School Service	-	-
13	North Finchley – Victoria Station	Every 6-10	Every 8-11	Every 7-11
15		Minutes	Minutes	Minutes
113	Edgware – Marble Arch	Every 7-10	Every 8-12	Every 10-13
115		Minutes	Minutes	Minutes
187	Central Middlesex Hospital – O2 Centre	Every 15	Every 15	Every 20
107		Minutes	Minutes	Minutes
268	Golders Green – O2 Centre	Every 14	Every 15	Every 20
200		Minutes	Minutes	Minutes
N113*		Every 30	Every 30	Every 30
NT12.	Edgware – Trafalgar Square	Minutes	Minutes	Minutes

Table 1 Local Bus Routes and Frequencies

\*Night Service

- 3.3.1 The site is also located in close proximity to a range of rail services.
- 3.3.2 Finchley Road Underground Station is located an approximate 650m walk distance (8 minutes) to the west of the site. From here, the Jubilee and Metropolitan lines can be accessed, providing regular services to destinations including Stratford, Stanmore, Amersham, Watford, Chesham, Uxbridge, Wembley Park, Aldgate and Baker Street.
- 3.3.3 Finchley Road and Frognal Railway Station can be accessed via a 750m / 10-minute walk. This station provides access to the London Overground which provides services to a range of destinations including Gospel Oak, Barking Riverside, Highbury, New Cross, Clapham Junction, Crystal Palace, West Croydon, Liverpool Street, Enfield Town, Cheshunt, Chingford, Richmond, Stratford, Romford, Upminster, Watford Junction and Euston.
- 3.3.4 West Hampstead Thameslink Railway Station can be accessed within an 18-minute walk or 7minute cycle. The station provides access to Thameslink services to destinations including St Albans, Brighton, Sutton and Rainham.
- 3.3.5 Belsize Park Underground Station can be accessed via a 15-minute walk or 5-minute cycle. This station provides access to the Northern Line and regular services to destinations including Edgeware, Morden, Kennington, Mill Hill, High Barnet and Battersea Power Station.
- 3.3.6 The site is therefore well located for travel by public transport.

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#### 3.4 Public Transport Connectivity

- 3.4.1 Public Transport Accessibility Levels (PTALs) are theoretical measures of the accessibility of a given point to the public transport network, taking into account walk time and service availability. PTALs are categorised in 9 levels, from 1a (low accessibility) to 6b (high accessibility).
- 3.4.2 The proposed development site incorporates two PTALs 5 and 6a, which demonstrates that the site is well located for access to public transport nodes.

#### 3.5 Summary

3.5.1 It is considered that the site is located within a highly accessible location, with good active travel and public transport infrastructure. This is reflected in the site's PTAL rating of 5 / 6a. It is therefore demonstrated that future residents will not be reliant on the private car for everyday journeys.

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#### 4 PROPOSED DEVELOPMENT

#### 4.1 Development Proposals

- 4.1.1 The proposals are for the for the redevelopment of the site to provide two town houses and two maisonettes fronting onto Fitzjohn's Avenue, and 29 x 1-3 bed flats on land adjacent to Maresfield Gardens.
- 4.1.2 The proposed layout is included at **Appendix A**.

#### 4.2 Access and Servicing Arrangements

- 4.2.1 No changes are proposed to the existing access arrangements onto Fitzjohn's Avenue. This access will be retained to allow access to a small parking and servicing area.
- 4.2.2 A new access is proposed onto Maresfield Gardens, in the form of a dropped kerb crossover. This will facilitate access for delivery vehicles only.
- 4.2.3 For the townhouses and maisonettes, refuse will be collected from Fitzjohn's Avenue, as per the existing situation. A refuse store is located to the north of the site. Residents will be required to wheel their bins to the front of the property on the appropriate days, as per the existing arrangement.
- 4.2.4 For the apartments located on land adjacent to Maresfield Gardens, a dedicated waste and recycling store is included to the west of the site. Bins will be collected from Maresfield Gardens and a facilities manager will ensure bins are located in an appropriate location for collection.
- 4.2.5 In terms of deliveries, a small (4.6T) delivery van can access the townhouses from Fitzjohn's Avenue. The access onto Maresfield Gardens will provide access to the apartments for delivery vehicles.

#### 4.3 Cycle Parking

- 4.3.1 For the units fronting Fitzjohn's Avenue, long-stay cycle parking is proposed at the garden level in a secure store with capacity for eight cycles. The number of units proposed here does not meet the threshold for providing short-stay visitor parking.
- 4.3.2 For the apartments, long-stay cycle parking is proposed a lower ground floor level, in the form of two-tier cycle stores. A total of 60 spaces are proposed, which meets the requirements of the London Plan and Camden's Planning Guidance.
- 4.3.3 Short-stay visitor cycle parking is proposed in the form of 2 Sheffield stands close to the building entrance, with capacity to accommodate 4 cycles. This level of short stay parking is greater than that required by the London Plan.

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#### **Car Parking** 4.4

4.4.1 The proposals include three car parking spaces to serve the units fronting Fitzjohn's Avenue, and no parking to serve the apartments on Maresfield Gardens. All parking spaces will be provided with electric vehicle charging infrastructure. Future residents will not be able to apply for an onstreet permit, as per LBC's policy requirements.

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#### 5 ROLES AND RESPONSIBILITIES

#### 5.1 INTRODUCTION

- 5.1.1 This section of the report sets out the roles of those who will be responsible for implementing the Travel Plan and its measures.
- 5.1.2 An important aspect of a successful Travel Plan is the allocation of sufficient time and resources to enable it to happen. This can in part be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved.

#### 5.2 TRAVEL PLAN COORDINATOR

- 5.2.1 Three months prior to occupation of the development, the developer will appoint a Travel Plan Coordinator (TPC) who will be responsible for the implementation of the Travel Plan. The TPC will share their contact details with LBC upon appointment.
- 5.2.2 The TPC will be provided with appropriate training, time, and budget to fulfil the role. The TPC must be empowered to act on behalf of the community and should have management support from the end occupier or a suitably appointed consultant managing the Travel Plan. The TPC role does not need to be full time, and with appropriate support and budget, the role could be fulfilled by a resident.
- 5.2.3 The duties of the TPC will include, but not be limited to:
  - Oversee the implementation of the measures listed within this Travel Plan, including fulfilment of any Travel Plan obligations;
  - Prepare, distribute, and update the Travel Plan materials, as appropriate;
  - Engagement with residents, including actively encouraging and promoting sustainable modes of travel to and from the site, where possible;
  - Liaison with the Highway Authority with respect to the development of the plan, and the evaluation, monitoring, and review of targets; and
  - Preparation of an annual monitoring report.

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5.2.4 A range of suggested Travel Plan measures have been included in this Travel Plan for implementation by the TPC. This is not an exhaustive list and should be subject to ongoing review as part of the monitoring process set out later in the report.

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#### 6 TRAVEL PLAN MEASURES

#### 6.1 Introduction

6.1.1 This section outlines the Travel Plan measures which could be implemented at the site to achieve the objectives and benefits outlined in **Section 2**.

#### 6.2 Measures to Encourage Sustainable Travel

#### Sustainable Travel Information Pack

6.2.1 A Travel Information Pack will be provided to all residents at the site upon occupation. The pack will include details of local walking and cycling routes, public transport timetables and ticket information, car sharing, car clubs, and links to further sources of sustainable travel information. It will include a walking and cycling map showing key routes and local amenities.

#### **Annual Sustainable Travel Newsletter**

- 6.2.2 Providing residents with an annual newsletter allows the TPC to engage with residents year on year, reminding them of their sustainable travel options and the benefits of travelling sustainably. This also allows the TPC to update residents with any local travel changes that have occurred, for example, changes to public transport timetables or the introduction of new services / routes.
- 6.2.3 The newsletter also provides an opportunity to engage with second occupants of any homes at the development.
- 6.2.4 The newsletter will promote regional, national and international sustainable travel related events, such as National Walking Month, Cycle to Work Day, Bike Week, Cycle September and Clean Air Day, amongst others.

#### **Personal Journey Planning**

6.2.5 The offer of a free personal journey plan to help inform residents of the journey options available to them. The personal journey plan will include helpful details such as journey start time, length of journey, route, and relevant ticket information if using public transport.

#### 6.3 Measures to Reduce the Ned to Travel

6.3.1 The TPC will encourage residents to examine their travel patterns in order to reduce the need to travel where appropriate. These measures could include the promotion of internet food shopping and flexible working practices to work from home or fit working hours around public transport services.

#### 6.4 Pedestrian Measures

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6.4.1 The following measures are proposed to encourage walking to and from the site:

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- Provide plans and information to residents indicating pedestrian routes to local amenities and public transport nodes; and
- Publicise links to walking resources on a range of websites such as <u>https://tfl.gov.uk/modes/walking/</u> and <u>https://footways.london/digital-map</u>.

#### 6.5 Cycle Measures

- 6.5.1 The site will benefit from secure and well-lit cycle storage, which will be provided at ground floor level. The following measures are proposed to encourage cycling to and from the site:
  - Regularly monitor and maintain on-site cycle parking facilities to ensure they are safe, secure and fit for purpose;
  - Publicise the Cycle to Work scheme for residents that could cycle to work;
  - Promote and encourage walking and cycling to work, through events such as 'Bike to Work Day' and 'Bike Week' (<u>www.cyclinguk.org/bikeweek</u>), to heighten awareness for residents; and
    - Publicise the TfL and Sustrans websites for access to local, regional and national cycle route maps and information <a href="https://www.camden.gov.uk/cycling">https://www.camden.gov.uk/cycling</a>, <a href="https://tfl.gov.uk/maps/cycle">https://tfl.gov.uk/maps/cycle</a> and <a href="https://www.sustrans.org.uk">www.sustrans.org.uk</a>.
- 6.5.2 LBC provide free cycle training for those who live, work or study in the Borough. The Council's training programmes include cycle commuter training to ensure those who wish to cycle to work are competent on the road. The free cycling training classes will be advertised to all residents.

#### 6.6 Public Transport

- 6.6.1 The location of the site should encourage a high number of trips to be made by public transport. The following measures could be implemented to further encourage the use of public transport to travel to and from the site:
  - Investigate the potential to provide residents with taster travel tickets; and
  - Supply up-to-date public transport information including timetables, ticketing information and route planning services available from <u>https://tfl.gov.uk/plan-a-journey/;</u>

#### 6.7 Summary

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- 6.7.1 The package of measures described above has been designed to meet the Travel Plan objectives described in **Section 2**.
- 6.7.2 The objectives relating to reducing the impact of car travel (particularly single occupancy car trips) on the wider network have been addressed through the provision of measures designed to promote travel by sustainable modes.



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- 6.7.3 The provision of Travel Induction Packs and annual newsletters enables residents to have informed choices about their travel options and subsequently, will help to achieve the health and well-being benefits outlined in the objectives through increased levels of cycling and walking.
- 6.7.4 The information provided in the Travel Packs and the annual newsletters will ensure that residents are aware of their travel options for accessing key facilities and services.
- 6.7.5 The environmental impacts of the transport arrangements at the site are addressed through the promotion of measures to reduce the need to travel, with the encouragement of working from home and shopping deliveries meaning that the need for work / retail-based trips is minimised.

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#### 7 TRAVEL PLAN TARGETS

#### 7.1 Introduction

- 7.1.1 This travel plan aims to promote travel choice for residents of the development, and hence to increase the use of sustainable transport modes.
- 7.1.2 Targets should be 'SMART' i.e. they must be:
  - Site-specific;
  - Measurable;
  - Achievable;
  - Realistic; and
  - Time-bound.

#### 7.2 Mode Share Targets

- 7.2.1 The most recent Method of Travel to Work data was collected during the COVID-19 pandemic, which led to some major behavioural changes in the ways in which people travel to work. Since the 2021 Census, attitudes towards traveling to work have continued to adapt, with many workers adopting a hybrid way of working between their home and their place of work, suggesting that the 2021 Census is not the most representative dataset in showing current modal splits for the region.
- 7.2.2 Therefore, both 2011 and 2021 Census Method of Travel to Work Data for Middle Super Output Area (MSOA) Camden 005 has been considered. The mode split data is presented in **Table 6-3**

Mode	2011 Census Data	2021 Census Data
Work mainly from home	11%	64%
The Underground	48%	10%
Train	4%	1%
Bus	7%	3%
Driving a car or van	10%	5%
Passenger in a car or van	0%	0%
Pedestrian	14%	12%
Bicycle	4%	3%
Other	2%	2%
Total	100%	100%

Table 2 – Census Method of Travel to Work Data for Camden 008 MSOA

7.2.3 It is likely that the number of people working from home will have reduced since the 2021 Census and it will be interesting to see which modes these people have since taken up. As such, it is not

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considered appropriate to set targets at this stage, but rather set these once baseline surveys have been undertaken, within 6 months of site occupation.

7.2.4 The travel survey response rate has been set at 30%. This is considered to provide a statistically reliable sample, whilst taking into account the difficulties experienced in undertaking resident travel surveys. To try and achieve this, a prize draw incentive will be considered by the TPC to encourage participation.

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#### 8 TRAVEL PLAN MONITORING AND REVIEW

#### 8.1 Introduction

- 8.1.1 A successful Travel Plan must have an appropriate monitoring programme that measures success (and areas for improvement) and reinvigorates the process where necessary.
- 8.1.2 The TPC is critical to the monitoring process and will oversee the implementation of the Travel Plan and its subsequent monitoring. Further details are set out below along with details on timescales for the implementation of the Plan.

#### 8.2 Residential Travel Surveys

- 8.2.1 The initial residential travel survey will be carried out six months post first occupation. A short monitoring note will be submitted to LBC, via the TPC, summarising the results of the survey, within three months of completion of the survey.
- 8.2.2 Surveys will be carried out on an annual basis, year on year from the month of the initial residential travel survey being carried out. An annual monitoring note will be prepared and submitted to LBC, via the TPC, within three months of completion of each of the surveys.
- 8.2.3 The survey questionnaire should include the following elements, which should be agreed with the Highway Authority prior to issue:
  - How residents currently travel to / from the site;
  - How residents would prefer to travel to / from the site; and
  - Measures that would encourage the use of sustainable modes.
- 8.2.4 The monitoring report should include a review of how well the plan is working to meet the objectives, with any revised targets for discussion and agreement with LBC.

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#### 9 SUMMARY AND CONCLUSIONS

#### 9.1 Summary

9.1.1 A summary of the main Travel Plan measures is included in **Table 3**. The table summarises the details of the timescales associated with the implementation of the measures and monitoring of the TP and the person / organisation responsible for the funding and implementation are also presented.

#### Table 3 – Travel Plan Action Plan and Timescales

Measures / Action	Target Date	Responsibility
Appoint TPC	3 months prior to occupation	Developer
Deliver pedestrian / cycle links across the development	Delivered as part of site construction	Developer
Produce marketing materials	Prior to marketing of units	TPC
Prepare public transport / walking / cycling information	Prior to occupation in information pack	TPC
Issue resident travel information packs	Upon occupation of each dwelling	TPC
Promote the benefits of working from home	From occupation	TPC
Encourage residents to use home delivery services/ internet shopping	From occupation	TPC
Promote national travel initiatives/ events	Ongoing	TPC
Conduct baseline travel surveys	Within 6 months post occupation or 25% occupancy on site	TPC
Implement Full Travel Plan	Within 6 months post occupation or 25% occupancy on site	Developer
Annual Travel Surveys	Annually from baseline survey until the end of the five-year period	TPC

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#### 9.2 Conclusion

- 9.2.1 In conclusion, the proposed site is well located in terms of its proximity to existing key services / facilities and sustainable travel infrastructure to encourage travel by non-car modes.
- 9.2.2 The development proposals build upon this sustainable location through the provision of infrastructure to encourage the use of sustainable modes such as walking, cycling and public transport and through 'soft' Travel Planning measures such as the provision of up-to-date walking / cycling information, and 'physical' measures such as the provision of secure cycle parking and safe walking environments.
- 9.2.3 The appointment of a Travel Plan Coordinator will facilitate the implementation of many of the proposed measures.
- 9.2.4 Clear targets and a monitoring regime are proposed that enable those responsible to measure, report upon and maximise the effectiveness of the Travel Plan in achieving its aims and objectives. A programme of impactful, yet realistic measures and deliverables are set out, that link back to the Travel Plans objectives and targets.

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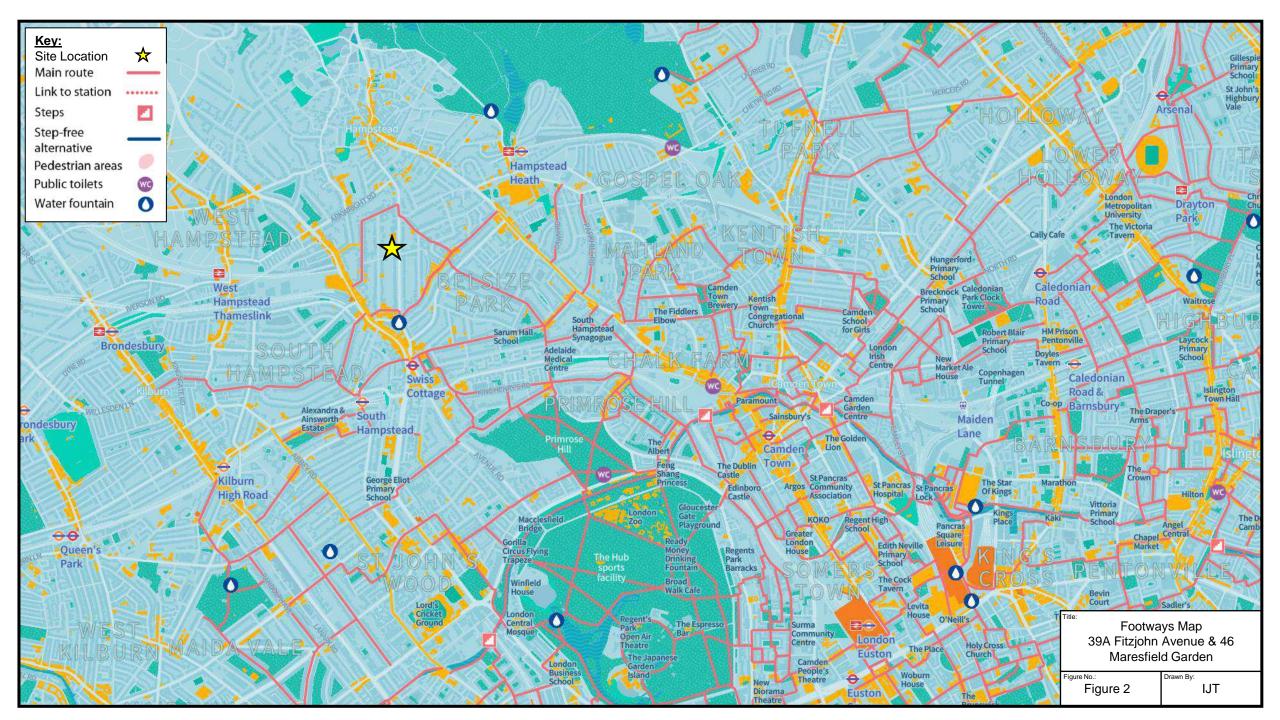
**FIGURES** 

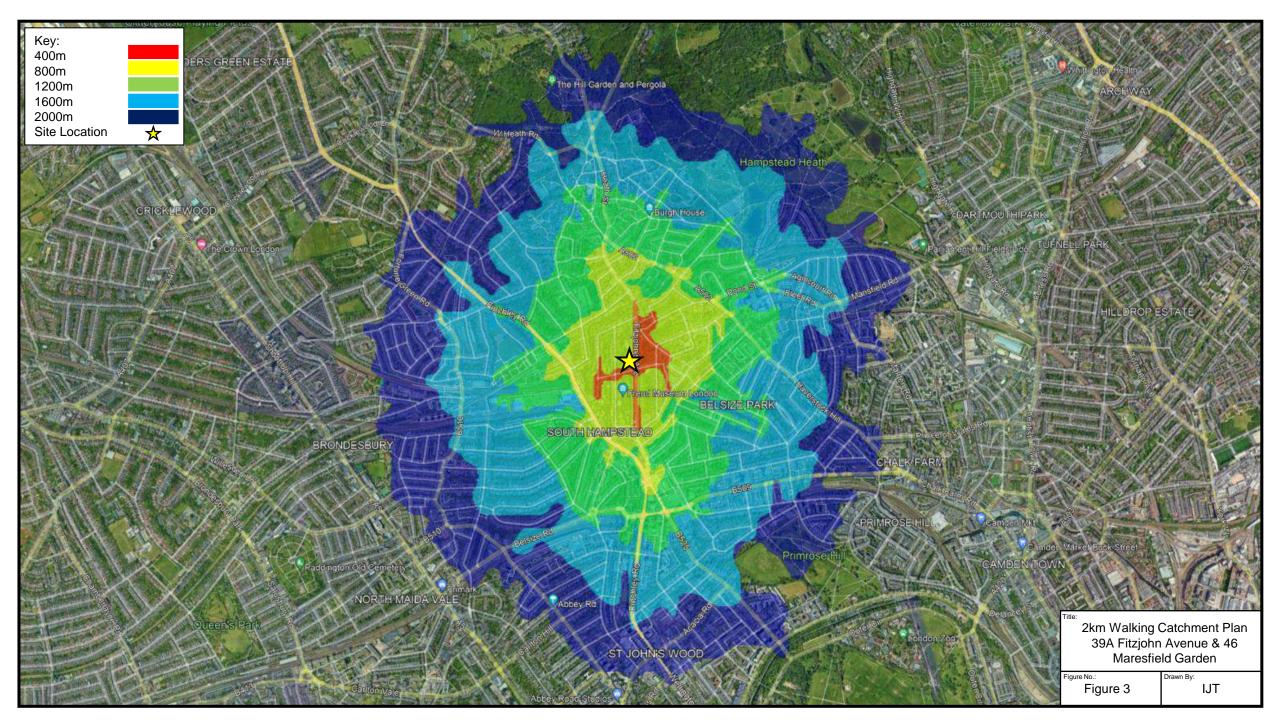


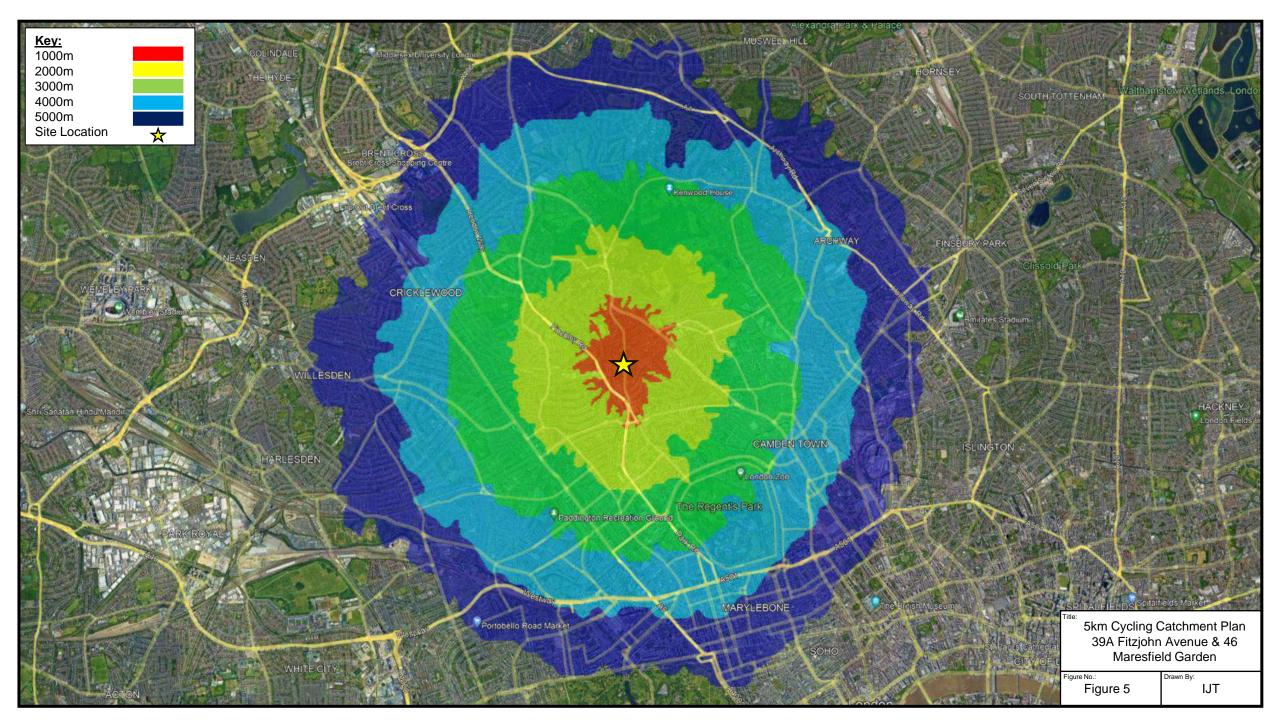
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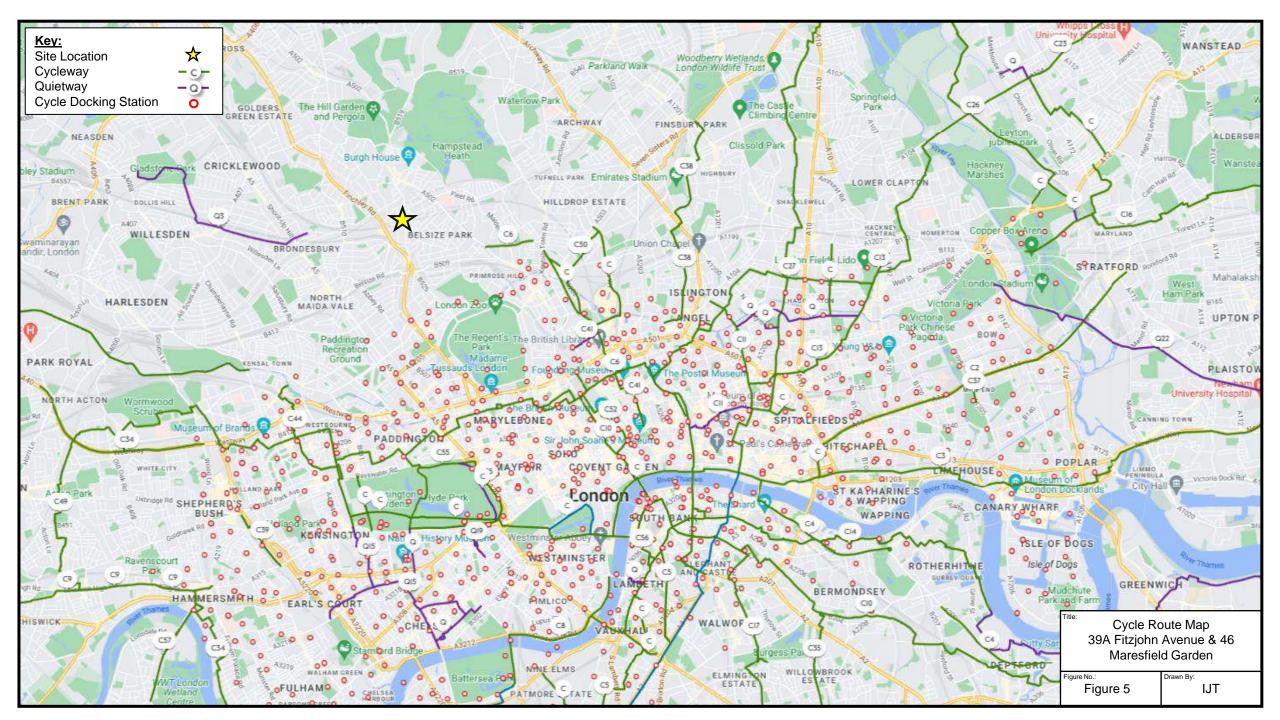
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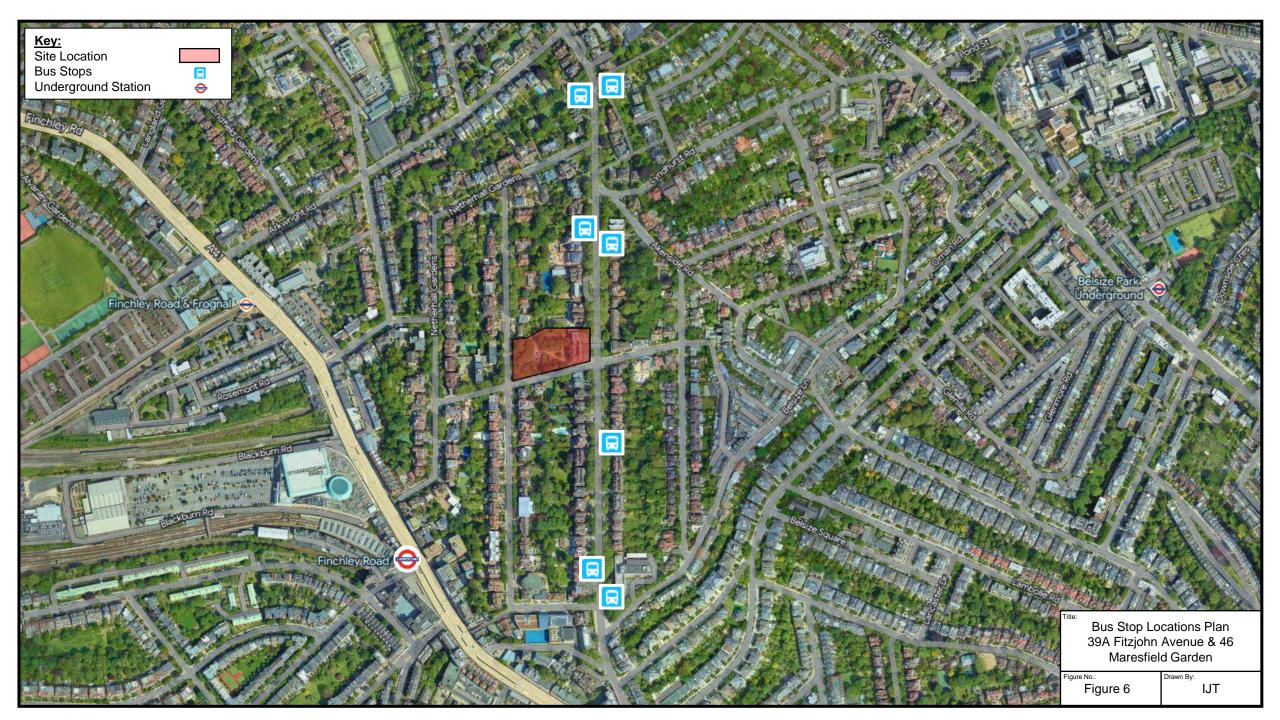














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### **APPENDICES**





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#### **APPENDIX A**



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### **APPENDIX B**



